RESEARCH JOURNEY

Opportunities and Challenges in Commerce & Management
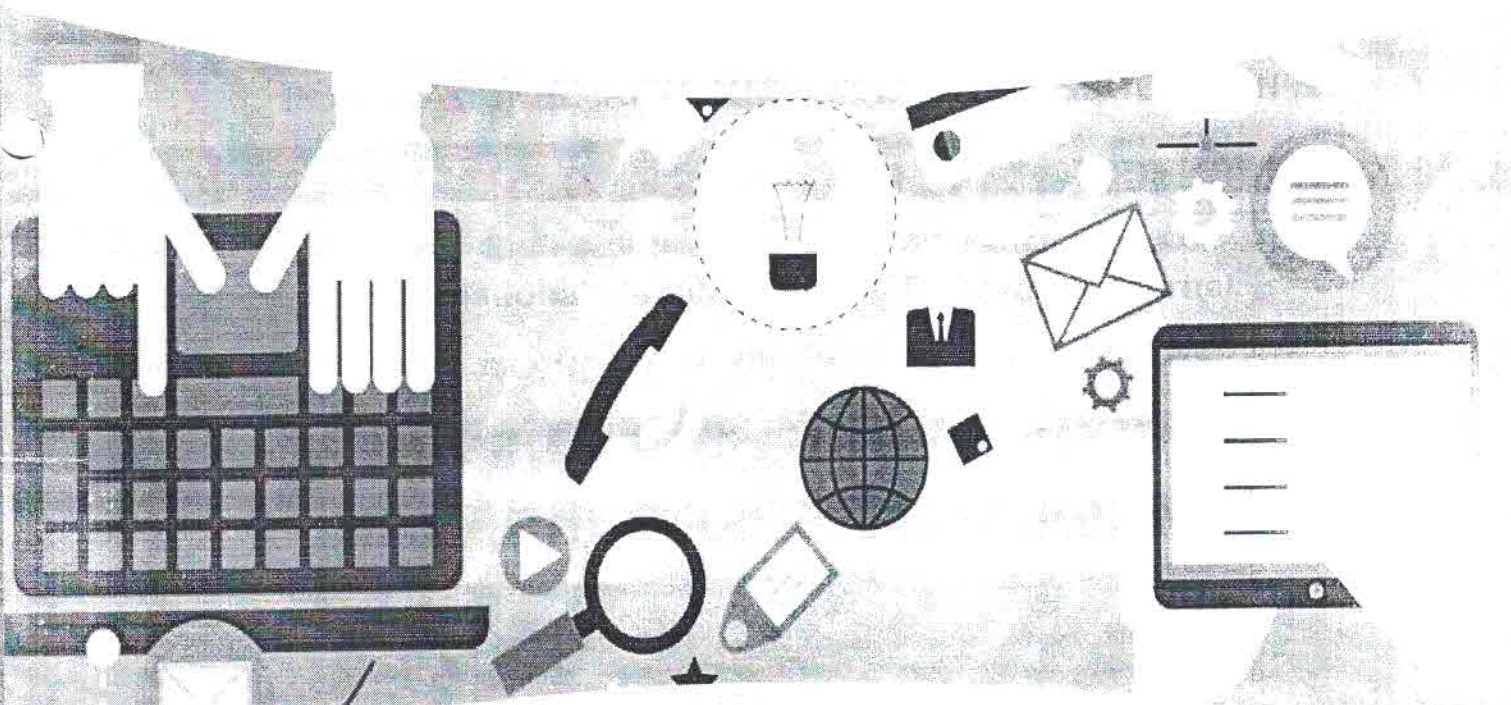
■ GUEST EDITOR ■
Profsssor Dr. Jyoti S. Rane

■ EXECUTIVE EDITOR ■
Prof. S. O. Mali

■ ASSOCIATE EDITOR ■
Dr. Yogesh V. Torawane

■ CHIEF EDITOR ■
Dr. Dhanraj T. Dhangar

Commerce Education - Challenges & Future Trends in : A Study

Dr. Vijay R. Bagde
Associate Professor, Dept. of Commerce
HBT College, Nagpur. R.T.M. Nagpur University, Nagpur. (India)

Abstract -
The growing phenomenon of globalization, liberalization and privatization has been immensely influencing the Commerce Education. Today India holds a very high position, next to China only, among the fast growing economies in the world. The annual growth rate of GDP in India has increased from 2-3% during 1950s to 8-9% in 2006-07. With the transformation from regulations to liberalization nationalization to globalization and from planned economy to open market economy, there has been a sea change in the trading and industrial spheres of the country. The wave of change also enters into the service sector. On the other hand, India witnesses a considerable growth in the field of higher education also. The ratio of enrollment of the students with higher educational institutions has increased from 1% of the total number of eligible population (i.e., people belonging to the age group of 18-23 years) in 1950-51 to 10% at present. Commerce education is business education. Commerce education is that area of education which develops the required knowledge, skills and attitudes for the handling of Trade, Commerce and Industry. The recent commerce education has emerged in the form of Chartered Accountant, Cost and works accountant, Company secretary and Business administrator. Commerce education is a totally different from other disciplines. Hence, it must charter new routes to service the aspirations of the nation. The present article modestly attempts to address certain relevant issues in connection with the challenges and opportunities faced by the commerce education in India in this dynamic business scenario.

Keywords : Higher Education, Commerce, Students, Business, E-commerce. Finance

Introduction -

Commerce is one of three fundamental academic streams, the other two being humanities and science. Commerce is a division of trade or production which deals with the exchange of goods and services from producer to final consumer. It comprises the trading of something of economic value such as goods, services, information or money between two or more entities.

While pursuing a course in the field of commerce, one acquires the knowledge of business or trade, nature and fluctuations in market, basic of economics, fiscal policies, industrial policies etc. The concept of commerce consists of a wide range of interdisciplinary branches including Accountancy, Business Administration, E-Commerce, Finance, Economics and Marketing. Since the Indian economy is one of the fastest growing economics among the third world countries, the need for talented professionals, who can contribute towards the growth of the economy, is increasing. To serve the purpose, many commerce colleges in India are imparting quality education. A commerce aspirant can pursue course related to the field at any of the colleges and work on organizations that deal with finance and commerce. To meet the growing needs of the business society, there is greater demand for sound development of commerce education. The relevance of commerce education has become more imperative this means a marked change in the way commerce and management education is perceived in India. Through teaching, research, and service, the College of Commerce is dedicated to developing tomorrow's leaders, managers and professionals.

Meaning of Commerce -

Commerce is the strongest and most influential social institution in all societies these days. It is a social institution which provides goods and services. Commerce is operated for a profit-that is, individuals using the resources find it advantageous to pay a money price to have other individuals make goods and render services for them. Commerce is owned privately by individuals or group of individuals or by Government or partly by Government

partly by individuals; it competes with other commercial units to make goods and render services of the highest quality, at the lowest prices and in the shortest possible time; and it is regulated by the Government.

Meaning of Commerce Education -

As a branch of knowledge, Commerce imparts experience of business world at large in all its manifestations. prepares its learners for personally fruitful and socially desirable careers in the field of business. Chesseman defined Commerce Education As - "Commerce education is that form of instruction which both directly and indirectly prepare the business man for his calling." Fredrik G. Nichols defined as - "Commerce education type of training which, while playing its part in the achievement of the general aims of education of any given level, has for its primary objective the preparation of people to enter upon a business career, or having entered upon such a career, to render more efficient service therein and to advance from their present levels of employment to higher levels." During the post independence era, commerce education has emerged as one of the most crucial pursuits in the wake of industrialization.

Importance of commerce education -

Commerce education in our country has been developed to support the growing manpower needs of business enterprises. The education imparted to the students of commerce intended to equip them with the specialized skills useful in different functional areas of trade, commerce and industry. Continuous supply of quality manpower is essential for the growth of the industry sector. This necessitated the skilled manpower to manage the process of industrial reconstruction and the rapidly growing trade and commerce. However, over the years, there has been a fundamental shift in the very approach of commerce education; from a professional to a theoretical education.

Review of Literature -

Robbins Committee (1968) was appointed (i) to review the pattern of higher education in Great Britain; and (ii) to advice the government about the rules to be adopted for the long term development of higher education in the light of national needs and available resources. It pointed out the rising level of public expenditure on higher education in Great Britain. The committee observed that there was a substantial increase in public expenditure on the higher education, including capital and current expenditures, loan charges, and maintenance of infrastructural facilities created in the UK during 1954-63.

Objectives of the Study -

The main objectives of this study are as -
1. To find out the challenges in the area of commerce education
2. To identify future trends in commerce education.

Contents of commerce education -

Commerce offers foundation for many professional careers like Finance, Planning, Accountancy, Tax Practitioners, Banking and Broking etc, besides academics, research, and many more. Persons having flair for accounting, finance, commodities, marketing and trading etc. generally choose Commerce. As a stream of study, Commerce can be studied the Higher Secondary level. This paves the way for higher studies in commerce related subjects. The undergraduate and postgraduate Education in Commerce is offered at University departments and colleges spread all across the country. Specializations are offered at post graduate and at research levels. A number of subjects can be studied under disciplines of Commerce in conjugation like: Accountancy, Economics, Mathematics, Business, Finance, Marketing, etc.

Challenges in Commerce Education -

Commerce is considered as one of the most popular career options in India. Commerce education is the backbone of the business and serial development of the nation. This education stresses on developing the people and making effective use of available resources. Commerce education develops the relationship of people with one another. Commerce education covers wide area of business and society. Commerce education provides to the business and society that how to use it for the betterment of self and oneself. Commerce education gives to the people for democratic living, good citizenship and proper utilization of resources. It provides skill oriented education to students and society.

Challenges -

- Challenges and Strategies for controlling inflation and promoting growth.
- Emerging issue in global Economy, Commerce and Management.
- Internationalization of Financial Market in the World.
- Role of Foreign Direct Investment and Foreign Institutional Investment.
- Reform in Indian and International Economic Sectors
- Challenges and Strategies of IMF and WORLD BANK for International competition.
- Challenges and Strategies merger and acquisition strategies for Trade, Commerce and Industry in World.
- Challenges and Strategies for commodities markets in the world and in currency market in International scenario.
- Challenges and Strategies for export and import of Trade, Commerce and Industries in global scenario
- Challenges and Strategies for Stock Market and Investors for International competition.
- Challenges and Strategies in Currency Market in International scenario.

Current Trends in Commerce Education -

1. **E-Commerce -** E-Commerce involves conducting business using modern communication instrument like Internet, Fax, Telephone, E-data interchange, E-payment, Money transfer system. E-Commerce provides multiple benefits to the consumers in the form of availability of goods at lower cost, wider choice and save times.

2. **M-Commerce -** M-Commerce is the Force of E-Commerce's future. Both the telecommunications industry and the business world are starting to see M-Commerce as a major focus for the future scope of commerce education.

3. **Online Education -** It has become an important mode of education. Since the regular courses in India are getting very expensive and highly competitive, distance and online education is fast developing as an amazing option for the students E-learning opportunities are immense in India. Even the distance education programs are serving wonderfully. Distance learning can be availed through various types such as interactive CD-ROM programs, Mobile learning programs, Tele courses or Broadcast courses via Television or Radio, Postal correspondence programs and many more.

Future Trends in Commerce Education -

Educational trends and research that we will see in the coming years include -

1.   It is found

- Standards-based education, focusing on outcomes for student learning will be on rise.
- Full-day kindergarten providing more time for in-class experiential learning.

  Research on the economic impact of the child-care industry and its effect on the local community employment needs are identified to maintain a workforce and this need will be fulfilled through advanced learning and education in commerce.

- Quality Rating Systems, a system of rating the quality of child-care programs that is tied to incentives and reimbursement rates will be introduced by many university and colleges.
- Social Media in the Lecture Hall- Incoming freshmen used to having technology at their fingertips think it is a good idea to introduce social media or tablet devices in the classroom.
- Rise of Community Colleges- Although traditional four-year universities support many community colleges through articulation agreements. Transfer colleges, both online and on ground, will focus on transition students to a four-year college, and students will leverage such programs to cut the price of the bachelor's degree in half or more.

  E-commerce will be on the rise- The rising trend in e-commerce education will be on rise in coming years. According to a research study the no. of e-commerce students will be rise to 100 million in the next few years.

  Academic Oriented Courses- for giving liberal commerce education, for developing quality of all

logical thinking, initiative, attitude to life and a general understanding of business.

Vocational/Self Employment Oriented Courses- Taxation, management accounting, financial analysis, cost accounting.

Job Oriented Courses- Computer accounting, salesmanship, advertising, secretarial practice etc for small jobs.

Management Oriented Courses- The Institutes of Management in the country are catering to the demands of elitist managerial personnel of industry. We need a second level of personnel to cater to the requirements of small and tiny industry. In India, there are many small and tiny industrial units, particularly in the rural areas which need management orientation and a fair dose of management culture.

Practical and Skill Oriented Curriculum- Students of Business will be more exposed to practical aspects of conducting business. Thus the syllabus should include more of drafting of reports, minutes, conducting case studies, undertaking project work, field survey, etc.

Conclusion -

With a growing emphasis on information, global economy, Higher Education was viewed as increasingly essential for the world's population. Information Technology and Mobile Technology is now forcing education sector to change according to the need of the time. The most emerging dimension of the Business and Commerce education in the 21st century is the need for Business School to use technology and make it integral part of course contents. Education now becomes an industry, there is explosion of technologies and knowledge in all sphere. The quality of Commerce Education has become a major marketing issue in the changing environment. As per specialization, a practical training should be provided to the students. By making relevant and practical oriented Commerce Education, we may impact global competitiveness to our students. As a part of the society the social awareness among Commerce students is the emerging need of present time.

Commerce education provides immense opportunities to the students for employment but due to lack of employable students, the advantage is not being taken to its fullest extent. Here the participant's viz. university, colleges, faculty, students and society at large along with the regulatory body and Government are equally responsible for the state of the affairs today. All need to come and work together selflessly to bring positive changes in the interest of the students without which the future of the students will be at further risk, result in negative effect on the nation building-the key objective of education.

References:
1) Bhalla, G.S. and Bawa, S. (2004), Environment, EconomicsAndCommerce Education, Deep&Deep Publications.
2) Committee on Higher Education (23 September 1968), Higher education: report of the Committee appointed by the Prime Minister under the Chairmanship of Lord Robbins 1961-63, Cmnd. 2154, London: HMSO
3) J.R. Hough and S.J. Warburton (1968), Studies of school cost and resources under the Department of Education, Loughborough University
4) National Knowledge Commission (2006). Note on Higher Education: report of the Committee appointed by the Government of India November 2006. http://knowledgecommission.gov.in/focus/higher.asp
5) Poe, CD & Viator. R 1990, 'AACSB accounting accreditation and administrators' attitudes toward criteria for the evaluation of faculty', Issues in Accounting Education, vol.5, no.1, pp59-77.
6) Peel, J. M. et al (1991), The Determinant of Students Financial Awareness, Issues in Accounting Education, vol.5, no.1.
7) Rehman, A.R.M and Saha, A.B (1996), Accounting Research in Changing Environment and the Trend of Accounting Research in India-with special reference to North East India, Journal of Accounting and Finance, Vol.X. No.1
8) McLanen, C. M. (1990), The Place of Communication Skills in the Training of Accountants in New Zealand, Accounting and Finance, May, pp. 82-94.
9) Commerce and Management Education in India,Ed.K.V.Sivayya.Ashish Publishing House, New Delhi 1990
10) http://www.foxbusiness.com/personal-finance/2011/12/30/education-trends-for-012/#ixzz2RdLf4thR
11) http://www.wamda.com/2013/03/10-trends-shaping-the-future-of-the-arab-world-from-fadi-ghandour

ELIXIR

National Conference on

Electronic Commerce Issues and Challenges

(ECIC-2019)

Organized On

18th September 2019

Organized By

Department of Commerce

Seth Kesarimal Porwal College of Arts & Science & Commerce, Kamptee, Dist: Nagpur (M.S.)

E

L

I

X

I

R

E-Commerce in India: Challenges and Opportunities

Dr. Vijay Bagde
Associate Professor,
H.B.T. College, Nagpur
Mob. No. 9423638430
E-mail :-bagdevr@gmail.com

Abstract

E-Commerce is the future of shopping. E-commerce is also one of the business options that one have to explore in future. E-Commerce is growing with swift pace in our country. Backed by increasing internet users' base and favourable demographics, Indian E-Commerce Industry has registered impressive growth in the last few years. There are tremendous opportunities of growth in E-Commerce in future also. But there are certain challenges which need to be addressed properly. In the present paper an attempt has been made to study the present status of E- Commerce in India, examine challenges of E-Commerce and discuss the future of E-Commerce in India.

Keywords : *E-Commerce, Growth, Online, India, Internet.*

Introduction

E-commerce stands for electronic commerce and caters to exchange of products, services and information via internet. Electronic commerce is more than just buying and selling products online. It includes the entire online process of developing, marketing, selling, delivering, serving and paying for products and services. It is doing business online. It includes any commercial activity that takes place directly between a business, its partners, or its customers through electronic communication and information processing technology. E-Commerce is a modern business methodology that addresses needs of the organisations, merchants and consumers to cut costs while improving the quality of goods and services and increasing the speed of service delivery. India has shown tremendous growth in the E-Commerce segment. E-Commerce has become an important tool for small and large business

Taywade College, Mahadula, Koradi, Tah: Kamptee, Dist: Nagpur (M.S.)

Page 7

worldwide, not only to sell to customers but also to engage them. Although the transition traditional purchasing to online purchasing was very slow initially in Indian market because number of internet users due to lack of internet facility and awareness in public. But now the situation has changed and the e-commerce industry is growing rapidly in our country.

Objectives of The Present Paper:

- To study the present status of E-Commerce in India.
- To examine the barrier of E-Commerce in India.
- To discuss the future of E-Commerce in India

Research Methodology:

Research Methodology is the systematic and theoretical analysis of the methods applied to a field of study. It includes the process used to collect information and data for the purpose of making decisions in the present paper, the secondary source of information has been used. The data has been collected from journals, books and websites.

Categories/Models of E-Commerce:

The different categories or Models of E-Commerce are as follows:

B2B (Business to Business):

Under B2B model one business sells to other business. Companies doing business with each other such as manufacturers selling to distributers, wholesalers selling to retailers are the examples of B2B e-commerce model. Pricing under this model is based on quantity of order and is often negotiable. Chinese E-Commerce Giant Alibaba is the example of B2B model.

B2C (Business to Consumers):

This is the usual from of E-Commerce. In this model business sells products and services directly consumers over the internet. They display their products or services on their Websites or Apps and consumers can order the product or service directly on their Websites or Apps. If an individual is buy a pair of shoes by placing an order to Flipkart.com is an example of B2C model.

C2B (Consumer to Business):

Consumer to Business E-Commerce model involves consumers selling products or services to busine. In C2B consumers create value and business consume that value. For example, when a consumer will reviews or when a consumer gives a useful idea for new product development than consumer is creat value for the business if the business adopts that inputs. In C2B consumers can offer products services to companies and the company pay the consumers. We can see the C2B model at work in blog or internet forums in which the author offers a link back to an online business thereby facilitating purchase of a product, for which the author might receive affiliate revenues from a successful sale

C2C (Consumers to Consumers):

C2C is a business model that facilitates the transaction of products or services between customer provide an innovative way to allow customers to interact with each other. C2C involve electronically facilitated transactions between consumers through some third party. A common exam is the online auction, in which a consumer posts an item for sale and other consumer bid to purchas the third party generally charge a flat fee or commission. The sites are only intermediaries, just match consumers.

Review of Literature:

(Elizabeth & McGregor, 2000) in their paper analysed the impact of e-commerce on consumers policy, business and education. A discussion of public policy initiatives, research questions and future research was given.

(Dasgupta & Sengupta, 2002) in their paper examined the future and prospects of e-commerce in Indian Insurance Industry.

(Abhijit, 2013) in his paper opined that e-commerce has unleashed yet another revolution, which is changing the way businesses buy and sell the products and services. New methodologies have evolved. The role of geographic distances in forming business relations is reduced. With the development of 3G and 4G wireless communication technologies, the internet economy will continue to grow robustly.

(Raghunath & Panga, 2013) concluded that initially, new internet users would be reluctant to conduct any kind of business online, citing security reasons as their main concern. In order to increase the adoption of e- services, the source of consumer confusion, apprehension and risk need to be identified, understood and elevated. E-Commerce provides tremendous opportunities in different areas but it requires careful application for consumer protection issues.

(Madhukar Sarode, 2015) in his paper concluded that ecommerce is future of shopping and gap has been reduced between manufacturer and consumer due to e-commerce. There is vast scope for e-commerce in India but due to weak cyber law, people are facing challenges in India.

(Saxena, 2015) in her paper concluded that e-commerce plays a pivotal role in Indian society. It plays an important role in upgrading and developing the Indian economic system. It provides support to small and medium enterprises to flourish their business. E-commerce also faces some challenges like lack of cyber laws and lack of computer education etc.

(H. Ramchandani, 2016) in her paper concluded that the retail e-commerce sales in 2015 as a percentage of total retail sales in India accounted for approximately 0.9% of all retail sales in India. However this figure is expected to grow in near future and is estimated to reach 1.4% in 2018. E-Commerce has greatly impacted the business of physical retailers' especially small retailers. International e-retailers are giving a strong competition to domestic ones. However physical retailers still have a very good standing in the Indian market as Indian consumers generally like to inspect the goods before making any purchase.
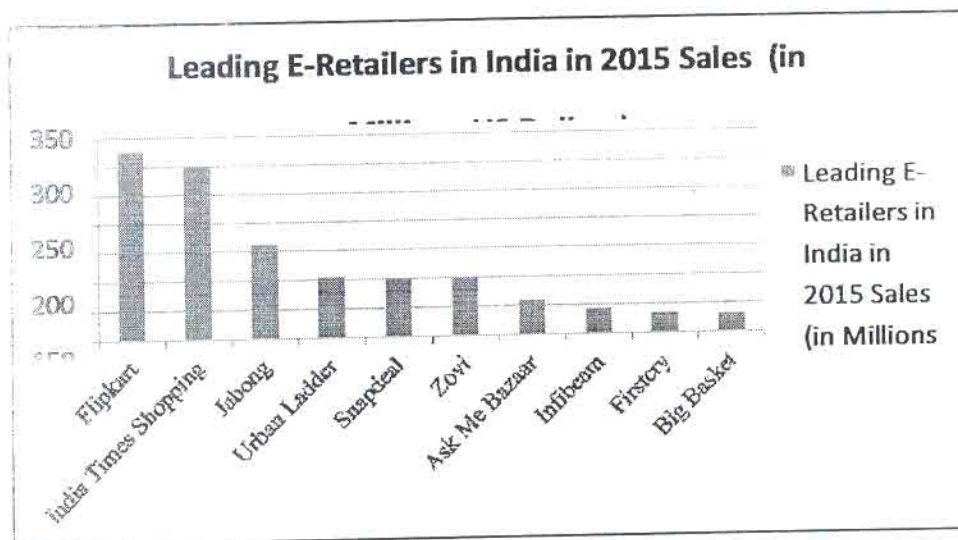
Present Scenario of E-Commerce in India:

E-Commerce in India is still in a growing stage, but it offer tremendous opportunities for developi countries like India. The e-commerce sector in India started their operations late nineties amo business to business users (B2B). Business to Consumers (B2C) e-commerce started in 1996 in th of matrimonial portals. The cost and the speed of internet was the limiting factor for their growth time. The first E-Commerce website in India was rediff.com, which was one of the most trafficke portals for both Indians and non – residents Indians. Last five years have seen a rise in the number companies enabling e-commerce technologies and the internet in India. Major Indian portal sites h also shifted towards e-commerce instead of depending on advertisement revenues. Today E-Commer has become an integral part of our society. There are websites providing any number of goods an services. These websites provide almost all categories of goods and services on a single site. These s target the buyers of every possible product or service. These websites are known as Multi Produc Commerce Sites. There are also Single Product E-Commerce Sites. which deal in specialised field Technology is changing the way of shopping. Out of the total internet users in India. 60% vis commerce sites. Favoured demographics and growing internet users' base helped in adding the grow Growth shown by Indian players like Flipkart, India Times, Snapdeal etc. and huge investors' around these companies showed the immense potentials of the market. The Table 1.1 and Gr depict the leading e-retailers in 2015 in India.

Table 1.1: Leading E-Retailers in India in 2015

E-Retailer	Sales (in Millions US Dollers)
Flipkart	325.96
India Times Shopping	300
Jabong	163.06
Urban Ladder	105.68
Snapdeal	101.52
Zovi	100
Ask Me Bazaar	60.5

ELIXIR-Peer Reviewed National Journal of Multidisciplinary Research
Special Edition Sept. 2019 Vol. VIII
National Conference on "Electronic Commerce Issues and Challenges" 18th Sept. 2019.
Organized by Seth Kesarimal Porwal College of Arts & Science & Commerce, Kamptee

Infibeam	43.78
Firstcry	35.74
Big Basket	31.71

Source: (Statista, 2017)

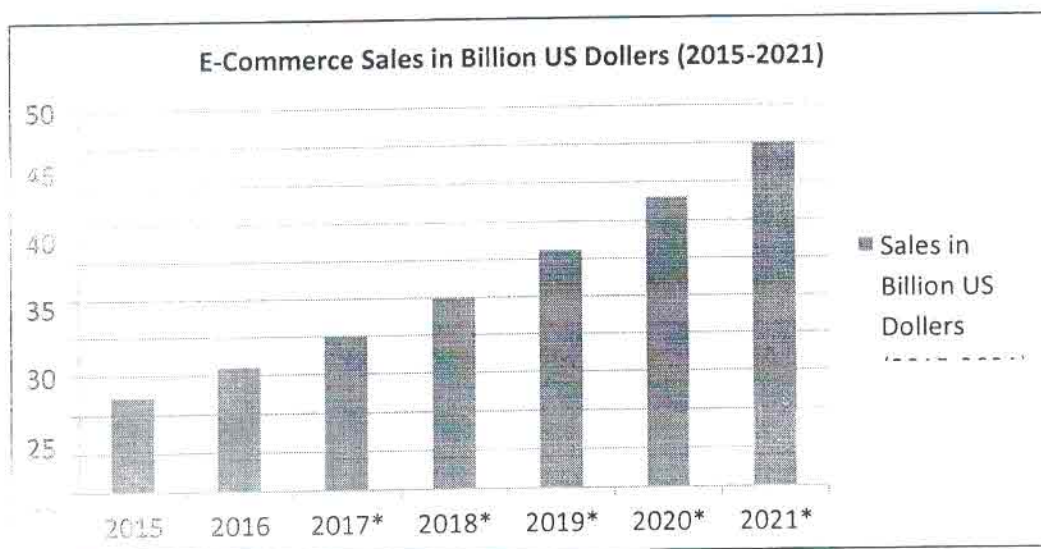Graph1.1

Source: (Statista, 2017)

Future of E-Commerce in India:

The E-Commerce sector in India is growing rapidly in India. The internet users' base in India might be mere 400 millions which is much less as compared to developed nations of the world, but expanding day by day. The accelerating growth of e-commerce in India is due to internet penetration and easily available smart phones. Furthermore the favourable demographics and government effort of digitalisation is also pushing the growth of e-commerce sector in India. Retail sector is one of the largest growing sectors in India at present, which is expected to grow in future with an increasing rate. Table 1.2 and Graph 1.2 show the growth of e- commerce sales from 2015 to 2021.

Table 1.2

Years	E-Commerce Sales in Billion US Dollars (2015-2021)
2015	12.19
2016	16.08
2017*	20.01
2018*	24.94
2019*	31.19
2020*	38.09
2021*	45.17

Source: (Statista, 2017)

E-Commerce Sales in Billion US Dollers (2015-2021)

Graph 2.2

Source: (Statista, 2017)

Table 1.2 and Graph 1.2 highlights the growth of e-commerce sales from 2015-2021. It is clear from the table and the graph that the e-commerce sale is showing an increasing trend. It was 12.19 Billion Dollars in 2015 which rose to 16.08 in 2016. It is expected to grow with an increasing pace

coming years also. It is expected to reach at 45.17 Billion Dollars in 2021, which is almost

size of 2015.

Barriers of E-Commerce in India: Poor Internet Facilities:

Internet is considered the backbone of the e-commerce. But the penetration of internet facilities in India especially in rural area is very less. Speed of Internet is also the major challenge in our country. No doubt we are moving towards 4G internet services but still a lot has to be done.

Feeling Unsecure:

Feeling unsecure by customer is one of the major and continuing challenges for e-commerce in our country. Customers have to be confident about the integrity of the e-dealers and payment process before making any purchase order online. Risk of hacking and cyber crimes are also there. Privacy has also become a major concern for consumers with identity theft and impersonation. Security challenges are not restricted to consumers only in e-commerce, corporate firms also face security challenge as their vital information, records and reputation is at stake.

Logistic and Supply Chain:

Logistics and supply chain has been the major challenge to the e-commerce companies. Most of the population in India lives in villages. To reach the consumer in the village is a big challenge. The e-commerce companies' needs to invest more on setting up warehouse and signing up more suppliers across the country to ensure customers get order delivered by nearest suppliers.

Cash on Delivery (COD):

Cash on delivery is big problem for e-commerce companies. In the era of digital payments, cash on delivery is still the most favoured mode of payment used by the consumers. This mode is very expensive for e-commerce companies. Sometime courier companies take 30-40 days to return the cash collected from customers to dealers. If the customer return the product than it becomes very expensive for the company as the company pay two way courier charges.

High Competition:

There is a cut throat competition among the player in the e-commerce market. With intense competition, the profitability of the of the companies decreases as they use aggressive pricing strategy and offer huge discounts and commissions.

Tax Structure:

Tax structure is another factor for lesser growth of e-commerce sector in India in comparison to the developed countries like USA and UK. In India there are different types of taxes and these taxes create accounting problems to online business. Some states are even charging separate tax on e-commerce transactions. Government has implemented the GST Act. which is expected to solve this problem to great extent.

Absence of Cyber Laws:

Absence of cyber laws to regulate the online business transactions is another bottleneck to e-commerce in India. The new technology has created huge legal uncertainty in our country. The existing Consumer Protection Act 1986 needs to be amended to update and widen the scope of the Act.

Physical Purchase:

Most of Indian customers are more comfortable in buying product physically. They want to touch the product before buying. So they do not prefer to buy product online.
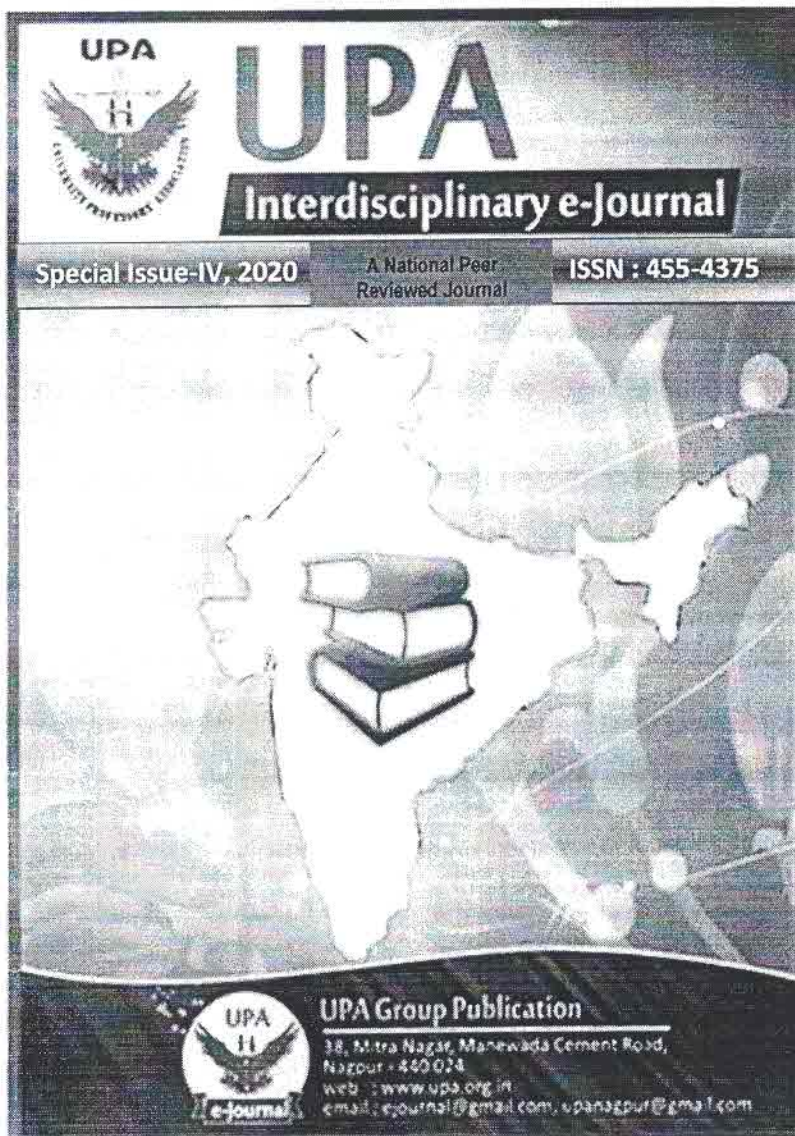
Conclusion:

E-Commerce has made the shopping easy. The E-Commerce Industry in India is growing despites many challenge. E-commerce industry is one of the largest growing industries at present. The sale of e- commerce industry is expected to grow by almost 4 times by 2021 than that of 2015. This unprecedented growth in E-Commerce is due to increase in smart phones and its uses, 3G/4G internet services, awareness in public, government initiative of digitalisation, easy shipping and payment options, entry of foreign e-business players etc. Government should take to provide a proper legal framework so that hurdles in the growth of e-commerce are reduced to a limit.

References:

1) Dasgupta, Prithviraj. & Sengupta, Kasturi. (2002). E-Commerce in Indian Insurance Industry. Electronic Commerce Research, Vol. 2, 43-60.

2) Elizabeth, Goldsmith. & McGregor, L.T. (2000). E-commerce: consumer protection issues and implications for research and education. Journal of Consumer Studies and Home Economics. Vol. 24, 124-127.

3) H.Ramchandani, Pooja. (2016). Growth of E-Commerce in India and its impact on economy. Abhinav International Monthly Referred Journal of Research in Management Technology, Vol. 5, 33-36.

4) Madhukar Sarode, Rajendra. (2015). Future of E-Commerce in India Challenges and Opportunities.

5) International Journal of Applied Research, Vol. I (12), 646-650.

6) Mitra, Abhijit. (2013). E-Commerce in India- A Review. International Journal of Marketing, Financial Services and Management Research, Vol. 2, 126-131.

7) Raghunath, Alka. & Panga, Murlidhar. (2013). Problem and Prospects of E-Commerce. International Journal of Research and Development- A Management Review. Vol. 2, 59-66

8) Saxena, Pallavi. (2015). E-Commerce and its impact on Indian society. International Journal of Management and Computer Innovations, Vol. 3, 520-522

9) https://www.statista.com/statistics/289770/india-retail-e-commerce-sales/ (January 20, 2017)

10) Dr. Naveen Kumar, E – Commerce in India: An Analysis of Present Status, Challenges and Opportunities, International Journal of Management Studies, http://www.researchersworld.com/ijms/ ISSN(Print) 2249-0302 ISSN (Online)2231-2528

SPECIAL ISSUE – IV : JUNE – 2020

UPA
UPA
Interdisciplinary e-Journal

Special Issue-IV, 2020 | A National Peer Reviewed Journal | ISSN : 455-4375

UPA Group Publication
38, Mitra Nagar, Manewada Cement Road, Nagpur - 440024
web : www.upa.org.in
email : ejournal@gmail.com, upanagpur@gmail.com

For downloading the Issue, Click the link given below
http://upa.org.in/ejournal_sp_iv
Visit : www.upa.org.in

Share your valuable feedback at
upanagpur@gmail.com
upajournal@gmail.com

UPA National Peer-Reviewed Interdisciplinary e-Journal

Published By
UPA Group Publication
In Association With
Smt. Rajkamal Tidke Mahavidyalaya, Mouda

Bar. Sheshrao Wankhede Arts & Commerce College

Khaparkheda

June-2020

A STUDY OF ONLINE EDUCATION : ADVANTAGE AND DISADVANTAGE

Dr. Vijay R. Bagde

Associate Professor,

H.B.T Arts & Commerce College.

Nagpur

Email: bagdevr@gmail.com

Abstract: Covie- 19 on that time Online education option for student teaching, learning and carrears courses. Online education has most popularity in the recent time. Online learning as a global learning platform which has taken onlin education to a new level altogether available many courses free on cost. Online education in its various modes has been growing steadiy worldwide due to the confluence of new importance as internet technology of computer with search of sites You tube and Face book., Online education golbal adoption of the internet digital education ICT capacity, Internet/Mobile technology. The younger geneation currently applicable online and internet base education adopting. HRD ministry apply policy implementation of online education, evaluate and review the method used in teaching and upgrade to maintain the quality of online education in private highe education institution.

Keyword: Online education, Implication, Student, online teaching, social presence, advantage and disadvantae of online education.

Introduction: Idea of online education had just came up but it flourish like a fire through the idea and reality are two different things use of phones as the daily necessity or basic things has just started and because of this only the idea of online education has started. Before the use of phone the education has been upto the four walls of the school and the information given to them are only upto books or if it even exceeds, it limits only upto the teacher education and the information the teacher has but those information also limits upto books.

National Interdisciplinary Webinar: Special Issue-4/2020
Published in Collaboration with
Smt. Rajkamal Tidke Mahavidyalaya, Mouda
Bar. Sheshrao Wankhede Arts & Commerece College, Khaparkheda

131

But now people have decided to grow, people have decided to change themselves according to technology. This growing technology gives idea of phone and using it for every little thing which is related to our daily neccessities . Ofcourse now the new daily neccesity for a person has become is education. People has made everything for their convenience when people finds that education has become necessary if you wants to prove yourself you have to stand different so education has become indeed necessary and the source for getting the education or information changed from books to phones, "google" one of the most prominent source of getting information become worldwide know. Any doubt, any queries, it can be answered in few seconds by asking it to "google". So the journey of the education or information from teachers to books to phone is indeed incredible.

An Overview : Work from home a big part of keeping people healthy involves minimizing contact at work and during the commute, which for many office works, could mean teleworking, Remote work can be a real challenge, especialty in multiple member of the some family are all trying to work and study together, Navigale through virtual working. As people wants to stand different they should know many things going around and should have all the information so perople began to find their answers in phone where one can quickly get the answer. The source of information started been used by many peoples all over the world. As the technology was used worlwide the used of phone become necessity and soon it is used commonly. The phone also developed from buttoned small box with small screen to 5 inch screeened phone where people can use it more conveniently. The way of interacting should be more convenient so video calls have been introduced. People from cities ofcoursly used it commonly but the incredible thing was that the people even from the villages and poor started to use to. When the just source of information began to flourish more and the more, it was used by people more it started to get linked with the education we have in daily life. The daily life education or even the yearly course problems or queries which can be clear from the phone. Extra education or information related to those topic can also be cleared from the phone.

This development not only in technology but also the development in the growing mind of kids had not kept education in just the four walls but the contact increase beyond that, any question it can be even ask for it beyond the school or officialy learning timing. From there actually the real education or simply online education get started. Soon, the situation of

National Interdisciplinary Webinar: Special Issue-4/2020
Published in Collaboration with
Smt. Rajkamal Tidke Mahavidyalaya, Mouda
Bar. Sheshrao Wankhede Arts & Commerece College, Khaparkheda

132

covid-19 had worsened the situation of education. Where students used to get the education just stopped, school, colleges and university everything paused and the situation of covid-19 worsended but time waits for none the education should be started soon but now the demand of situation was like that the online education would be the best choice for the safety also and to take away the situation. This was indeed the birth of online classes. But as said before there is difference between idea & reality.

How do online classes work by school or colleges:

LMS allow instructors to upload course information for easy student access, Common LMS include Blackboard, Canvas, and Moodle, which provide accessible exchange of information between teachers and students. If the department deelivers a course asynchronously, students may view lectures and course materials, such as power point presentations and syllabus at their leisure. Synchronous courses, howere, require scheduled attendance through online chats or conferencing.

Learners submit course assignments through LMS by posting on discussion forums and submitting tasks through applicable links. Th submit a research paper for instance, a student using Blackboard could click on the particular assignment line to upload the finished product. Teachers may provide feedback to the student through comments or email when using this LMS.

Advantage of online education: When the situation of the covid-19 is get worsened, there is need of alternate that could be safer also and even should be convenient, so therefore the best option one could find is the online education including online learning and online class.

1) **Sense of securety:** Online education offeres a sense of securety for students as well as parent. As even online education is only alternative found to be much popular among the student.

2) **Room of development:** The student from evey department, from every class, from every stream can find a room of develooment and key to success and can get knowledge from online internet education.

National Interdisciplinary Webinar: Special Issue-4/2020
Published in Collaboration with
Smt. Rajkamal Tidke Mahavidyalaya, Mouda
Bar. Sheshrao Wankhede Arts & Commerece College, Khaparkheda

133

3) **More convenience:** When it come to more convenience the online classes are more affordables and doesn't need any kind of more time because of traffic or to leave early for classes or miss family time, it is convenient for students to wake up and continue their online classes.

4) **Work from anywhere, at any time:** This is the most appealing benefit of online education for students with many duties to balance. Since eveything is available online, accessing class materials and submitting work is very convenient. Exactly when and where this take place is up to student, as long as assignment due dates are met.

5) **Focus on ideas:** With an estimated 93 percent of communication being non-verbal, online students don't have to worry about body language interfering with their message. While body language can be effective sometimes, academics are more about ideas, and online education eliminates physical judgments that can cloud rational discussion.

6) **Group communication:** Many degree programs today incorporate some sort of group project or teamwork. Working with others on campus or locally means coordinating specific days and times so everyone can attend. Distance earning programs. However foster virtual communication and allow students to work with team members via email, chat rooms and other easy to use methods.

7) **More time to think before sharing:** Online schooling still has a discussion element to it, often in a forum or discussion board. On campus student have to choose a stance or formulate a thought in class quickly, and sometimes speak before they have fully examined everything. In an online environment, students can spend as much time as they want thinging about and honing their own ideas. This can lead to greater confidence and more elegant discussion.

8) **Lower total costs:** Online learning progams prove a more affordable option the traditional school and colleges. Though not all online degrees offer less expensive net tuition prices than traditional colleges, associate expenses almost always cost less. Available online course material, text books are available online at free cost download, many colleges and universities accept credits earned via free massive open online courses

National Interdisciplinary Webinar: Special Issue-4/2020
Published in Collaboration with
Smt. Rajkamal Tidke Mahavidyalaya, Mouda
Bar. Sheshrao Wankhede Arts & Commerece College, Khaparkheda

134

(Mooc's), the most recent advance in online education. These free online courses can help students fulfill general education requirements.

9) **Improve you technical skills :** Even the most basic online course requies the development of new compter skill, as students lear to navigate different learning management systems (LMS) and programs. The participation skill students learn within their online courses translate to many profession, including creating and sharing documents, incorporating audi/ video material into assignments, completing online training session. More school free offer to students laptops or ipads allotment.

Disadvantage of online education: Online education is an increasingly large part of higher education, as both online schools and traditional schools continue to expand their online offerings. Online education communities have made access to higher education easier for students that work full time, have disabilities or otherwise cannot make it to tradition classes. However, there are disadvantages to online education communities due to factors such as a lack of personal contract and an increased need for time management skills.

1) **Online learning is limited disciplines:** All educational disciplines are not created equal, and not all study fields can be effectively used in online learning for now, at least. Online learning tends to be more suitable for social socience and humanities, rather than scientific fields such as medical science and engineering which require a centain degree on hands on practical experience, no amount of online lectures can substitute an autopsy for medical students or real life industrial training for a budding engineer. While this could change in the future, we are currently not yet a point where we can fully teach all professions solely through online learning.

2) **No face to face interaction:** The lack of face to face communication ties together with many of the previously mentioned disadvantages of online education. A lack of any kind of face to face communication with the instructor inhibits student feedback, causes social isolation, and cound case stduents to feel a lack of pressure. A lack of pressure is a disadvantage in the sense that it causes students to abandon their studies more easily. Constant nudging by teachers may be undesirable for many, but it's an effentive method for improving student retention.

National Interdisciplinary Webinar: Special Issue-4/2020
Published in Collaboration with
Smt. Rajkamal Tidke Mahavidyalaya, Mouda
Bar. Sheshrao Wankhede Arts & Commerece College, Khaparkheda

135

3) **More work to students:** Online education is typically require a greater amount of reading and assignments than traditional classes. Programs in general are improving the quality of their online education, and this means that students will have to do more to prove that they have mastered the material. Expect to spend at least 10 hours per week on each onlie education.

4) **Technological complicated:** Since online education are done completely through the computer, technological issues can occur that make it difficult to complete coureses on time. Students must have modern computers to run online classroom systems and schoo often require Microsoft work and other expensive programs. In addition, when there are technological problems, it can be hard to access the classroom or get live help, which can be a major disadvantage when deadlines arrive.

5) **More cost expenses:** Although the more cost expenses of a online education program is usually cheaper than a regular online education, there can be hidden costs involved. Online education is offered, you might have to incur some initial expenses like installing a computer and getting a reliable internet connection. You may need to buy additional resourcess such as a printe, a web camera and so forth. Some expenses might be recurring, like maintenance and electricity expenses.

6) **Quality of faculty compromised:** Often considered to be the lesser cousin of regular education, online education is ofter plagued by lack of enough good quality faculty members. In other cases, even if the instructor is good, he or she may not be comfortable with teaching in an inline education. Sometimes the technology might not do full justice to the delivery and design of the course. A student loses out in all these scenarios. Online education providers should realise that it is not the technology, but good and effective teachers that teach students.

7) **Not suitable for every topic:** Only in a small group a person can develop properly. At school, students learn how to make friends, be patient, get rid of disappointment, and especially to compete. Competition between colleagues can be very stimulating and students will only benefit from it. Online education cannot offer human interaction.

National Interdisciplinary Webinar: Special Issue-4/2020
Published in Collaboration with
Smt. Rajkamal Tidke Mahavidyalaya, Mouda
Bar. Sheshrao Wankhede Arts & Commerece College, Khaparkheda

136

Online education cannot cope with thousands of students that try to join discussion. Also, online education can be difficult, if it is meant for disciplines that involve practice.

Conclusion: Online education has brought a positive impact in the lives of students and working professional. The quality of education has improved by online courses and even it has become easy for students to refer the content as per their leisure. In the era of digitalization the scope of online education increase even more and will be benefical for students. Online education should be seen as a complement and extension of classical forms of learning. Not event the best online course can fully replace the personal contact with a teacher or the human relationships that develop in a group. In today's busy lifestyle, most people have no time to go school or college, simply to learning something new. This is where on of the advantages of online education will benefit these people. Online education is able to provide yu with a flexible learning environment from any location as long as you are offered with internet connection. Advantage of online education is you can attend the online classes from your comofrt home or any location that you find convenient. The communication that can be done by Internet tools such as e-mail, IRC, and www pages writing (HTML) and searching for information

Reference:

- Online http://epaa.asu.edu/epaa/v8n51/
- Blair, Julie. The Virtual Teaching life. Education week, 5/9/2002, vol.21 Issue
- www. Indiaeducation
- http://www/expresscompteronline.com
- Choubey,P.E E-Learning: The future of learning in India. 2009

National Interdisciplinary Webinar: Special Issue-4/2020
Published in Collaboration with
Smt. Rajkamal Tidke Mahavidyalaya, Mouda
Bar. Sheshrao Wankhede Arts & Commerece College, Khaparkheda

137

Department of Commerce
Organized
One Day National E-conference on
Corporate Social Responsibility : In India, Amid Covid-19 Pandemic

8th October, 2021
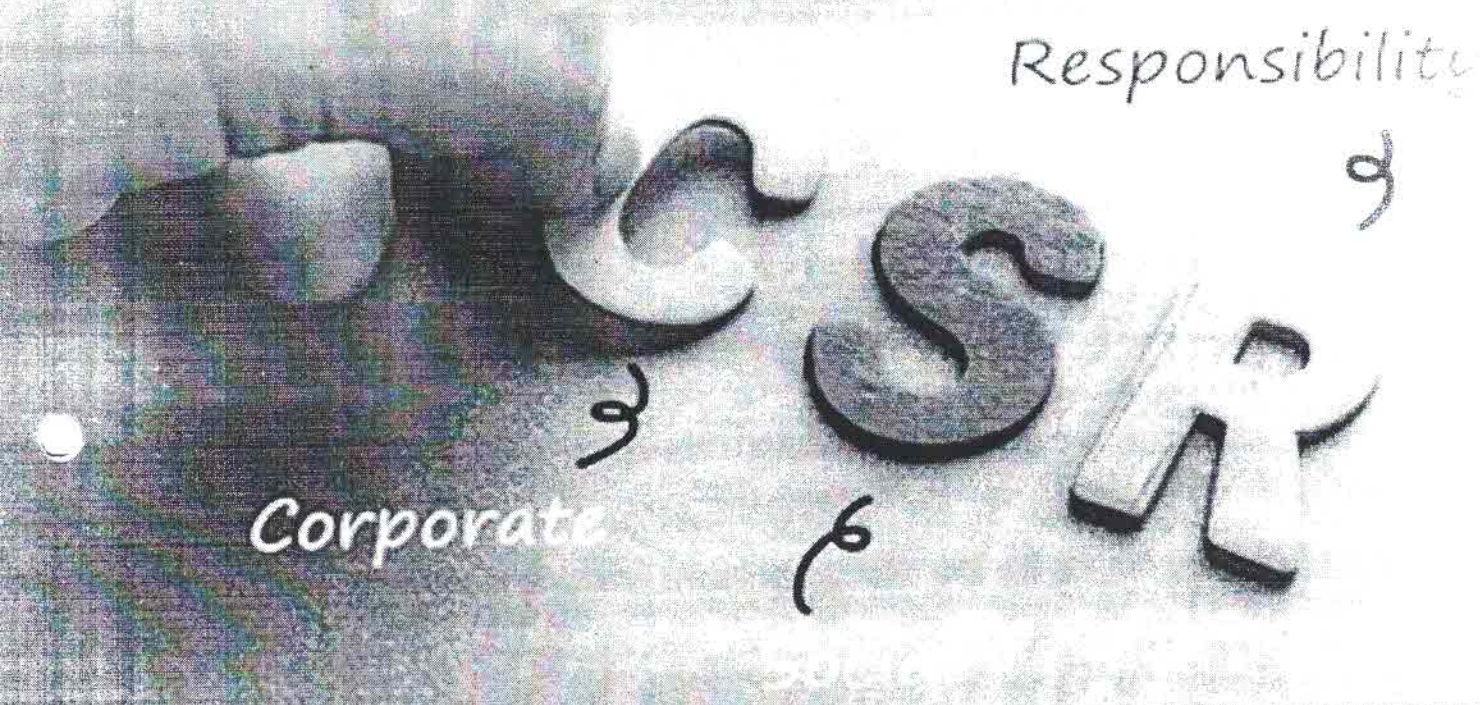
Responsibility

Corporate

CSR

CORPORATE SOCIAL RESPONSIBILITY: AN ANALYTICAL STUDY OF INDIAN COMPANIES

Dr. Sanjay Dhanvijay*
Dr. Vijay R. Bagde**
Dr. Sanjay B. Bagde***

* Associate Professor, Arts, Commerce & Science College, Arvi, Wardha

**Associate Professor, HBT College, Nagpur*

*** Asst. Professor, Dept. of Commerce, Dr. L.D. Balkhande College, Pavni, Dist. Bhandara

Abstract:

Key objective of companies is to earn profit and to fulfill this objective companies use the society in different ways. So it is their ethical duty to participate in the development of society, where they belong. Companies have realized that, to get strategic benefits and ensure continuation of business, they have to focus on public welfare and reduce social inequalities. Thus they have to be more concern about society and common people. CSR is a means to corporate houses to work for society and create value for stakeholders.

J.R.D. Tata rightly said that, "No success or achievement in material terms is worthwhile unless it serves the needs or interests of the country and its people." Thea aim of this paper Companies Act.2013, regarding amount spend for CSR purpose.

Key words:

Corporate Social Responsibility (CSR), Society, Stakeholders, Indian Companies.

Introduction:

CSR can be defined as the responsibility of a company to the society's welfare in form of different activities. The stakeholders of a company are obviously interested about the company's financial performance, but now a day they are keen and pround to know what the company's contributions to the society are. CSR also works as a medium to create brand image to the corporate houses. In India, there is a large development gap between the cities and rural areas and large financial gap between the upper class and poor people. Government works to reduce these gaps by implementing different plans and policies. But only Government's participation in social development is not enough, so more stakeholders need to involve and here the corporate entities have an important role to use their resources for the social development.

In early days, the concept of CSR was innovative ideas and methods. For example- Proctor and Gamble has launched the project 'Shiksha', where company spend a part of price of its products in this project to educate the children in India. As per Companies Act. 1956, it was very difficult to the stakeholders to know how much amount companies spend for CSR purpose. because there was no provision in Companies Act. 1956. to mention about it. Many companies did not mention about their social performance and the amount they had spent on this issue. So to eliminate this problem, there is a provision in the companies act. 2013 where as per section 135. "every company having net worth of rupees 500 core or more, or turnover of rupees 1000 crore or more or a net profit of rupees 5 crore or more during any financial year shall constitute a corporate social responsibility committee of the board consisting of three or more directors out of which at least one director shall be an independent director. The CSR committee shall formulate and recommend corporate social responsibility policy which shall indicate the activity or activities undertaken by the company as specified in schedule VII and shall also recommend the amount of expenditure to be incurred on the CSR activities.

Objectives of the Study:

This study has been carried out with the following two specific objectives: -

- To study the initiatives taken by the selected Indian companies in the ground of CSR.
- To analyze whether the selected companies are compliance with the Companies Act 2013 regarding the amount spends for CSR purpose.

Literature Review:

S. Pradhan and A. Ranjan (2010) – examine the CSR initiatives of Indian companies in rural development and came to the conclusion that companies have realized social and economic growth of the local communities is a big issue for doing business in an efficient way and they are engaged with different kinds of social activities in rural areas for better social and economic growth.

A. K. Srivastava, G. Negi, V. Mishra and Pandey (2012) – examined the CSR performance

TATA group and concluded that TATA group performing its duty and responsibility towards nation in an efficient way.

Singh, R. Srivastava and R. Rastogi (2013) – analyzed the CSR practices of selected banks and they concluded that the banks are performing their CSR activities in an efficient manner.

L. Govindarajan, N. V. Kumar and N. Purusothaman (2013) – attempted to see whether there is any linkage between the CSR score and stock market performance are positively correlated for selected companies.

S. Mundhe (2013) – conducted the research on impact of Indian ethos and CSR of selected Indian companies, where the result shows that Indian ethos help to the Indian companies to realize their social performance and the CSR activities of the selected companies have a great role in development.

A. Bhat and Dr. N.Z. Qureshi (2014) – investigated the CSR initiatives of selected life insurance companies in India and they came to the conclusion that life insurance sector is contributing to social development by implementing various projects.

N. Gurubaiah and M.B. Rao – analyzed the role of corporate organizations in social development, where they observed that 62% of manufacturing companies focused on CSR activities in terms of environmental concern, as manufacturing units damage the environment by different ways and 72% of service organizations paid attention on different social, besides, it had been seen that there is a positive relation between the amount of CSR spent and the performance of the companies.

A. Khan, A. Zahoor and S. Irun (2014)- attempted to find out the impacts of CSR on employees' behavior in telecom sector of Pakistan, where they conclude and make them more committed towards the organization.

P.D. Sawant (2014)- analyzed CSR practices, initiatives and expenditures of selected pharmaceutical companies in India. The result shows that the companies have taken different initiatives to discharge their social duties.

Research Methodology:

This study is purely based on secondary dat. Secondary data has been collected from the published annual reports of the selected Indian companies for the period of four years (i.e. 2011 to 2012 to 2014 to 2015). Six Indian companies, namely- Asian paints Ltd., Axis Bank Ltd., Dabur India Ltd., Exide Industries Ltd., Emami Ltd., and Tata Chemicals Ltd. Have been selected randomly.

Analysis and Findings:

CSR initiatives of selected companies: -

- **Asian Paints Ltd :-**
Company has taken many projects to fulfill its social commitments. such projects are- organize health check up camps in rural areas; provide funds for development of hospitals. Company provides financial supports for the purchase of educational items and infrastructure development of school, arranges e-learning classes, training for competitive examinations. Besides, company taken initiatives for skill development of youths. community development by making self defense camps for women, as well as for environmental safety the initiatives for water preservation for recycling of water, rain water harvesting, tree plantation program etc. have been undertaken.

- **Axis Bank Ltd.: -**
The bank performs its CSR activities through "Axis Bank foundation" (ABF). The CSR initiatives taken by foundation are- support in education for the children of backward section in India, arrange special education program for physically and mentally challenged children. Besides, arrange vocational training for the youths to enhance their employability. Foundation is working to provide medical facilities to the accidental injured patients from the accident spot to the hospital, arranges blood donation camps. For green banking initiatives, it collects the dry wastage from the bank's office and recycles it to produce envelopes; notebooks etc. and some other notable projects have been undertaken for society's development.

- **Dabur India Ltd.: -**
Company has taken many projects to fulfill its social commitments, such projects are help in education for the backward section of society, give financial assistance for improvement of schools, arrange vocational training and skill development programs. /seg up health checkup cams to provide different kings of health care facilities, crreateawareness on rural people about malaria, HIV- AIDS, cancer etc. For women empowerment, different initiatives have been taken. Company also works to protect scare plants and herbs and arrange tree plantation program take to time for environmental sustainability.

- **Emami Ltd.:-**
Different programs have been taken by the company to fulfill its social responsibilities, such programs are- give financial assistance to poor students in school and college level. Offer scholarships to the meritorious students, donate

educational infrastructure to the schools, arrange vocational training for skill development of youths. Company also engages to provide different healthcare services, organize blood donation camps, donate ambulance go various hospitals. It also works for women empowerment by giving education and training to the women of the rural areas to make them self employed and for community developments some other notable projects have been undertaken.

- **Exide Industries Ltd. :-**

Company has taken different programs to perform its social responsibility. /such are provide basic education and health checkup facilities to deprived children of the age between 2-6 years in Kolkata and thus project has been undertaken with an NGO namely, "Lighting Young Lives Improving /child Health Outcomes /through /community Participation", Beside, company has taken foot step in rural infrastructure developments and heath treatment of underprivileged sections in India. Since 2009,

the company is working with 'UNICEF' under the program "WASH" (Water, /Sanitation and Health) for improvement of children health in rural India. Besides, for environmental safety the company has taken the initiatives of tree plantation program and also contributes for flood relief and other social welfare.

- **Tata Chemicals Ltd.:-**

Company executes its social responsibilities by implementing different programs. Such are education program in rural areas, provide health care facilities, arrange vocational training for skill development of youths. Company also has taken different initiatives for women empowerment. Beside, it has taken food step to provide forethinking water, helps in construction of toilets in rural areas, development for traditional arts and handicrafts. For environmental safety company engage in water management by re cycling of water, protection of natural resources and also involve with many more social activities.

Table
Amount of profit and spent for CSR purpose
(Rupees in Crore)

Name of Company	Average profit (Considered profit of last three years)	CSR commitments (2% of average profit)	Actual amount spent (in F.Y.2014-15)	Variance (in rupees)
Asian Paints Ltd.	1493.73	29.87	19.01	10.86
Axis Bank Ltd.	6688.67	133.77	123.22	10.55
Dabur India Ltd.	732.68	14.66	14.71	0.05
Emami Ltd.	377.65	7.553	7.5922	0.0392
Exide Industries Ltd.	685.14	13.70	3.58	10.12
Tata Chemicals Ltd.	583.01	11.66	10.20	1.46

Source: - Annual Report & Business Responsibility Report.

Conclusions:

The conclusion can be drawn that, CSR has a great importance in today's business environment for socio-economic developments and to contribute to the value of stakeholders'. The selected Indian companies have taken several initiatives for socio-economic development in the way of CSR. But that is not enough. The above table clearly shows that only two companies (namely- Dabur India Limited & Emami Limited) have compliances with the provision of companies Act.2013 for amount spending for CSR purpose, but remaining companies failed to spent 2% of their average net profit of last three years for CSR purpose in the F.Y. 2014-2015. So they have to be taken more initiatives to fulfill their social commitments.

References

1. Carroll, A.B. (1979) "A Three Dimensional Conceptual Model of Corporate Performance Academy of Management Review, 4(4): 497-505.
2. Govindarajan, V.L., Kumar, N.K. and Purusothaman, N.(2013) "Linkage between CSR initiatives with financial performances: Analysis from pharmaceutical industry in India", Asian Journal of Multidimensional Research,2(12):1-14.
3. Mukherjee Debanga, Global Journal of Commerce & Management Perspective. Vol.4(5):1-2 ISSN:2319-7285.
4. Bhat, A.J. and Qureshi Z.N.(2014) "Corporate Social Responsibility in Life Insurance", Global Journal for Research Analysis, 3(2): 19-21
5. Srivastava, K. A. Negi, G., Mishra, V and Pandey S.(2012) " Corporate Social responsibility a case study of TATA group", ISOR Journal of Business and Management (IOSRJBM),2(5): 17-27.

Singh, N. Srivastava, R and Rastogi, R. (2013) "CSR Practices & CSR Reporting in Indian Banking Sector", International Journal of Scientific and Research Publications, 3(12):1-8.

Sawant, D. P. (2014) "Corporate Social Responsibility of Selected Pharma Companies in India: An Exploratory Study", Global Journal of Management Perspective, 3(4): 205-219.

8. Pradhan, S. and Ranjan, A. (2010) "Corporate Social responsibility in Rural Development Sector: Evidences from India", School of Doctoral Studies (European Union) Journal, 139-147.

9. Mundhe Sunil, T. (2013) "Indian Ethos and Corporate Social Responsibilities by Indian Companies". Online International Interdisciplinary research Journal, III(1), 118-12.
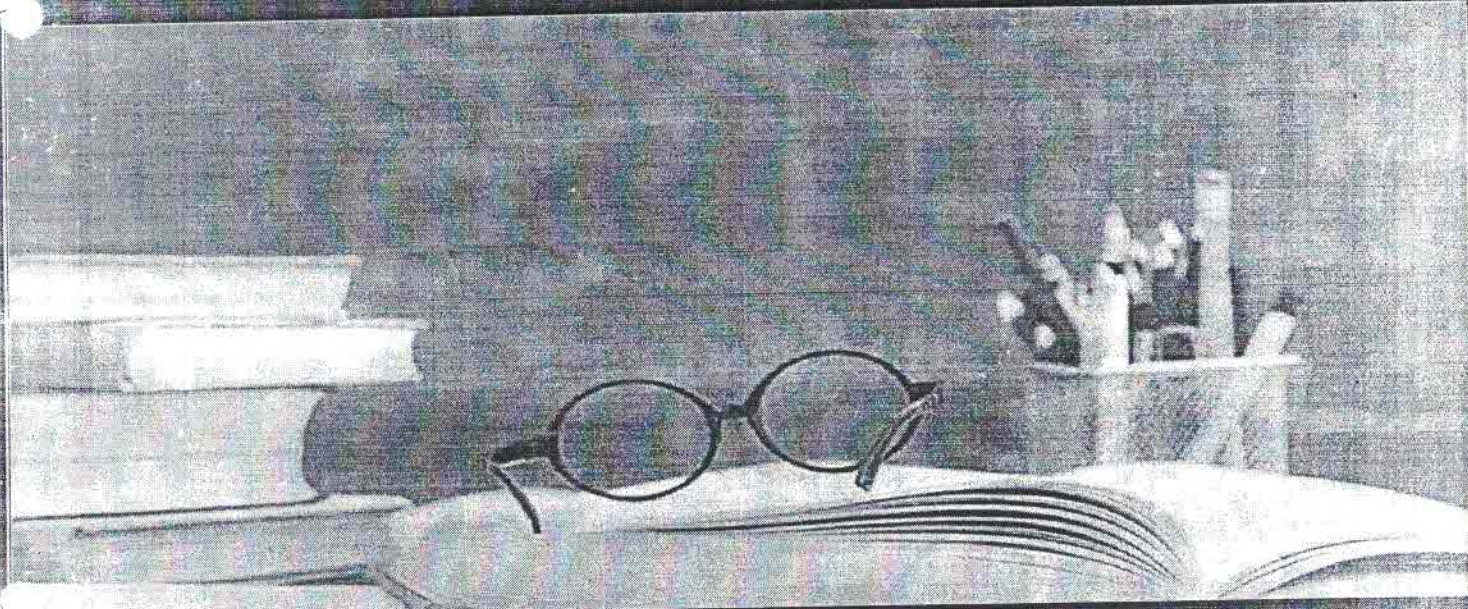
ANALYTICAL STUDY OF SKILL DEVELOPMENT PROGRAMME: A STUDY

Dr. Vijay R. Bagde
Associate Professor, HBT College, Nagpur.
Dept. of Commerce, R.T.M. Nagpur University,
Nagpur. (India)
Mob No. 9423638430
Email-bagdevr@gmail.com

Abstract

Training and development is the field which is concerned with organizational activity aimed at bettering the performance of Individuals and groups in organizational setting. It is a combined role often called human resources development (HRD) meaning the development of "Human" resources to remain competitive in the marketplace. Training focuses on doing activities today to develop employees for their current jobs and development is preparing employees for future roles and responsibilities. It carry out an analysis that the objective of training and development is to creative learning organizations which ensure that employees through value addition can effectively perform their jobs, gains competitive advantage and seek self growth: this measurable performance resulting from good training and development, shall enhance organization development. It is a process transferring information and knowledge to employers. It is equipping employers to translate that information and knowledge into practice with a view to enhancing organization effectiveness and productivity, and the quality of a management of people. It should be considered along with education policies and systems which are crucial to the development of human resources.

Keywords: Training and Development, goals, Role in achieving Organizational Performance.

1. Introduction

Conventional 'training' is required to cover essential work-related skills techniques and knowledge, and much of this taking a positive progressive approach to this sort of traditional training. Training and development guide is oriented chiefly around what's good for people, rather than chiefly what's profitable for organizations. The reason for this is that in terms of training, and development, what's good for people is good for the organizations in which they work—what's good for people's development is good for organizational performance, quality, customer satisfaction, effective management and control, and therefore profits too. Organizations which approach training and development from this stand point inevitably foster people who perform well and progress, and importantly, stay around for long enough to become great at what they do, and to help others become so. Training is a very commonly used word, it traditionally 'belongs' to the trainer or the organization, it should be about whole person development—not just transferring skills, the traditional interpretation of training at work. Being realistic, corporate attitudes and expectations about what training, and does cannot be changed overnight, and most organizations still see training' as being limited to work skills, classrooms and power point presentations

However, when your start to imagine and think and talk about progressive attitudes to developing people beyond and traditional skills training. The objectivity of training and development and its continued learning process has always been leverage with an organization and now it has become rather an over arching trend of social needs, emphasizing that organizations must inculcate learning culture as a social responsibility. It has been also proved by many studies in the past that there are sound connections between various training and development practices.

2. Literature Review

2.1. Training and Development

As defined by Richard Beckhard, " Organization development" (OD) is a planned, top down, organization-wide effort to increase the organisation as effectiveness and health. OD is achieved through interventions in the organization's "Processes" using behavioral science knowledge (i) According to warren Bennies. OD is a Complex strategy intended to change the beliefs, attitudes, values, and structure of organizations so that they can better adapt to new technologies, markets, and challenges. Warner Burke emphasizes that OD is not just "anything done to better an organization," It is a particular kind of change process designed to bring about a particular king of end result OD involves organizational reflection, system improvements, Planning and self analysis.

2.2. Training and Development and its Process

In order to ensure that our employees are equipped with the right kind of skills, knowledge and abilities to perform their assigned tasks, training and development plays its crucial role towards the growth and success of our business. By choosing the right type of training, we ensure that our employees possess the right skills for our business, and the same need to be continuously updated in the follow up of the best and new HR practices. To meet current and future business demands, training and development process has assumed its strategic role and in this regard few studies by Stavrou et al.'s (2004) and Apospori, Nikandrou, Brewster and Papalexandris's (2008), have attained much importance as these highlight the T&D practices in cross-national contexts. Apospori et al. (2008) had deduced that there is a considerable impact of training on organizational performance. Differently from these studies. Cunha, Morgado and Brewster (2003) were the only ones who could not determine the impact of training on organizational performance, and suggested that another study on analysis of this relationship was needed.

3. Importance of Training and Development in an Organizational Development

Training and career development are very vital in any company or organization that aims at progressing. This includes decision making, thinking creatively and managing people. Training and development is so important because-

- Help in addressing employee weaknesses
- Improvement in worker performance
- Consistency in duty performance
- Ensuring worker satisfaction
- Increased productivity
- Improved quality of service and products
- Reduction in supervision.

e) **Objective of the Study T&D**

The Major objective of the study is to analyze the role of training and development in an organization development. The following are the specific objective of the study.

- ☐ Training and development helps in optimizing the utilization of human resources.
- ☐ Training and development helps in increasing the productivity of the employees.
- ☐ Training and development helps in creating a beeter corporate image.
- ☐ Training and development helps in inculcating the sense of team work, team spirit, and inter-team collaborations.
- ☐ Training and development helps in improving the health and safety of the organization thus preventing obsolescence.

5. Approaches to T&D

5.1 Reactive Approach

The traditional approaches to training can be generally termed as reactionary, driven by tactical delivery of technical skills in bricks and mortar, classrooms trainings and where training is seen as an event oriented activity.

5.2. Proactive Approach

In the learning organization this approach aligns all learning activities with the corporate business strategy, and its focus is on developing competencies.

5.3. Active Learning Approach

In this approach, trainees play a leading role in learning by exploring issues and situational problems under the guidance of their facilitator. The trainees learn by asking thought provoking questions, searching for answers, and interpreting various observations made during the process. The active learning approach has its lasting impact on learning since it helps in long-term retention and finding better solutions in the challenging situations. In today's fast paced world, continuous learning is essential to success. Individuals need to learn to succeed in life and at work. Companies need to ensure their employees continue to learn, so they can keep up with increased job demands and so the company can gain or maintain competitive advantage.

6. Discussion

6.1 Training and Development

(i) Identification of Training and Development Needs

Managers are expected to discuss training and development needs with each of their staff at least annually as part of the Performance Review and Planning process. The training and development needs of staff newly appointed to their positions should be discussed within four weeks of their taking up the position, whether or not they are new to the organization.

(ii) Internal Training and development Sessions

The Training and Development Unit organises training for staff on a campuses sites and can set up specific sessions to meet identified needs for a department or section group of departments, or occupational group. Computing Services also administers an ongoing programme of courses for staff and other organization sections and departments offer training sessions for staff as needs arise.

(iii) External Training and Development

Organization sponsored staff attending external courses from time to time the organization may decide to send staff to specific external courses. Depending upon the nature of the course and the time frames, nominations may be sought by the Director Training and Development from appropriate managers. Representation will be decided by the Nominations sub committee of the Training and development Advisory Committee in accordance with the criteria outlined below. Fees (and approved travel and accommodation where applicable) will generally be met from the centralised training budget. Any other incidental costs are the responsibility of the nominating department or section. Staff members supported from this budget are generally expected to submit a brief report to the Director, TDU, and where appropriate, may be expected to pass on the knowledge and skills gained to a wider group, for example through seminars or workshops.

6.2   Training and Development Its Role in Achieving Organization

Is investment in the area of training and development linked to the bottom line within the business. Increasingly, high performing organizations today are recognising the need to use best training and development practices to enhance their competitive advantage. Training and development is an essential element of every business if the value and potential of it's people is to be harnessed and grown. Many studies have highlighted the clear links between well designed and strategic training and development initiatives and the bottom line within the business. The image of an industry and of individual employers is also influenced by the extent and quality of staff training and development. Potential employees in such an open labour market will assess the track record of prospective employers in this vital area. Career Progression and development is an increasingly attractive or even basic requirement for many such employees. In today's business climate where all industries are experiencing staff and skills shortages, companies are faced with stiff internal and external competition for quality employees. Each employer who invests seriously in the area of training and development will reap the benefits of an enriched working environment with higher levels of staff retention as well as increased productivity and performance.

6.3   Training and Development Goals in an organizational development

The types of training and development goals identified will depend on the personal and organizational objectives identified through the strategic planning process and the agreed appraisal procedure. In any event the goals shall, as a minimum standard, take account of the following.

- The mission
- The Values
- The strategic objectives of the college
- Equal Opportunities Policy
- Requirements for core competencies
- Continuing personal and professional development
- Requirements for professional and vocational qualification in further education
- Requirements for professional, vocational and workplace updating
- Requirements for organizational change

3. Hypothesis of the Training and Development in an Organizational Development

It Improve productivity, effectiveness and efficiency of government service by development and better utilization of talents, abilities and potential of employees.it Helps employees develop their knowledge, skills and abilities so that they might become better qualified to perform the duties of their present jobs and advance to more responsible positions. Training and development provide for the development of managers and supervisors capable of organizing and developing effective management systems for the accomplishment of each State agency's goals and objectives. Alleviate labor market shortages and reduce personnel turnover. Prepared employees to deal more effectively with growing social, scientific and economic problems faced by government by making use of advances in professional and vocational knowledge and technology.

T&D Analysis and Findings

The analysis of the T&D research revealed that HR's role is to establish and implement a high-level roadmap for strategic training and development. The strategic positioning of training and development directly promotes organizational business goals and objectives, and thereby enhancing organizational performance. The findings emerged as a result of survey are discussed as under:

- Organizations must focus on continual learning and job trainings
- Line managers should be involved in TNA and policy decisions for training
- Good training must provides opportunities to learn and grow
- Employee Performance is augmented through competitive advantage

Conclusion

In India, many companies other than multi-nationals are not meeting the employee demands with reference to training and development and ultimately the gaps found in the required skills vis-a-vis attained skills have become so wide that inter-relationships of training and performance are badly disturbed. There is still a big gap between the knowledge and skills imparted and acquired in the institutions and its applications as seen in the industrial environments. Due to this gap, companies now feel that there should be a close liaison between such institutions and the industry so that employee development programs are made more purpose oriented. There are training institutions which offer customized as well as off-the-shelf programs based on their client's business operations but yet, there is much to be improved. Therefore, training and development cannot be disconnected from the business activities of the organizations; on the contrary, this is the area that clearly illustrates positive relationships between training activities and the organizational performance.

In particular it is recognised that an effective training and development policy can be a crucial factor in addressing inequalities in employment in relation to race gender and disabilities. It is recommended that organization produce a training and development plan, the aim of which shall be to empower all employees to carry out their roles to the highest standards, and deliver high quality services to customer. In these guidelines, training and development are broadly defined as those activities aimed at raising the standards of employee practice and thus lifting the quality of the employees, and customers learning and organization experiences.

Bibliography

- Graham, K. & Tierney, J. (2003). Improving teacher education through human resource development at ITEK. Midterm review for Nuffield Foundation.
- Haigh, N. (1998). Staff development: an enabling role. In Latchem & Lockwood (1998) pp. 182-192.
- Lentell, H. (1994). Professional development. Open praxis, 1994 (1). 29-30.
- Poole, M., and Jenkins, G. (1996). 'Competitiveness and Human Resource Management Policies,' Journal of General Management. 22. 2. 1-19.
- Anthony Landale (1999). Gower handbook of Training and development Gower publishing. Ltd.
- Patrick J. Montana and Bruce H. Charnov (2000). "Training and development Management. Barrons & Educational Series. P. 225.
- Vinesh., (2014), 'Role of Training & Development in an Organization Development', P. 213-220.