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INDEX

List of Research Papers published per teacher in the journals notified on UGC care list

SR.NO.	NAME OF THE FACULTY	TITLE OF THE RESEARCH PAPER	YEAR OF PUBLICATION	PAGE NO.
1	Ms. Tejaswini Parab	Data Mining	2018-2019	2-4
2	Ms. Rachana Shetye	The Development of competencies for entrepreneurship	2018-2019	5-9
3	Ms. Anjali A. Gaikwad	Cyber Security in India	2018-2019	10-13
4	Ms. Prachi Shah	Stress Management	2018-2019	14-16
5	Ms. Jigna Sadhu	A Comprehensive Analysis of GST in India	2018-2019	17-19
6	Ms. Rajlaxmi Rathi	Challenges in Online Marketing	2018-2019	20
7	Mr. Iqbal Baig	Recent Trends in Business Communication	2018-2019	21

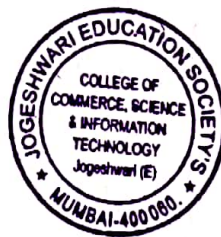


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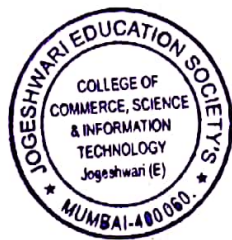
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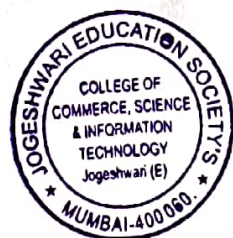
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CONTENTS OF PART - III

S.No.	Title & Author	Page No.
1	Analysis of Optimization and Simulation for E-Grocery Dr. Shikha Gaur Khan Shagufta	1-7
2	Overview of Artificial Intelligence Technology in Robotics and Medical Field Shrushti Gunjal Mehul Jadhav Prakash Bhadane	8-14
3	Influence of Social Media in Indian Politics Sindhu Ramani	15-22
4	SWOT Analysis of E-wallet and its Impact on Young Mind Dr. Snehal Patil- Birje Anay Shukla	23-37
5	A Study on the Consumer Buying Behaviour for Ayurvedic FMCG Products in Mumbai Subhashini Naikar Madhavi Nighoskar	38-51
6	An Analytical Study of Financial Literacy among Undergraduate Students in Kalamboli Suvidha Surve Deepak Jaiswal	52-61
7	An Analytical Study on Internet of Things (IOT) in Educational Institutions of Kalamboli Swapnali Kadge Swapnali Nalawade Prajakta Galave	62-68
8	Data Mining Tejaswini S. Parab	69-74



I
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8. Data Mining

Tejaswini S. Parab

Abstract

The development of technology and business has generated large amount of databases and huge data in various areas. Nowadays, companies also agree that data is important asset to organization and given rise to approach to store and manipulate this precious data for further decision making. Data mining is the process of extraction of useful information and patterns from large amount of data; it is also called as knowledge extraction. It is a powerful new technology with great potential to help companies focus on the most important information in their data warehouses. In data mining different algorithms and techniques like Neural Networks, Association Rules, Decision Trees, Classifications, Clustering, Artificial intelligence etc are used for extraction of knowledge from database. This paper focused on scope of data mining and few data mining techniques, algorithms for organizations to improve their business.

Keywords: development, database, manipulate, knowledge, potential, techniques

Introduction

Knowledge Discovery in Data is the big process of identifying valid, new, potentially useful and ultimately understandable patterns in data. Data mining is the process of extraction of useful information and patterns from large amount of data. It consists of more than collection and managing data; it also includes analysis and prediction. The goal of this technique is to find patterns that were previously unknown. Once these patterns are found they can further be used to make certain decisions for development of their businesses. The business problem drives an examination of the data that help to build a model to describe the information that ultimately leads to the creation of the resulting report. Data mining has many benefits for companies; company is able to produce pattern and facts that were undetected before the use of data mining and it saves time and money.



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: CONTENTS :

English

1. **Empowerment of Tribal Women Through Finger Millet Processing for Sustainable Livelihood** 1
Er. Divate Anuja D¹, Mr. Kushare Bharat M.², Mr. Jadhav Vilas M.³
2. **Indian Financial System (Organised and Unorganised)**..... 5
Ms. Archana Vishnu Pawar
3. **Information Literacy : Its Applications in Digital Era** 9
Mr. Fakir Ashraf Shah Sattar Shah
4. **Role of Rural Entrepreneurs for the Development of Tribal Life in India** 12
Mr. Ashok Pandurang More
5. **Reaching the Unreached : Financial Inclusion Perspective in the Palghar District**..... 16
Dr. O. M. Ashtankar*, Ankita Patil**, Shantanu Tandel***
6. **Ecological Study of Mangrove along Dahanu Coast**..... 21
Kadam S. S*. Machhi C. S.**., Jondhalekar P. V., Machhi P. P., Nadge P. S., Rajput P. G.
7. **A Study on Financial System of Tribal Peoples in Palghar District**..... 25
Mrs. Chanda S. Jaiswal
8. **Education of Tribals in India**..... 27
Mrs. Chitra Majumdar
9. **Challenges and Opportunities in the Development of Women Entrepreneurs in India** 30
Dayanand V. Thakur
10. **The Systems of Traditional Funeral and Its Folklore of Tribal Communities in Western Maharashtra**..... 34
Dr. Dilip Shankarrao Telang
11. **Role of Government in Educational Development of Indian Tribal Life**..... 37
Dr. Vilas B. Zodage
12. **Exploring the Avenues of Tribal Tourism : An Inclusive Approach** 42
Dr. Pinku Ratre
13. **Growth and Performance of Micro Small Medium Enterprises (MSMEs) in India** 46
Dr. Romeo S. Mascarenhas
14. **Role of Micro Finance in Tribal Areas**..... 50
Dr. Mahale Vilas Shantaram*, Mr. Jumare Avinash Kamalakar**
15. **Farm House : A Reflection on the Indian Agri-Tourism** 52
Prof. Dr. Yogesh M. Kulkarni
16. **Special Reference to Mokhada Block** 55
Mr. Gadhave Vaibhav Vitthal
17. **The Act of Gifting: Traditions of Sacrifice in Dhangar Community** 57
Shirish Bhausaheb Jadhav
18. **Legal Services to Tribal Society in Accordance with Approved New Module by NALSA of Hon'ble Supreme Court of India to Reform Tribal Life** 60
Javed Rajjak Mulani
19. **Warli Art and Artisans of Palghar District- An Indication of Socio-Economic Transformation of Warlis**... 64
Mrs. Jinal Tushar Shah-Rakamutha
20. **Information Literacy Skills among UG and PG Rural/Tribal College Students : Need of the Hours**.. 67
Mr. Jitendra R. Gavit

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21. Diversity of Molluscs at Wadhwan Coast in Dahanu Taluka in Palghar Distict, Maharashtra (India)
Sachin Raut*, Kamlesh Mali**

22. A Brief Survey of Socio-Cultural and Religious Beliefs in Tribals in Palghar District.....
Dr. Khandekar Surendra Sakharam

23. Teaching English to Tribal Students : Problems & Recommendations.....
Mr. Laxman S. Machhi

24. Study of Tribal & Non-Tribal Population Distribution and Sex Ratio in Nasik District (M.S.).....
Ramesh P. Chavan*, Jagannath J. Khandvi**

25. A Study of Work Life Balance of Working Women.....
Ms. Nidhi A. Thakor*, Dr. S. Balasubramanian**

26. Tribal Empowerment and Tourism.....
Dr. S. Balasubramanian*, Ms. Nidhi A Thakor**

27. Impact of Online Advertising on Business
Mr. Nilesh Sarjerao Salve

28. Entrepreneurship Development and Employment Generation : Prospects in the Rural-Cum-Tribal Area
with Reference to Palghar District.....
Mr. Percy E. Jamshedwala

29. Challenges Encountered by Tribal Community Students of English as a Second Language.....
Pralhad Ramchandra Sonawane

30. Educational Problems of Tribal Students.....
Mr. Prashant Pramod Raut

31. A Study of the Impact of Chickoo Festival on the Local Community
Pritam Raju Surati

32. The Study of Agricultural Output Yield, Cost Pattern & Trends in India.....
Prof. Mahesh Pandurang Malwadkar

33. Green Business in Tribal Areas : Past and Present
Prof. Meghana Sanjay Malandkar

34. Strawberry Cultivation: Horticulture Revolution in Maharashtra with Reference to Surgana Tehsil.....
Prof. Swapnil P. Dhatrik

35. Challenges and Opportunities for Rural Tourism in Dahanu Taluka, Maharashtra : Geographical
Perspective.....
Jagannath Jairam Khandvi

36. E-learning: Overview
Prof. Ritesh Raichana

37. Antioxidant Activity of Acanthus Illicifolius L. and Rhizophora Mucronata Lamk from Different Coastal
Areas
Raut Sachin* and Khan Shahana**

38. Magdalene Laundries and Industrial Schools in Pre-Independent Ireland.....
Sadashiv C. Mane

39. Mahua - The Sacred Tree of Adivasi.....
Mr. Sagar Karkhanis

40. Bhotiya Tribes of Uttarakhand.....
Dr. Savitri Dholey

41. Study of Physico Chemical Parameters of Lake Water (Gurav Ali Tale) Near Jogeshwari Temple in

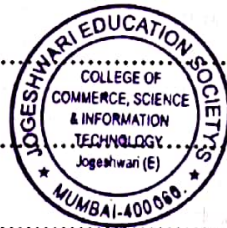


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- Nagothane in Roha Taluka, Dist- Raigad (M.S) India, It's Restoration for Nagothane Residents..... 126
Mrs. S. V. Choudhari
42. Impact of Cottage & Small Scale Industries in Development of Indian Tribal Life 128
Miss. Swapnaja S. Chandekar
43. Study of Mythology Reflected in John Keats "Ode To Psyche" 132
Prof. Swapnil S. Alhat
44. Need for Marketing and Sales of Home-Grown Liquor in Dahanu Taluka..... 135
Atul Mahipati Tele
45. Study of Colorblindness in Primary School Children of Dahanu Taluka 139
Kadam S. S.*, Tumbada Vikas L.**, Dhodi Ashvin S., Dodka Jayesh D., Mahala Ashok S., Rahe Sumit M., Pinge Sahil S., Mourya Ajay R.
46. An Evaluative Study of Collection Development in Ashram School Libraries in Palghar District- Maharashtra..... 141
Mr. Vipul S. Thakare, Librarian
47. Importance of Tourism in Development of Tribal Area, With Reference to Jawhar Taluka of Plaghar District. 144
Dr. Jadhav Bhika Lala
48. Healthcare Delivery System in Tribal Area - an Overview..... 147
Dr. Rajendra Tiwari
49. The Development of Competencies for Entrepreneurship 149
Prof. Rachana Devendra Shetye

मराठी

५०. आधुनिक महाराष्ट्रातील आदिवासींचे उठाव १५१
श्री. विलास आत्माराम देऊलकर
५१. पालघर जिल्हा आदिवासी भागातील सार्वजनिक ग्रंथालयांच्या समस्या : एक आढावा १५४
प्रा. मच्छिंद्र के. वाकचौर
५२. आदिवासी विकासातील बायफ या स्वयंसेवी संस्थेचे योगदान (संदर्भ : जव्हार तहसिल)..... १६०
डॉ. अनिल ना. पाटील
५३. ग्रामिण साहित्य चळवळ १६५
प्रा. राजू शंकर शनवार
५४. पालघर जिल्ह्यातील कुपोषणाच्या समस्येवर प्रभावशाली ठरलेला पालघर पॅटर्न १६७
अंकिता चंद्रकांत वर्तक
५५. वाघया दैवताची निर्मिती.....
डॉ.अंजली मस्करेन्हस, डॉ.मीनाक्षी चंद्रकांत सामंत
५६. आदिवासींचे वाद्य : तारपा
डॉ.अंजली मस्करेन्हस
५७. बदलते आदिवासी जीवन आणि समस्यांचा आढावा
प्रा. बालाजी प्रभाकर फड
५८. नाशिक जिल्ह्यातील आठवडे बाजार सेवा : एक भौगोलिक अभ्यास १७९
प्रा. बाळासाहेब रघुनाथ चकोर, प्राचार्य.डॉ. सदानंद घोणे
५९. औषधी वनस्पती व आदिवासी समाज सहसंबंधाचा अभ्यास आदिवासी वैद्यांचे स्थानिकांच्या (डहाणू) उपचारातील योगदान .. १८२
डॉ. बारी भुवनेश हरिशचंद्र



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१७६

The Development of Competencies for Entrepreneurship

Prof. Rachana Devendra Shetye

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Abstract :

This research helps to understand the need of knowledge and skill for tribulian entrepreneur to develop entrepreneurship. Competencies refer to skill and knowledge that leads to performance. Measurable skills, abilities and personality traits that identify successful entrepreneur. Competence indicates sufficiency of knowledge and skills that enable someone to act in a wide variety of situations. Entrepreneurship plays an eminent role in creating an avenue for employability for tribal communities, providing self-employment for those who have started a business of their thereby enhancing the economic status of the tribal sector as well. The study that have been conducted reveal the impact of entrepreneurial activities in India as well as other countries.

Key words : Competency, Performance, Successful Entrepreneur, Self-Employment.

Introduction :

Tribal entrepreneurship reaching new heights but turning problems into opportunities, there is a rise in entrepreneurship across tribal groups of India. By connecting agriculture and forest produce with markets using technology, creation of self-help groups and creating self-sustainable enterprises, a number of tribal entrepreneurs are changing the face of tribal India. The Guest of Honor, Dr. M. S. Swaminathan said, "it is high time we respect tribal wisdom and bring tribal in to mainstream development. Their invaluable knowledge will help us with innovation ideas to improve our livelihood and environment security."

Tribal settlements, villages and towns are the three main components of India's social formation. A sharp distinction between tribal settlement and village and between village and town cannot, however, be easily drawn due to some common characteristics shared by them. There are big tribal villages in some parts of the country and they are not significantly different from non-tribal, multi-caste villages.

Tribal Identity in India :

Article 46 of India's Constitution states: "The State shall promote with special care the educational and economic interests of the weaker sections of the people, and, in particular, of the Scheduled Castes and the Scheduled Tribes and shall protect them from social injustice and all forms of exploitation." There are, however, tribes which are not Scheduled Tribes (STs) and are generally weaker sections of India's population, like the Scheduled Castes (SCs). A large number of tribal in India live in hilly and forested areas where population is sparse and communication is difficult. They are spread over the entire sub-continent, but are found mainly in the states of West Bengal, Jharkhand, Orissa, Chhattisgarh, Rajasthan, Gujarat and Maharashtra.

Tribal Social Structure :

Following characteristics of Indian tribes :

1. Kinship as an instrument of social bonds;
2. Lack of hierarchy (rigid status distinctions) among men and groups
3. Absence of strong, complex, formal organizations;
4. Communitarian basis of landholding;
5. Little value on surplus accumulation, on the use of capital, and on marketing
6. Lack of distinction between form and substance of religion; and
7. A distinct psychological make-up for enjoying life.

Bose (1972) classifies the tribal people into three main categories :

1. Hunters, fishers and gatherers;
2. Shifting cultivators; and
3. Settled agriculturists, using the plough and plough-cattle.

Process of Change among Tribes of India :

Tribes are becoming conscious, both socially and politically, of maintaining and preserving their ethnic and cultural identity and also of protecting themselves against exploitation by dikkus (outsiders). They have stressed their political solidarity. This may, however, result in a new form of ecological-cultural isolation. Tribes have generally taken such steps due to their economic backwardness and a feeling of frustration.

Importance of Entrepreneurial competency :

1. Analytical Thinking is refers to apply logic to solve problems.
2. Creative Thinking helps to develop new strategies to get the job done.

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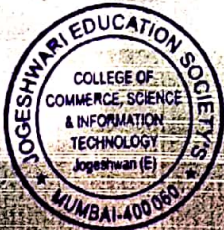
31

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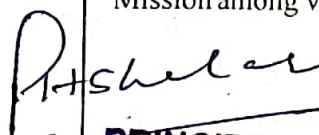


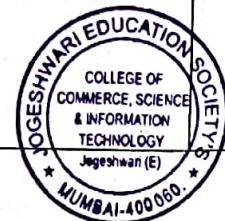
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CONTENTS OF PART - I

S. No.	Title & Author	Page No.
1	Tug of War between Credit-Saving-Investment Economics: Astonishing Economic Fundas: Myth or Reality Dr. V. S. Adigal Shraddha Singh	1-15
2	Cyber Security in India Anjali Ambadas Gaikwad	16-21
3	An Analytical Study on the Impact of Social Network Gaming on Teenagers Arushi Roy Jainika Patel Dr. Snehal Patil Birje	22-36
4	A Preventive Study of Terrorist Attack among India on the Basis of Technologies Chhanam Patil Birundha Thevar Monica Silach	37-43
5	Goods and Services Tax Reform with Challenges Dr. Devidas R. Raundal	44-50
6	Cyber Security Threats to E-commerce in India Dinesh B. Kolte	51-55
7	Manipulation of Consumer Behaviour- A Study on the Impact of Persuasive Communication on the Young and Adult Consumers of Navi Mumbai Dr. Fatima S. Shaikh Divyanshu Singh Ayaskant Parija	56-63
8	A Comprehensive Study of Public Grievance on Potholes in Navi Mumbai Dr. Geeta Kohade Deepak Gaikwad Swapnil Patil	64-73
9	Awareness about Ayushman Bharat-National Health Protection Mission among Vulnerable of Kharghar and Kalamboli Himani Agarwal Akansha Mishra Mihir Walanj	74-81


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2. Cyber Security in India

Anjali Ambadas Gaikwad

Abstract

As we all know that this is the era where most of the things are done usually over the internet starting from using internet to dealing with the online transaction. Since the web is considered as worldwide stage, anyone can access the resources of the internet from anywhere. The internet technology has been used by few people for criminal activities like unauthorized access to other's private data, network, scams, etc. These criminal activities or the offense/crime related to the internet is termed as cyber crime which, are increasing immensely day-by-day. Various Governments and companies are taking many measures in order to prevent these cyber crimes. To address the issue of cyber security, various frameworks and model has been developed. It also introduces the cyber security in terms of its framework. Besides various measures, cyber security is still very big online security concern to many. Therefore, Cyber Security plays an important role in the field of information technology. Securing the information has become one of the biggest challenges in the present day. This paper mainly focuses on challenges faced by India with respect to securing information on web and also new technology that are helpful to protect the information on web.

Keywords: online, technology, network, cyber security, information

Introduction

Today everyone is dealing with emails, chat, video call, and audio call over internet just by click of button, but no one is thinking about its security or the data they transfer over a network is safe or not, the data will be delivered without alteration or with some unwanted alteration. The answer lies in cyber security. This courtesy is solved by cyber security. Now everyone is using internet and done so many transaction about data, finance, and many more. Technology is trending every day and users are increasing day-by-day and with this, the risk is also increasing tremendously. With effect of all this cyber crime is also rapidly increasing. Today more than 60% people are doing transaction on internet. Even latest technology like mobile computing, cloud computing, E- Banking is increasing rapidly. So this field requires more safety than all.

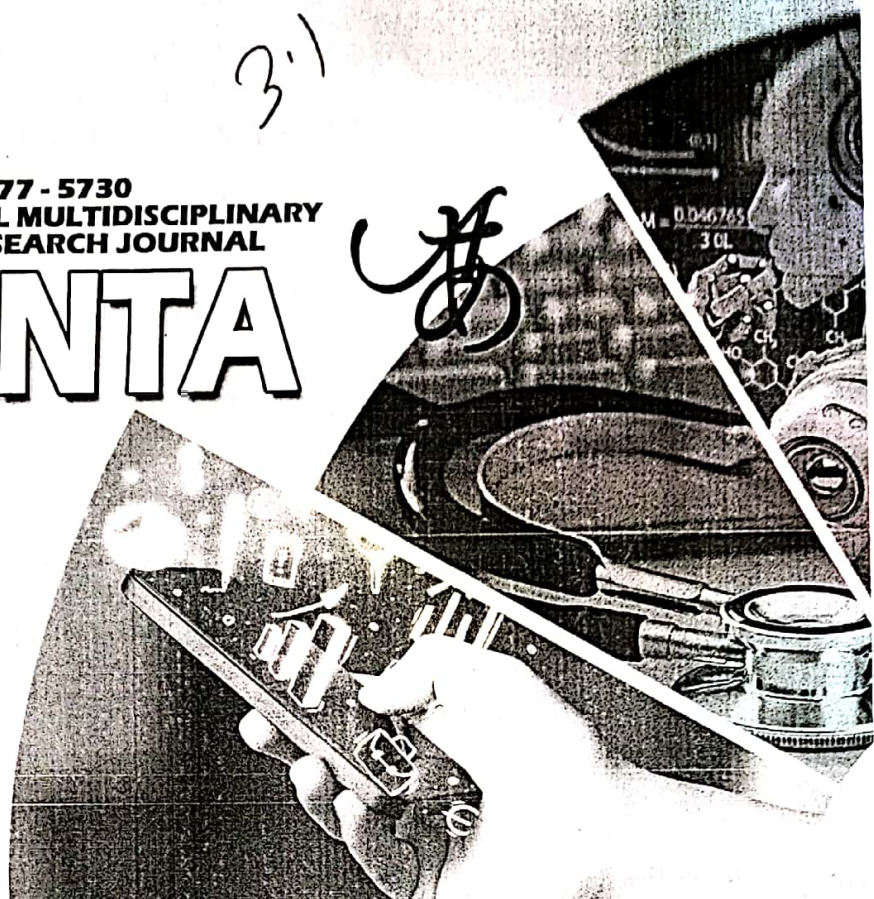
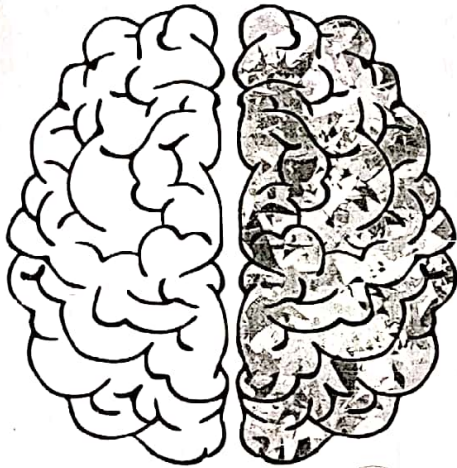


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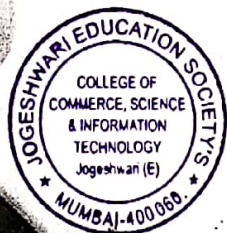


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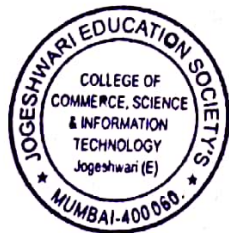
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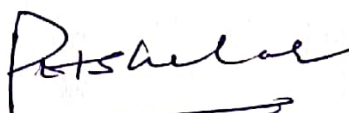


CONTENTS OF PART - I



S. No.	Title & Author
16	A Study on Mutual Fund Investor's Preference for Investment through Offline Mode and Mobile Apps With Reference to Mumbai Asst. Prof. Khan Rameeza Dr. Shaukat Ali
17	Economic, Social, Cultural and Environmental Impact of Tourism on Indian Economy Mrs. Pooja M. Talreja
18	Digital Transformation in Indian Banking Sector: Opportunities and Challenges Dr. Alka Pandey
19	A Study on Purchasing Behaviour of Organic Food Products in Mumbai City Dr. Veena Prasad Asst. Prof. Stephen Pillai
20	The Comparative Study of Online Buying Behavior of Customers of Western Suburban Region and Harbour Suburban Region of Mumbai with Reference to Past Experience Mrs. Anjali Vachhani
21	Stress Management Prof. Prachi Devang Shah
22	Empowering Women in Rural Areas through Self Employment Dr. Prof Noman Khatib
23	SWOC Analysis of E-Commerce Sector in India Prof. Ansari Salim Ahmed Nasim Ahmed
24	Women Empowerment through Entrepreneurship in India Ohol Pradeep Sahebrao Munde Dhananjay Fulchand
25	A Comprehensive Analysis of Goods and Services Tax (GST) in India Prof. Jigna Bhavesh Sadhu




 II **PRINCIPAL**
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21. Stress Management

Prof. Prachi Devang Shah

Assistant Professor, Assistant Professor at JES College of Commerce and Information
Technology

Abstract

Stress is a complex concept. It is an inevitable result of work and personal life. Certain principles and methods of preventing stress management can be used to create healthier environment. Stress management with its different techniques can improve the efficiency of individual and hence can create healthier environment in the surrounding place which can solve various problem and bring effective result to achieve goals. Stress if taken positively works as a great asset and can be used as a tool to achieve peak performance. Stress management is unconscious preparation to fight against the fear which not only develops the confidence but also boosts the potential of an individual which eventually gives benefits to the organisations.

Introduction

Today's new era is full of luxury, all facility are available at the doorstep. Modern era is having lots of means and modes of facilities then traditional one. But the unwanted fruit of modern time is 'Stress'. Stress is inevitable for every individual. It is unavoidable and hence this project is about Stress, its types and stress management, causes and consequences, effects of stress, and how to manage the stress.

Objective

Not a single organization or workplace is free from Stress. This is competitive era which come with the by product called "Stress". When a situation cannot be avoided then one must learn to tackle with situation and once it is learned it will not affect on one's confidence but it will also have impact on behavior, performance, attitude etc. Hence the main objective of this topic "Stress Management" is to understand the concept of stress, its sources and effects and ways to manage stress.

Scope of the Study

This paper provides all the important reasons of stress which will enhance the performance of Individual as well as organisations. Techniques of Stress Management helps to

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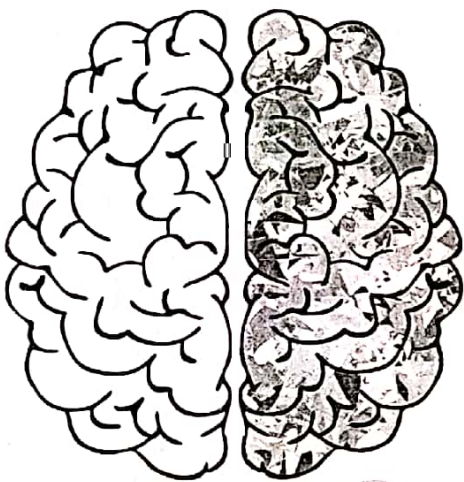
159

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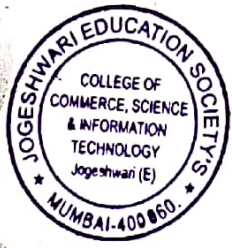
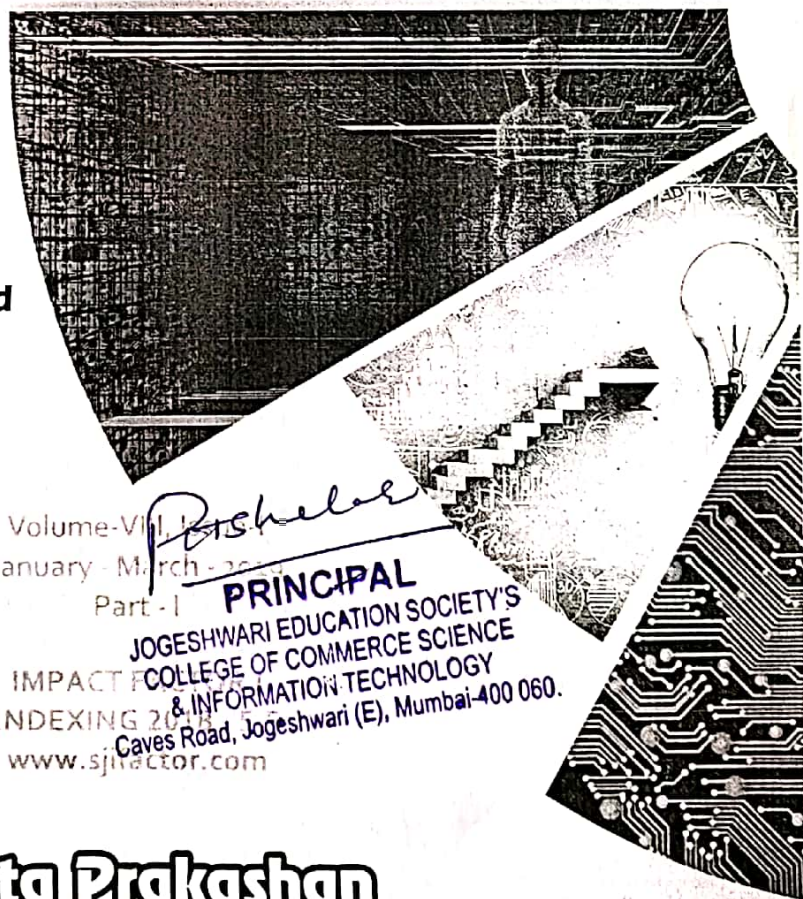
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31

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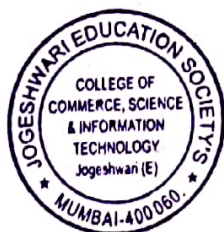
Ajanta Prakashan



CONTENTS OF PART - I



S. No.	Title & Author
16	A Study on Mutual Fund Investor's Preference for Investment through Online Mode and Mobile Apps With Reference to Mumbai Asst. Prof. Khan Rameeza Dr. Shaukat Ali
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25. A Comprehensive Analysis of Goods and Services Tax (GST) in India

Prof. Jigna Bhavesh Sadhu

Assistant professor, Assistant Professor at JES College of Commerce and Information Technology

Abstract

A GST means a goods and services tax. GST act was passed in the Parliament on 29th March 2017. The act came in to effect on 1st July 2018 midnight and special provision applicable to the state of Jammu and Kashmir extra step had to taken before the state could join GST Regime "One nation one tax". GST is the dual tax system. By amalgamating a large number of Central & State taxes into a single tax the aim are to mitigate cascading or double taxation in a way & pave the way for a common national market. GST is a one Indirect Tax for the entire country there are so many positive & negative impact of GST. GST is also mainly technologically driven. All Activities like Registration, Return Filing, Application for Refund & Respond to Notices need to be done online on GST portal. It launched different rate of Tax Percentage Rate Notified are [0% , 0.125% , 1.5% , 2.5% , 6% , 9% , 14%] the rate was not more than 40% there is no negative list under GST except the supplies defined under Schedule 3 of the CGST and negative list of services is different the exempt services.

Keywords: GST Regime, national market, goods and services tax, Registration.

Introduction

GST means goods services and tax is an Indirect Tax which has replaced many indirect tax in India. For E.g. Service tax, Custom Duty, Education Tax, VAT, luxury tax. The Introduction of GST on 1st July 2018 it is a merger of a large number of Central & State taxes into a Single tax. The idea of moving towards GST was mooted by the Union Finance Minister in his Budget for 2006-07. It was proposed that GST would be introduced from 1st April 2010. GST is a comprehensive Indirect Tax levy on manufacture, sales & consumption of goods as well as services at the national level. France was the first country to introduce this system in 1954. Today it has spread to over 140 countries. The recent country to implement GST is Malaysia. GST will make India one unified common market.

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185

2. Challenges in Online Marketing

Rajlaxmi Rathni

Assistant Professor, JES college of Commerce and Information Technology.

Abstract

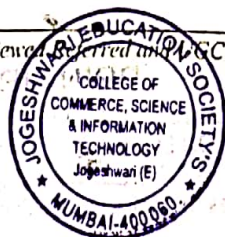
Online marketing is a process of marketing any brands using internet. Great deal of attention has been focused on opportunities in online marketing with little attention on real challenges companies are facing going digital. There are so many problems faced with the internet that marketers must understand & respond to few of those like change in customers taste, preferences as per changing trend, lack of trust with unknown virtual traders, limited web-access for low income groups especially in rural areas, continued high cost broadband connections, technology gap between user & providers, security of privacy. This paper focuses on challenges in online marketing for marketers and customers, and solutions to tackle the challenges for improvement in online marketing.

Key Words – online marketing, internet, challenges,

Introduction to Online Marketing

Marketing is identifying needs, taste, preferences of the customers. It is the process of managing the flow of products from point of origin to the point of consumption to the end user. Online marketing is a tool that has made buying and selling of goods and services through internet. Technology has been changing day by day so to meet customers' requirements through online it is a challenging task as there is lot of competition in online market. Now-a-days internet has become essential part of everyone's life whether it is home or office. These technologies have made life comfortable as compared to traditional marketing. Marketer has an advantage as he doesn't have to invest so much as compared to other mode of business like setting up a physical store. Minimum amount is required to start the business as there is no need to pay rent, salary etc. The utmost important benefit to online marketer is he will be his own boss controlling future security. There are many benefits to customers as well like they can shop at any time & any were enjoying discounts, offers, cashback and most importantly getting goods & services delivered at right price and right time. Once the customer gets satisfied from the product or service it develops trust towards companies offering different products online. These days many

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15. Recent Trends in Business Communication

Prof. Iqbal Salim Balg

Assistant Professor, JES College of Commerce, Science and Information Technology.

Abstract

This research is completed to know how the communication has become faster in business. Effective communication is important for successful organisation. As earlier it is very difficult in India to communicate in business, but now-a-days technology has made it easier to communicate in business.

It is a fact that continually advancement in technology has brought many dramatic changes in business communication in India. The day may not be far off when business communication will be done in a paperless manner favouring green technology.

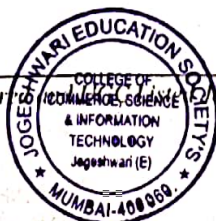
Communication is one of the most important part of human life as well as mean of business expansion. In the business sector various communication methods are used to promote a product or services, or organization; it is also used to deliver information and receive information from others. It is also a means of relaying between a supply chain, for example the consumer and manufacturer. Business communication is known simply as "communications". It encompasses a variety of topics, including marketing, branding, customer relations, consumer behaviour, advertising, public relations, corporate communication, community engagement, research & measurement, reputation management, interpersonal communication, employee engagement, online communication, and event management etc. Communication is neither transmission of message nor message itself. It is the mutual exchange of understanding, originating with the receiver. Communication needs to be effective in business.

Introduction

Meaning of Business Communication

The transmission of a message from a sender to a receiver in an understandable manner. A process through which individual mutually exchange their ideas, values, thoughts, feelings and actions with one more people.

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113