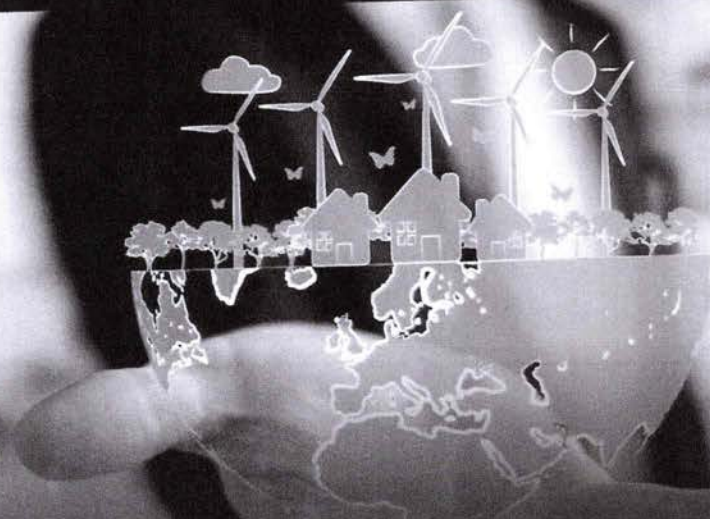



Innovative Business Practices Towards Sustainable Development



Editor
Dr. Shashi Yadav

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Principal
Ramnirajan Bhunjanwala College,
Ghatkopar (W), Mumbai-400086.

Innovative Business Practices Towards Sustainable Development

Dr. Shashi Yadav

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Ramniranjan Jhunjhunwala College,
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Preface

Business has been the oldest tradition of the human civilization. The humans have exploited natural resources to the extent that their activities have posed a threat to the environment. Now the need of the hour is to develop such business ideas and practices which on one hand, improves business practices and on other hand, protect the environment. Several sectors of the economy have been severely hit and had to devise new strategies for survival amidst this pandemic scenario. The overall changed landscape has provided opportunities to various sectors of the economy to adopt new strategies for their survival and growth in the changing economic world. Hence, it becomes necessary to invent and adopt new ways which provides win - win situation for both business and environment. This has resulted in new dimensions of business thoughts and adoption of which are a sign of growing level of capability of India as a country and as an economy.

In all, seventeen research papers and articles have been peer reviewed and found worthy of inclusion in the present volume. These papers have been contributed by scholars and academicians from different parts of the country covering the topics related to Indian Banking Sector, OTT Perception, Forensic Accounting, CSR, Water Management, Digital Payment, E-Vehicles, Agricultural Marketing and other allied issues envisaging the sustainable strategies of business in all diasporas of the economy. NPAs have a pervasive impact on all sectors of the economy. E vehicles are the future technology of business with which automobile sector has to align. Banking sector is forced to devise a sustainable way to reduce NPAs and the ways to efficiently manage water resources is the key for future sustainable development. Overall, new and sustainable policies are being formulated to carry on the business in the changed world.

This edited volume book is intended to stand to the expectations of academicians and scholars who wish to develop an understanding about the innovative ideas that are being incorporated in the business and management practices in the economy due to changed scenario

in the current pandemic time. We shall feel rewarded if the idea contained in the book stays with the readers for some length of time and induce them to further explore the changes occurring in the economy with their possible impacts.

May, 2022

Dr. Shashi Yadav

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Ghatkopar (W), Mumbai-400086.

Acknowledgement

It gives me immense pleasure to bring forth this edited book titled "Innovative Business Practices Towards Sustainable Development" which is an attempt to look deeper into the innovative strategies that are helpful in achieving sustainable development for the Indian Economy post pandemic. This book was impossible without the tremendous work and support of various teachers, scholars and the authors who have contributed to this genuine work and made it possible for publication. Through, it is difficult to mention all those names who have directly or indirectly contributed to this book, some prominent ones have been acknowledged. I acknowledge the contributions and constant encouragement of my teachers and fellow faculty members, who have, through productive discussions, contributed to this edited volume. I also express our deep gratitude towards my institution Faculty of Commerce, BHU, Varanasi which provided me necessary infrastructure and environment to facilitate in bringing out this academic exposition. I would also like to express my thanks to all eminent scholars and academicians whose research papers and articles were extensively used while composing the chapters for the volume. I express my special thanks to those authors who have generously provided their research work in the form of chapters for this edited book. Their names are as follows:

Dr. Sureshramana Mayya, Research Professor, College of Commerce and Management, Srinivas University

Dr. Brajaballav Pal, Associate Professor & Head, Department of Commerce, Vidyasagar University

Dr. Saswata Choudhary, Assistant Professor, Department of Economics & Commerce, Adamas University

Dr. Saraswathi Moorthy, Associate Professor, R J College of Arts, Science and Commerce, Mumbai

Dr. R. Kasthuri, Assistant Professor of Economics, A.D.M College for Women, (Autonomous), Nagapattinam

Dr. Punam Sagar Behati, Assistant Professor, Dept of Commerce, Janta Kala Vanijya Mahavidyalaya, Malkapur

Dr. Rama Kiran, Assistant Professor, S.K. Somaiya College of Arts, Science and Commerce, Mumbai

Dr. Shashi A. Mishra, Head of Sociology Dept., R J College of Arts, Science and Commerce, Mumbai

Dr. Santosh Kumar Lal, प्राचार्य, सरिया कॉलेज सरिया

Dr. Mukesh Chauhan, Associate Professor, Department of Commerce, PG Govt. College Sec.-46, Chandigarh

Dr. Shishir Kumar Gujrati, Assistant Professor, Department of Commerce, School of Management Sciences, Varanasi, UP

Dr. Devesh Ranjan Tripathi, Associate Professor, School of Management Studies, UP Rajarshi Tandon Open University, Prayagraj, UP

Dr. Shyamali Dubey, Associate Professor, BBD University, Lucknow

Ms. Purvy Karia, Research Scholar & Co-coordinator, M.Com, Smt. P. N. Doshi Womens College, Ghatkopar (West), Mumbai

Ms. Stuti Jain, Assistant Professor, Shaheed Sukhdev College of Business Studies, University of Delhi

Ms. Janhavi Rao, Research Scholar, R J College of Arts, Science and Commerce, Mumbai

Ms. Reeta Singh, Assistant Professor, Chinai College of Commerce & Economics, Andheri East, Mumbai.

Ms. Devaki Shetty, Research Scholar, R J College of Arts, Science and Commerce, Mumbai

Ms. Nandini Singh, Research Scholar, CMP Degree College, University of Allahabad.

We also like to extend our special thanks to the team of Publishers and Distributors, our publishers for this edited book, who extended all possible help in ensuring timely publication of this book.

We thank everyone for their help in shaping this edited volume book in present form.

Dr. Shashi Yadav

Contents

<i>Preface</i>	v
<i>Acknowledgement</i>	vii
1. Empowering Rural Women Through Technology: Role of Sri Keshtra Dharmasthala Rural Development Project <i>Dr. Sureshramana Mayya</i>	1
2. Effect of Priority Sector Advances on the Non-Performing Assets: A Study on Indian Commercial Banks <i>Dr. Brajaballav Pal and Dr. Saswata Choudhary</i>	21
3. A Study on Perception About Food Delivery Applications Amongst Consumers in Mumbai City <i>Dr. Saraswathi Moorthy and Ms. Janhavi Rao</i>	33
4. Forensic Accounting: An Emerging Dimension in Accounting Field <i>Dr. Shishir Kumar Gujrati</i>	43
5. An Exploratory Study of Consumer Trends and Perception Towards OTT (Over the Top) Platforms During Lockdown <i>Dr. Saraswathi Moorthy and Dr. Purvy Karia</i>	50
6. Corporate Social Responsibility in FMCG Sector: A Case of Indian FMCG Industry <i>Ms. Stuti Jain</i>	63
7. A Study on Water Management in Cauvery Delta <i>Dr. R. Kasthuri</i>	84
8. Rise of Digital Payments in India <i>Dr. Punam Sagar Baheti</i>	89
9. Skill Development Measures in The Light of Skill Gaps <i>Dr. Rama Kiran</i>	99

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10. A Comparative Study of Warehouse Management Practices by Amazon & Flipkart	112
<i>Dr. Saraswathi Moorthy and Ms. Devaki Shetty</i>	
11. A Study on Facilities Layout In Urban Low-Cost Housing Development Projects (LCHDP) And Housing Affordability (HA) In Maharashtra	121
<i>Dr. Saraswathi Moorthy and Ms. Reeta Singh</i>	
12. Impediments in Going Sustainably Green: Challenges for Electric Vehicles in India	131
<i>Dr. Shyamali Dubey</i>	
13. A Study of Learner's Behaviour for Open Institution of Higher Learning in India	141
<i>Dr Devesh Ranjan Tripathi</i>	
14. <u>Process of Development and Crisis Situation</u>	157
<i>Dr. Shashi A Mishra</i>	
15. आत्मनिर्भरता पर जोर जरूरी	163
<i>डॉ. संतोष कुमार लाल</i>	
16. Innovation And Sustainability: New Models And Propositions	169
<i>Dr. Mukesh Chauhan</i>	
17. Agricultural Marketing In Indian Economy	185
<i>Ms. Nandini Singh</i>	

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**Ramniranjan Jhunjhunwala College,
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[1]

EMPOWERING RURAL WOMEN THROUGH TECHNOLOGY: ROLE OF SRI KESHTRA DHARMASTHALA RURAL DEVELOPMENT PROJECT

Dr. Sureshramana Mayya

ABSTRACT

The anti-poverty approach has been advocated as an effective and efficient development approach for combating poverty and empowering poor women. One of the most popular ways of developing the various agencies that have sought to address women's poverty has been through "synergistic approaches" that seek to address poverty and gender issues conterminously. The main point of the debate revolves around poverty-relief programmes' ability to empower underprivileged women. In this paper, an effort is made to analyze the effectiveness of self-help groups in encouraging the use of technology by rural women. With the help of three cases, namely, Garment Manufacturing Unit, Savanalu, Sree Raksha Arcanut Leaf Plate Manufacturing Unit, Belthangadi, Sri Lakshmi Rexine Bag Manufacturing Unit, the researcher manifested the use of technology to empower rural women. All these units are women-owned and use locally available technology to develop themselves. They are all less educated, emerged in a rural setting, have successfully added value to farm products, are cost-effective and suitable in a local setting, and ensure the distribution of surplus-value with themselves.

INTRODUCTION

The process of economic development necessitates the expansion and enhancement of the rural and urban sectors, as well as a sufficient focus on human development. Unless the rural sector - the social and economic setting of the majority of the Indian population - is

Research Professor, College of Commerce and Management, Srinivas University, City Campus, Pandeshwara, Mangalore - 575001

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[14]

PROCESS OF DEVELOPMENT AND CRISIS SITUATION

Dr. Shashi A Mishra

ABSTRACT

Uncontrolled infrastructural development, food crisis, corporatization of agriculture has made the government to focus at present to meet the basic needs of common man in terms of ensuring that all citizens have proper housing, water supply, food, sanitation, electricity health care and other services. The government has developed a number of policies and passed a number of laws which aim to alleviate the pressure of social imbalances on the needs of human beings and natural resources and to promote welfare of people. No doubt, the government has initiated several housing developmental schemes, as well as identifying local areas for socio-economic development by creating employment opportunities for nation building and empowerment of its people. Public awareness and planned sustainable growth in many ways will surely change the socio-economic way of life of individuals in society.

Keywords: Infrastructure, Food, Corporatization, Alleviate, Imbalance

INTRODUCTION

The quality of our social life depends on the quality of our natural environment. Continuous growth of population leads to the greater demands and over use of natural resources. Human actions have a direct impact on the food crisis environment degradation. To

Associate Professor, Ramniranjan Jhunjhunwala College of Arts, Science and Commerce (Autonomous), Ghatkopar (west) Mumbai-400086

The present volume focuses over the innovative business practices required to plan and implement for the sustainable development of business and economy of the country. The academic inputs in the book provide valuable insights into the various dimensions which demand for constant innovations for upgrading and developing the business in an economy. A total of 17 chapters contributed by the academicians from across the country has thrown light over innovations and newness adopted and practiced towards sustainable development of the economy like education, inflation, consumer behaviour, corporate social responsibility, trends in digital payments, logistics and supply chain management, skill management, water management, empowering rural women, etc. An attempt has been made to cover a wide area through the academic material of the present volume with a view to fulfill the expectation of the academic fraternity.



Dr. Shashi Yadav is working as an Assistant Professor in Faculty of Commerce, Banaras Hindu University, Varanasi, Uttar Pradesh since February 2014. She also has industrial experience of five years in Banking Sector. Presently, she has to her credit 14 research papers published in several national/international journals and three edited book published from national publisher. She has presented papers in various National/International seminars and conferences. She is also a certified member of Indian Institute of Banking & Finance (IIBF). She has specialized in Marketing and her research area includes Banking, Service Marketing, Agricultural Marketing, and other areas of marketing.



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