

A/c. _____

Voucher No. _____

12

Ramniranjan Jhunjhunwala College, Ghatkopar

Date 3/8/22

RECEIVED from the Principal, Ramniranjan Jhunjhunwala College,

the sum of Rs. 800/-

towards Publication in ISBN Edited volume processing

fees. First Edition 2022

Rs. 800/-


Signature

 Amt Considered for TDS



R. J. COLLEGE of Arts, Science & Commerce (AUTONOMOUS)

(Hindi Vidya Prachar Samiti's RAMNIRANJAN JHUNJHUNWALA COLLEGE of Arts, Science & Commerce)

Opposite Ghatkopar Railway Station, Ghatkopar (West), Mumbai 400086, Maharashtra, INDIA.

Website: www.rjcollege.edu.in Email: rjcollege@rjcollege.edu.in Tel No: +91 22 25151763 Fax No: +91 22 25150957

College is recognized under Section 2(f) & 12(B) of the UGC Act, 1956

Affiliated to UNIVERSITY OF MUMBAI || NAAC Re-Accredited 'A' Grade (CGPA: 3.50)

The college has sanctioned the Amount of Rs Eight hundred only

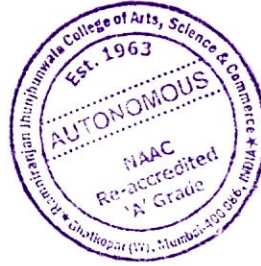
to Mr/Ms Shashi Mishra

from Department of Sociology

Designation Associate Professor

towards ISBN edited volume processing fees First Edition 2022.

IQAC Coordinator
IQAC CO-ORDINATOR
Hindi Vidya Prachar Samiti's
Ramniranjan Jhunjhunwala College of Arts,
Science & Commerce (Autonomous)
Ghatkopar (W), Mumbai - 400086,
Maharashtra, India



Principal
PRINCIPAL
RAMNIRANJAN JHUNJHUNWALA COLLEGE
OF ARTS, SCIENCE & COMMERCE (AUTONOMOUS)
Ghatkopar (W), Mumbai-400 086, Maharashtra, INDIA

2019: Star College Status by DBT

2008: Best College by University of Mumbai 2010: IMC RBNQ Award 'Performance Excellence' for the year 2009

2011: 'Best Teacher Award' by Government of Maharashtra 2013: DST-FIST 2014: DBT STAR College


2013 & 2014: 'Jagar Jaanivancha Award' by Govt. of Maharashtra 2016: ISO 14001:2015 2016: ISO 9001:2015 2017: ISO 27001:2013

2018: Autonomous Status by University Grants Commission (No. F. 22-1/2018(AC) - 28.05.2018) & by University of Mumbai (No.Aff./ICD/18-19/440 - 08.06.2018)



Transfer Successful

Reference ID	209921809630
Mode	IMPS
Paid to Account	Shashi Yadav 30657221770
Amount	₹ 800.00
From Account	XX-XX-XX-XX-XX-10
On	09/04/2022 21:32:52
Remarks	Publication fees Shashi A Mis hra

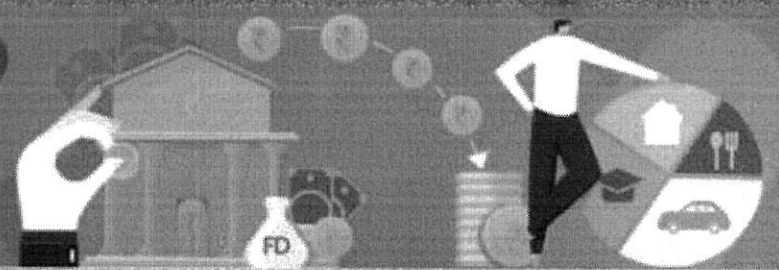
Tip: Want to share this success page with beneficiary ? Use  icon on top right.


Investment comes before spending, in the dictionary.
Implement the same in your life.

OPEN AN ICICI BANK FD

#Bharose
Ka Savings

T&C apply.



 **Home**

Add Payee



Dear Academicians

!!! Greetings of the Day!!!

I am very thankful to you for your kind cooperation to us for bringing us the edited volume on **“INNOVATIVE BUSINESS PRACTICES TOWARDS SUSTAINABLE DEVELOPMENT”**. In order to proceed further in regards to publication, it requires you to please submit the **processing fee of Rs. 800/- per author per copy**. The following are the account details for the fee submission:

A/C Name: Shashi Yadav

A/C Number: 30657221770

IFSC: SBIN0010178

Branch Name: IMS BHU branch, Varanasi

You are kindly requested to deposit the amount in the above mentioned account only through **NEFT/RTGS** or **Transfer**. Please **do not deposit direct cash**. Please intimate the number of copies required and scan the relevant receipt of money transfer and mail to us on: ibptsd4eb@gmail.com as soon as possible. Kindly send us your mailing address and contact number for posting your copy.

Your speedy action will enable us to complete our work on time.

Thanks & Regards,

Dr. Shashi Yadav
Assistant Professor
Faculty of Commerce
Banaras Hindu University
Varanasi

**INNOVATIVE BUSINESS PRACTICES TOWARDS
SUSTAINABLE DEVELOPMENT**

EDITOR

Dr. Shashi Yadav
Assistant Professor
Faculty of Commerce
Banaras Hindu University
Varanasi (U.P.)

Sub: Acceptance Letter for Publication

Dear author,

Thank you for your research paper submission. We are glad to inform you that the manuscript submitted by you titled as “**PROCESS OF DEVELOPMENT AND CRISIS SITUATION**” is accepted for publication in our Edited Volume of **INNOVATIVE BUSINESS PRACTICES TOWARDS SUSTAINABLE DEVELOPMENT**.

I request you to kindly send the Copyright Declaration Form duly signed by you through scan and email (format enclosed herewith) at ibptsd4ed@gmail.com. Details for sending processing fee of Rs. 800/- (Eight Hundred only) per author per copy will be notified to you later on.

Kindly send your correspondence address for the delivery of the book, if not already sent.

For any clarification please call at 8853754775/8318602678 or email at ibptsd4ed@gmail.com.

Your early confirmation may help us to bring out the edited book timely.

Regards,

Dr. Shashi Yadav
Assistant Professor
Faculty of Commerce
Banaras Hindu University
Varanasi (U.P.)

Innovative Business Practices Towards Sustainable Development

Editor

DR. SHASHI YADAV



RUDRA PUBLISHERS & DISTRIBUTORS
NEW DELHI -110094 (INDIA)

**Innovative Business Practices Towards
Sustainable Development**

Dr. Shashi Yadav

© Author

First Published 2022

ISBN: 978-93-92108-58-7

[No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by any means, mechanical, photo copying, recording or otherwise without prior written permission of the publisher].

Disclaimer: The Author is solely responsible for the chapters compiled in this book. The publisher do not take any responsibility for the same in any manner.

Published in India by

RUDRA PUBLISHERS & DISTRIBUTORS
C-293A, Street No. 3, West Karawal Nagar, New Delhi - 110094
Cell : 9312442975 E-mail : rudrapublishers@yahoo.com

Printed at Research Press India New Delhi.

i, Assistant Professor, Dept of Commerce,
lyalaya, Malkapur

tant. Professor, S.K. Somaiya College of
ce, Mumbai

Head of Sociology Dept., R J College of
ce, Mumbai

, प्राचार्य, सरिया कॉलेज सरिया

1, Associate Professor, Department of
ege Sec.-46, Chandigarh

ujrati, Assistant Professor, Department of
agement Sciences, Varanasi, UP

Tripathi, Associate Professor, School of
JP Rajarshi Tandon Open University,

5, Associate Professor, BBD University,

earch Scholar & Co-coordinator, M.Com,
College, Ghatkopar (West), Mumbai

tant Professor, Shaheed Sukhdev College of
ity of Delhi

earch Scholar, R J College of Arts, Science

stant Professor, Chinai College of Commerce
ast, Mumbai.

research Scholar, R J College of Arts, Science
i

Research Scholar, CMP Degree College,

o extend our special thanks to the team of
Diutors, our publishers for this edited
possible help in ensuring timely publication

for their help in shaping this edited volume

Dr. Shashi Yadav

Contents

Preface	v
Acknowledgement	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

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

leaves the student role, paper
of the Western Gerontological

*Pacific, Bulletin of the UNESCO
and the Pacific, 1985.*

Research in Distance Education,

*the Open and Distance Learning
AIU, New Delhi.*

*ement Education – A Case Study,
k “Quality Assurance” published
sity, 2005.*

*ation in India, New Delhi, Indira
2014.*

PRTOU, 2020.

OU, 2018.

MOU, 2019.

NOU, 2018

Directorate of Allahabad University,

Directorate of B.R. University, 2018

Directorate of Patna University, 2019

Directorate of Delhi, 2020

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 interms 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 it's 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

ensure that all citizens have proper housing, water supply, sanitation, electricity and health care and other services put pressure on natural resources which becomes short in supply due to pressure of population. Greater demands on natural resources and increase in the amount of waste and pollution directly affects quality of life of the city people. To meet the socio-economic needs of growing population and to satisfy their basic needs of food, clothing, shelter it is necessary to promote technological development by keeping in mind that sustainable growth is a necessary aspect.

In a developing country like India the process of infrastructural and technological development faces various challenges. Unprecedented technological growth has had a dramatic effect on our natural resources to meet the growing needs of people. Growth in nuclear weapons, heavy use of fertilizers, pesticides, pollution have serious impact on the basic amenities of growing population. The government makes efforts to analyze the crisis and respond to it in order to minimize its impact on environment and food. Uncontrolled settlement is also resulting in problems of pollution further contributing into health hazards, inadequate housing, lack of services provision contributing to informal sector activities and crime. Natural resources in areas surrounding settlements are always in greater pressure than those in areas of less dense human habitation.

A significant way of analyzing the crisis relating to the process of development is by taking into consideration the Human Development Index (HDI). HDI is a composite index comprising of four indicators namely consumption, expenditure (income), education and health.

The HDI report indicated that economic prosperity was no guarantee of better social indicators. Improvement in the health index as compared to education has been lower. Health, nutrition and sanitation challenges are most serious. There is a need for specific target oriented policies to improve the hunger, sustainable growth and mal nutrition situation. On the issues of right to food and nutrition the HDI report revealed that calorie consumption has been declining. The intake of calories by the poor is way below the recommended norm. As a result mal nutrition, hunger, anemia rates along with

infant mortality remained severe. Despite the Right to Education Act, School education faces challenges of quality and employability.

There is also injustice in the way the industrialized world progress has been paid by the developing countries. Industrialized west produces millions of tons of industrial and toxic waste and often uses the third world as a convenient dumping ground which affects the food productivity and environment. The decade of 1970s was important for the appearance of environmental issues. The dominant paradigm of development, promotion of tourism and technological growth came in for a lot of criticism as it has resulted in food crisis corporatization of agriculture and effects on environment.

FOOD CRISIS

One of the biggest hurdles in the process of development in India is the food crisis. Food crisis is a complex issue as there are various factors which are simultaneously responsible for its shortages. The production of food has declined due to number of causes. This is a serious issue as we have a huge population size.

Increasing global consumption of wood results in land degradation, is a significant cause of declining food production. There are increased instances of human induced soil erosion. This leads to loss of soil productivity. As a result, land gets degraded. Farmers are not getting adequate credit and marketing facilities. Hence, they are not able to invest the essential resources in agriculture such as good quality of seeds, fertilizers, machinery etc. They make use of outdated agricultural technology or traditional ways of production. Hence the production of food is low.

There are uneconomic landholdings. It means the land itself is highly fragmented and is unprofitable. As a result, only labour-intensive techniques can be used. Modern technology cannot be adopted for farming by the farmers. This results in low productivity and low production. Some agricultural areas have inadequate irrigation facilities. Hence productivity is low in these areas as they are totally dependent on rains. This unpredictable situation leads to low production of food.

Public distribution system is a very important practice related to food distribution. The basic objective is to provide essential consumer goods at cheap and subsidized price to the consumers so as to insulate them from the impact of rising prices of these commodities and maintain the minimum nutritional status of the population. However, it is found that the distribution of food has not taken in a proper manner. It means there are flaws in the public distribution system.

Public distribution system has limited benefit to the poor. Ration cards are given to those with proper residential address. However there are large number of poor who are homeless and others without proper residential address such as migrant labourers. Hence these people are automatically left out of the public distribution system. The coverage of public distribution system in rural areas is insufficient. This is because of an urban bias. In spite of corrective measures, there is no significant change in the situations.

Inadequate food supply to the poor and other underprivileged sections of the society has caused serious impact on the health of the rural people. Hunger, malnutrition, low birth weight, infant mortality are some of the grave consequences that our society is experiencing.

CORPORATIZATION OF AGRICULTURE

Corporatization implies being a part of a corporation. All resources, be it human, capital or technology are directed towards the common technology. In our country, Corporates are the form in industrial enterprises and service industries. There is a huge migration of villagers to urban areas in search of livelihoods. The control of Indian industries is slipping into the hands of multinationals either Indian or alien. This has left the poor Indian farmers in the real shock. Corporatization of agriculture has gobbled up thousands of acres of farmland and has eroded the livelihood resources of the poor farmers.

The corporates are profit driven and hence they exploit the agricultural sectors for their own selfish interests. They tend to make huge investments in crops which will give them a large profit margin and ignore the food needs of the population.

CONCLUSION

Food crisis is a major hurdle in the process of development in the Indian society. Hence certain solutions are necessary. The consumer as a market force can proactively influence the food industry, thereby making sustainable practice the norm.

It is very important to empower women as consumers with awareness and education on food safety, nutrition and is dependence on sustainable practice to exert a pull on the market. A multidisciplinary approach is necessary. It must involve factors such as consumer pressure policy changes like participation of panchayats and local level organisation in monitoring public distribution system and efforts to steer food production and consumption in a more sustainable direction which will be more and more environmental friendly.

REFERENCES

- Ahmed Kundu et al (Ed) (2010) – “India’s New Economic Policy: A Critical Analysis”; New York Routledge
- Arundhati Roy Choudhary (2000) – “Amusement Parks versus People’s Livelihood”; EPW Vol.35 September 9-15
- Banerjee Swapna (2011) – “Contradictions of Development in Contemporary India”; Open Democracy
- Bidwai Praful – “People v/s Nuclear Power in Jaitapur, Maharashtra”; EPW Vol. 46 19th February 2011
- “Collective Water Management through Water Banks”; July 2010 Clean India Journal
- Dias Anthony (2012) – “Development and its Human Cost”; Rawat Publication
- Deshpande M.G. (2007) – “The Nature of Ecological Problems, Environmental Changes and Natural Disasters”; Md. Babar New India Publication
- DevaleKaustubh and ParanjapeSuhās – “PaniSangharshChalwal”; www.waterconflictforum.org
- Giddens Anthony (2000) – “Runaway World: How Globalization is Reshaping our Lives”; Routledge New York