



R. C. Patel Educational Trust's
**Institute of Management Research
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"Quality Education for Nourishing Tomorrow's IT and Management Professionals"

3.3.2 Number of books and chapters in edited volumes/books published and papers published in national/ international conference proceedings per teacher during last five years.

Calendar Year	2022	2021	2020	2019	2018
Number of books, chapters and papers published in edited volumes/ Conference proceedings	14	18	12	12	5
Total	61				

3.3.2 Number of books and chapters in edited volumes/books published and papers published in national/ international conference proceedings per teacher during last five years.

Sr. No.	Name of the teacher	Title of the book/chapters published	Title of the paper	Title of the proceedings of the conference	Name of the conference	National / International	Year of publication	ISBN number of the proceeding	Affiliating Institute at the time of publication	Name of the publisher
1	Yogesh C. Shethiya	New Education Policy & Entrepreneurship - Possibilities & Challenges	New Education Policy 2020: Provides Added Alternatives Design for Women Empowerment	Vidyawarta	New Education Policy & Entrepreneurship - Opportunities & Challenges	International	2023	2319 9318	RCPETS IMRD	Harshwardhan Publication Pvt.Ltd
2	Amar K. Gaur	New Education Policy & Entrepreneurship - Possibilities & Challenges	New Education Policy 2020: Provides Added Alternatives Design for Women Empowerment	Vidyawarta	New Education Policy & Entrepreneurship - Opportunities & Challenges	International	2023	2319 9318	RCPETS IMRD	Harshwardhan Publication Pvt.Ltd
3	Kaustubha Kishorkumar Sawant	Introduction to Mutual Fund	Mutual Fund	--	--	NA	2023	978-93-95130-60-8	RCPETS IMRD	Institute of Distance and Open Learning, University of Mumbai, Mumbai
4	Kaustubha Kishorkumar Sawant	Different types of Mutual Fund	Mutual Fund	--	--	NA	2023	978-93-95130-60-8	RCPETS IMRD	Institute of Distance and Open Learning, University of Mumbai, Mumbai

5	Kaustubha Kishorkumar Sawant	Structure and Key Constituentss of Mutual Fund	Mutual Fund	--	--	NA	2023	978-93-95130-60-8	RCPETS IMRD	Institute of Distance and Open Learning, University of Mumbai, Mumbai
6	Kaustubha Kishorkumar Sawant	Legal and Regulatory Framework	Mutual Fund	--	--	NA	2023	978-93-95130-60-8	RCPETS IMRD	Institute of Distance and Open Learning, University of Mumbai, Mumbai
7	Kaustubha Kishorkumar Sawant	Protection of Investors	Mutual Fund	--	--	NA	2023	978-93-95130-60-8	RCPETS IMRD	Institute of Distance and Open Learning, University of Mumbai, Mumbai
8	Vijay Ramesh Garge	International Market Research	International Marketing	--	--	National	2023	--	RCPETS IMRD	<u>Institute of Distance and Open Learning (IDOL), University of Mumbai</u>
9	Vijay Ramesh Garge	Personal Selling	Integrated Marketing Communication	--	--	National	2023	--	RCPETS IMRD	Institute of Distance and Open Learning (IDOL), University of Mumbai
10	Vijay Ramesh Garge	Technology in Marketing	Trends in Marketing	--	--	National	2023	--	RCPETS IMRD	Institute of Distance and Open Learning (IDOL), University of Mumbai

11	Vijay Ramesh Garge	Cyber Warfare	Trends in Marketing	--	--	National	2023	--	RCPETS IMRD	Institute of Distance and Open Learning (IDOL), University of Mumbai
12	Dr.Amit P. Patil	Machine Learning in Natural Language Processing-Emerging Trends and Challenges.	Handbook of Data Science with Semantic Technologies	--	--	NA	2023	9.78103E+12	RCPETS IMRD	Rouledge Taylor & Francis, CRC Press
13	Ms. Chhaya S. Patil	Machine Learning in Natural Language Processing-Emerging Trends and Challenges.	Handbook of Data Science with Semantic Technologies	--	--	NA	2023	9.78103E+12	RCPETS IMRD	Rouledge Taylor & Francis, CRC Press
14	Dr.M.S.Sonawane	Lecture Notes in Electrical Engineering book series(LNEE, volume 959)	Enhanced Preprocessing Technique for Degraded Printed Marathi Characters	--	--	International	2023	978-981-19-6581-4	RCPETS IMRD	Springer, Singapore
15	Gaur Amarsingh Kuwarsingh	Managing Trends in Technology, Economics, Tourism and Social Science	SOCIAL MEDIA'S IMPACT ON TOURISM BUSINESS PROGRESS	Managing Trends in Technology, Economics, Tourism and Social Science	Managing Trends in Technology, Economics, Tourism and Social Science	International	2022	978-93-91196-57-8	RCPETS IMRD	LIISPRING

16	Shethiya Yogesh Chhabildas	Managing Trends in Technology, Economics, Tourism and Social Science	SOCIAL MEDIA'S IMPACT ON TOURISM BUSINESS PROGRESS	Managing Trends in Technology, Economics, Tourism and Social Science	Managing Trends in Technology, Economics, Tourism and Social Science	International	2022	978-93-91196-57-8	RCPETS IMRD	LIISPRING
17	Dr. D. M. Marathe	--	Impact of ICT Tools in subject of Management Research	International Conference on advancements in Science, Management & Engineering	ICSME - 2022	International	2022	--	RCPETS IMRD	--
18	Dr. D. M. Marathe	Impact of Computerization on the performance of Industries in Dhule District	--	--	GCEMP 2022	--	2022	--	RCPETS IMRD	--
19	Kaustubha Kishorkumar Sawant	Marketing Environment	Marketing Management	--	--	National	2022	--	RCPETS IMRD	Institute of Distance and Open Learning (IDOL), University of Mumbai (Link- https://mu.ac.in/wp-content/uploads/2022/09/Marketing-Management.pdf)
20	Kaustubha Kishorkumar Sawant	Marketing Mix and Product Decision	Marketing Management	--	--	National	2022	--	RCPETS IMRD	Institute of Distance and Open Learning

										(IDOL), University of Mumbai
21	Kaustubha Kishorkuma r Sawant	Case Study and Presentation	Marketing Management	--	--	National	2022	--	RCPETS IMRD	Institute of Distance and Open Learning (IDOL), University of Mumbai
22	Sumit Shivaji Sagale	Introduction to Marketing Concept	Marketing Management	--	--	National	2022	--	RCPETS IMRD	Institute of Distance and Open Learning (IDOL), University of Mumbai (Link- https://mu.ac.in/ wp- content/uploads/ 2022/09/Marketi ng- Management.pd f)
23	Sumit Shivaji Sagale	Consumer and Organisational Buying Process	Marketing Management	--	--	National	2022	--	RCPETS IMRD	Institute of Distance and Open Learning (IDOL), University of Mumbai
24	Sumit Shivaji Sagale	New Product Development Process	Marketing Management	--	--	National	2022	--	RCPETS IMRD	Institute of Distance and Open Learning (IDOL), University of Mumbai
25	Sumit Shivaji Sagale	Pricing Decisions	Marketing Management	--	--	National	2022	--	RCPETS IMRD	Institute of Distance and Open Learning

										(IDOL), University of Mumbai
26	Vijay Ramesh Garge	Understanding the Basics	Marketing Management	--	--	National	2022	--	RCPETS IMRD	Institute of Distance and Open Learning (IDOL), University of Mumbai (Link- https://mu.ac.in/ wp- content/uploads/ 2022/09/Marketi ng- Management.pd f)
27	Vijay Ramesh Garge	Pillars of Marketing	Marketing Management	--	--	National	2022	--	RCPETS IMRD	Institute of Distance and Open Learning (IDOL), University of Mumbai
28	Vijay Ramesh Garge	Distribution Decisions - Logistics and Channel Decisions	Marketing Management	--	--	National	2022	--	RCPETS IMRD	Institute of Distance and Open Learning (IDOL), University of Mumbai
29	Vijay Ramesh Garge	Promotion Decisions	Marketing Management	--	--	National	2022	--	RCPETS IMRD	Institute of Distance and Open Learning (IDOL), University of Mumbai
30	Vijay Ramesh Garge	Personal Selling and Sales	Marketing Management	--	--	National	2022	--	RCPETS IMRD	Institute of Distance and Open Learning

		Management								(IDOL), University of Mumbai
31	Chhaya S. Patil	--	Semantic Role Labeling: The leading task in today's computational linguistics for the computational identification and labeling of arguments	International Multidisciplinary Conference on Research, Technology & Engineering [ImCReTE-2022]	International Multidisciplinary Conference on Research, Technology & Engineering [ImCReTE-2022]	International	2022	978-93-91535-28-5	RCPETS IMRD	A.R. Research Publication
32	Amit Prakashrao Patil	--	Semantic Role Labeling: The leading task in today's computational linguistics for the computational identification and labeling of arguments	International Multidisciplinary Conference on Research, Technology & Engineering [ImCReTE-2022]	International Multidisciplinary Conference on Research, Technology & Engineering [ImCReTE-2022]	International	2022	978-93-91535-28-5	RCPETS IMRD	A.R. Research Publication
33	Mr. Amit Patil	--	Graph-Based Algorithm For Word Sense Disambiguation: A Performance And Comparison	St.Martin's Enginnering college	International Conference on "Recent Advances & Innovations in Technology, Management & Applied Sciences" (ICRAITMS-2021)	International	2021	ISBN- 978-93-82829-41-6	RCPETS IMRD	Online- (St.Martin's Enginnering college)

34	Shethiya Yogesh Chhabildas	--	Review paper on Rural Market Opportunities and Challenges in India	International Journal of Economics and Commerce		International	2021	2278-2087	RCPETS IMRD	Success Publication
35	Dr. D. M. Marathe	--	Student opinion classified using clustering algorithm	International Conference on Future of Business, Management and Economics	International Conference on Future of Business, Management and Economics	International	2021	ISSN : 0378 – 4568	RCPETS IMRD	G. H. Raisoni Institute of Business Management, Jalgaon
36	Mr. Sachin S Surana	Sustainable Management	Reverse Migration: Problems and Prospects Post COVID 19 Pandemic	Sustainable Management With Special Focus on Dilemmas of Business Oriented Management	“Sustainable Business Management Practices and Social Innovation Practices and Social Innovation”	International	2021	ISBN: 978-81-951108-5-8	RCPETS IMRD	Eureka Publications
37	Mr. J. E. Rajput	--	A Study on Customers Attitude towards Online Shopping with Special Reference to Shirpur City	RESEARCH JOURNEY International Multidisciplinary E-Research Journal	Impact of COVID-19 on Business, Humanities and Society	International	2021	2348-7143	RCPETS IMRD	RESEARCH JOURNEY International Multidisciplinary E-Research Journal
38	Mr. M.B.Patil	--	A Study on Customers Attitude towards Online	RESEARCH JOURNEY International Multidisciplinary E-	Impact of COVID-19 on Business, Humanities and Society	International	2021	2348-7143	RCPETS IMRD	RESEARCH JOURNEY International Multidisciplinary E-Research

			Shopping with Special Reference to Shirpur City	Research Journal						Journal
39	Monali Kirange	Strategic Supply Chain Management Analysis : Bosch System Ltd., Jalgaon	--	--	--	International	2021	978-3-330-03322-1	RCPETS IMRD	Lap Lambert Publisher
40	Mr. Amit Patil	--	Exploring Resources in Word Sense Disambiguation for Marathi Language	RSP Conference Hub International Conference On Advancement In Management , Engineering And Technology (ICAMET 2020)	First International Conference on Advancement In Management, Engineering And Technology (ICAMET 2020) (ONLINE)	International	2020	eISSN 2582-4376	RCPETS IMRD	RSP Conference Hub
41	Dr. D. M. Marathe	--	Study of Industry 4.0 and Decision Making Process Reduce Manual Efforts in Service Sector Industries	Conference World & IARDO	Online International Conference on Recent Innovation in Science, Engineering, Humanities and Management	International	2020	ISBN:978-93-90103-08-9	RCPETS IMRD	Conference World & IARDO

42	Mr. Shethiya Yogesh C	--	Impacts of Social Media on Tourism Industry Improvement	International Journal of Tourism and Hospitality Management	Proceedings of the 1 International virtual conference of Tourism and Heritage Management	International 1	2020	2535-2318	RCPETS IMRD	International Journal of Tourism and Hospitality Management
43	Mr. Amar Gour	INTERNATIONAL JOURNAL OF TOURISM AND HOSPITALITY MANAGEMENT	Impacts of Social Media on Tourism Industry Improvement	International Journal of Tourism and Hospitality Management	Proceedings of the 1 International virtual conference of Tourism and Heritage Management	International 1	2020	2535-2318	RCPETS IMRD	International Journal of Tourism and Hospitality Management
44	Mr. Dinesh A. Borase	--	The Role of Education in Empowering Women in India	International E-Conference on Covid-19 Radius on Arc of Social, Economic & Educational World	International E-Conference on Covid-19 Radius on Arc of Social, Economic & Educational World	International 1	2020	ISSN-2277-5730	RCPETS IMRD	Ajanta Prakashan, Aurangabad
45	Dinesh A. Borase	--	Covid-19: Impact on Indian Agriculture Sector	National Level E-Conference on The Impact of Globalisation on Contemporary Literature and Society	National Level E-Conference on The Impact of Globalisation on Contemporary Literature and Society	National	2020	ISSN-2277-5730	RCPETS IMRD	Ajanta Prakashan, Aurangabad

46	Mr. Yogesh C. Shethiya	Organizational Skill Development	--	--	--	National	2019	978-93-85664-86-1	RCPETS IMRD	Prashant Publications, Jalgaon
47	Mr. Yogesh C. Shethiya	Organizational Skill Development II	--	--	--	National	2019	978-93-89492-68-2	RCPETS IMRD	Prashant Publications, Jalgaon
48	Mr. Yogesh C. Shethiya	--	A study on Impact of Social Media Tourism Business Development	Research Journey	Media and Society	National	2019	23348-7143	RCPETS IMRD	Prashant Publications, Jalgaon
49	Mr. Dinesh A. Borase	--	The Role of Education in Empowering Women in India	An International Multidisciplinary Quarterly Research Journal	The Impact of Globalisation on Contemporary Literature and Society	National	2019	2277-5730	RCPETS IMRD	Ajanta
50	Mrs. Priyanka Bhandari	--	Business Environment: Support and Challenges for Textile Industry	Research Journey Multidisciplinary International Journal	30th National Conference of Maharashtra State Commerce Association	National	2019	2348-7143	RCPETS IMRD	Arts, Commerce and Science College Bodwad
51	Mrs. Priyanka Bhandari	--	A Study on Textile Weaving Industry in Dhule District of Maharashtra State	Research Journey Multidisciplinary International Journal	31st National Conference of Maharashtra State Commerce Association	National	2019	2348-7143	RCPETS IMRD	Pratap College Amalner
52	Mr. Laxmikant M. Sharma	--	Employer-Employee Relationship : A Dimension of Superior HRM	(Not received yet)	Changing Dynamics of Business in the 21st Century	National	2019	2229-3620	RCPETS IMRD	Sanchar Educational and Research Foundation

53	Mrs. Chhaya S. Patil,	--	Different approaches for marathi language word sense disambiguation	Techonology for tribal and rural development	Techonology for tribal and rural development	National	2019	2349-6967(Online)	RCPETS IMRD	International Journal of Emerging Trends in Engineering and Basic Sciences (IJEEBS)
54	Mr. Amit P. Patil	--	Different approaches for marathi language word sense disambiguation	Techonology for tribal and rural development	Techonology for tribal and rural development	National	2019	2349-6967(Online)	RCPETS IMRD	International Journal of Emerging Trends in Engineering and Basic Sciences (IJEEBS)
55	Mrs. Vijaya S. Ahire	Smart Bins for Smart City	--	--	--	International	2019	978-613-9-46412-8	RCPETS IMRD	LAP LAMBERT Academic Publishing
56	Dr. Dagadu. M. Marathe	--	Hits Algorithm in SEO	International Conference on Substantial Development in the field of Engineering and Management	ICSDM-2019	International	2019	978-81-943584-8-0	RCPETS IMRD	Conference world
57	Mrs.Kavita G. Patil	--	Best Practices implemented in College Libraries: A Study	Research Journey (Multidisciplinary International Research Journal)	Web Based Library and Information Services in Academic Libraries	National	2018	2348-7143	RCPETS IMRD	Swatidhan International Publication, Nashik

58	Mr. Amit P. Patil	--	Building a Healthcare Future through Trusted System	National Conference On Technology & Innovation: Disrupting Businesses, Transforming Market;	National Conference On Technology & Innovation: Disrupting Businesses, Transforming Market;	National	2018	2250-0588	RCPETS IMRD	International Journal of Research in Engineering, IT and Social Sciences
59	Mrs. Chhaya S. Patil	--	Building a Healthcare Future through Trusted System	National Conference On Technology & Innovation: Disrupting Businesses, Transforming Market;	National Conference On Technology & Innovation: Disrupting Businesses, Transforming Market;	National	2018	2250-0588	RCPETS IMRD	International Journal of Research in Engineering, IT and Social Sciences
60	Mr. Dagadu M. Marathe	--	Computer Automation Perform Smooth Functioning of Industries in Dhule District	International Conference on Business Management and Social Innovation	ICBMSI-2018	International	2018	978-81-92958-09-3	RCPETS IMRD	Society for Education
61	Mr. Dagadu. M. Marathe	--	Impact of Computerization in Dhule District Industries	Advanced Trends and Challenges in Computer Science	ATCCS-2018	National	2018	978-93-88544-02-3	RCPETS IMRD	Atharva Publication

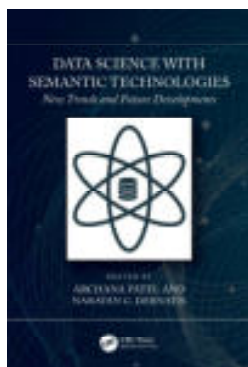
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Data Science with Semantic Technologies New Trends and Future Developments

Archana Patel, Narayan C. Debnath

Machine Learning in Natural Language Processing—Emerging Trends and Challenges

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1 Introduction

While modern agronomy and plant breeding have increased development production, they also resulted in widespread environmental harm and poor human health. Automated PC vision is critical in this case because it helps repair the damage. The appearance of plant leaves changes over time, making them legitimate elements. It is a challenge to automate the identification and arrangement of plant leaves, because plant leaves are genuine elements. However, scientists use a number of common characteristics to distinguish between various leaf tests, such as the state of the leaf, its shade, its skeleton, and so on. There are many aspects to consider when designing a plant's arrangement, and this project is centred on the surface characteristics of a leaf. A plant leaf's veins are another important feature. Vein extraction and grouping can also be used to determine a plant's type. There are some drawbacks to shape-based leaf recognition [1, 2], especially if there are not enough leaf tests.

In the name of Kumar [1], a multi-facet perceptron with AdaBoosting was used in this study to classify plant species based on their morphological features. The proposed framework includes pre-processing, extraction, highlighting, and order. Different pre-processing methods are used to prepare a leaf image for the element extraction measure. Several morphological parameters, such as centroid, significant hub length, minor hub length, firmness, edge, and orientation, are retrieved from digital photographs of various leaf classes. In the suggested machine learning classifier, 95.42% of the computations were accurate. Tan and Colleagues [2] Morphometric calculations based on Sobel segmented veins were employed as a benchmark for this study. The D-leaf model achieved a testing accuracy of 94.88% when compared to the AlexNet (93.26%) and adjusted AlexNet (95.54%) models. Furthermore, CNN models outperformed traditional morphometric estimations (66.55%). The CNN-derived properties fit well with the ANN classifier. Using computer-aided image processing and gadget vision innovation, Singh [3] outlines a fundamental and computationally restricted technique for plant identification. Leaf data is pre-processed, a large data set is analysed for correlations, and the data is organised into a logical sequence. Pre-preparation is the process of enhancing estimates pix prior to computational treatment. The leaf picture's shade and architecture are used to identify genuine elements by the limit extraction piece. Paulson [4] convolutional neural network (CNN) and pre-trained VGG16 and VGG19 models were compared for the leaf recognition task. The data set has leaf images of 64 medicinal plants. CNN achieved a 95.79% accuracy rate. VGG16 and VGG19 beat fundamental CNN in terms of accuracy, with 97.8% and 97.6%, respectively.

Yang [5] An object's bending and geographic data are represented by a triangular place distance grid, while an object's arched/sunken characteristic is defined by a sign framework. Detailed and global properties of the leaf form are captured while the likeness changes are preserved (interpretation, revolution, and scaling). It is also quite easy to implement and has a modest computational burden. Four well-known data sets of plant leaves, including the Swedish, Smithsonian, Flavia, and Image CLEF 2012 databases, were used to test our method. A comparison of the results

shows that our method outperforms other leading edge methods of plant leaf detection based on shape. Using the MPEG-7 shape data set as a second test, we found that our method can be applied to a wide range of shapes. In the words of Zhou [6] because the unique RDN model was first used in image super objective, we need to rebuild the network engineering for grouping activities through modified info image attributes and hyper boundaries. In artificial intelligence, the tomato test data set. Challenging 2018 data sets demonstrate that this model can achieve a best 1 normal recognition accuracy of 95%, which confirms its appetising exhibition. The rebuilt residual dense network model can deliver considerable improvements over a large portion of the best-in-class models, as well as requiring less calculation to attain elite outcomes in crop leaf recognition. Almeida [7] proposes a new technique to plant recognition based on the usage of an unsupervised distance learning strategy instead of pairwise similitudes. They demonstrate a significant increase in performance when using it for time series search workloads. Furthermore, we demonstrate how the late mixing of several time series can affect the identification of plant species. Increases in precision at 10 scores and mean normal precision were both up to 8.21% and 19.39% higher when compared to when time series were used in the disengagement process, respectively.

Using a visual tree to filter through a large number of plant species and determine the relationship between related learning tasks, Fan [8] proposes that a progressive conduct multiple tasks primary learning calculation can be used to enable the identification of a wide variety of plant species. Plants are essential for human survival, according to Azlah et al. [9]. Since the dawn of time, indigenous peoples have relied heavily on herbs as folk medicines. For practitioners, identifying herbs is frequently a matter of years of olfactory or sensory training. Recent advances in analytical technology have substantially aided scientific data-based herbal identification. People who are not familiar with herbal identification can benefit greatly from this. Testing in a laboratory requires expertise in sampling and data analysis in addition to lengthy procedures. In this way, an easy and reliable way to identify herbs is required. Plant identification is anticipated to benefit from a combination of computing and statistical analysis. Identifying herbs rapidly is made easier by this non-destructive method, especially for those who cannot afford pricey analytical equipment. To identify plant species from images of plant leaves, Mahmudul Hassan [10] used the DL approach. By extracting and learning features automatically, DL identification eliminates the need to manually remove created attributes. After each cycle, the recognition rate increases, but the loss decreases. As a result of this research, CNN performs better in plants with comparable leaf shapes and sizes. Aside from that, more study may be done to test the proposed network's performance utilising real time and drone images. A cloud-based architecture will allow smart devices to identify plant types in real time. Plants are difficult to manually identify by botanists, according to Bojamma [11], who found that different plant features used as identification keys take a long time. Inquiries concerning the quality of a candidate search that is constantly modified are answered by these keys. Because the traditional method of plant species identification is a tired method that has the potential to be false and is out of reach for the general public, it poses a challenge for botanists, nature enthusiasts, and

find some of the most common kernels:

$$\text{Linear : } K(X, Y) = X.Y$$

$$\text{Polynomial : } K(X, Y) = (1 + X.Y)^d$$

$$\text{Radial Basis function : } K(X, Y) = \exp(-\|X - Y\|^2/2\sigma^2) \quad (6)$$

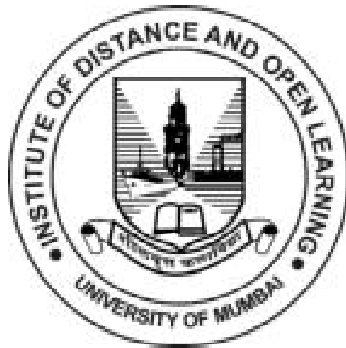
5 Simulation Results

Python Spyder 3.7 is used to implement the algorithm under development. With the help of libraries like sklearn and Python, we can apply numerous approaches like decision trees and Naive Bayes in Spyder, as well as the functions available in the Spyder environment.

Figure 3 is showing the plant leaf image input data. Total 32 images taken with 7 different species, which include apple, banana, ginger, mango, Norway maple, onion, and work mulberry (Figs. 4, 5 and 6).



Fig. 3 Input data



**MASTER IN
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SEMESTER - III (CBCS)**

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SEMESTER - II (CBCS)

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Semantic Role Labeling: The leading task in today's computational linguistics for the computational identification and labeling of arguments

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Abstract:

Semantic role labeling, sometimes referred to as shallow semantic parsing, is a task in Natural Language Processing that determines the labels of words or phrases (groups of words) in a sentence. Semantic Role Labeling (SRL) is the process of identifying essential event structures in a sentence, such as "who" did "what" to "whom," "when," and "where." Nowadays, the computational identification and labeling of arguments in text is a one of the important tasks in computational linguistics. Agent, receiver/patient, temporal, goal, locative or objects are the types of agents. Semantic role labeling belongs to one of the domains of Artificial Intelligence. This paper gives detailed overview of the literature in the field of semantic role labeling followed by the various techniques used to tackle shallow semantic parsing in the past, the development of different datasets built for semantic analysis and semantic role labeling task for Indian languages.

Keywords: - SRL, NLP, Computational linguistics, Semantic Labeling

Introduction:

One of the important but challenging tasks in NLP is semantic role labelling, which is also known as shallow semantic parsing. It determined "Who", "did", "What", to "Whom", "How", "When" and "Where". SRL aim is to identify events in sentences, their participants and properties of the events. SRL determines the semantic roles of each predicate that present in the given sentence. For example, "Ram killed Kartik with a bat", here SRL should recognize 'killed' (represents the phrase "to kill") as a predicate. Then 'Pawan' as killer (agent), 'Kartik' as the recipient/receiver and 'a bat' as the theme/object. Knowledge of semantic relationships is very useful in many downstream applications of NLP such as information extraction, machine translation, text summarization, worsens disambiguation and text entailment.

Using two pipeline states SRL is done traditionally, first state is predicate identification and second one is argument role labelling, nowadays end to end SRL is achieved by integrating both steps in a single model[1]. Predicate detection, predicate disambiguation, argument identification, and argument classification are the four subtasks in which SRL can be split up. Argument annotations have two formulations or styles such as constituents that is phrase or span and dependencies. The CoNELL 2008 proposed semantic dependency parsing which annotates the heads of arguments instead of phrasal arguments [2].

Reverse Migration: Problems and Prospects Post COVID 19 Pandemic

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Abstract

The onslaught of deadly Novel Corona Virus (COVID 19) pandemic had resulted in the global economic turmoil. All the economic activities around the world were suspended for the indefinite period. The World Bank also termed COVID 19 pandemic as the deepest economic slowdown after World War II. The onslaught of this extraordinary unprecedented pandemic was so extreme that even the developed economies were also finding it difficult to combat with this invisible enemy. This epidemic had posed serious issues in all the sectors of economic development. Governments of all the countries had to implement nationwide lockdown to battle with this epidemic. After certain time duration government had used unlock measure in phased manner and allowed industries to operate with the restricted capacity. The people working in unorganized sector and daily wage earner suffered a lot in the contemporary COVID 19 pandemic. As a result of this pandemic, an oversized scale of reverse migration of peoples from lucrative metro cities to the native urban and rural parts of the country had been occurred. This rapid reverse migration is going to be a major concern in the upcoming years. The researcher under the present study seeks to analyze the consequences of Reverse migration.

Keywords: COVID 19, unorganized sector, informal, economic development, Lockdown.

Introduction

The World Health Organization (WHO) declared the current novel Corona virus (COVID 19) as a global pandemic on 30th January 2020. With the

rapid spread of the deadly virus, nationwide lockdown was adopted as safety measure. The pandemic had created fear, anxiety among the peoples all over around the world. The current COVID 19 global pandemic and nationwide shutdown had raised numerous problems. The factories, private and public offices, schools and colleges were closed for indefinite period. Sectors such as tourism, aviation, automobile, real estate, micro and small enterprises are affected most. As per the report of International labor Organization the outbreak of COVID 19 pandemic will thrust more than 40 millions informal workers in the poverty. The daily wage earners, workers working in unorganized sector suffered a lot during the COVID 19 pandemic. These peoples lost their job overnight, hadn't got the earning and were deprived from the basic needs during the lockdown period. Wage earners abandoned their workplaces and began the journey of hundreds of miles towards the native places. (Mohapatra, Vol. 8, No. 4, April 2020) The temporary shutdown of the manufacturing sector resulted in the reverse migration. These peoples had to depart from the metro cities and relocate to the native places in the awake of earnings. The process of reverse migration can be considered as two edged sword. Although the migration process does have benefits, also do have certain pitfalls. This process of Reverse Migration will not only increase the burden on urban governance but also affects service quality.

Objectives of the Study

The present study is based on the following objectives;

- 1) To understand the concept of Reverse Migration.
- 2) To analyze the consequences of Reverse migration.

Research Methodology: - The present research is based on secondary sources of data. Data had been collected from sources as web-based Journals, research papers, news articles etc.

Concept of Reverse Migration:- Reverse Migration often termed as return migration refers to a process in which the peoples born in the villages migrates to the urban parts of the country and after certain timeframe returns to the native place. In simple senses reverse migration is the voluntary or obligatory method of going back to the native place.

Based on the literature reviewed the consequences of outbreak of COVID 19 and reverse migration can be analyzed as below;

- 1) **Strong dependence Agriculture & allied business:** - An important part of Indian economy is agriculture. It is the oldest and biggest source of job creation in rural India. The agriculture sector is directly or indirectly connected to more than 70 % of Indian population. The pandemic of COVID 19 forced people working in the informal sector to flee into their home city. These individuals would have no other choice but to work in the agricultural sector. This would generate an extra strain for the farming sector. More than half of the population has already been absorbed by the agriculture sector, with a 17 % contribution to the country's gross domestic product. Compared to the participation of the workforce, the contribution of the agricultural industry is very low.
- 2) **Labour scarcity in the urban areas:** - it was correctly mentioned that cities are the vehicles from which is possible to make the journey of economic growth. During the prevalent lockdown large and metro cities that are the primary destination for workers in the informal sector suffered most. Millions of people employed in the unorganized and informal sectors moved to rural parts of the country. These peoples worked on building sites, hotels, processing units, and several other industries. The fear of deadly virus was so serious that people from urban areas walked thousands of miles. The effects of the pandemic would have long term impact on urban areas. Migrants employed in the organized sector will not return to urban areas in the immediate future and this will lead to a shortage of labor supplies in the urban areas.
- 3) **Increased burden on Rural Governance:** - India is the country of villages where majority of the population lives in the rural parts of the country. The rural infrastructure and availability of the services are not sufficient. Basic services such as education, healthcare facilities, electricity supply, sanitation, water supply are inadequate. The outbreak of deadly COVID 19 and the lockdown measure resulted in the reverse migration. In the wake of uncertainty and anxiety about of viruses, millions of people moved from urban source to the rural destinations. The implications of COVID 19 and national lockdown resulted in the loss of employment of people employed in the

unorganized market. Such peoples have tended to abandon the workplace and return to their native places. The main drives of country's economic growth are daily wage earners and employed in the informal sector. The contemporary reverse migration will surely have long term impact on the economy of rural India. (Singh, 2020) Thus it will create additional pressure on educational system, healthcare services and rural governance of the country.

- 4) **Global economic turmoil:** Currently all economic operations worldwide are in pause mode. During the earlier stages of COVID 19, most countries had to follow lockdown to decrease the transmission of virus. Prevention from the virus was the ultimate aim in the lockdown. All the activities around the world were concentrated on the prevention of unforeseen enemy. Factors such as reduced working hours, interrupted supply of raw materials, lack of access to public vehicles were the main hindrance in the smooth functioning of the industrial sectors. Sectors such as tourism, education real estate, entertainment, constructions have been absolutely disrupted. Daily wage earners working in these industries had to compulsory or voluntary leave their work place and due to fear of virus, the industries often had to work with the restricted capacity. It had adversely affected on both demand and supply front.
- 5) **Increased unemployment:** The industrial and manufacturing sectors had also suffered a lot during this outbreak of virus. All the production activities were temporarily suspended. Industrial units have to abide the social distancing norms designed as a precautionary measure by the government. The production process in industrial sectors was also hampered due to non-availability of raw material, lack of access of the public transportation. The demand for the non-essential items had also been declined. All these things resulted in the increased unemployment in the industrial units. As per the report of Centre for Monitoring of Indian Economy (CMIE) the unemployment rate in rural India had been increased from the 6.06 % of January 2020 to 9.15 % of December 2020. Although we do not have data on informal sector unemployment, the increased % in the rural unemployment indicates the impact of reverse migration. Reverse migration and overburden on agriculture sector will definitely result in to the rise in the unemployment.

Conclusion

The informal sector plays an important role in the economic development of any country. As per the government of India statistics, the unorganised and informal sector absorbs more than 90% of the workforce and contributes more than 50 % in the gross domestic product of the country. The prevailing pandemic of COVID 19 had severely impacted on the peoples working in the informal and unorganised sectors. Daily wage earners, hawkers, street vendors, casual labours and many more working in the unorganised sector had severely affected. Thus the current pandemic had given an opportunity to formulate long term strategies for the unorganised sector. The time had come to develop rural infrastructure to cope up with the flow of reverse migrants.

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ICAMETAP1003

Exploring Resources in Word Sense Disambiguation for Marathi Language

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ABSTRACT

Word Sense Disambiguation (WSD) is one of the most challenging problems in the research area of natural language processing. To find the correct sense of the word in a particular context is called Word Sense Disambiguation. As a human, we can get a correct sense of the word given in the sentence because of word knowledge of that particular natural language, but it is not an easy task for the machine to disambiguate the word. Developing any WSD system, it required sense repository and sense dictionary. It is very costly and time-consuming to build these resources. Many foreign languages have available these resources, that is why most of the foreign languages like English, German, Spanish etc lot of work is done in these Natural languages. When we look for Indian languages like Hindi, Marathi, Bengali etc. very less work is done. The reason behind this is resource-scarcity. In this paper, we majorly focus on Marathi Language Word Sense Disambiguation because of very less work is done in the Marathi Language as compared to Hindi and other Indian Languages. Our main objective is to provide information about various resources available for the Marathi language which will be helpful for researchers who wants to do work for Marathi WSD. This paper also gives a review on work done for Marathi Language WSD and its challenges and problems.

Keywords: WSD, WordNet, Indo WorldNet, Part of Speech (POS), NLTK, iNLTK

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Graph-Based Algorithm for Word Sense Disambiguation: A Performance and Comparison

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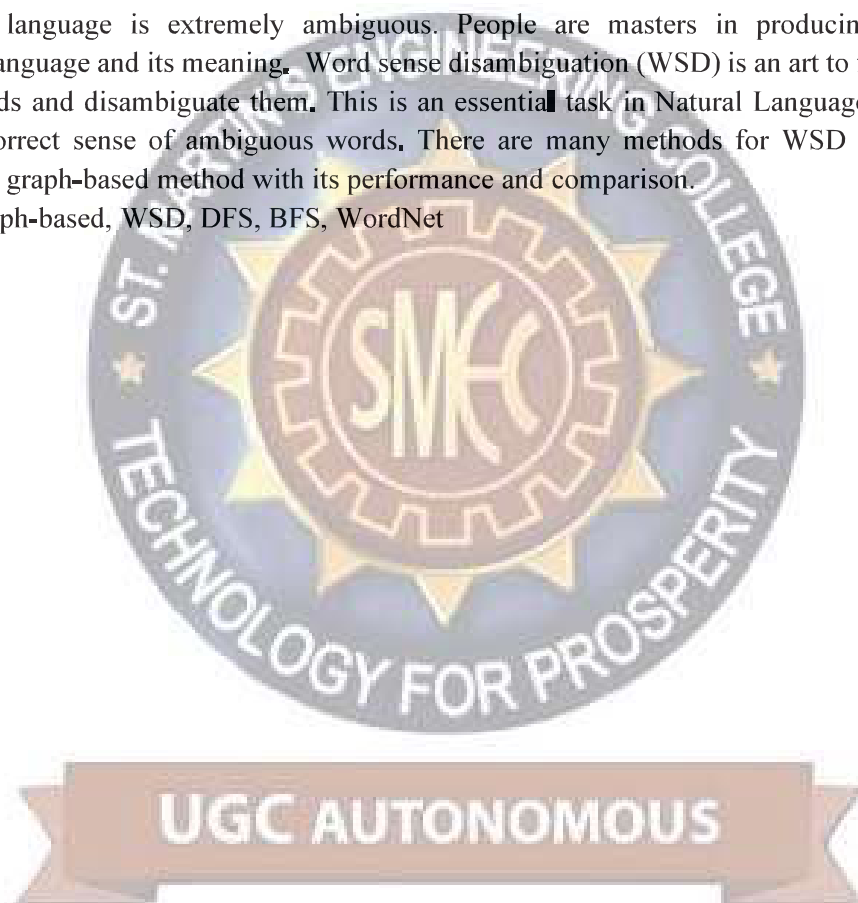
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ABSTRACT

Human verbal language is extremely ambiguous. People are masters in producing language and understanding language and its meaning. Word sense disambiguation (WSD) is an art to find the senses of ambiguous words and disambiguate them. This is an essential task in Natural Language Processing that detecting the correct sense of ambiguous words, There are many methods for WSD in this paper we elaborate on the graph-based method with its performance and comparison.

Keywords: Graph-based, WSD, DFS, BFS, WordNet



Supply Chain Management is the management of resources to design, procure, fabricate, produce, assemble, store, distribute, use, maintain, recycle, and dispose of goods and services. The key requirement of SCM is the ability to network with a several other business entities having complementary skill sets. A "supply chain" consists of interconnected components required to transform ideas into delivered products and services. Supply Chain Management is a business approach that focuses on integration, and partnerships, in order to meet customers' needs on a timely basis, with relevant and high quality products, produced and delivered in a cost effective manner. Strategic Supply Chain Management, SCM as it is popularly known, is of considerable interest in recent years for manufacturing and services sector of our economy.



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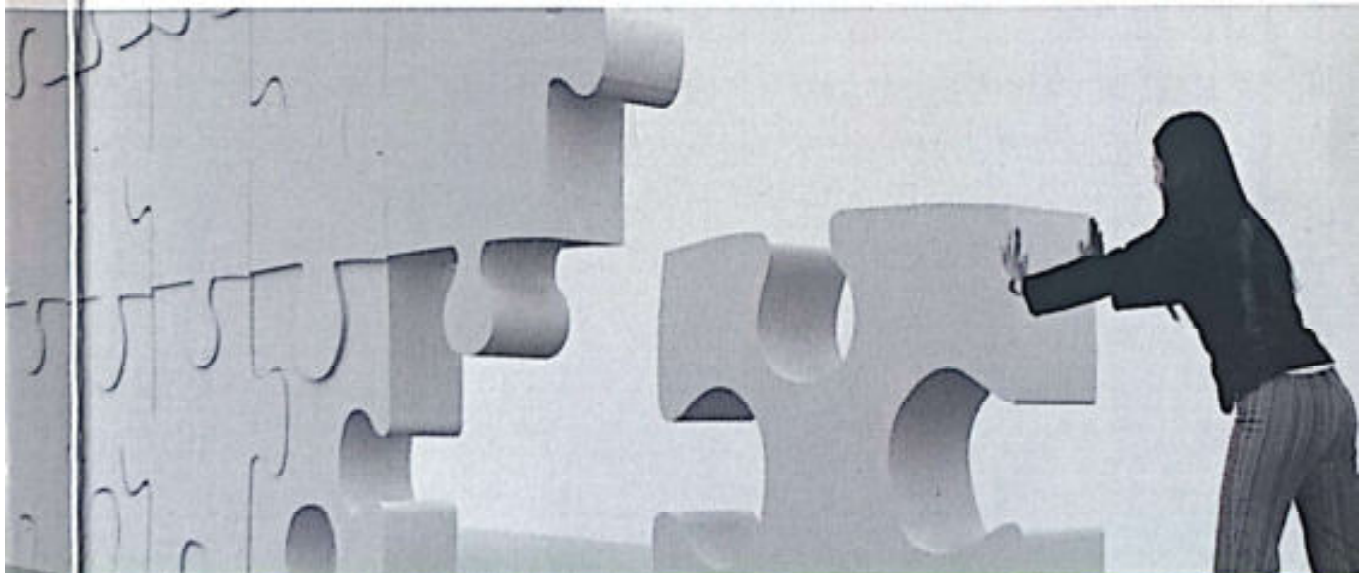
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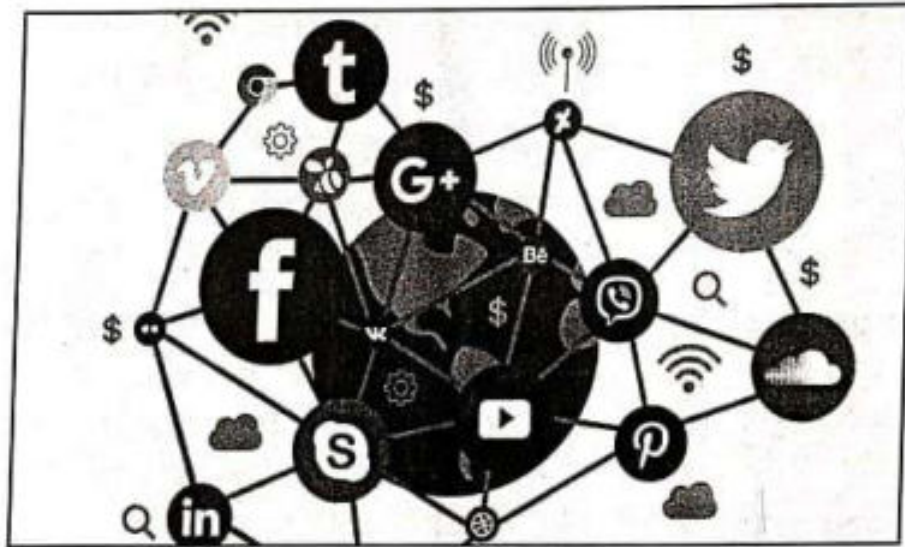
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A Study on Impact of Social Media in Tourism Business Development

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Abstract:

The media are playing in the variety of feature of life is becoming progressively more greater day by day, mainly in subject like social interaction, and cultural and educational feature of our life. The significance of social media is upward in the area of the tourism industry. To a greater extent researchers are undertaking studies in the areas of the impact of social media on the tourism industry. Aspire of this study is to recognize this upward importance media in the tourism business and to appreciate the impact of media in the tourism. The rationale is to understand the future role of media in the years to come on the tourism business so that it benefits the tourism business and the tourists internationally. The leveraging of media to the tourism products has show to be a good strategy in improving not only the quality of the trade but also the revenues of the tourism business at large. In this world of steady technological development, tourists are varying their behaviour patterns seem to be for more "tourist-friendly" resources of information. Thus this research paper focuses on the collision of media in promoting tourism business globally.

Keywords : Social Media, Tourism, Business, GDP, Development.

Introduction :

UNWTO defines tourism as "a social, cultural and economic phenomenon, which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes" The tourism business is one of the fastest increasing sectors in the world. In reference to Pforr and Hosie (2009), the tourism business is the major in the world with a significant annual growth rate of approximately 25 percent. In this look upon, Alsos, Eide and Madsen (2014) study that the growth rate of the tourism business in Organization for Economic Co- ((ration and Development (OECD) nation has go over the enlargement rate of their GDP.

Social media pass on to the resources of communications among community in which they share, make, or swap over information and thoughts in virtual group of people and association. In today's times social media plays an extremely significant role in almost every section. Platforms such as Facebook, Whatsapp, Twitter, Instagram etc. have become vital both from individual and trade point of view. Social media has made a massive impact on the tourism business. Tourist engages with social sites in order to make up to date decisions regarding their travels and share their own experiences which they had at a particular hotel, restaurant or airline. The tourism business is in position to take benefit of social media channel, as the business has long relied for the most part

on target reput, tourist opinion, spread of information, and positive word-of-mouth publicity. In many examples, for example the case of the 'Bharat Darshan' campaign and 'Incredible India' campaign, incorporation of social media into the marketing approach of Indian Tourism has shown incredible, considerable outcome in greater than before rates of visits as well as visitor happiness. As a outcome, a variety of states around the nation are appropriate more dependent on social media as a cost-efficient and successful tool for visiting the attractions promotion for their particular state.

Need for the Study :

Global and domestic tourism business contributes more to India's GDP. Foreign exchange earnings from tourism stood at \$16.757 billion between January and July 2019, as against \$17.059 billion in the corresponding period last year, posting a -1.8% growth vis-à-vis a 12.1% surge last year, according to data from the ministry. In this competitive world media plays a vital role in all business. There is main purpose that this study will take in hand to the extent that the role of social media in the tourism business is concerned. To start with, the study will assess how both existing and probable tourists use social media stage to make travel decisions. In this study will seek to understand how tourists utilize diverse types of social media to research and plan their travel behavior.



2002	2.38	2011	6.31
2003	2.73	2012	6.58
2004	3.46	2013	6.97
2005	3.92	2014	7.68
2006	4.45	2015	8.03
2007	5.08	2016	8.80
2008	5.28	2017	10.04
2009	5.17	2018	10.56(P)

(P) Provisional, Figures updated as in August, 2019 R: Revised,

Source: Bureau of Immigration, Govt. of India

Table 2 showing the growth of tourism in India on 2018

Sr.No.	Particular	Result
1	No. of Foreign Tourist Arrivals in India	10.56 Million (P)
	Annual Growth Rate	5.2%
2	No. of Indian Nationals Departures from India	26.30 Million (P)
	Annual Growth Rate	9.8%
3	No. of Domestic Tourist Visits to all States/UTs	1854.9 Million/ R
	Annual Growth Rate	11.9%
4	Estimated Foreign Exchange Earnings from Tourism In INR terms	*1,94,892 Crore
	Annual Growth Rate	9.6%
5	Share of India in International Tourist Arrivals	1.24%
6	India's rank in World Tourist Arrivals	25 th
7	India's rank in World Tourism Receipts	13 th

(P) Provisional, Figures updated as in August, 2019 R: Revised,

Source: Bureau of Immigration, Govt. of India

The role of social media in tourism has been progressively more prominent and investigates as a rising subject. Over the years Social media have contributed towards significant tourism into a responsible business. Social media plays a progressively more vital role in many features of tourism, particularly in information investigate and decision-making behaviours and tourism advertising spotlight on most excellent apply for cooperate with tourist via social media channels. A social media to market tourism products has proved to be an admirable policy. Many nations observe social media as a vital means to encourage for their tourism business.

Conclusion :

Based on research study and the literature review, it can be conclude that, the social media phenomenon represents an ongoing trend. The social media plays an important role in Tourism business. From information investigate to decision making behaviors social media plays a vital role in many characteristic of tourism business. Social media also plays a significant role in tourism advertising and facilitates the tourism service suppliers in spotlight on best practices during the response they obtain from tourists and community via

social media. Social Media has been commonly acknowledged as a resource of advance tourism goal and products by popular target promotion organizations. As a result of the studies on the subject of social media it is expanding tool for the upgrading the tourism business and also for the benefits of the country's GDP.

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Objectives :

1. To know the understanding of social media approach in tourism business.
2. To observe the role and impact of social media promotion approach in tourism business.
3. To understand the increase in revenues of the tourism business.

Research Methodology :

To enter at research result that strictly answer the research questions and as a result, meet the objectives of the study, there is a need to make use of a precise methodology. Speaking from this viewpoint, the study first explores the past research and study findings on how social media has been used in the past in tourism promotion. Likewise, the research use primary data to either affirm or dispute the secondary research findings. In this study will carry out an observation and discussion to collect primary data. This data will be prearranged and analyzed using different statistical tools to conclude whether it supports or be against the secondary research findings.

Review of Literature :

Tourism business plays an incredibly vital role in economic growth and structural revolution of the world. Indian tourism is based on the concept of 'Atithi Devo Bhav' and 'Vasudev Kutumbakam'. It means the guests will be treated as equal as god and it also means that welcome tourist friendly and send back a friend.

The literature on different aspect of blow of tourism on financial system a brief review of existing literature on diverse aspects of tourism will be made in this section. Sethi A S, B P Singhal (2016) in a research paper entitled "Identification of factors affecting Tourism destination competitiveness: A Study in Uttarakhand" made an attempt to classify the factors that affect tourism destination competitiveness for the state of Uttarakhand. In the recent year's tourism as an business has developed many fold up in terms of employment prospect and income generation. Uttara Khand as a tourism destination has received its share of domestic and internationals guests but still a long way to go before suitable a priority tourism destination.

Zach F (2016) in a research paper "Collaboration for Innovation in Tourism Organizations" aimed to tackle the gap by examining the role and effect of key

Analysis of Study :

Table 1 showing the Foreign Tourist Arrivals in India

Year	Foreign Tourist Arrivals (in Millions)	Year	Foreign Tourist Arrivals (in Millions)
2001	2.54	2010	5.78

drivers of managerial surroundings for innovation (leadership support, innovation formality) and inter managerial relations (leadership support, communication) on association for innovation. The value added by the study was twofold: First, it has evaluated the organizational settings simultaneously and accounts for their interdependencies; and second, it has investigated the largest group of tourism organizations.

Sahin & Sengün (2015) did a study and investigated the importance of social media in tourism marketing. The study they did was based on a survey implemented on the students of Atilim University evaluating the effects of social media among young generation. Results of the survey showed that social media has a significant influence in tourism sector both in positive and negative ways. The results also showed that the the tourism decisions of young generation gets strongly affected by personal experiences and comments of other users on social media

Gupta D, Thind S (2014) in the research paper entitled "Changing Geographies of International Tourist Patterns" has converse regarding the distraction in tourist geographical area with change in income. Tourism has appeared as one of the strongest and the most responsive mechanism in the service business in the last two decades. New destinations have emerged on the map of the world whereas, old has been unable to keep hold of their position. The share of income generated by the tourism sector has changed not only temporally but spatially as well. Central Eastern Europe and North China has emerged as new destinations for global tourists while Northern Europe has lost its share of international tourists. Therefore, looking at the spatio-temporal changes in the share of international tourist arrivals the paper attempted to analyse the spatio-temporal variations in international tourist arrivals internationally and regionally.

(Hvass & Munar, 2012) Online promotion has developed in significance in the tourism business over the years. Social media allows companies to interact directly with tourist via various online platforms. It also allows companies to monitor and interact with tourist. But when we talk of Airlines, It is shown that there is a lack of strategic viewpoint of social media as it is being used with limited uniformity.

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REVIEW PAPER ON RURAL MARKET OPPORTUNITIES AND CHALLENGES IN INDIA.

AUTHOR: YOGESH SETHIYA

Abstract:-

In recent times, the development of the Indian economy after opening of liberalization and globalization policy has been substantial increase in the purchasing power of the rural habitants. Indian Rural Marketing has always been complex to predict and consist of particular distinctiveness. However many business were successful in entering the rural markets. The spotlight is on rapid speech the rural markets. Businesses that are familiar with this huge opportunity are footstep up hard work to grow a tough grip in these markets. However the high overheads necessary to provide rural patrons make it complex for business to set up a gainful attendance at level. Still, executive shouldn't be preventing by these challenges. This paper presents a review of rural markets " environment, opportunities and challenges. Development in infrastructure and reach undertake a bright future for those intending to go rural. For many businesses, India's rural markets grip the key to potential growth. Hence, it is planned to undertake in this paper to review a variety of dimension of Indian rural markets. This paper attempts to look into the challenges and opportunities of Indian rural market.

Objectives:

1. To know the rural market.
2. To understand the environment of rural market.
3. To discuss the challenges and opportunities in the field of rural market.

Research Methodology

For this paper secondary data are collected from sources such as newspaper, magazines, books, journals, websites and government sites.

Introduction:-

In modern years, rural markets have obtained significance, as the overall development of the economy has consequence addicted to considerable increase in the purchasing power of the rural population. Business organizations in India have always had the benefit of an enormous probable market for the reason that the big population of the nation. The better financial condition of both the rural and urban customers has helped business organization to additional increase their market to the area of the country. The business organizations are glance for new opening and possibility, as they are watcher a turn down in their development in urban markets because of market dissemination and they do have a huge, safe and sound and available rural Indian market. The powerful strength for this is rural youth they are educated and well-informed, have access to technology and have frankness to modify. Rural market is huge in size but unstructured in aspects. The rural market corresponds to the biggest potential market in the country. More than 68.84% of India's population live i rural areas, capturing these markets is appropriate one of the majority beneficial opportunity for all business organizations. The rural markets govern Indian marketing prospect and must particular concentration for the development of marketing behavior. The rural market has changed significantly in the prior to one and half decade. A one and half decade before, the rural market was more shapeless and was not a prioritized objective spot for business organizations.

"Rural Marketing is defined as a function that manages all activities involved in assessing, stimulating and converting the purchasing power of rural consumers into an effective demand for specific products & services and moving these products & services to the people in rural areas to create satisfaction and a better standard of living and thereby achieving organizational goals" (Iyer, 2010).

Environment of rural market:

Each business organization functions in an environment and several of the elements of environment are manageable and unmanageable. The size and concentration of the environment will form business strategies and operational usefulness. No firm ignore the significance of environment in accomplish business. The Rural marketing environment is difficult and is varying constantly. The

business organization should forecast and assume policy to modify in necessities of the market. An adaptive business organization can place competition or have a humble growth. Rural market environment are mainly two types Internal Environment and External Environment.

1. Internal Environment: The internal environment refers to all the factors within an organization which impart strength or cause weaknesses of strategic nature. These are

- Financial Condition
- Marketing Condition
- Operations Condition
- General Condition
- Personal Condition

2. External Environment: The external environment includes all the factors outside the organization which provide opportunities to impose threat to whole organization. These are

- Social Environment
- Economic Environment
- Market Environment
- Technological Environment
- Political Environment
- Regulatory Environment
- Suppliers Environment

Opportunities of Indian Rural Market

The enormous potential of the rural market can be realized if the business organizations understand this rural market. The Indian rural market is bigger when it is judge against to the urban markets in many points. The Indian rural market with its vast size and demand offers great opportunity to business organizations. Some of the main points are.

1. **Population** According to 2011 Census rural population is 83, 30, 87,662 persons lives in rural area means total 68.84%. The rate of increase of rural market is higher than that of the urban market. Increase in population and for this reason boost in demand.
2. **Increase in standard of living and changes in need or want:** Standard of living of rural consumer increase significantly. There has been changes in need or want for durables and non-durables likes Cell phones, Televisions, Bikes, cars, clothes etc by rural consumers. This provides a organized market for the manufacturers.
3. **Improvement in infrastructure:** Better contact of rural people with their urban counterparts caused by improvement of transportation and a spacious communication system , also the roads, storehouses, and financial facilities are improved day by day in rural markets.
4. **Product life cycle:** The products which have accomplished the maturity phase in urban market is still in development stage in rural market.
5. **Growing disposable earnings of rural consumers:** There is a growth in purchasing power of rural consumers. The average per capita income is also growing speedily.
6. **Rural development programs:** Now a day's government and NGO take much more initiative for rural development. Government also provides some special facilities to develop business in rural areas.
7. **The change in buying behaviour of consumers:** currently buying behaviour of consumers are change the reason behind them is improved in education and greater awareness. So the rural markets create new demands and discriminating buyers. Increase in literacy and educational rank and resulting preference to classy life by the rural persons.
8. **Competition in the urban market:** The urban markets have got tremendously saturated because of so many big as well as small players. Hence the business organizations have been huge opportunity to capture more market share in rural market and develop their business.
9. **Reduction of hazard for the period of recession:** It has been seen that the business organization which supply to both urban and rural markets attempt the recession in a improved approach. The demand for products in the urban market frequently follows a cyclical while in the rural market it is stable.

Challenges of Rural Market

There are many problems to be faced in rural market, even though fast step in the development of the rural sector, rural markets are an enormous attraction to marketers, and it is not easy to enter the market. Some of the common problems faces they are below

- **Transportation:** Transportation facility is relatively unfortunate in rural area. So many villages in the nation are not linked by well transportation. Marketing actions have need of transportation services. Transportation is a fundamental part in the way of movement products from urban manufacturing centers to rural market. Rail transportation facility is also under developed in rural market of India.
- **Under developed people and under developed market:** In rural market areas so many people's are below the poverty line has not decreased in any appreciable manner as a result underdeveloped people and underdeveloped market.
- **Seasonal Demand:** Rural market of India has been facing main problem of seasonal product demand because of their income is also seasonal. Rural marketing base upon the demand of rural people and demand base upon income. Rural consumers demanding more in peak crop harvesting periods because that time their income is also increasing.
- **Improper Communication Services:** Communication services in rural markets experiences from a various limitations. Low level of literacy rate in rural market so the low scope for print media, also rural consumers have been cultural obstacles and in general economic backwardness add to the trouble of the communication services in rural consumer markets.
- **Storage facility:** In rural market storage facility has face some of problems. Storage facility is essential for the reason that manufacturing and consumption chain rarely equivalent. Due to lack of enough and systematic storage facilities in rural markets, inventories are being maintained in urban markets only.
- **Low per capita income:** Rural consumers increase in per capita income but still it is low and little disposable income as well as financial instability. The rural person presents a very much mixed spread in the villages. This kind problem are faced by Indian rural market
- **Inadequate banking and credit facility:** In rural markets, product supply chain is also handicapped due to be short of of sufficient banking and credit services. The rural market require banking sustain to facilitate transfer of funds, to get replacement of stocks, to facilitate credit business transaction in general, and to achieve credit support from the bank. Business organizations are incapable to hold most favorable stocks in the lack of sufficient credit services. Because of this difficulty, they are not capable to offer credit to the clients.
- **Habitual living:** Rural market of India facing one more problem that is living of rural market areas persons is still managed by traditions and customs and people do not simply settle in new practices.
- **Rural consumer buying behaviour and Decisions:** Indian rural market consumers are pre-cautious in buying and decisions are time-consuming and deferred. They like to give a testing and only later than being individually satisfy, and then they buy the product.

Conclusion:

The rural market is somewhere the markets of the future. The new stage of rural consumption emerges to afford a great opening for the business organizations. Rural markets offer growth opportunities. Rural market is the market of the new era. Business organization will have to know the rural customers prior to they can make inters into the rural markets. The rural market is attractive and challenging at the same time. It is regularly said that business organization are finished, not start, this is principally correct of the rural market of India.

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STUDY ON TAX PAYER AWARENESS, PERCEPTIONS AND SATISFACTION TOWARDS ELECTRONIC FILING OF INCOME TAX RETURNS, WITH A SPOTLIGHT OF DHULE AND NANDURBAR DISTRICTS

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Abstract:

Each and every individual in the nation with an income has an accountability to pay taxes. The returns a person files with the Income Tax Department provide as confirmation that they are receiving tax payments. In the past, returns were by hand filed. However, as new technologies continue to advance and develop at a swift pace across all sectors. The internet has changed the technique that people currently work by shifting less manual to automated systems. Creatively proposing income tax returns online is referred to as Electronic filing.

Therefore, this follows a line of investigation to observe the degree to which taxpayers are aware of electronic filing in order to measure their level of satisfaction with it. To make inquiries about the motivating services for electronic filing and to be aware of respondents' problems with it. So, the primary emphasis of this study is on Dhule and Nandurbar district taxpayers who file their income tax forms online. With the use of questionnaires, samples from individual taxpayers were gathered. The researcher congregates the data using the convenience sampling approach. There is no perceptible variation in respondents' gender, ages, occupation and e-filers' knowledge levels.

Keywords: E-filing, Taxpayers, Awareness, Satisfaction level, Perception

Introduction:

A tax plays a significant and essential part for the improvement and escalation in all nations. Tax practices have at all times been a main mechanism for enhancing income, in particular rising nations, wherever it is the most important source of domestic income. Tax elusion is a main foundation of slippage in the fiscal system, but the approach it functions is

less well implicit, even though it is common to tax-financed systems. Governments in the region of the globe are growing the exercise of information and communication technologies to progress the freedom of public services and the spreading of public administration information to the community. Thus, the achievement of e-government depends on the significance that residents place on factors such as convenience and effectiveness of such services. One important category of e-government is the opening of the electronic filing system for income tax. All the way through this system, taxpayers are able to submit their tax returns electronically to the tax authorities.

Some countries, including India, have embraced electronic tax filing. Yet, the success of such systems is dependent on citizens' pleasure and willingness to use the electronic filing system again. The income tax department launched a traditional system for centralized return processing in 2006, and one notable kind is the implementation of an electronic filing system for income tax payers. A system that would make the process of filing income tax returns easier for taxpayers and minimize the time necessary for data input at the tier end of receipt of income tax returns was desired. Electronic filing is a convenient way to file income tax returns online.

In India, e-filing of income tax returns has expanded so significantly in the last five years that the income tax administration anticipates paper filing will soon become an insignificant fraction of the total. As a result, it is critical to acquire a response to the issue of whether taxpayers are aware of the e-filing service. The main benefits of electronic filing include its simplicity of use, technology, reduced hurry, and time savings. In three customs, an income tax return might be electronically filed.

Literature Review:

M. Krishna Moorthy and AzniSuhallyBintiSamuri (2014) this study focuses on the state academics' intentions and behaviors about the adoption of an electronic filing tax system. The findings indicate that perceived usefulness, perceived security, and perceived credibility influence the Perk state academics electronic filing adoption intention. Conversely, perceived service and information quality has not subjective their electronic filing implementation intention.

Rahul (2015) Research study focused on the Procedure for Electronic filing and Scenario of Electronic Return analyzed the benefits of filing return electronically. The study made it possible for taxpayers to file at any moment from wherever, no difficulty prerequisite of physical space, accuracy of data guaranteed, and facilitate faster handing out of returns. A lot of challenges concerned implementation of e-filing by mass population.

Ruchika Jain & C.M. Jain (2017) research article investigated the satisfaction level of taxpayers towards Electronic filing. The research enlightened that the individual taxpayers were optimistically satisfied with the Electronic filing of Income Tax Returns.

Objectives of the Study

The primary goal of this research is to investigate the perception of electronic filing. It is also used to assess taxpayer actions in the Dhule and Nandurbar districts.

1. To understand taxpayers' general attitudes of the electronic filing system.
2. To assess taxpayers' understanding of electronic filing of income tax returns.
3. To know respondents are satisfied with the electronic filing system.

Research Methodology:-

Research methodology is the method of solving the problem analytically by using the research. Research on the electronic filing system is a quantitative and descriptive research method which deals with use of statistical tools and numbers. A part of this research which emphasizes in detail analysis of information and findings a conclusion from the information collected. The data will be collected through using both primary and secondary data sources.

Primary data: - primary data will be collected with the help of questionnaires designed to get feedback from Taxpayers. The questionnaire will be distributed among the people of different age groups, income status, and number of people living in a household, residential status and income status. The aim of this survey will be to target the taxpayers from Dhule and Nandurbar District. Sample size of 130 respondents has been taken out.

Secondary data: - secondary data will be collected with the help of following secondary sources. Books, Newspapers, Website articles, Research journals and periodicals.

Data Analysis and Interpretation

Table 1 Measures of dispersion according to Gender-Wise, Age-Wise, Education-Wise, Occupation-Wise-Income Wise

Gender Wise			Age (In years)			
Category	Male	Female	18 to 30 Years	31 to 45 Years	46 to 60 Years	Above 60 Years
Frequency	99	31	22	72	33	3
Percent	76.15	23.85	16.92	55.39	25.39	2.30

Education Wise					Occupation Wise				
Category	SSC	HSC	Graduation	Post Graduation / Above PG	Employee	Business	Professional	Agriculturist	Other
Frequency	7	29	63	31	53	44	20	11	02
Percent	5.39	22.31	48.45	23.85	40.77	33.85	15.38	8.46	1.54

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Income Wise				
Category	Up to 250000	250001 to 500000	500001 to 1000000	1000001 and above
Frequency	4	61	52	13
Percent	3.08	46.92	40	10

Source: Primary data

The demographic distribution of the respondents is depicted in table no. 1 above. In terms of gender, 76.15% are men and 23.85% are females. Based on the age distribution of the respondents, it is deduced that the majority 55.39% of the respondents are between the ages of 31 and 45. According to the distribution of respondents depending on their educational qualification, almost 48.45% have finished their studies at the undergraduate level. According to the classification of the respondents based on their occupation, 33.85% of those participating in this survey are business people, while 15.38% are professionals. In terms of yearly income, 46.92% of respondents earn between Rs. 2, 50,001 and 5, 00,000, while 40% earn between Rs. 5, 00,001 and 10, 00,000.

Table 2 Taxpayers' awareness and general perceptions about electronic filing of income tax returns

Particular	Respondents category	No. of respondent	Percentage
Awareness level and taxation knowledge	Below average	4	3.08
	Average	9	6.92
	Fair	16	12.31
	Good	57	43.85
	Excellent	44	33.85
source of knowledge regarding Income Tax E-Filing	News Papers	28	21.54
	Internet	58	44.62
	Family Members	4	3.08
	Friends	7	5.38
	Tax Consultant / C.A.	33	25.38
whose help you have submitted Income Tax Return	Chartered Accountant	37	28.46
	Tax Consultant	46	35.38
	Own Employee	31	23.85
	Family Members	9	6.92
	Self-Knowledge	7	5.38
major intention towards Income tax return E-filing	Mandatory by Law	43	33.08
	Easier Loan Processing	22	16.92
	Carry Forwarding Losses	17	13.08
	Claiming TDS Refund	26	20.00

Contributing Nation Building	22	16.92
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Source: Primary data

Table 3 Taxpayers' satisfaction with the electronic filing system

satisfaction level towards e-filing of income tax returns No of Respondents >>>>>	Highly Dissatisfied	Dissatisfied	Neutral	Satisfied	Highly Satisfied
E-filing procedure and practice	0	2	4	83	41
Safety of E-filing System	4	1	6	67	52
Time limit required for E-filing	9	4	3	89	25
Easiness of E-filing System	6	3	1	57	63
E-payment procedure	2	1	5	41	81
Acknowledgement Generation	1	0	2	79	48
Guidelines and Amendments	2	4	1	43	80
Overall functioning of Website	1	2	4	68	55

Source: Primary data

Table no 3 exposes the percentage of respondent's satisfied towards e-filing of Income Tax Returns. From the above table we can conclude that out of 130 respondents 95.30% of respondents are highly satisfied or satisfied towards E-filing procedure and practice, 91.53% respondents are highly satisfied or satisfied towards safety of e-filing system, 87.69% respondents are highly satisfied or satisfied towards time limit required for e-filing, 92.30% taxpayers are highly satisfied or satisfied towards easiness of e-filing system, 93.84% taxpayers are highly satisfied or satisfied towards e -payment procedure, more than 97% taxpayers are highly satisfied or satisfied towards acknowledgement generation, more than 94% taxpayers are highly satisfied or satisfied towards guidelines and amendments and 94.61% taxpayers are highly satisfied or satisfied towards overall functioning of website.

CONCLUSION

According to a survey among Dhule and Nandurbar taxpayers, the majority of respondents opted for the e-filing system quicker than expected. Not unexpectedly, younger Indians are more likely to e-file their tax returns and receive refunds online than individuals and older, who are far less familiar with the e-filing system. Because of the increased efficiency of E filing awareness. The majority of respondents are happy with the present E filing system, according to the satisfaction level survey. Nonetheless, it should be emphasized that they had several difficulties in doing so. Taxpayers must be encouraged to use e-filing since it has several benefits. The number of Tax Return Preparers should be raised not only in India, but throughout the country, so that they can assist individuals on the ground with qualified advice. The government has made substantial use of national newspapers for advertising;

this may be expanded to local newspapers, radio stations, and local channels in local languages. Spreading awareness may be accomplished by developing an e-filing collage curriculum and offering certain certification courses. Due to increased awareness among taxpayers, e-filing has shown some progressive outcome and it is surely going to make its full time place in the Indian Tax System.

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राष्ट्रीय शोध संगोष्ठी

दिनांक— २३ एवं २४ दिसम्बर २०२२

॥ विषय ॥

“नवीन शिक्षा नीति एवं उद्यमशीलता”— संभावनाएं एवं चुनौतियाँ

संयोजक

डॉ. जी.एस. चौहान



सचिव

प्रो. जे.एस. जिलानी

प्रायोजक

म.प्र. शासन उच्च शिक्षा विभाग

विश्व बैंक गुणवत्ता उन्नयन परियोजना



आयोजक

वाणिज्य एवं अर्थशास्त्र विभाग

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03

**NEW EDUCATION POLICY 2020:
PROVIDES ADDED ALTERNATIVES
DESIGNED FOR WOMEN
EMPOWERMENT**

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ABSTRACT

Due to the fact that education promotes social and economic advancement, a nation's school and college systems must have an education strategy that is clearly defined and oriented toward the future. To make their education systems efficient, many nations employ various stages at the high school and college levels throughout their life cycles, taking into account tradition and culture. The Government of India unveiled its new education strategy, which is based on the suggestions of an expert group led by Dr. Kasturirangan. The focus of this study is Women empowerment different arrangements declared in the higher schooling system and contrasts them and the presently taken on framework. The benefits of NEP 2020, as well as a number of its innovations and anticipated effects on the Indian higher education system, are discussed. In conclusion, a few recommendations are made for its efficient

implementation in order to achieve its goals.

KEYWORDS: Education Strategy, Women Empowerment, NEP.

INTRODUCTION

Receiving approval from the Federal Cabinet under Prime Minister Narendra Modi, HRD Minister Ramesh Nishank and I&B Minister Prakash Javadekar announced on Wednesday 29 July 2020 the new National Education Policy (NEP) According to the government, the new education policy will focus on digital education, distance learning and even handed access to education considering the country's digital segregate. It also aims to transform India into a global knowledge superpower.

Education technology startups can leverage new educational policies to provide a seamless experience for schools, colleges, students, and teachers to help students categorize their benefit and proficiency. However, for this to work, it requires a solid technical infrastructure due to the digital backlog that exists locally. Javadekar said the new policy is important because education policy has not been untouched in 34 years. The current National Education Policy since 1986 was later amended by him in 1992 and replaced by his new education Policy.

The new policy is based on the fundamental pillars of access, equity, quality, affordability, and accountability. This has been a long-awaited prerequisite and places an emphasis on the holistic, elastic, and multidisciplinary expansion of students with the goal of acquiring crucial skills for the 21st century. This new policy endeavors to make education available to each one in India, with a gross enrollment ratio of 100% for girls in schools by 2030 and 50% for higher education by 2035. "India a global knowledge superpower" is the goal of NEP 2020. The policy directed states and local community organizations to work together to achieve gender equality in education by treating gender as a cross-cutting

priority. It additionally proposes different moves toward incrementing access of ladies into schools, which incorporates making custom curriculum zones, orientation consideration store toward impartial training for young ladies who are oppressed, the designated grants, and recipe based also, carefulness subsidizing of orientation inclusionary projects in school levels.

HIGHLIGHTS OF THE 2020 NATIONAL EDUCATION POLICY

- Generalize of early childhood care education
- Nationwide undertaking on initial literacy
- The curricular and pedagogical structure of 5+3+3+4
- A curriculum that incorporates skills for the 21st century, mathematical thinking, and a scientific outlook
- There is no strict distinction made between science and art, between curricular and extracurricular activities, and between academic and vocational fields.
- Gender equality
- Reduction of the curriculum to core concepts
- Integration of vocational training after the sixth grade

Regarding the curricular and pedagogical structure of 5+3+3+4, the government has proposed a new 10+2 system. This system divides the first five years of school into the foundation stage, which consists of three years of pre-primary school and classes one and two. The next three years are divided into a preparatory stage, which runs from classes' three to five. The next three years are the middle stage, which runs from classes six to eight, and the fourth year is the secondary education stage, Additionally, there will not be a predetermined structure for the arts, commerce, or science streams at the schools, so students can enroll in any courses they choose.

In addition, the government has stated that the new education policy would integrate 21st-century skills and mathematical thinking,

reduce the school curriculum to core subjects with a vocational component, and begin coding in sixth grade. It would also encourage students to develop a scientific mind from an early age.

OBJECTIVES OF THE STUDY

1. To investigate the NEP's provisions for women's education
2. To investigate the NEP's connotations and confronts for women's education
3. To present the NEP's recommendations for women's education.

RESEARCH METHODOLOGY

A line of attack consists of theoretical arguments to emphasize its core. A national education policy framework that highlights different areas of the NEP 2020 policy and Comparison with current educational policies. Identification of focused innovations Group discussion method. Policy impact is analyzed using predictive analytics technology. Many propositions are given a foundation on focus group investigation.

WOMEN EDUCATION IN MAHARASHTRA

According to the All India Survey of Higher Education 2017-18, educational institutions in Maharashtra, which has the second largest number of universities in the nation, have a significantly higher proportion of female students. Studies show that at least 45 percent of Maharashtra students are women. But among graduate students, representatives are skewed in favor of women.

In her most recent academic year, 2016-17, 46% of all students enrolled in the state's undergraduate program were women. However, in a graduate study, her 51.4% of the students enrolled that year were women. The state has 4,314 colleges and universities, with a college density of 33 (33 colleges per 100,000 population). In 2017-18, approximately 45% of undergraduate students were female, while nearly 52% of them were in the graduate program.

The data shows that more women than men are enrolled in graduate studies. Similar

trends are seen across India. University officials say women are more likely to complete a master's degree and men are more likely to get a job after graduation. "Men and women have different responsibilities. Men are under more difficulty to provide for their families and are more likely to get a job after completing a bachelor's degree. Meanwhile, women are conditioned to teach or pursue master's degrees instead," said Rajpal Hande, president of Mithibai College. While more women are pursuing a master's degree, fewer women are interested in pursuing a PhD, and the proportion of PhD.

NEW EDUCATION POLICIES NECESSITIES FOR WOMEN'S EDUCATION

New Education Policy is a framework A work designed by the Kasturirangan Committee. "Make India a global knowledge superpower". Policy Gender needs to be addressed as a cross-cutting priority. Achieving gender equality in education in partnership with State and Community Organizations. This broader goal Decomposition and visualization in terms of security 100% of girls will be in school by 2030 of which will be in tertiary education by 2035, narrowing the gender gap. To increase the nation's capacity to provide girl students with an equitable and high-quality education, NEP 2020 suggests creating a "Gender Inclusion Fund." The policy draft stated that the fund's goal would be to close gender gaps in educational attainment at all levels in addition to ensuring that all girls participate in the educational system.

States will be able to use formula grants to carry out priorities set by the federal government. These priorities include providing bicycles, conditional cash transfers, sanitation and toilets, and other essentials for women and girls' access to education. States will be able to support and scale effective community-based interventions that address localized and context-specific barriers to girls' access to and participation in quality education with the

second component, discretionary funds.

Women who are active participants and leaders in education are also emphasized in the policy, which could encourage girls to attend school regularly. Through civil dialogues with women leading institutions like principals, teachers, wardens, physical instructors, and other staff, the policy aims to increase women's leadership capacity. The focus of the policy was on the safety and security of girls who attended school both inside and outside the campus. In addition, all educational establishments will be required to hold gender-related awareness sessions in order to dispel preconceived notions of gender roles, promote gender equality, eliminate harassment, and educate students about their legal rights and protections. To promote gender-sensitive and inclusive classroom management, the Child Marriage Act, the Maternity Benefit Act, the Protection of Children from Sexual Offenses Act (POCSO), and the Sexual Harassment of Women at Workplace Act must be included. The curriculum will be the primary focus of the policy.

SUGGESTIONS FOR HOW TO PUT THE POLICY INTO ACTION

- The emphasis of the policy is on taking advantage of the use of technology in education, which can be the best way to promote women's digital access, greater mobility of women's ideas, and greater mobility of women's opportunities. Apps, websites, software, and other tools geared toward women can be used to develop services centered on women for girl children.
- The state should plan according to the resources available and the needs of the region where women can fit in.
- It is equally important to educate both genders on this issue. Through this digital mechanism, academic contents, access to library databases, articles, study materials, information on government schemes targeted for girl children, sexual harassment laws with toll-free numbers, opportunities for special

scholarships, and other information relating to women's safety can be uploaded for easy access to women.

- Since personal safety becomes a major reason for female dropouts, it is necessary to strengthen the infrastructure credibility that ensures the availability of safe, hygienic, and fully functional restrooms in order to reduce the disparity in the number of female school dropouts.
- Through civil dialogues, the policy aims to increase women's leadership capabilities. Women should be recognized for their potential and given a deserving position at the appropriate time.

CONCLUSION

New Education Policy would change the training area in the country as it centers on making instruction available, fair and comprehensive. The goal outlined in the New Education Policy is to transform the educational system into one focused on the acquisition of essential skills. The New Education Policy includes a number of favorable provisions to promote gender equality and eliminate gender stereotypes, which are a major factor in girls dropping out of school. In order to prepare women for the challenges of the 21st century, education must empower them.

Assuming strengthening simply means to give access inside existing orientation separating frameworks, it will stay just a tragedy however strengthening ought to mean an overall improvement. Education is a powerful tool for achieving this objective and an effective means of closing the gender gap in society.

If the New Education Policy is implemented properly and with strategic planning, it will effectively contribute to increasing the state's female literacy rate. It is anticipated that the current generation will be able to witness the revolution in the educational system that will prepare them for the challenges of the 21st century, despite the fact that the new policy that will be implemented comes with a number of obstacles.



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IMPACT OF SOCIAL MEDIA ON TOURISM INDUSTRY IMPROVEMENT

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ABSTRACT

The social media are playing in the assortment of an attribute of life is attractive increasingly greater day by day, generally in the area under discussions like social interface, and cultural and educational feature of our lives. The consequence of social media is growing in the part of the tourism industry. To a superior extent, researchers are undertaking studies in the areas of the impact of social media on the tourism industry.

The desire of this research paper is to be acquainted with this growing consequence medium in the tourism industry and to understand the impact of social media in tourism. The underlying principle is to be aware of the opportunity of social media in the years to come in the tourism industry so that it reimbursed the tourism industry and the tourists worldwide.

The leveraging of social media to the tourism products has explained to be a superior strategy in humanizing, not only the value of the do business but also the revenues of the tourism industry at large. In this world of stable technical expansion, tourists are untrustworthy their performance model gives the impression to be far more “tourist-friendly” resources of information.

Thus, this research study spotlight on the impact of social media in promoting the tourism business internationally.

KEYWORDS: Social Media, Impact, Tourism, Business, and Improvement.

INTRODUCTION

In accordance with Pforr and Hosie (2009), the tourism business is the most important in the world with a considerable annual growth rate of approximately 25 percent. In this look upon, Alsos, Eide, and Madsen's (2014) study that the development rate of the tourism industry in the organization for Economic Co-operation and Development (OECD) nation has gone over the enlargement rate of their GDP.

UNWTO defines tourism as “a social, cultural and economic phenomenon,

which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes” The tourism industry is one of the constantly escalating segments in the world. Social media exceed on to the resources of interactions in the middle of the people in which they share, make, or swap over information and thoughts in virtual group of people and associations. In today’s period, social media plays an extremely considerable function in almost every segment. Platforms such as Facebook, WhatsApp, Twitter, Instagram etc.

Comprise be converted into crucial both from individual and trade point of view. Social media has made a substantial impact on the tourism industry. Tourist engages with the social site to make up to date conclusion on the subject of their travels and share their know-how which they had at a particular hotel, restaurant, or airline. The tourism industry is in an arrangement to take do good to of social media channels, as the industry has long relied for the most part on target’s reputation, tourist opinion, the spread of information, and positive word-of- mouth promotion. In many examples, the case of the ‘Bharat Darshan’ campaign and ‘Incredible India’ campaign, incorporation of social media into the marketing approach of Indian Tourism has shown incredible, considerable outcome in greater than before rates of visits as well as visitor happiness. As an outcome, a variety of states around the nation are appropriately more reliant on social media as a cost-efficient and successful tool for visiting the attraction promotion for their particular situation.



Source: Indian Tourism and Hospitality Industry Analysis

NEED FOR THE STUDY

International and domestic tourism industries make a payment more to India's Gross Domestic Product. India's Foreign Exchange Earnings data was reported at 58,330.000 INR million in Mar 2020, as against \$17.059 billion in the corresponding period last year, posting a -1.8% growth this-à-is a 12.1% surge last year, according to data from the ministry. In this ready for action globe, social media play a crucial role in all industries. There is the main rationale that this research study will take in hand to the point that the role of social media in the tourism industry is apprehensive. To initiate, the research study will evaluate how both presented and feasible tourists use the social media stage to make a travel announcements. This research study will seek to understand how tourists operate various types of social media to research and plan their travel behavior.

OBJECTIVES

1. To identify the considerate of social media approach in the tourism industry.
2. To monitor the character and collision of social media support move toward in the tourism industry.
3. To welcome development in revenues of the tourism industry.

RESEARCH METHODOLOGY

To go through at a research outcome that rigorously responds to the research questions and as an outcome, meet the objectives of the study, there is a need to make exploit of a specific methodology. Speaking from this standpoint, the study first sees the sights the past research and study conclusion on how social media have been used in the past in tourism support. Similarly, the research uses primary data to either affirm or dispute the secondary research findings. This study will carry out observation and discussion to collect primary data. This data will be arranged and analyzed using different numerical tools to bring to a close whether it supports or be against the secondary research findings.

REVIEW OF LITERATURE

The tourism industry plays an incredibly vital role in economic growth and the structural revolution of the world. Indian tourism is based on the concept of 'Atithi Devo Bhav' and 'Vasudev Kutumbakam'. It means the guests will be treated as equal as god and it also means that welcomes tourist- friendly and sends back a friend. The literature on different aspects of the blow of tourism on the financial system a brief review of existing literature on diverse aspects of tourism will be made in this section. Sethi A S, B P Singhal (2016) in a research paper entitled "Identification of factors affecting Tourism destination

competitiveness: A Study in Uttarakhand” attempted to classify the factors that affect tourism destination competitiveness of the state of Uttarakhand. In recent year’s tourism as a business has developed many folds up in terms of employment prospects and income generation. Uttara Khand as a tourism destination has received its share of domestic and international guests, but still a long way to go before suitable a priority tourism destination.

Shweta Saibal Samanta Sahoo & Mukunda. B.G (2017) in this research study, they explained Tourism had a strong existence of social media permitted for consistent and effective two way communication between itself and the tourists. Odisha Tourism must highlight the most interesting characteristic of its various intentions. It would be a mistake for Odisha Tourism unless it has a strong presence on social media. The number of times the users’ squanders on social media can be utilized to present a purpose image to users. It also provides as a way to the contrary, with users and shares in sequence about updates, deals, and giveaways.

Zach F (2016) in a research paper “Collaboration for Innovation in Tourism Organizations” intended to attempt the gap by exploring the role and effect of the key drivers of managerial background for innovation (leadership support, innovation formality) and inter managerial relations (leadership support, communication) on association for innovation. The value added by the study was twofold: First, it has evaluated the organizational settings simultaneously and accounts for their interdependencies; and second, it has investigated the largest group of tourism organizations.

Sahin & Sengün (2015) did a study and scrutinize the magnitude of social media in tourism marketing. The study they did was based on a survey implemented on the students of Atilim University evaluating the effects of social media in the midst of a young age group. The results of the survey showed that social media has a significant influence in the tourism sector, both in positive and negative ways. The results also showed that the tourism decisions of the younger age group get strongly affected by personal experiences and comments of other users of social media

Gupta D, Thind S (2014) in the research paper entitled “Changing Geographies of International Tourist Patterns” has converse regarding the distraction in a tourist geographical area with a change in income. Tourism has appeared as one of the strongest and the most easily to talk to a method in the service business in the last two decades. New destinations have emerged on the map of the world, whereas, old has been unable to keep hold of their position. The share of income generated by the tourism sector has changed not only temporally but spatially as well. Central Eastern Europe and North China have emerged as new destinations for global tourists while Northern Europe has lost its share of

international tourists. Therefore, looking at the spatial-temporal changes in the share of international tourist arrivals the paper attempted to analyze the spatial-temporal variations in international tourist arrivals internationally and regionally.

Hvass & Munar, 2012 online promotion has developed insignificance in the tourism industry over the years. Social media allows companies to cooperate directly with tourists via various online proposals. It also allows companies to monitor and interact with tourists. But when we talk of Airlines, It is shown that there is a lack of strategic viewpoint of social media as it is being used with limited equivalence.

ANALYSIS OF STUDY

Table (1): showing the Foreign Tourist Arrivals in India

Year	Foreign Tourist Arrivals (in Millions)	Year	Foreign Tourist Arrivals (in Millions)
2002	2.38	2011	6.31
2003	2.73	2012	6.58
2004	3.46	2013	6.97
2005	3.92	2014	7.68
2006	4.45	2015	8.03
2007	5.08	2016	8.80
2008	5.28	2017	10.04
2009	5.17	2018	10.56
2010	5.78	2019	10.89 (P)

(P) Provisional, Source: Bureau of Immigration, Govt. of India

Table (2): showing the growth of tourism in India on 2018

Sr. No	Particular	Result
1	No. of Foreign Tourist Arrivals in India	10.56 Million (P)
	Annual Growth Rate	5.2%
2	No. of Indian Nationals Departures from India	26.30 Million (P)
	Annual Growth Rate	9.8%

3	No. of Domestic Tourist Visits to all States/UTs	1854.9 Million(R
	Annual Growth Rate	11.9%
4	Estimated Foreign Exchange Earnings from Tourism In INR terms	`1,94,892 Crore
	Annual Growth Rate	9.6%
5	Share of India in International Tourist Arrivals	1.24%
6	India's rank in World Tourist Arrivals	25 th
7	India's rank in World Tourism Receipts	13 th

**(P) Provisional, Figures updated as in August, 2019 R: Revised,
Source: Bureau of Immigration, Govt. of India**

The role of social media in tourism has been progressively more prominent and investigates as a rising subject. Over the years Social media have contributed towards significant tourism into a responsible business. Social media plays a progressively more vital role in many features of tourism, particularly in information investigate and decision-making behaviours and tourism advertising spotlight on most excellent apply for cooperating with tourists via social media channels. Social media to market tourism products has proved to be an admirable policy. Many nations observe social media as a vital means to encourage for their tourism business.

THE FOUNDATION UPON THE RESEARCH STUDY, SUBSEQUENT PERHAPS WILL BE THE SUGGESTED STRATEGIES FOR THE ENCOURAGEMENT OF TOURISM.

1. To put into practice Social Media in its promotion campaign.
2. To generate consciousness regarding a particular destination.
3. To modify its traditional process of encouragement to e-tourism initiatives.
4. To obtain the benefit of Technological improvement and globalization of social media to constructing new potential for information sharing among tourists in tourism through web blogs, websites, or destinations' assessment sites, etc.
5. A content chart is necessary to be organized.
6. Additional the encouragement can be comprehensive by influence interactive videos.

CONCLUSION

The foundation on research knowledge and the literature review, it can be concluding that, social media observable fact characterizes an enduring development. Social media plays an essential role in the tourism industry. From information consider to decision-making behaviors social media plays a fundamental role in many attributes of the tourism industry. Social media also plays a noteworthy responsibility in tourism promotion and smooth the progress of the tourism service purveyor in draw attention to on best performance during the response they acquire from tourists and the people via social media. Social Media has been universally accredited as a resource of advanced tourism ambition and products by popular target promotion organizations. As a result of the lessons on the subject of social media, it is an intensifying tool for the advancement of the tourism industry and also for the benefits of the country's Gross Domestic Product.

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In 21st century the rate of urbanization is increased rapidly. As compare to that the enhancement in cleanliness process is growing slowly. So there is need of smart management of garbage material is essential by using new technology. The concept of smart cities is coming up all around the world. For converting city into smart city waste management system is essential. To enhance the cleaning process in urban and rural areas we proposed Smart Bin System in our project. By using cellular network the data from all over the city is collected at real time to understand the status of waste around the city and take action on it. This project aims to do this all in systematic way by using new technologies.

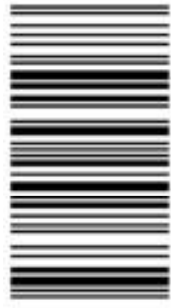


Jagadish Jadhav
Vijaya Ahire

Smart Bin For Smart Cities

Smart dust bin

This book is dedicated to my Parents



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Abstract

In 21st century the rate of urbanization is increased rapidly. As compare to that the enhancement in cleanliness process is growing slowly. So there is need of smart management of garbage material is essential by using new technology. The concept of smart cities is coming up all around the world. For converting city into smart city waste management system is essential. To enhance the cleaning process in urban and rural areas we proposed Smart Bin System in our project. By using cellular network the data from all over the city is collected at real time to understand the status of waste around the city and take action on it. This project aims to do this all in systematic way by using new technologies.

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