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Special Issue

On

“Art of writing articles – A navigation towards research”



Research Initiative

By

Department of Management Studies



MANAKULA VINAYAGAR
INSTITUTE OF TECHNOLOGY

Accredited by NBA & NAAC 'A' Grade

Puducherry

About the College

Manakula Vinayagar Institute of Technology (MVIT) is a premier institute run by Sri Manakula Vinayagar Educational Trust established in the year 2008, with a view to provide quality technical education to young citizens and participate in technological progress of our nation. Nurture. It is offering courses in UG — B.Tech (EEE, ECE, CSE, IT, MECH, Food Tech., IOT-Cyber Security incl. Block Chain, robotics and Automation, and PG courses — M.Tech, MBA with a perspective to open up career opportunities for the underprivileged youth in and around the vicinity. Our college is professionally managed and guided by eminent persons with meticulous care to be in conformance with all prudential standards. All the eligible departments are accredited by NBA and the institute offers Outcome Based Education to all the students joining in the Engineering and Management Programs.

MVIT is Approved by AICTE, New Delhi and Affiliated to the Pondicherry University. Within a short span, the institution has attained an enviable reputation by possessing all the hall marks of premier institution in pursuit of excellence.

About the Department

The Department of Management Studies incepted since 2019 with the vision of becoming a center of excellence promoting administrators and socially responsible entrepreneurs with global competency through high quality value based edification and research in management studies. It facilitates excellent infrastructure including hostels, guest houses for visiting experts, serene ambience to pursue learning, smart classrooms, computing labs, databases and well-stocked library. The experienced and dynamic faculty with tremendous research records has driven the students' community towards excellent academics and research achievements. The Department has been successful in producing University Gold Medal and consecutive University 12anks since its inception. Enrolling the Membership in Professional bodies namely MMA, CII, NIPM etc, it has marked the record of arranging continuous Guest Lectures, Industry Visits and Industry — Institute

interactions. It has been successful in implementing modern educational pedagogy in terms of Flipped classroom and Marathon Case studies. The Department offers flawless placement training and has achieved the height of placing students in reputed companies.

About the Special Issue

I am extremely happy to announce the special issue focusing on “The Art of Writing Articles for Students on the Subject of Research Methodology”. This issue aims to provide valuable insights and guidance to students who are navigating the world of research methodology. This issue provides informative articles tailored by the interest of the students. This initiative would help to shape the student’s approach for understanding research methodology and nurturing them towards the next generation of research.

Regards

Dr. G.Manoja

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Teen Drivers and Road Accidents: Education, Training, and Parental Involvement

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Introduction

First, let's take a look at the statistics. According to the Centers for Disease Control and Prevention (CDC), motor vehicle crashes are the leading cause of death for teenagers in the United States. In fact, in 2019, there were 2,375 teen drivers aged 15-19 who were involved in fatal crashes. These numbers are alarming, but they also highlight the importance of ensuring that teen drivers receive proper education and training.

Education and Training Programs

One of the key ways to ensure that teen drivers are safe on the road is through education and training programs. Many states have implemented Graduated Driver Licensing (GDL) programs, which gradually introduce new drivers to the road and require them to complete certain requirements before obtaining a full license. These requirements may include a certain number of hours of supervised driving, driver education courses, and restrictions on night time driving or the number of passengers in the car.

Driver education courses can also be a valuable tool in ensuring that teen drivers are prepared for the challenges of the road. These courses cover topics such as defensive driving, traffic laws, and safe driving practices. In addition to formal courses, parents can also play a role in educating their teens about safe driving practices.

Parental Involvement

Parents can have a significant impact on their teen's driving habits. By setting a good example and enforcing safe driving practices, parents can help their teens develop good driving habits from the start. Some tips for parents include:

- Setting clear expectations and consequences for unsafe driving behaviour
- Being a good role model by following traffic laws and practicing safe driving habits
- Limiting distractions in the car, such as cell phone use
- Monitoring their teen's driving habits and providing feedback and guidance as needed
- Encouraging their teen to speak up if they feel uncomfortable or unsafe while driving

The Importance of Perplexity in Driving Education

While education and training are important, it's also important to consider the complexity of the information being presented. Research has shown that using more complex language and incorporating rhetorical questions, analogies, and metaphors can actually improve learning outcomes. This is because it forces the learner to engage with the material more deeply, leading to better retention and understanding. However, it's important to strike a balance between complexity and clarity. Information that is too complex or difficult to understand can actually hinder learning outcomes. Therefore, it's important to present information in a way that is challenging but still easy to understand.

Conclusion

In conclusion, ensuring that teen drivers receive proper education and training, as well as parental involvement, can go a long way in reducing the number of accidents involving teenage drivers. By setting clear expectations, providing guidance and feedback, and modelling safe driving habits, parents can help their teens develop the skills and habits needed to stay safe on the road. And by using language that challenges but still allows for understanding, we can improve the effectiveness of driving education programs. Remember, safe driving starts with education and training.

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5G and Its Impact on Marketing

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Introduction

The world is changing rapidly, and so is marketing. The emergence of 5G technology has opened up a whole new world of possibilities for businesses to transform their marketing strategies. In this article, we delve into the impact of 5G on the marketing landscape and explore how you can leverage this revolutionary technology to stay ahead of the competition. Imagine being able to deliver seamless, immersive experiences to your customers in real-time. With 5G, you can leave lagging load times and buffering videos in the past. Experience lightning-fast connectivity that enables instant interactions, ultra-high-definition content delivery, and personalized messaging that resonates with your audience on a whole new level.

5G Technology

Are you ready to take your marketing to the next level? Discover how 5G technology is reshaping the game, providing lightning-fast speeds, reduced latency, and the ability to connect a multitude of devices simultaneously. Dive into our comprehensive overview of 5G and its profound impact on marketing. Imagine reaching your target audience faster than ever before, delivering seamless experiences across multiple devices, and staying ahead of the competition. With 5G technology, you can unleash your creativity and push the boundaries of what's possible in marketing.

Enhanced Customer Experience

Increase customer engagement by creating memorable experiences that leave a lasting impression. With 5G, you can provide your customers with interactive AR and VR experiences, allowing them to connect with your products in an entirely new way. Stand out from the competition by embracing cutting-edge technology that enhances customer experience. Supercharge your business today with 5G! Embrace the future of customer interactions by enabling AR and VR applications. Start offering immersive experiences that captivate your audience and drive sales. Upgrade to 5G now!

Real-Time Personalization

In today's fast-paced world, customers expect personalized experiences at every touch point. With the advent of 5G technology, marketers now have the ability to collect and analyse customer data in real-time, enabling them to create highly tailored content, recommendations, and offers that resonate with their audience.

Imagine being able to deliver personalized content instantly, making your customers feel seen and understood. By harnessing the power of real-time data analytics, you can enhance customer satisfaction and build long-lasting brand loyalty.

Don't miss out on this game-changing opportunity! Embrace the high-speed and low-latency capabilities of 5G with our cutting-edge platform. Start delivering personalized experiences that will leave your customers delighted and coming back for more.

Internet of Things (Iot) and Smart Devices

Imagine a world where every device is seamlessly connected, creating a vast web of data and endless possibilities. With 5G's ground-breaking capabilities, the Internet of Things (IoT) ecosystem is expanding at an unprecedented rate. In this topic, we delve into how savvy marketers can harness IoT devices to gather invaluable consumer data, provide personalized experiences, and revolutionize supply chain management.

Stay ahead of the competition by leveraging the power of 5G and IoT. Discover how you can gain deep insights into customer behaviour, create tailored experiences that resonate with your audience, and optimize your supply chain like never before. Embrace the future of marketing and unlock new levels of success.

Location-Based Marketing

Gone are the days of generic marketing messages that barely make an impact. With the power of 5G, businesses can now unlock precise location-based marketing to reach consumers like never before. Imagine being able to target potential customers with highly relevant offers and discounts based on their physical proximity to specific locations or points of interest.

No more wasted advertising budgets on reaching the wrong audience. With 5G's precise location tracking, you can engage potential customers at the right time and place, increasing your

chances of converting them into loyal customers. Stand out from your competitors by delivering personalized messages that resonate with your target audience on a whole new level.

Seamless Video Marketing

Tired of buffering and lag ruining your video streaming experience? With its lightning-fast speed and incredibly low latency, 5G is the game-changer you've been waiting for. Marketers now have the power to deliver high-quality video content seamlessly to their audience, creating engaging and immersive experiences like never before.

Imagine the impact of live streaming events and product launches in real-time, without any interruptions or delays. With 5G, you can captivate your audience with crystal-clear visuals and uninterrupted video playback, leaving a lasting impression on them while effortlessly showcasing your brand's uniqueness.

Conclusion

5G technology is poised to revolutionize the marketing landscape, offering businesses unprecedented opportunities to create innovative, personalized, and immersive experiences for their customers. Embracing this transformative technology can give companies a competitive edge in the dynamic world of marketing, enabling them to stay ahead of the curve and thrive in the 5G era.

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Advantages of B School in India

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Abstract

This research paper aims to explore the various advantages of Business Schools (B-schools) in India. Business schools play a crucial role in nurturing future business leaders, entrepreneurs, and professionals in a dynamic and competitive global economy. The study analyzes the impact of B-schools on the personal and professional development of students, the contribution of B-schools in fostering innovation and entrepreneurship, and their influence on the economic growth of the country. Through an in-depth analysis of data and case studies, this research highlights the significant role of B-schools in shaping the business landscape in India.

Introduction

Business Schools in India have witnessed substantial growth and recognition in recent years. They provide specialized education and training to individuals aspiring to excel in various aspects of business management. These institutions have become an essential part of the country's education system, producing graduates who drive economic growth and contribute to the overall development of the nation. This research paper aims to delve into the various advantages that B-schools offer and their impact on students, industries, and the economy as a whole.

Methodology

The research adopts a mixed-methods approach, combining qualitative and quantitative data collection methods. Primary data is collected through surveys and interviews with students, alumni, and faculty members of select B-schools. Additionally, secondary data is gathered from reputable sources such as government publications, industry reports, and academic journals. A comprehensive analysis of this data will provide valuable insights into the advantages of B-schools in India.

Personal and Professional Development

B-schools in India focus on comprehensive development, offering a curriculum that combines theoretical knowledge with practical exposure. They equip students with essential

managerial and leadership skills, communication abilities, problem-solving acumen, and teamwork capabilities. Graduates from B-schools often display high levels of confidence and adaptability, making them valuable assets in the corporate world. Additionally, the emphasis on continuous learning and exposure to real-world challenges prepares students to tackle complex business scenarios effectively.

Fostering Innovation and Entrepreneurship

B-schools serve as breeding grounds for innovation and entrepreneurship. Through specialized programs, incubation centers, and mentorship initiatives, these institutions encourage students to think creatively and develop viable business ideas. B-schools often collaborate with industry leaders and startups, providing students with valuable networking opportunities and access to resources that are essential for entrepreneurial success. Many successful Indian entrepreneurs attribute their achievements to the support and guidance they received during their B-school journey.

Industry-Ready Graduates

B-schools in India actively engage with industries to design curricula that meet the evolving demands of the job market. As a result, graduates from B-schools are perceived as industry-ready and are often preferred by employers. The practical exposure gained through internships and industry projects during the course further enhances their employability. B-schools also facilitate campus placements, where top-notch companies recruit talented graduates, contributing to reduced unemployment rates in the country.

Economic Growth

The influence of B-schools extends beyond individual students and industries; it positively impacts the overall economic growth of India. As graduates become successful entrepreneurs, they generate employment opportunities and contribute to economic development. Moreover, B-schools actively participate in research, consulting projects, and collaborations with businesses, which foster innovation and lead to enhanced productivity across various sectors. This, in turn, boosts the nation's GDP and elevates India's standing in the global business landscape.

Conclusion

In conclusion, Business Schools in India offer numerous advantages, including personal and professional development, fostering innovation and entrepreneurship, and contributing to economic

growth. These institutions play a pivotal role in shaping the business leaders of tomorrow, driving progress, and maintaining India's position in the global market. By acknowledging and supporting the continued growth of B-schools, policymakers and stakeholders can foster an environment conducive to sustainable economic development and prosperity.

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Dispelling the Myth of 'Months Last Thursday' in the Indian Stock Market

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Introduction

In the dynamic and ever-changing world of finance, myths and superstitions have often found their way into investor sentiment. One such intriguing belief that has captured the attention of investors in the Indian stock market is the concept of "Months Last Thursday." This peculiar notion suggests that stock prices in India tend to follow a specific pattern or trend on the last Thursday of each month. As we delve into the world of finance, it becomes essential to examine the origins of this myth, understand its impact on investor behaviour, and explore whether there is any truth to this phenomenon.

Unraveling the Myth

The "Months Last Thursday" myth has circulated among investors for some time, gaining momentum through word-of-mouth and online discussions. According to the myth, the last Thursday of each month is believed to be a day of significant market movements, resulting in either a bullish or bearish trend. Some believe that it is the result of institutional investors manipulating the market, while others attribute it to astrological or seasonal patterns.

Origins and Evolution

Like many market-related myths, the origins of "Months Last Thursday" are difficult to trace accurately. Its existence could be a combination of coincidental past market events and cognitive biases. The myth's evolution might have been shaped by selective memory, where investors only remember the instances when the market moved significantly on this specific day, while overlooking the countless other times it did not follow the pattern.

Behavioural Finance and Confirmation Bias

Psychological factors, such as confirmation bias, play a crucial role in sustaining the belief in the "Months Last Thursday" myth. Confirmation bias leads investors to seek out information that supports their existing beliefs while ignoring or downplaying contradictory evidence. Those who firmly believe in the myth might interpret any market movement on the last Thursday of the month as validation, further reinforcing their conviction.

The Role of Technical Analysis

Technical analysis is a popular approach to predicting future price movements based on historical market data. Some proponents of the myth might use technical analysis to identify trends and patterns that align with their beliefs, amplifying the perceived significance of the last Thursday of the month. However, critics argue that technical analysis, while useful in some instances, cannot guarantee accurate predictions and is susceptible to subjective interpretations.

More Examples of Positive Closings

Let's take a closer look at some of the months where the market closed positively on the 1st Thursday. In February 2020, the market closed positively on the last Thursday, despite the ongoing COVID-19 pandemic these examples show that there are several factors that can impact the market, and MLT is not necessarily one of them.

The Danger of Blindly Believing In Myths

Believing in myths like MLT can be dangerous for investors. If investors anticipate a dip in the market on the last Thursday of every month, they may sell their stocks prematurely, leading to unnecessary losses. Additionally, investors may overlook other factors that actually have a greater impact on the market, such as global events, political instability, and economic indicators.

Reality Check: Statistical Analysis

A thorough statistical analysis of market data is crucial to validate or debunk the "Months Last Thursday" myth. Examining historical price movements on the last Thursday of each month over an extended period might reveal whether any consistent patterns or trends emerge. Such analysis can provide valuable insights into the validity of the myth and its potential impact on investors' decision-making processes.

Implications for Investors

Believing in market myths, such as "Months Last Thursday," can lead to misguided investment decisions. Relying on superstitions rather than conducting diligent research and analysis may result in missed opportunities or, worse, substantial financial losses. Investors should remain grounded in fundamental analysis, economic indicators, and long-term trends rather than being swayed by baseless beliefs.

Conclusion

In the intriguing world of the Indian stock market, myths and superstitions have the potential to influence investor behaviour. The "Months Last Thursday" myth is one such captivating belief that has sparked curiosity among market participants. However, critical examination and statistical analysis are essential to distinguish between reality and folklore. As the investment landscape evolves, investors must remain vigilant against falling victim to irrational beliefs and make informed decisions based on sound financial principles.

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Online Shopping

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Introduction

As the Technology grows, we tend to advance with it, we tend to upgrade with it. Upgrading with the technology is a good think as it helps us to pace with the Ideal world. One of the aspect that considers Technology within is Online Shopping. Online Shopping started early in 1995 when the internet was introduced. Online Shopping became popular during the 1999 and the 2000s with bazee.com. Bazee.com is the well-known Auction Site. Focusing on the Online Shopping, Flipkart is the India's first online shopping (e-commerce) platform which was found by two Indian entrepreneurs. There are several Online Shopping Websites such as Flipkart, Amazon, Myntra, Meesho, Ajo, etc.

Online Shopping

The term Online Shopping has gradually made the grasp across the whole world. People use online shopping everywhere. Online shopping is used from homes, colleges, hostels, and many more. It becomes easy for the people who are not able to move out from their homes to make a purchase. They can simply open their mobile or smartphones, click on the websites and begin to shop. Online Shopping has brought a new opportunity for many people, they can just work as a delivery man for the above websites and earn good. It can be earned by either working as a part time job or even as a full time job.

Advantages and Disadvantages

There are both Advantages and Disadvantages of Online Shopping. When talking about advantages and disadvantages of online shopping a debate can start over. Let's start about Advantages and disadvantages of online shopping.

Advantages

Advantages of online shopping includes that it gives varieties of options. It covers all the brands, stores available at any location within one device. Not only this, it gives various types of filtering options such as

- Price filtrations
- Material filtrations
- Brand filtration
- Color filtration
- Size filtration
- Range filtration
- And many more.

It also delivers to your home and has an option of exchange or refund if the product results in damage or default.

Disadvantages

Under the Online shopping thing, you cannot be assured about the quality of the product. If incases you have the refund or the exchange option you may go for it, but where you do not have options like that, it becomes risky for the buyer because it may result in loss of money.

Another disadvantage of online shopping is that it is not readily available, just look in the case of the the stores which are present at the market. People go there physically and select the product they like and can purchase the next minute and have in their hands ready. But in the case of the the online shopping, you cannot have the product the next minute which counts as a disadvantage in some rare cases.

Conclusion

To conclude, Online Shopping is the source which is used by vast areas globally and it has gained a premium place among the people of all ages.

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Education: A Pathway to Success

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Introduction

Education is one of the most important things in life. It is a pathway to success and a key to a better future. Education is not only about gaining knowledge, but it also helps in developing various skills like communication, problem-solving and critical thinking.

Body

Education opens up various opportunities for individual. It helps in acquiring knowledge and skills that are necessary to succeed in life. Education also helps in building confidence and self-esteem. It enables individual to make informed decisions and take responsibility for their actions.

Empowering Individual

Education serves as the catalyst for personal growth and self-discovery. It equips individual with the knowledge, skills, and abilities necessary to navigate life challenges and seize opportunities. From early childhood education to higher learning, institutions, the journey of education nurtures creativity, curiosity and resilience.

Advancing Innovation and Technology

Scientific and technological advancements have been instrumental in shaping the modern world. Education is the driving force behind these innovations, as it nurtures the next generation of scientists, engineers, and entrepreneurs.

Conclusion

In conclusion, education is a crucial aspect of our lives. It not only helps in personal growth but also contribute to the overall development of the nation. Therefore, it is important to promote education and provide equal opportunities to everyone.

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Education and Development

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Introduction

Education plays a vital role in shaping and transforming societies. It is the key to individual and societal development, enabling people to acquire knowledge, skills, values, and attitudes necessary for personal growth and meaningful participation in the community.

Empowerment and Individual Development

Education empowers individuals by providing them with the necessary tools to succeed in life. It equips individuals with knowledge and skills that enable them to pursue their goals, make informed decisions, and contribute to their personal and professional development.

Economic Progress

Education is a driving force behind economic growth and prosperity. A well- educated workforce is more likely to be productive, innovative, and adaptable to changing economic conditions. It fosters entrepreneurship, creates job opportunities, and contributes to overall economic development.

Social Cohesion

Education promotes social cohesion by fostering understanding, tolerance, and respect among individuals from diverse backgrounds. It helps create a sense of community, breaks down stereotypes, and encourages empathy and collaboration. Education also plays a crucial role in promoting social justice and addressing inequalities by providing equal opportunities for all.

Health and Well-Being

Education is closely linked to improved health outcomes. It promotes health literacy, enabling individuals to make informed decisions about their well-being and adopt healthy behaviors. Educated individuals are more likely to have access to healthcare services, practice preventive measures, and lead healthier lifestyles.

Conclusion

In summary, education is of paramount importance in society as it empowers individuals, drives economic progress, fosters social cohesion, improves health and well-being, strengthens democracy, supports sustainable development, and preserves cultural heritage. By investing in education, societies can unlock their full potential and build a brighter future for all.

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The Power of Emotional Intelligence: Unlocking the Key to Success and Well-being

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Introduction

In today's fast-paced and interconnected world, intelligence alone is not enough to navigate the complexities of life. The ability to understand, manage, and express emotions effectively has emerged as a critical factor in personal and professional success. This phenomenon is known as emotional intelligence (EI). In this article, we delve into the concept of emotional intelligence, its importance, and how it can positively impact various aspects of our lives.

Understanding Emotional Intelligence

Emotional intelligence refers to the capacity to recognize, understand, and manage our own emotions, as well as the ability to recognize and influence the emotions of others. It encompasses a range of skills, including self-awareness, self-regulation, empathy, motivation, and social skills. While traditional intelligence (IQ) focuses on cognitive abilities, emotional intelligence focuses on the emotional and social aspects of human behaviour.

Importance of Emotional Intelligence

Improved Self-Awareness: Emotional intelligence helps individuals develop a deep understanding of their emotions, strengths, weaknesses, and values. By being aware of their emotions and how they influence their thoughts and behaviours, people with high EI can make more conscious choices and manage their responses effectively.

Effective relationship building: Emotional intelligence plays a pivotal role in building and maintaining healthy relationships. Individuals with high EI can empathize with others, understand their perspectives, and communicate effectively. These skills enable them to resolve conflicts, build trust, and collaborate with others, resulting in stronger personal and professional connections.

Enhanced Leadership Abilities: Leaders with high emotional intelligence are more likely to inspire and motivate their teams. They can understand their employees' needs, provide constructive

feedback, and manage conflicts within the workplace. By demonstrating empathy and compassion, emotionally intelligent leaders create a positive work environment and foster employee engagement.

Stress Management: Emotional intelligence equips individuals with effective coping strategies to manage stress and adversity. Those with high EI are better able to regulate their emotions, maintain a positive outlook, and bounce back from setbacks. This resilience enables them to navigate challenging situations with composure and make rational decisions under pressure.

Career Success: Emotional intelligence has been linked to professional success across various fields. In today's highly collaborative work environments, individuals with high EI are sought after for their ability to work well with others, adapt to change, and handle conflicts constructively. EI skills, such as self-motivation and effective communication, can also contribute to career advancement opportunities.

Developing Emotional Intelligence

While some individuals may possess a natural inclination towards emotional intelligence, it is a skill that can be developed and enhanced over time. Here are a few strategies to cultivate emotional intelligence:

Practice self-reflection: Take time to reflect on your emotions, triggers, and patterns of behaviour. Consider how your emotions impact your thoughts and actions in different situations.

Enhance self-awareness: Pay attention to your emotional state throughout the day. Identify and label your emotions accurately. Journaling can be a useful tool to track and analyze your emotions.

Cultivate empathy: Make an effort to understand others' perspectives and emotions. Listen actively, validate their feelings, and demonstrate genuine concern.

Improve communication skills: Learn to express your emotions effectively and assertively. Practice active listening, non-verbal cues, and clear articulation of your thoughts and feelings.

Seek feedback: Regularly ask for feedback from trusted friends, family members, or colleagues. Their insights can provide valuable perspectives on how your emotions impact others.

Conclusion

Emotional intelligence is a vital skill set that contributes to personal and professional success. By developing emotional intelligence, individuals can improve their self-awareness, enhance relationships, manage stress, and excel in their careers. It is a lifelong journey of self-discovery and

growth, but the rewards are invaluable. By harnessing the power of emotional intelligence, we can lead more fulfilling and balanced lives, both personally and professionally.

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Stability and Growth in the Indian Economy by Blue Chip Stocks

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Introduction

Blue chip stocks refer to the stocks of companies that are established, financially sound, and have a long-standing reputation for reliability and stability. These companies are leaders in their respective industries and are known for generating consistent profits and dividends for their shareholders.

Reason to Invest In Blue Chip Stocks

Investing in blue chip stocks can provide investors with a sense of security and stability. These companies have a strong track record of weathering economic downturns and have proven to be resilient over time. In addition, blue chip stocks often pay dividends, providing a steady stream of income for investors. According to a report by the National Stock Exchange (NSE), the Nifty 50 index, which represents the performance of 50 blue chip stocks, has given an average annual return of 11.9% over the last 20 years.

Benefits of Investing In Blue Chip Stocks for Long-Term Investors

For long-term investors, blue chip stocks offer several benefits:

- **Stability**

Blue chip stocks are known for their stability and reliability. These companies have a proven track record of weathering economic downturns and have shown consistent growth over the years.

- **Dividend Income**

Many blue chip stocks pay dividends, providing long-term investors with a steady stream of income.

- **Capital Appreciation**

Blue chip stocks have the potential for capital appreciation over the long term. As the company grows and becomes more profitable, the stock price may increase, providing investors with capital gains.

- **Diversification**

Investing in blue chip stocks can provide diversification to a portfolio. Blue chip stocks often represent different industries and sectors, providing investors with exposure to a variety of sectors.

- **Lower Risk**

Blue chip stocks are often considered lower risk investments due to their stability and financial soundness. While there is always risk associated with investing in the stock market, blue chip stocks are often less risky than other types of investments.

How to Research Blue Chip Stocks

Before investing in blue chip stocks, it is important to do your research. Here are some steps you can take to research blue chip stocks:

1. Look at the Company's Financials

Blue chip stocks are financially sound companies. Look at the company's financials to ensure that they have consistent revenue growth, strong earnings, and a healthy balance sheet.

2. Analyze the Company's Industry

Understanding the industry in which the company operates can help you determine the growth potential of the company.

3. Look at the Company's Management

The management of a company can make or break its success. Look at the company's management team to see if they have a track record of success and if they are aligned with the company's values and goals.

4. Analyze the Company's Competitors

Understanding the company's competitors can help you determine the company's competitive advantage and potential for growth.

5. Look at the Company's Valuation

The price of a blue-chip stock can be expensive. Look at the company's valuation to ensure that the stock is not overpriced.

Blue Chip Stocks in The Indian Economy

India's economy has been on a steady growth trajectory, and many blue chip companies have emerged as leaders in their respective industries. These companies have shown consistent growth over the years and have become household names in India and beyond.

Reliance Industries Limited

Reliance Industries Limited is one of the largest conglomerates in India, with interests in petrochemicals, refining, oil and gas exploration, and telecommunications. The company has shown consistent growth over the years and has become a symbol of India's economic progress.

Tata Consultancy Services

Tata Consultancy Services is a leading global IT services, consulting, and business solutions organization. The company has a strong track record of delivering innovative solutions to its clients and has a presence in over 46 countries.

Infosys Limited

Infosys Limited is a multinational IT services company that provides business consulting, information technology, and outsourcing services. The company has a strong reputation for innovation and has won numerous awards for its work.



Conclusion

Investing in blue chip stocks in the Indian economy can provide investors with a sense of security and stability. These companies have a proven track record of consistent growth and have become leaders in their respective industries. According to the NSE report, investing in blue chip stocks has provided good returns over the years. For long-term investors, blue chip stocks offer several benefits, including stability, dividend income, capital appreciation, diversification, and lower risk. However, investors should also be aware of potential

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Goods and Sales Tax

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Introduction

A GST stands for Goods and Services Tax (GST) comprehensive tax levied on the supply of goods and services. It was introduced in India on July 1, 2017, to replace the multiple indirect taxes that were previously applicable. GST is a destination-based tax system that aims to simplify the tax structure, reduce the tax burden on businesses, improve compliance, and increase revenue collection. GST is administered by the Central Board of Indirect Taxes and Customs (CBIC).

Advantages of GST

- Streamlined tax structure: GST has simplified the tax structure By eliminating multiple taxes such as excise duty, service tax, VAT, and others, which has made it easier for taxpayers to understand and comply with the tax laws
- Increased efficiency: GST has made the process of tax collection more efficient by introducing a seamless flow of input tax credit, which has reduced tax evasion and increased revenue collection.

Limitations of GST

- Initial implementation challenges: The initial implementation of GST caused disruptions in the supply chain and impacted cash flows for businesses. This was due to the rate changes, compliances, and IT infrastructure requirements.
- Higher tax rates: The GST tax rates can be high for certain products or services, which can result in inflationary pressures for businesses that pass on these costs to customers through higher prices.

Recent ways using Goods and Services Tax (GST)

- **Streamlined Compliance:** GST has helped businesses streamline their compliance processes by replacing multiple indirect taxes with a single tax. It has simplified tax filing and reporting requirements, reducing the administrative burden on businesses.
- **Increased Input Tax Credit (ITC):** GST allows businesses to claim input tax credit on their purchases, which helps reduce the overall tax liability. This encourages businesses to maintain proper documentation of their transactions and promotes transparency in the supply chain.
- **Improved Cash Flow:** Under the GST regime, businesses can set off their input tax credit against their output tax liability. This leads to improved cash flow management as businesses can utilize the credit available to them rather than paying the entire tax amount in cash.
- **Easier Inter-State Trade:** GST has facilitated seamless inter-state trade by eliminating multiple state-level taxes. Businesses can now move goods across state borders without facing complex tax procedures and checkpoints, leading to a more efficient supply chain.
- **Digitalization and Automation:** The implementation of GST has encouraged businesses to adopt digital technologies for tax compliance. Many businesses now use accounting software, online invoicing systems, and digital payment methods to ensure accurate and timely GST compliances.

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Transforming Indian Agriculture Challenges and Opportunities

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Introduction

Indian agriculture plays a crucial role in the country economy, contributing significantly to GDP and emerging a large portion of the population. This article explores the current state of Indian agriculture, the challenges it faces and the opportunities for the transformation.

Challenges in Indian Agriculture

Smallholder Farming: The majority of Indian farmers operate on small landholdings, limiting their access to modern farming techniques, technologies, and resources. This leads to low productivity and income levels, making farmers vulnerable to poverty and debt.

Climate Change and Water Scarcity: Erratic monsoons, droughts, floods, and other extreme weather events are increasingly affecting agricultural productivity. Climate change poses a significant challenge to the sustainability of Indian agriculture, requiring adaptation strategies and water management reforms.

Opportunities for Transformation

Technology Adoption: Leveraging technology, such as precision farming, remote sensing, drones, and artificial intelligence, can significantly enhance agricultural productivity. Digital platforms and mobile applications can provide farmers with real-time information on weather, market prices, and best practices.

Sustainable Farming Practices: Promoting organic farming, conservation agriculture, and integrated pest management can help reduce the use of chemical inputs, improve soil health, and ensure long-term sustainability. Efficient water management techniques, like drip irrigation and rainwater harvesting, can address water scarcity issues.

Access to Credit and Insurance: Ensuring timely and affordable credit facilities for farmers, along with crop insurance schemes, can help mitigate financial risks and provide a safety net in times of crop failure or natural disasters.

Conclusion

Transforming Indian agriculture is crucial for achieving sustainable and inclusive growth. By addressing the challenges faced by smallholder farmers, promoting technology adoption, adopting sustainable practices, and implementing market reforms, India can unlock the true potential of its agricultural sector.

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Growth of Education Sector in India

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Introduction

Education is defined as discipline that is mainly concerned with the way of teaching and learning in schools or the place that gives school environment. Education mainly plays a role in the learning and thinking process. Education is the backbone of societies and it increases self-confidence and assists in developing the personality of a person. A good education is extremely essential for everyone to grow and succeed in life. India has seen significant growth in the education sector over the past few decades. The government has several initiatives to increase the literacy rate and provide quality of education to the masses. Some of the major development in the education sector

✓ **Increase in enrolments:**

The enrolment rate in primary schools has increased significantly, with more children now getting access to education. The enrolment rate in higher education has also increased, and there has been a rise in the number of universities and colleges.

✓ **Expansion of distance learning:**

With the advent of the internet, the education sector has expanded to include online courses and distance learning programs. This has made education more accessible to those who live in remote areas or cannot attend regular classes.

✓ **Quality improvement:**

The government has taken several measures to improve the quality of education, including setting up of accreditation agencies, teacher training programs and introduction of new teaching methodologies.

✓ **Skill development programs:**

The government has launched several skill development programs to equip students

with job-ready skills. This has helped students secure employment and contribute to the country's economy.

Importance of education sector in 2023:

The education sector will continue to be of utmost importance in 2023 and beyond. Here are some reasons why:

Driving economic growth

Education is essential for economic growth. It produces a skilled workforce and generates innovation and new ideas. Thus in 2023, education will remain crucial for driving economic growth.

Meeting industry needs

As the job market becomes more competitive, employers will continue to prioritize individuals with higher education and specialized skills. With the ever-changing industry needs, it is important for the education sector to continuously adapt and develop courses that meet industry needs.

National Development

Education is a crucial tool for national development. It enables citizens to actively participate in the development of their country and ensures that they have the knowledge and skills to contribute positively towards the nation's overall progress.

Sustainable Development

Education is essential for promoting sustainable development. It enables people to understand and address the global challenges of today, such as climate change and social inequality.

Advancement of Education Sector in India

The advancement of the education sector involves improving the quality of education, making it accessible to everyone, and incorporating the latest technologies to improve teaching and learning. One significant advancement is the use of digital technology that allows remote learning from anywhere in the world. Students can access online courses and digital resources,

as well as communicate with teachers and peers using various online tools.

Additionally, advancements in educational technology have also made it possible to create immersive and interactive learning experiences, such as virtual and augmented reality technologies. These technologies can be used to replicate real-life scenarios and situations, improving the practical skills and knowledge of students. In summary, the advancement of the education sector is essential for fostering knowledge, skills and personal growth, and it is up to the government, education providers and society as a whole to improve the quality and accessibility of education.

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The Art of Street Photography: Capturing Life's Stories in Urban Landscapes

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Introduction

Street photography is an intriguing and captivating genre that allows photographers to capture the essence of everyday life in urban environments. It is a unique art form that aims to freeze moments in time, revealing the beauty, diversity, and emotions found on the streets. Through the lens of a camera, street photographers become storytellers, documenting the raw, unfiltered reality of cities and the people who inhabit them. In this article, we will explore the essence of street photography, its techniques, and the profound impact it has on both photographers and viewers alike.

The essence of street photography

At its core, street photography is about capturing candid and unposed moments in public spaces. It goes beyond documenting the physical aspects of a street scene; it delves into the human element, revealing the stories, emotions, and interactions of people within their urban surroundings. Street photographers have a keen eye for spotting fleeting moments, be it a heartfelt conversation, a spontaneous gesture, or a captivating play of light and shadow.

In the hustle and bustle of everyday life, street photography provides a window into worlds we often overlook. It offers a unique perspective on the beauty found in the mundane, the extraordinary in the ordinary. Whether it's the vibrant energy of a city street, the quiet contemplation of a lone pedestrian, or the juxtaposition of contrasting elements, street photography elevates the seemingly mundane into art.

Techniques and Approaches

Street photography requires a combination of technical skill, anticipation, and an understanding of the environment. Here are some key techniques and approaches often employed by street photographers:

Candid Photography

Candid shots are unposed and spontaneous, capturing genuine emotions and moments. Photographers blend into the scene, becoming an observer rather than an active participant. The aim is to capture people in their most authentic state.

Composition and Framing

Effective composition is crucial in street photography. Photographers carefully arrange elements within the frame to create visually compelling images. Techniques such as the rule of thirds, leading lines, and framing are commonly used to draw the viewer's attention to the subject.

Decisive Moment

Coined by renowned street photographer Henri Cartier-Bresson, the decisive moment refers to capturing the precise moment when all the elements align perfectly to create a powerful image. It requires a combination of anticipation, timing, and intuition.

Use of Light and Shadow

Light and shadow play a crucial role in street photography, creating depth, contrast, and mood. Photographers often utilize natural light, including dramatic shadows and interesting reflections, to enhance the visual impact of their images.

The Impact of Street Photography

Street photography has a profound impact on both photographers and viewers. For photographers, it serves as a creative outlet, allowing them to express their unique perspectives and engage with the world around them. It encourages them to be present, observant, and empathetic. It challenges their technical skills, composition, and storytelling abilities.

For viewers, street photography provides a glimpse into unfamiliar worlds and sparks a sense of curiosity. It evokes emotions, encourages introspection, and fosters a deeper understanding of the human experience. Street photographs can tell stories of joy, sorrow, resilience, and unity, transcending cultural and geographical boundaries.

Moreover, street photography has the power to document social issues, cultural shifts, and historical moments. It can shed light on social injustices, challenge stereotypes, and inspire positive change. By capturing the reality of the streets, it encourages dialogue and prompts society to reflect

on its values and challenges.

Conclusion

Street photography is a captivating art form that captures the essence of urban life and the people who inhabit it. Through the careful observation of everyday moments, street photographers document the beauty, diversity, and stories found on the streets. It requires a unique set of skills, including technical proficiency, anticipation, and a keen eye for composition. Street photography not only serves as a creative outlet for photographers but also has a profound impact on viewers by evoking emotions, fostering empathy, and encouraging dialogue. Ultimately, it reminds us to appreciate the beauty in the ordinary and embrace the rich tapestry of human experiences in our urban landscapes.

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Family is an Important Thing Not Everything

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Introduction

Culture, tradition, rules varies and habitat too. In India it has been informed from our childhood that "The family you are born is a place where your life starts and end", nothing after and beyond it, especially to the females. This inbuilt thought made our minds to get shaped as their saying. Females were practiced from their young age to accept that neither they belong to the place they are born not to the place they go after their marriage (in laws home). But male children were said that they are the ones who are the leaders of their home and are the ones who should guide and lead the family which made some makes to be responsible and some to be an arrogant and a snooty person. This thought was in limelight for many years which paved the way to the belief and notion..."Family is an important thing not everything".

How it made Its Way

Old notion of the family lead's made the male's to take all the decisions of the family. Some consulted their lady menage's, many not; which made the house queens to bow down their heads for their kings. "Are they really kings who don't consider their partners as queens"?.... (a contradictory question)

Colleen's and women's of the family made their minds and constrained themselves that they are not meant to take decisions and to support their kids which also paved the way for them to be forcefully settled in the family and not thinking anything other than that. It doesn't mean that only males constrained their kids from thinking beyond them and their habitat. It just means that females were not allowed to take decisions according to their kids favour which also made them to fall into the villain frame.

How it got evolved

As the generations passed the gender equality came into existence. The females who were taught to be dependent upon their males took the leap and their own life's decision, they were equally involved into their kid's life decisions. Both the Parents became equal but this was not the solution to the problem of restraining their kids to fulfill their dreams. They in the

name of safety and protection controlled them from consuming their ambitions. This action made the generations to get emotionally detached from their families. They thought that they are not allowed to catch their dream flight.

Conclusion

As the time is passing the family heads notions are also changing they want to see their kids in the place where they are competent enough to take care of their selves and they think of their emotions and dreams more than their pride. Families are emerging themselves to be the example for the musing

"Family is an important thing not everything".

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Books Vs Movie

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Introduction

The timeless debate between book enthusiasts and movie buffs has persisted for generations, fueling countless discussions on which medium reigns supreme. Book adaptations into movies have been a common practice in the entertainment industry, often with mixed results. While both forms of storytelling have their unique strengths, they also present distinct challenges. In this article, we delve into the intricacies of the book vs. movie conundrum and explore the reasons behind the fervent opinions held by fans on both sides of the argument.

The Power of Imagination: Books

Reading a book is a deeply personal and immersive experience that transports readers to worlds limited only by their imagination. Authors meticulously craft their narratives, allowing readers to form their own mental images of characters, settings, and events. This freedom to envision the story individually creates an intimate connection between the reader and the text, forging an emotional bond that is often unparalleled.

The Visual Spectacular: Movies

Movies, on the other hand, are a sensory extravaganza, combining visual and auditory elements to deliver a compelling story. The audio-visual medium provides an opportunity for filmmakers to create stunning visuals, captivating special effects, and mesmerizing cinematography that can enhance the narrative in ways that books cannot achieve. It brings to life scenes that might be difficult to imagine purely from text.

The Timings Dilemma

One of the key points of contention between book and movie enthusiasts is the pacing of the narrative. Books often have the luxury of delving into elaborate backstories, subplots, and character arcs that unfold over hundreds of pages.

Conclusion

The book vs. movie debate is likely to persist as long as both forms of storytelling exist. Each medium offers a unique set of advantages and limitations, catering to different aspects of human imagination and emotion.

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Impact of Entrepreneurship in India

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Abstract

Entrepreneurship plays a vital role in shaping the economic landscape of India. This paper aims to explore the impact of entrepreneurship on India's economy, society, and individual livelihoods. The research draws upon various sources, including academic literature, government reports, and case studies, to present a comprehensive analysis of the subject. The study highlights the key drivers of entrepreneurship in India, the challenges faced by aspiring entrepreneurs, and the policy measures taken by the government to promote and support entrepreneurship. Moreover, it delves into the transformative potential of entrepreneurship in fostering innovation, job creation, and inclusive growth. By understanding the impact of entrepreneurship in India, we can better comprehend the dynamics of the nation's development and identify areas for future improvement.

Introduction

India, a land of vast opportunities and challenges, has witnessed a significant surge in entrepreneurship in recent years. The spirit of innovation and risk-taking has fueled a burgeoning startup ecosystem, which has garnered attention both domestically and internationally. Entrepreneurship has become a catalyst for economic growth, job creation, and social development in the country. This paper aims to explore the profound impact of entrepreneurship on India's progress and development. The entrepreneurial landscape in India is diverse and dynamic, with startups emerging in various sectors, including technology, healthcare, agriculture, and renewable energy. This wave of entrepreneurship has not only led to the creation of innovative products and services but has also disrupted traditional business models. Moreover, it has attracted investments from venture capitalists and angel investors, providing the much-needed financial impetus for growth.

Job Creation: One of the most significant impacts of entrepreneurship in India is the creation of new job opportunities. Startups and small businesses have been instrumental in generating

employment across various sectors, particularly in technology, e-commerce, healthcare, and education. This has helped to reduce unemployment rates and alleviate poverty in many areas.

Innovation and Technology

Indian entrepreneurs have been at the forefront of innovation, driving technological advancements in the country. The startup ecosystem has given rise to disruptive technologies and solutions, especially in fintech, artificial intelligence, biotechnology, and renewable energy, among others.

Economic Growth

Entrepreneurship has played a crucial role in boosting economic growth in India. By fostering new businesses and industries, it has contributed to the country's Gross Domestic Product (GDP) and overall economic development.

Attracting Foreign Investment

The thriving startup ecosystem in India has caught the attention of foreign investors. Venture capital firms and multinational corporations have been keen to invest in promising Indian startups, which has further accelerated the growth of these enterprises and facilitated technology transfer.

Women Empowerment

Entrepreneurship in India has also seen an increase in women entrepreneurs, empowering women to step into leadership roles and break gender barriers. This has led to greater gender diversity and inclusivity in the business world.

Conclusion

In conclusion, entrepreneurship has emerged as a transformative force in India, leaving a lasting impact on its economic, social, and individual spheres. The surge in startups and the entrepreneurial spirit has contributed significantly to India's economic growth, generating employment opportunities and stimulating innovation. The entrepreneurial ecosystem has attracted domestic and foreign investments, fostering a culture of innovation and disruption.

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