

ISBN: 978-93-48620-78-1

**MULTIDISCIPLINARY TRENDS IN  
HUMANITIES, SOCIAL SCIENCES,  
COMMERCE AND MANAGEMENT RESEARCH  
VOLUME I**



**EDITORS:**

**DR. KIRTI MAKWANA**

**DR. ARPITA DEY**

**MRS. K. MANOHARI**

**DR. SUVAIBA PIRANI**

**First Edition: February 2025**



**Bhumi Publishing, India**

**Multidisciplinary Trends in Humanities, Social Sciences,**

**Commerce and Management Research Volume I**

**(ISBN: 978-93-48620-78-1)**

**Editors**

**Dr. Kirti Makwana**

Department of Management,  
Charotar University of Science & Technology  
(CHARUSAT), Anand, Gujarat

**Dr. Arpita Dey**

Department of English,  
Women's College,  
Silchar, Assam

**Mrs. K. Manohari**

Department of Mental Health Nursing,  
Sri ManakulaVinayagar Nursing College,  
Puducherry

**Dr. Suvaiba Pirani**

Department of Commerce,  
St. Xavier's College,  
Mumbai



*Bhumi Publishing*

**February 2025**

Copyright © Editors

Title: Multidisciplinary Trends in Humanities, Social Sciences,  
Commerce and Management Research Volume I

Editors: Dr. Kirti Makwana, Dr. Arpita Dey, Mrs. K. Manohari, Dr. Suvaiba Pirani

First Edition: February 2025

ISBN: 978-93-48620-78-1



All rights reserved. No part of this publication may be reproduced or transmitted, in any form or by any means, without permission. Any person who does any unauthorized act in relation to this publication may be liable to criminal prosecution and civil claims for damages.

**Published by:**



**BHUMI PUBLISHING**

**Nigave Khalasa, Tal – Karveer, Dist – Kolhapur, Maharashtra, INDIA 416 207**

**E-mail: [bhumipublishing@gmail.com](mailto:bhumipublishing@gmail.com)**



**Disclaimer:** The views expressed in the book are of the authors and not necessarily of the publisher and editors. Authors themselves are responsible for any kind of plagiarism found in their chapters and any related issues found with the book.

## **PREFACE**

*The evolving landscape of research in Humanities, Social Sciences, Commerce, and Management has led to the emergence of new perspectives, methodologies, and applications. As societies become more interconnected and economies more complex, multidisciplinary approaches are essential for addressing contemporary challenges. This book, *Multidisciplinary Trends in Humanities, Social Sciences, Commerce, and Management Research*, serves as a platform to explore and analyze the latest developments in these diverse yet interrelated fields.*

*This volume brings together contributions from scholars, researchers, and professionals who provide insights into critical areas such as cultural studies, economic trends, business strategies, organizational behavior, policy-making, and the socio-economic impact of global transformations. By integrating theories with practical applications, this book aims to foster a deeper understanding of the dynamic interactions between disciplines.*

*A key objective of this book is to highlight the importance of cross-disciplinary collaborations in generating innovative solutions for societal and economic progress. It showcases research that not only enriches academic discourse but also offers practical implications for businesses, policymakers, educators, and social institutions.*

*We extend our gratitude to all the contributors whose scholarly work has made this publication possible. Special thanks are also due to the editorial team, reviewers, and institutions that have supported this endeavor. It is our hope that this book will serve as a valuable resource for researchers, academicians, and professionals seeking to enhance their knowledge and contribute meaningfully to their respective fields.*

*We welcome readers to explore the rich discussions and insights presented in this book and to continue advancing the dialogue on multidisciplinary research in the Humanities, Social Sciences, Commerce, and Management.*

**- Editors**

## TABLE OF CONTENT

<b>Sr. No.</b>	<b>Book Chapter and Author(s)</b>	<b>Page No.</b>
1.	<b>RESEARCHING FOREST PROTECTION INVOLVING COMMUNITY IN ĐẮK LẮK PROVINCE, VIETNAM</b> Tran Minh Duc	1 – 13
2.	<b>AN OVERVIEW ON WOMEN EMPOWERMENT AND INDIAN GOVERNMENT</b> Ranjeet Vijaysingh Tehra	14 – 18
3.	<b>CENTRAL BANK DIGITAL CURRENCIES: A TOOL FOR PUBLIC FINANCE MANAGEMENT</b> Sushma Yadav and Vidhi Bhargava	19 – 31
4.	<b>CONNECTING CLASSROOMS TO TOURIST DESTINATIONS: AN EDUCATIONAL PERSPECTIVE ON TOURISM</b> Poonam Pandita, Sachin Kumar and Chetna Suri	32 – 39
5.	<b>DASAMAHAVIDYA: A JOURNEY THROUGH MANTRA AND TANTRA</b> Dibya Ranjan Tripathy	40 – 51
6.	<b>REVOLUTIONIZING CORPORATE FINANCE: INTEGRATING DIGITAL TECHNOLOGIES FOR RISK MANAGEMENT, COMPLIANCE, STRATEGIC DECISION MAKING AND THE FUTURE TRENDS FOR SUSTAINABLE FINANCIAL PERFORMANCE</b> Evana Mariya Paul and Dileep Kumar Singh	52 – 63
7.	<b>YOUTH FOR DIGITAL LITERACY</b> Meenakshi A. Bangar	64 – 66
8.	<b>THE IMPACT OF ONLINE EDUCATION ON THE INDIAN HIGHER EDUCATION SYSTEM: CHALLENGES, OPPORTUNITIES AND THE WAY FORWARD</b> Nishi, Dheeraj and Gourav Kamboj	67 – 75
9.	<b>ROLE OF TOURISM IN REINFORCING THE CALL FOR ‘VOCAL FOR LOCAL’ AND VOCATIONAL SKILLS OF THE STUDENTS: A NEW PERSPECTIVE</b> Sachin Kumar, Poonam Pandita and Chetna Suri	76 – 83

---

10.	<b>THE ROLE OF PRIMARY AGRICULTURAL COOPERATIVE CREDIT SOCIETIES (PACS) IN RURAL FINANCING AND DEVELOPMENT IN INDIA</b> Rajesh Goje	84 – 88
11.	<b>THE ROADMAP TO ACADEMIC EXCELLENCE: UNDERSTANDING AND PRACTICING INTEGRITY IN RESEARCH</b> Kirti Makwana	89 – 95
12.	<b>ENTREPRENEURSHIP AND START-UPS: THE NEED OF THE HOUR</b> Abhishek Chauhan and Preeti Thakur	96 – 103
13.	<b>EVOLUTION OF APPRECIABLE ADVERSE EFFECT ON COMPETITION IN INDIA</b> Souvik Chatterji, Rupam Debnath and Samrat Samaddar	104 – 113
14.	<b>EXAMINATION OF PRO-COMPETITIVE FACTORS IN INDIA IN THE PERSPECTIVE OF APPRECIABLE ADVERSE EFFECT ON COMPETITION</b> Souvik Chatterji, Saheli Samanta and Samrat Samaddar	114 – 126
15.	<b>EXAMINATION OF MARKET ALLOCATION ABUSE OF DOMINANCE AND COMBINATIONS IN INDIA</b> Souvik Chatterji, Rupam Debnath and Samrat Samaddar	127 – 136

---

# **RESEARCHING FOREST PROTECTION INVOLVING COMMUNITY IN ĐẮK LẮK PROVINCE, VIETNAM**

**Tran Minh Duc**

Faculty of Industry, Thu Dau Mot University, Vietnam

Corresponding author E-mail: [ductm@tdmu.edu.vn](mailto:ductm@tdmu.edu.vn)

## **Abstract:**

Based on an interdisciplinary approach that integrates Environmental Ecology, Cultural Relativism, and Anthropology, this paper explores the intricate relationship between ethnic minority communities in Đăk Lăk province, Vietnam, and their traditional forest management practices. It highlights the significance of inheritance systems and customary laws, which have long served as fundamental mechanisms for governing the allocation, use, and conservation of forest land. These customary frameworks, deeply embedded in the cultural traditions of various ethnic groups, not only regulate forest access and usage rights but also establish communal responsibilities for resource sustainability. The study further emphasizes the necessity of enhancing legal frameworks to better accommodate and formalize these indigenous management systems. By recognizing and integrating traditional governance structures into state policies, the allocation of land and forest resources can be more effectively aligned with the lived realities and socio-economic needs of ethnic minority groups. Strengthening legal support in this manner would not only empower communities to exercise greater control over their ancestral lands but also reinforce sustainable natural resource development by fostering long-term environmental stewardship. Moreover, an improved legal foundation would promote self-governance by allowing local communities to take proactive roles in decision-making processes, ensuring that resource utilization remains balanced, equitable, and ecologically viable for future generations.

**Keywords:** Đăk Lăk, Ethnic Minorities, Forest Protection, Land Tenure.

## **Problem Statement:**

In Vietnam, community-based resource management serves as a vital strategy for achieving both environmental sustainability and socio-economic development, particularly in rural and ethnic minority areas. This approach aims to decentralize resource management authority, shifting decision-making power from central government agencies to local levels, thereby ensuring that policies and conservation efforts are more closely

aligned with the realities and needs of the communities that depend on these resources. By integrating local knowledge and traditional practices into environmental governance, this decentralized model enhances community participation in forest protection and land-use planning. It also fosters a sense of ownership, which is crucial for the long-term sustainability of natural resources.

Empowering local communities in resource management is seen as a means to address multiple challenges simultaneously. It provides economic opportunities for impoverished rural populations, strengthens local governance structures, and encourages greater accountability in resource utilization. By granting communities more direct control over land and forest management, the approach can help mitigate deforestation, illegal logging, and land degradation—issues that have long plagued regions with extensive forest cover. Furthermore, it encourages sustainable livelihoods, such as agroforestry, ecotourism, and non-timber forest product collection, which in turn contribute to poverty alleviation and improved living conditions.

Đắk Lắk province, located in the heart of the Central Highlands, exemplifies the significance of this approach. Covering a vast 13,125 km<sup>2</sup>, the province shares borders with Gia Lai to the north, Phú Yên to the east, Lâm Đồng to the south, and Đắk Nông and Cambodia to the west, making it a crucial ecological and economic region. With a total population of 1,869,322 people, Đắk Lắk is characterized by a predominantly rural demographic, with 77.5% of its inhabitants residing in rural areas and only 22.5% in urban centers. The province is home to 44 distinct ethnic groups, including the Ê Đê, M'ông, Xê Đăng, Ba Na, Thái, Tày, Nùng, and others. While the Kinh ethnic group accounts for over 70% of the population, ethnic minorities make up nearly 30%, many of whom rely on forest resources for their livelihoods (General Statistics Office, 2019).

Given its rich biodiversity and extensive forest cover, Đắk Lắk plays a pivotal role in Vietnam's environmental conservation efforts. Forests in the province serve multiple essential functions, particularly in the context of climate change adaptation and mitigation. They act as natural barriers against soil erosion, contribute to water retention and hydrological balance, and play a crucial role in carbon sequestration—helping to offset greenhouse gas emissions. Additionally, forests in Đắk Lắk contribute to temperature regulation and microclimate stabilization, which are vital for sustaining agriculture and maintaining ecological balance in the region.



**Table 1: Population and Ethnic Composition of Đắk Lắk Province**

<b>Ethnic Group</b>	<b>Population (People)</b>	<b>Percentage (%)</b>
Total Population	1,869,322	100
Urban Population	420,597	22.5
Rural Population	1,448,725	77.5
Kinh People	~1,308,525	~70
Ethnic Minorities (Ê Đê, M'ông, Xê Đăng, Ba Na, Thái, Tày, Nùng, etc.)	~560,797	~30

To ensure the long-term sustainability of these forests, comprehensive conservation and management strategies are needed. This involves rigorous protection measures, ecosystem restoration efforts, and active biodiversity conservation. Special attention must be given to special-use forests, watershed protection forests, and other ecologically sensitive areas (Vietnam Forestry Administration, 2021). This article examines the current state of forest and land management in ethnic minority communities across various research sites, highlighting changes in traditional community structures, evolving cultural values, and shifting individual roles within these communities.

### **Research Methods**

This article employs two primary research methods: secondary document review and ethnographic fieldwork, both of which provide complementary insights into the dynamics of community-based forest land management in Đắk Lắk province. By integrating these methods, the study ensures a comprehensive and well-rounded analysis, balancing theoretical perspectives with real-world observations.

The secondary document review involves collecting, analyzing, and synthesizing existing literature, policy documents, government reports, and academic studies related to forest land policies, community land tenure, and participatory forest management. This process helps to establish a strong theoretical and contextual foundation, offering historical insights into how forest governance policies have evolved over time. Furthermore, it allows for an examination of national and regional legal frameworks, assessing their effectiveness in supporting local community engagement in sustainable forest management. By comparing various policy approaches, the study identifies key gaps, inconsistencies, and areas for improvement in the existing legal framework.

The ethnographic fieldwork component of the study focuses on firsthand qualitative data collection through participant observation and semi-structured interviews with members of ethnic minority communities in Đắk Lắk province. Participant observation enables the researchers to immerse themselves in the daily lives, cultural practices, and traditional forest management systems of these communities, offering deep insights into how customary land tenure and resource utilization operate in practice. Interviews with local village leaders, community elders, forest users, and policymakers further enrich the study by capturing diverse perspectives on the effectiveness of community-based forest governance. These interviews also highlight challenges faced by local communities, such as land tenure insecurity, conflicts over resource use, and the impact of state policies on indigenous land rights.

By integrating secondary data analysis with ethnographic field research, the study achieves a holistic understanding of the realities of community-based forest management. The findings from both methods serve as a foundation for evaluating and refining policy recommendations, ensuring that proposed legal reforms align with the actual needs and aspirations of local communities. Moreover, the comparative approach allows for a critical assessment of the discrepancies between official policies and their real-world implementation, identifying barriers to effective policy enforcement.

Through this dual-method approach, the study not only contributes to theoretical discussions on participatory resource management but also provides practical insights that can guide policymakers, researchers, and conservationists in enhancing community-based forest governance frameworks.

## **Research Findings**

### **Some Perceptions of Community Forest Management and Use of Forest Land**

According to Elinor Ostrom's theory of community management, those who use public resources establish their own management systems. Based on practical experiments, Ostrom proposed several principles of community management as follows: 1) Who does what, with what functions?; 2) Methods for resolving conflicting interests; 3) Individual responsibilities in maintaining resources corresponding to the benefits they receive; 4) Monitoring mechanisms and handling issues managed either by members themselves or by delegated individuals accountable to the community; 5) Gradual sanctions; 6) Decisions made through democratic discussion, with majority participation in amending existing

regulations ensuring successful decisions; 7) The self-organizing rights of members must be recognized by external authorities (Elinor Ostrom, 1990).

Community-based resource management is diverse, including methods aimed at broadly sharing concerns and linking environmental goals by transferring resource management power from central to local levels. The empowerment approach is a means to develop socio-economic conditions in poor rural areas, improve sustainable resource management, and attract local participation. Assessing community engagement in social management processes, according to the United Nations Development Programme's social governance programme, criteria for good governance aimed at promoting and ensuring the harmonious development of the country, active participation in social management should increasingly involve citizens. The World Bank defines the basic criteria for assessing a good governance model as social participation (V.C. Giao, 2017).

Other researchers argue that community-based resource management will increase fairness but based on a reasonable approach. IUCN, UNEP, and WWF also define co-management as: Co-management of natural resources is a partnership agreement in which a group of resource users have the right to use natural resources on state-owned land (defined area) and are responsible for sustainable resource management (including protection). Resource users and local authorities negotiate agreements on what can be done, where, when, how, and how much on a specific area of resources, implemented and monitored by the resource users themselves (IUCN, 1980). According to some researchers, co-management is a model that can be applied to any ecosystem and any paradigm of natural resource management. Co-management allows more flexibility in management methods that can be tailored to local conditions. Sharing responsibilities and benefits in natural resource management is considered the essence of co-management. The transfer of responsibilities and benefits in natural resource management is considered the essence of community management.

At the macro level, community management in Vietnam is currently being implemented primarily in forest management. Sustainable forest management has become a principle for forest business management and is also a standard that forest management must achieve. According to ITTO, sustainable forest management is the process of managing stable forest land to achieve one or more clearly defined forest management objectives, such as ensuring continuous production of desired products and services without significantly reducing the genetic values and future productivity of forests and

causing unintended impacts on natural and social environments. These definitions aim to ensure economic, social, and environmental sustainability, specifically: Economic sustainability ensures long-term continuous forest business with increasing productivity and efficiency (no overexploitation of forest capital; maintaining and developing forest area and volume; applying technical measures to increase forest productivity). Social sustainability ensures that forest business complies with laws, fulfills social contributions, ensures rights and benefits, and maintains good relations with local people and communities. Environmental sustainability ensures that forest business maintains environmental protection capabilities and maintains forest biodiversity, while avoiding adverse effects on other ecosystems. To ensure sustainability, forest management principles must ensure equality between generations in the use of forest resources. The key issue to ensure the principle of equality between generations in forest resource management is to ensure the productivity and regeneration conditions of these renewable resources. One of the principles to be followed is the rate of forest product utilization must not exceed the forest's regenerative capacity. Everyone has the equal right to appropriate freedom in the provision of forest resources, and forest resources must be used economically and efficiently in terms of both economic and ecological (Ministry of Agriculture and Rural Development, 2006). Based on theories and practices in Vietnam, some basic principles of community forest management have been put forward, including:

- 1) Community Participation: Independent activities continue the planning process that can only be successfully implemented if relevant people participate fully in decision-making processes and understand the final outcome of the planning process. If people are not interested in forest management and cannot demonstrate their active role in the decision-making process, actual implementation may result in a half-hearted or possibly misinterpreted outcome and failure;
- 2) Simplified: So that everyone can understand the issues that are happening and can implement it;
- 3) Cost-effective: Ensuring the implementation of community forest management processes only with local resources available;
- 4) Proportional: Ensuring that community forest management planning processes only provide necessary information for forest management;
- 5) Enhancing sustainable management of forest resources while reducing possible negative impacts in the future;

- 6) Reflecting the needs of local people in the assessment and use of forest resources (not just using measures to prohibit logging of forest products;
- 7) Community forest management can only be sustainable if the processes are appropriate to the current legal policy framework.

Currently, the concept of "community" is understood and used inconsistently in different contexts (cultural, administrative population, forestry, ...). The concept of "community" used in forest resource management is often understood as:

- 1) In management: The community refers to groups of people who have close relationships in production and life. According to this concept, the community includes village communities, ethnic communities, family lines, and household groups in the village;
- 2) Forest Protection and Development Law 2004 (Article 3): "Community residents in the village are all households, individuals living in the same village, hamlet, village, community, buon, phum, som, or equivalent units" (National Assembly, 2004);
- 3) Land Law 2013 (Article 5): "Community residents include Vietnamese people living in village, hamlet, village, community, buon, phum, som, residential quarters and similar points with the same customs, habits, or sharing the same lineage."

In law, forests are divided into 03 types:

- 1) Protection forests are mainly used to protect water sources, protect land, prevent erosion, combat desertification, limit natural disasters, regulate climate, protect the environment, including first-source protection forests related to ethnic minorities in mountainous areas;
- 2) Special-use forests are mainly used for nature conservation, national ecological standards, genetic resources of forest organisms, scientific research, preservation of historical, cultural, and scenic sites;
- 3) Production forests are mainly used for production, timber business, non-timber forest products, and combined protection (National Assembly, 2013).

The concept of "community forest" is currently being recognized in the texts of state agencies: Community forest is state-owned forest assigned to village residents for stable, long-term forest use for forestry purposes. Village residents are all households, individuals living in the same village, hamlet, village, community, buon, som, or equivalent units (National Assembly, 2004).

## Community in Forest Management and Forest Land Use in Đắk Lắk Province Today

**Table 2: Forms of Forest Management and Utilization in Đắk Lắk**

<b>Forest Management Model</b>	<b>Percentage (%)</b>
Traditional community self-management	15.2
Household or clan-based management	48.67
Management by social organizations (Youth Union, Women's Union, Farmers' Association, Veterans' Association, Elderly Association, etc.)	30.27
Local government management	5.86

Based on field research, the community in forest management and forest land use in Dak Lak province currently includes:

- 1) Traditional village communities (villages/hamlets);
- 2) Lineages, household groups;
- 3) Organizational entities (Youth Union, Women's Union, Farmers' Union, Veterans' Association, Elderly Association).

Data shows that traditional community management forms of ethnic groups account for 15.2%, community management by organizational entities accounts for 30.27%, and household groups or lineages account for 48.67%. It can be seen that the traditional or customary law-based forest and land management form has the lowest proportion among current forest management forms. Alongside these management forms, decision-making power in activities related to forest and land management, exploitation, and protection of forest land and resources has also undergone significant changes compared to the traditions of previous communities. Currently, village elders participate in decision-making with a very modest index, accounting for 0.7% in forest protection and 0.6% in determining inheritance and transfer. The village chief/community leader currently makes decisions on inheritance and transfer of community forests (12.95%) and non-timber forest product exploitation (14.96%). Government or organizational entities hold the largest decision-making power in the community for forest protection and transfer of community forest land, and non-timber forest product exploitation.

**Table 3: Decision-Making Roles in Forest Management in Đắk Lắk**

<b>Decision-Making Group</b>	<b>In forest protection and regeneration (%)</b>	<b>In inheritance and forest land transfer (%)</b>	<b>In non-timber forest product exploitation (%)</b>
Clan head	0.7	0.6	Negligible
Village elder/Chief	Negligible	12.95	14.96
Local government/social organizations	98.3	86.45	85.04

**Policies and policy enforcement in forest management and land use in Dak Lak province today**

**Table 4: Forest Allocation and Contracting Policies in Đắk Lắk**

<b>Policy/Decree</b>	<b>Key Content</b>	<b>Forest Area Allocated (ha)</b>	<b>Issues</b>
Decree 01/CP (1995)	Contracting forest to households and individuals	No data	Not suitable for community forests
Decree 163 (1999)	Direct forest allocation to communities and individuals (30-50 years)	28,716 ha	Difficulties in implementation
Decision 304/QĐ-TTg (2005)	Continued allocation of forests to households	No clear data	Inconsistent with local customs
Decree 99 (2010)	Forest contracting under the Payment for Forest Environmental Services program	No clear data	Low contracting fee (138,000 VND/ha/year)
Decree 157 (2013)	Administrative penalties for forest management violations	Not applied	Penalties not suitable for local conditions

The delegation and leasing of forests in Dak Lak province result from various policies and legal documents, many of which have been replaced. Activities can be divided

into two groups: Delegation of forests and forestry land for management and protection, with entities delegating being forest owners such as forestry companies, Forest Management Boards, and special-use forests leased annually to households for management and protection under Decree 01 (Government, 1995), and subsequently under Decree 135 (2005). Currently, forestry companies lease forests for management and protection using funds from the forest environmental services payment program under Decree 99 (2010). The state directly leases forests to communities, individuals for management, protection, and benefits for a period of 30-50 years under Decree 163 (1999). Dak Lak has leased 28,716 ha of forest and forestry land to 20 communities, 55 household groups, and over 992 households and individuals (Decision, 2001).

Post-2005, forests continued to be leased under Decision 304/QD-TTg (2005). The forest delegation process is implemented according to Circular 38/TT-BNN (2007) and Circular 07/TTLT (2011). During 1995-2000, some social forestry programs were implemented in the province, so Dak Lak piloted forest delegation to household groups. The province also issued Decision 3058/QD UBND dated 2/11/2009 on technical guidelines for managing community forests in villages and hamlets to support this pilot. Conflicts and discrepancies between regulations and implementation in forest management and land use. Forest management and use policies in Dak Lak have several shortcomings: Delegation of forests to household groups. Forest delegation still follows administrative boundaries, making it difficult for communities, household groups because their tradition is forest management along natural, watershed boundaries. This approach is less effective, not substantively in many places even though there is community participation such as village meetings, people's self-vote groups (9-10 households). Delegated forests are not suitable for traditional forest areas; the low management protection delegation rate is 138,000/ha/year (an average household receives 2.4 million VND/year).

Those who receive delegation are like hired workers, passive, without land use rights, or a contract, do not know the forest boundary is delegated, do not go protect (only go with forest rangers when required 4-6 times/year). Legally, there is no basis for delegating to household groups. The forest management law only mentions households, individuals, and communities. Dak Lak must address this shortcoming by delegating to household groups under a contract or agreement between people and the government attached to a member list. The traditional ownership rights of indigenous people are not



recognized, leading to many issues in forest management. Communities/households/individuals who receive forests are the traditional forests of other communities/households/individuals, so they are timid, shy, and cannot protect the forest when traditional owners come to exploit. In many cases, both sides collaborate to exploit all to share benefits. Conversely, groups/households with traditional forests that are not recognized no longer see those forests as theirs, so they have no motivation to protect, prevent others from encroaching, or even determined to exploit regardless of regulations. Decision No. 178/TTg (2001) on forest benefits for delegated forests is not practical. People cannot live from the forest, not confident in developing the forest. People cannot wait for decades to benefit from the forest growth cycle, sometimes needing up to 35 years, not to mention risks of policy changes, markets, etc.

On this aspect, Decision 304/TTg is shorter-term, more practical, more beneficial, and more supportive. Decision 106/2006/QD-BNN has complex regulations on community forest exploitation, current household groups delegated forests are not capable of meeting these requirements under this decision. Delegating forests to household groups without complete legal provisions has disabled Dak Lak's successful forest delegation results. Decision 3058/QD UBND of the province on benefits as well as government contracts signed with the people have not been implemented due to no legal basis for household groups to exploit delegated forests. Currently, the province has no targets for community household forest exploitation. Delegating forests to household families under 304/2005/QD-TTg in many places is not suitable for the traditional management culture of community household groups, leading to conflicts in resource access and low forest management efficiency. Decree 157/2013/ND-CP on administrative sanctions for forest management, forest development, forest protection, and forest product management is not practical at the local level. Many violations in Dak Lak people do not have enough capacity to pay fines, coercively force to pay causing psychological adherence to law while these cases can be effectively handled by customs. Decree 157/2013/ND-CP only handles violators who are not forest owners. Legal bases for sanctions, handling violations of forest owners in forest protection are not clear. Therefore, the leadership of communes/districts to lose forests by communes/districts management has not been handled thoroughly leading to irresponsible and more severe forest loss. Community forest delegation contracts implemented by Dak Lak province only adjust to members in the village without adjusting outsiders or other villages. Therefore, delegating forests to communities,

household groups without coordination, post-delegation management support from relevant agencies put people in difficult positions in protecting delegated forests. The lack of "post-delegation land and forest management" plans also makes people face many difficulties, confusion after receiving land and forest. They do not know what to do, where to find capital to invest while the majority of households are poor, they do not have conditions for production, forest profession on the area of forest land, forest land that has been delegated and still waiting for state support while state budget invests in this work very limited.

**Conclusion:**

In a culturally diverse country like Vietnam, the implementation of forest management and land use policies must be tailored to reflect the unique characteristics of different ethnic groups. Each community possesses its own traditional knowledge systems, governance structures, and resource management practices, which have been developed over generations to ensure sustainable livelihoods and environmental conservation. Recognizing these distinct ethnic characteristics is essential for designing and implementing policies that not only promote forest preservation but also safeguard the rights and autonomy of local communities in resource management.

The analyses in this study provide a comprehensive overview of the current status of community-based forest management in Đắk Lắk province. By examining customary land tenure systems, governance structures, and the role of local communities in forest protection, this research highlights both the strengths and challenges of participatory forest governance. While traditional knowledge and communal management approaches have contributed significantly to forest conservation, various challenges—such as land tenure insecurity, policy inconsistencies, and conflicts over resource access—continue to pose obstacles to effective sustainable forest management.

This overarching analysis serves as a foundation for more detailed investigations into the legal, economic, and social aspects of forest governance at the local level. Future research should focus on site-specific case studies, incorporating comparative analyses between different ethnic groups and geographic regions to develop context-specific recommendations. By integrating local knowledge with national and international conservation strategies, policymakers can create a more inclusive and equitable framework for forest management and land use in Vietnam.

Ultimately, ensuring effective community participation in forest governance requires a multi-stakeholder approach, where local voices are heard, indigenous knowledge is valued, and legal frameworks are adapted to the realities of ethnic minority communities. Strengthening this approach will not only contribute to biodiversity conservation and climate resilience but also empower local communities to play an active role in shaping their environmental and economic futures.

**References:**

1. Ministry of Agriculture and Rural Development. (2006). Handbook of Forestry Sector - Sustainable Forest Management. Science and Technics Publishing House, Hanoi, p. 92-94.
2. Government of Vietnam. (1995). Decree No. 01/CP of 1995 by the Government on allocation of land for agricultural production, forestry, aquaculture in state enterprises.
3. Communist Party of Vietnam. (2021). Documents of the 13th National Congress, National Political Publishing House, Hanoi, Volume II, p. 142.
4. E. Ostrom. (1990). Governing the Commons: The Evolution of Institutions for Collective Action. The United States of America.
5. IUCN, UNEP, and WWF. (1980). World Conservation Strategy: Living Resource Conservation for Sustainable Development. IUCN, Gland (Switzerland).
6. General Statistics Office. (2019). Population and Housing Census. Statistical Publishing House, Hanoi.
7. National Assembly. (2004). Law No. 29/2004/QH11 of the National Assembly: Forest Protection and Development Law.
8. National Assembly. (2013). Law No. 45/2013/QH13 of the National Assembly: Land Law.
9. Decision No. 178/2001/QĐ-TTĐ of the Prime Minister on rights and obligations of households, individuals allocated, leased, received forests and forest land.
10. V.C. Giao. (2017). Good Governance - Theoretical and Practical (in Vietnamese), p. 8-9.

## **AN OVERVIEW ON WOMEN EMPOWERMENT AND INDIAN GOVERNMENT**

**Ranjeet Vijaysingh Tehra**

School of Commerce & Management Sciences,

SRTM University, Nanded, Maharashtra

Corresponding author E-mail: ranjeet.tehra@gmail.com

### **Introduction:**

Women's Empowerment is essential for achieving sustainable development and gender equality. In India, despite progress in various sectors, women still face significant barriers to socio-economic participation and empowerment. So in recent years the empowerment of women has emerged as a crucial aspect of social and economic development globally. Women empowerment in economic development of any nation is very significant and the contribution of women to the process of development is also widely accepted. If we neglect this aspect then nearly 50% of the human resource capacity can remain as unutilized. The increased role of women in economic development has forced the government to highlight the need for unique empowerment programmes for women. So in recent years the empowerment of women has emerged as a crucial aspect of social and economic development globally. In India despite significant strides gender disparities persist necessitating a deeper study of government policies aimed at empowering women.

Savitribai Phule, along with her husband Jyotiba Phule, began working in the field of women empowerment. She helped pre-independence women become self-sufficient through education, thereby increasing their self-confidence and self-esteem. She played a transformative role in fighting caste totalitarianism and other evils in India.

In the post-independence period, the Constitution of India has enacted many laws to ensure equal rights and opportunities for the economic development of the society and for the improvement of the living conditions of the poor, especially women and the backward communities. The support includes the implementation of various measures to facilitate their access to education, protection of working hours for the backward classes and women. Also, many improvements have been made to improve the general health status of the population at the bottom of the pyramid, some of which are specifically for women. In the last three-four years, national policies have also focused on improving and empowering the status of women.

### **Glimpses of Government Policies Women Empowerment:**

- **The First Five Year Plan (1951-56):** Various health measures for women were taken up. Establishment of Central Health Committee, organization of women's homes and social development projects are some of the steps taken in this direction. Foundation of the Central Social Welfare Board, Organization of Mahila Mandals and the Community Development Programmes were the few steps in this direction.
- **The Second Five Year Plan (1956-61):** In this plan, women's empowerment was combined with a holistic approach to intensive agricultural development programs.
- **The Third & Forth Five Year Plan (1961-66 & 1969-74):** In this plan female education was supported as a major welfare measure.
- **Fifth Five Year Plan (1974-79):** This plan introduced education for women who needed income and protection. The plan coincides with the International Decade of Women and the report of the Indian Commission for Women. In 1976, the Department of Women's Health and Development was established under the Ministry of Social Welfare.
- **The Sixth Five Year Plan (1980-85):** This plan saw a change from welfare to development. This plan has also recognized women's lack of access to resources as a critical factor affecting adversely on their growth and tried to focus on this issue.
- **Seventh Five-Year Plan (1985-90):** This plan emphasized the demand for gender equality and empowerment. For the first time, it focused on positive aspects such as building confidence, increasing awareness of the law, and the training and skills needed to find a better job for women. The government created a special section on "Women in Development" to recommend setting specific targets, organizing training centers, developing new vehicles, and providing relief printing, etc. It also recommended that women be included in decision-making processes.
- **The Eight Five-Year Plan (1992-97):** The aim of this plan was to empower women, especially at the grassroots level, through Panchayat Raj institutions. The Government of India has developed special schemes to improve employment and income generation opportunities for rural women. The key measures included in the eight-year five-year plan are: Prime Minister's Rojgar Yojana and implementation of EDP. To create more employment opportunities for women, Integrated Rural Development Programme (IRDP), Training of Rural Youth for Self-Employment

(TRYSEM) etc. have been launched for poverty alleviation, with 30-40% of the seats reserved for women.

- **The Ninth Five-Year Plan (1997-2002):** The two key ideas adopted of the plan are the first in the history of planning to move towards gender equality and second was to make women empowerment a top priority. Another is to demand that all chief ministers/ministers and state chief ministers/union territory chief ministers include women's ideas in their strategies.
- **The Tenth Five-Year Plan (2002-07):** The aim of this plan was to empower women and ensure the legal protection, preservation and development of mothers and children through rights based approach. Government approved the National Policy on Women's Empowerment (2001) and in accordance with the provisions of the National Policy on Women's Empowerment, three approaches have been adopted, including special projects, for the empowerment of women. These include social support, financial support and gender equality.
- **The Eleventh Five-Year Plan (2007-2012):** In the Eleventh Plan, institutional mechanisms were carried forwards the process of gender mainstreaming and was strengthened. National Commission for Women (NCW) and State Commissions for Women were strengthened to enable them to effectively play their role as the nodal agencies for the protection of rights of women.
- **The Twelfth Five-Year Plan (2012-17):** India is one of the largest countries in the world today. Women play an important and valuable role in the country's economy. In this plan, the participation and support of women in 'Bharat Nirman', 'positive thinking', 'economic growth' and 'good governance' was focused. Therefore, protection, health, empowerment and participation of women were highlighted in this plan for human development and economic growth.

#### ❖ **Constitutional provisions**

**Article 14:** Guarantees equality before the law for all citizens, including women

**Article 15:** Prohibits discrimination based on sex, and allows the state to make special provisions for women

**Article 16:** Provides equal opportunity for all citizens, including women, in employment and public office

**Article 21:** Protects the right of women to be treated with dignity and personal liberty

**Article 23:** Prohibits human trafficking, including the sale and purchase of women

**Some Schemes on Women Empowerment:**

- **Beti Bachao Beti Padhao:** A program to raise awareness about the importance of educating girls
- **Pradhan Mantri Ujjwala Yojana (PMUY):** This scheme aims to provide women with clean cooking fuel
- **Stand Up India:** This scheme aims to promote entrepreneurship among women.
- **Mission Shakti:** This scheme aims to strengthen interventions for the safety, security, and empowerment of women.
- **One-Stop Centre Scheme:** To provide support and assistance to women affected by violence, both in private and public spaces. To Facilitate/Assist in filing First Information Report (FIR/NCR). To provide psycho-social support and counseling to women/girl.
- **NIRBHAYA:** This scheme aims to facilitate safety and security for women at various levels. To ensure strict privacy and confidentiality of women's identity and information.
- **Support to Training and Employment Programme for Women (STEP):** This scheme aims to provide skills that give employability to women. To benefit women in the age group of 16 and above in the country.
- **Mahila Shakti Kendras (MSK):** To create an environment for women where they have access to healthcare, quality, education, guidance, employment, etc.

**Conclusion:**

In recent years the empowerment of women has emerged as a crucial aspect of social and economic development globally. In India despite significant strides gender disparities persist necessitating a deeper study of government policies aimed at empowering women.

It is essential to evaluate the level of impact that the programs being executed by Government Policies have on the Women Beneficiaries. The evaluation will help to reflect on the outcomes and thus, provide an essential input for all the forthcoming activities and programs. Similarly, the assessment of the work of Government Policies can help to identify the strategies that are essential for the sustainability of the various projects that Government Policies undertakes.

**References:**

1. Chant, S. (2006). Contribution of a gender perspective to the analysis of poverty. In J. S. Jaquette & G. Summerfield (Eds.), *Women and gender equity in development theory and practice. Institutions, resources, and mobilization*.
2. Duflo E. (2011). Women's Empowerment and Economic Development, National Bureau
3. of Economic Research, Cambridge.
4. M N Srinivas's. "A Demographic Opinion of Economic and Political as a part of Weekly System" Part-38, Number-5 (February 1-7 2003), pp. 457
5. <<http://planningcommission.nic.in/plans/planrel/fiveyr/tth/vol2/7zch14.html>>



## **CENTRAL BANK DIGITAL CURRENCIES: A TOOL FOR PUBLIC FINANCE MANAGEMENT**

**Sushma Yadav\* and Vidhi Bhargava**

Amity University, Haryana

\*Corresponding author E-mail: [sunny.kalgaon@gmail.com](mailto:sunny.kalgaon@gmail.com)

### **Abstract:**

The evolution of money has reached a pivotal point, transitioning from physical cash to digital currencies issued and regulated by central banks. Central Bank Digital Currencies (CBDCs) have emerged in response to the rapid digitization of economies and the growing influence of private cryptocurrencies, aiming to combine the security and trust of traditional money with the efficiency of modern digital payment systems. CBDCs are redefining the financial landscape globally, with nations exploring their potential to modernize payment systems, enhance public finance management, and increase the ease of commerce by enabling faster, more efficient transactions across sectors and borders. This chapter provides an overview of global CBDC developments and examines India's Digital Rupee initiative, emphasizing its integration with the Unified Payments Interface (UPI) to drive adoption. By addressing motivations, pilot projects, and interoperability efforts, the chapter highlights how CBDCs can improve efficiency, promote inclusion, and support fiscal transparency. It concludes by discussing challenges and opportunities, offering insights into India's evolving role in the global digital finance ecosystem.

### **1. Introduction:**

With the growing demand for digital payment options in retail and a decline in cash usage Auer *et al.*, (2020), central banks worldwide are increasingly considering the introduction of Central Bank Digital Currency (CBDCs). This transition is motivated by the goal of improving the efficiency and security of payment systems while fostering a more inclusive and robust financial infrastructure. Furthermore, the adoption of digital currencies aligns with the broader digital transformation within the financial sector, aiming to address the changing needs of consumers and businesses in a highly interconnected global economy.

#### **1.1 Meaning and definitions**

A CBDC is a digital form of a nation's fiat currency issued and regulated by the central bank. It serves as a secure and efficient alternative to physical cash, functioning as

both a medium of exchange and a store of value in the digital economy. Unlike cryptocurrencies, which are decentralized and unregulated, CBDCs are backed by the full faith and credit of the issuing government, ensuring stability and trust. CBDCs are designed to function as both a medium of exchange for everyday transactions and a store of value, just like traditional physical cash or bank deposits, but in a fully digital format.

According to the International Monetary Fund (IMF), a CBDC is a digital form of public money issued by a central bank. It is typically denominated in the national currency and is often interchangeable with other forms of central bank money. CBDCs function as electronic fiat currency issued by central banks, serving as both a medium of exchange and a store of value. Saito & Iwamura, (2018) describe CBDCs as electronic fiat currency issued by a central bank for payment and value storage, while Lagarde, (2018) refers to them as digital cash equivalent to the physical currency currently in circulation. Similarly, Davoodalhosseini, (2018) defines CBDCs as centrally issued electronic money, universally available for transactions involving goods and services.

## **1.2 Types of CBDCs**

CBDCs are categorized into wholesale, retail, and cross-border types, each serving distinct purposes. **Wholesale CBDCs** are designed for financial institutions to facilitate high-value transactions and settlements within digital financial markets, offering risk-free central bank money and supporting secure transaction models like delivery-versus-payment. **Retail CBDCs**, on the other hand, focus on enabling real-time, peer-to-peer transactions for the public, both online and offline, promoting financial inclusion, innovation, and a reliable digital payments infrastructure. **Cross-border CBDCs** aim to streamline international transactions by connecting CBDC networks under central bank oversight, reducing costs and delays, eliminating reliance on correspondent banking, and enhancing financial market integration.

## **1.3 The Transformative Potential of CBDCs in the Financial Sector**

CBDCs are increasingly gaining attention as a transformative innovation in the financial sector. CBDCs offer numerous benefits, including enhancing financial inclusion by providing secure and accessible payment systems for unbanked populations. They also improve the efficiency of payment systems by reducing transaction costs and settlement times. The potential of digital currencies as financial assets in public finance management cannot be overstated, as they enable greater transparency, efficient fund allocation, and robust fiscal monitoring. Additionally, CBDCs can strengthen monetary policy

implementation, curb illicit activities through increased transparency, and provide resilience in a rapidly digitizing global economy. For developing countries like India, CBDCs hold the potential to revolutionize digital transactions while supporting economic growth and innovation.

The exploration and development of CBDCs are rapidly gaining global momentum. As of 2024, 134 countries, representing 98% of global GDP, are investigating CBDCs. Among these, 68 nations are in advanced stages, with notable pilot projects in G20 economies. Countries like the Bahamas, Jamaica, and Nigeria have successfully launched CBDCs, while the European Central Bank is advancing the digital euro initiative, expected to enter the next phase by 2025. Meanwhile, the U.S. faces political hurdles, slowing its progress.

In India, the Reserve Bank of India (RBI) has introduced the Digital Rupee (₹), a digital form of the Indian Rupee equivalent to physical currency. Stored in digital wallets, the ₹ allows seamless transactions via banking apps, reflecting the country push for modern payment systems. Globally, CBDCs are seen as a transformative tool for enhancing financial inclusion, modernizing monetary systems, and addressing the needs of an increasingly digital economy.

#### **1.4 The Importance of CBDCs in Public Finance Management**

The Importance of CBDCs in Public Finance Management CBDCs offer a transformative opportunity for public finance management by improving efficiency, transparency, and financial inclusion. Governments can leverage CBDCs to directly transfer payments such as subsidies and welfare benefits, reducing delays, leakages, and administrative costs while ensuring resources reach beneficiaries securely and promptly. CBDCs enhance fiscal operations by enabling real-time transaction tracking, improving tax collection, and curbing evasion. Features like programmable money allow for conditional disbursements, ensuring funds are allocated for specific purposes, such as healthcare or education, thus improving accountability.

On a broader scale, CBDCs support macroeconomic stability by providing a secure digital payment system, reducing reliance on private platforms, and enhancing resilience during financial crises. They also facilitate cost-effective cross-border payments, which is particularly beneficial for economies reliant on remittances.

In India, the Digital Rupee could revolutionize public finance by digitizing payment systems, improving transparency, and reducing corruption. Integration with platforms like

Unified Payments Interface (UPI) can further enhance accessibility and monitor economic activity, making CBDCs a vital tool for modernizing financial systems and fostering economic growth.

## **2. Global Landscape of Digital Currencies**

This section highlights the global advancements and innovations in CBDC development, with countries worldwide exploring their potential to modernize financial systems and address challenges like declining cash usage and private digital currencies. Through case studies, it examines how nations are tailoring CBDC frameworks to meet their unique financial and socio-economic needs, offering insights into diverse approaches and the growing impact of CBDCs on global finance.

### **2.1 Key trends in CBDCs Developments**

CBDCs has gained unprecedented momentum in recent years, driven by rapid digital transformation and the need to modernize financial systems. As of 2024, 134 countries and currency unions, representing 98% of the global GDP, are exploring CBDCs an exponential increase from 35 in 2020. This surge reflects a shared recognition of CBDCs potential to enhance payment efficiency, boost financial inclusion, and address challenges posed by private digital currencies and declining cash usage.

Among the nations investigating CBDCs, 68 have reached advanced stages, spanning development, pilot testing, or official launches. Leading economies within the G20, such as Brazil, India, Japan, and South Korea, are conducting pilot projects to refine their CBDC frameworks. These initiatives underline the strategic importance of CBDCs in strengthening monetary policy, reducing reliance on cash, and facilitating secure digital transactions.

Smaller economies have also been trailblazers in this domain. The **Bahamas** launched the Sand Dollar in 2020, becoming the world's first country to issue a CBDC, followed by **Jamaica's** Jam-Dex and **Nigeria's** eNaira. These early adopters showcase the ability of CBDCs to address unique national challenges, such as extending financial services to underserved populations and improving the efficiency of welfare programs.

In Europe, **the European Central Bank (ECB)** has been methodically advancing the digital euro project, with practical testing currently underway and a preparation phase slated for completion by 2025. The ECB structured approach highlights its intent to balance innovation with financial stability.

**China**, on the other hand, has adopted an aggressive and innovative strategy with its digital yuan (e-CNY). China offers direct access to its digital yuan through a central bank-managed application. This approach bypasses traditional intermediaries, enabling seamless digital financial services. This approach has also allowed China to position its CBDC as a tool for enhancing cross-border trade and digital economic growth.

Conversely, the **United States** has faced political and ideological barriers, causing delays in its CBDC efforts. Concerns over privacy, surveillance, and government control have made CBDC a divisive topic, even influencing the country presidential debates.

Globally, the implementation of CBDCs varies based on national priorities and infrastructure. Most countries rely on banks and payment service providers to distribute CBDCs, ensuring compatibility with existing financial systems. However, innovative models like China's direct-access approach and the **Eastern Caribbean Currency Union's** D-Cash project demonstrate the flexibility of CBDCs to meet diverse economic needs.

Technological innovation has also fueled the development of programmable money, enabling features like conditional payments. Another notable trend is the push for interoperability to facilitate cross-border transactions, which could significantly reduce remittance costs and processing times. However, concerns about privacy, cybersecurity, and monetary policy implications remain critical challenges for policymakers worldwide.

## **2.2 Case Studies from Countries Implementing CBDCs**

Several countries have made notable strides in CBDC implementation, each offering valuable insights.

### **1. China - e-CNY (Digital Yuan)**

China's digital yuan, or e-CNY, is one of the most advanced and ambitious CBDC projects in the world. Launched by the People's Bank of China (PBoC), it aims to modernize the country's payment ecosystem and strengthen financial sovereignty by reducing reliance on private payment platforms such as Alipay and WeChat Pay. Large-scale pilot programs in cities like Shenzhen, Suzhou, and Chengdu have played a key role in its development, involving millions of participants and showcasing its practical uses in everyday transactions, from retail purchases to government subsidy distributions.

The e-CNY operates on a dual-layer system where the PBoC issues the currency to commercial banks, which then distribute it to end users. Despite its progress, the project has raised concerns about data privacy and centralized control. To address these issues, the PBoC has implemented limited anonymity for small transactions while ensuring

traceability for larger ones. Overall, the e-CNY reflects China's commitment to leveraging CBDCs to improve payment efficiency and financial oversight. By offering a state-backed alternative to private payment systems, the digital yuan fosters financial innovation and strengthens China's position in an increasingly technology-driven economy.

## **2. The Bahamas – Sand Dollar**

The Bahamas' Sand Dollar holds the distinction of being the world's first fully operational retail CBDC. Launched in October 2020 by the Central Bank of The Bahamas, it was specifically designed to tackle financial inclusion challenges in the island nation, where many residents in remote areas lack access to conventional banking services. Acting as a digital equivalent of the Bahamian dollar, the Sand Dollar facilitates secure, efficient, and accessible transactions, even in regions with limited physical banking infrastructure.

The rollout was carefully integrated with existing commercial banking systems and mobile payment platforms, enabling users to make transactions through mobile apps and Point-of-Sale (PoS) devices. To encourage adoption, the government undertook widespread public awareness campaigns and collaborated with financial institutions to educate citizens about the benefits and practical uses of the Sand Dollar.

However, the project faced hurdles, including infrastructural issues like inconsistent internet connectivity and initial pushback from traditional financial institutions. Despite these challenges, the Sand Dollar has made significant strides in improving financial inclusion for underserved communities. It highlights the transformative potential of CBDCs in expanding access to financial services, particularly in smaller economies grappling with unique geographic and infrastructural constraints.

## **3. Nigeria – eNaira**

Nigeria's eNaira, introduced in October 2021, marks Africa's first major step into implementing a Central Bank Digital Currency (CBDC). With more than one-third of the Nigerian population remaining unbanked, the eNaira aims to improve financial inclusion by providing a digital alternative to traditional banking services. Rather than replacing existing financial systems, the eNaira is designed to complement them, allowing users to integrate it seamlessly into their daily transactions via mobile wallets and payment platforms.

One of the eNaira's standout features is its ability to transform cross-border remittances by enabling faster, more cost-effective, and efficient transfers—an essential benefit for Nigerians abroad who send money back home. However, the initiative has

encountered challenges, including public skepticism, technical issues, and slower-than-expected adoption rates, largely due to the widespread use of established mobile money platforms like Opay and Paga. Despite these hurdles, the Nigerian government and Central Bank continue to highlight the eNaira's benefits, such as reduced transaction costs, faster payments, and its potential to drive economic growth. While still in its early stages, the eNaira showcases how a CBDC can be customized to address the unique socio-economic needs of a developing nation, offering innovative solutions to both domestic and international payment challenges.

#### **4. The European Union – Digital Euro**

The ECB exploration of a digital euro reflects a careful and consultative approach to developing a CBDC in one of the world's most diverse and highly regulated economic regions. Still in its developmental stage, the digital euro is envisioned as a secure and resilient complement to physical cash and existing digital payment systems, ensuring that the European Union remains a leader in financial innovation.

The ECB has placed significant emphasis on stakeholder engagement, involving financial institutions, businesses, and consumers to design a currency that meets a wide range of needs and expectations. The project has been divided into phases, with the initial investigation phase (2021–2023) focusing on analyzing the technical, regulatory, and societal implications of the digital euro. Key use cases under consideration include its role as a fallback payment solution during crises and its potential to enhance the resilience of Europe's payment infrastructure.

Despite its promise, the project faces notable challenges, such as finding the right balance between user privacy and transaction traceability, ensuring seamless interoperability with existing financial systems, and addressing concerns about potential competition with private banks. By prioritizing transparency, inclusivity, and a phased implementation strategy, the ECB's work on the digital euro provides valuable insights into the complexities of introducing a CBDC in a highly interconnected and advanced economic environment.

#### **3. India CBDCs Initiative**

India's CBDC initiative reflects the RBI strategic vision to transform the country payment ecosystem. With pilot projects exploring practical use cases and UPI interoperability poised to bridge CBDCs with existing digital infrastructure, the initiative

aims to redefine financial transactions. This section explores the motivations, pilot implementations, and the critical role of UPI in fostering CBDC adoption.

### **3.1 Motivation Behind the Introduction of CBDCs by RBI**

The RBI embarked on the journey of introducing CBDCs to address evolving financial and technological landscapes. Key motivations include enhancing the efficiency of payment systems, reducing dependence on physical cash, and fostering financial inclusion. The CBDC initiative aligns with India's broader goals of digitization and innovation in the financial sector, leveraging the country's robust digital payment ecosystem.

CBDCs also aim to strengthen India's monetary policy framework by providing a controlled, traceable, and secure form of digital currency. By reducing the reliance on private payment platforms and mitigating risks associated with unregulated digital currencies, the RBI seeks to maintain monetary sovereignty while promoting innovation. Additionally, the introduction of a digital currency is seen as a step toward greater resilience in cross-border payments and remittance processing, crucial for a globally interconnected economy.

### **3.2 Pilot Projects in India: Wholesale and Retail CBDCs**

The RBI had adopted a phased approach to CBDC implementation, initiating pilot projects for wholesale and retail CBDCs. The wholesale CBDC pilot, launched in November 2022, focused on interbank settlement and aimed to streamline financial market transactions. Nine prominent banks participated in this initiative, demonstrating its potential to enhance efficiency and reduce transaction costs in the financial system.

The retail CBDC pilot, introduced in December 2022, represented a broader initiative targeting everyday transactions by individuals and businesses. Initially rolled out in select cities and involving leading banks, the pilot achieved significant milestones, including over one million users by mid-2023. The retail CBDC is accessible through digital wallets. These pilots have provided critical insights into user behavior, technical infrastructure, and operational challenges, forming the foundation for future nationwide rollouts.

### **3.3 Role of UPI Interoperability in CBDC Adoption**

UPI interoperability had emerged as a cornerstone in accelerating the adoption of the Digital Rupee in India. The RBI's strategy to integrate UPI with CBDC is a major step forward, making it easier to adopt and giving a strong boost to India's digital economy (Yadav & Bhargava, 2024). Recognizing the need to boost transaction volumes for retail



CBDCs, RBI introduced an interoperability program in July 2023. This initiative allowed seamless integration of CBDCs into the existing UPI ecosystem by enabling transactions using a unified QR code. This interoperability ensured that users could transact effortlessly between CBDC wallets and UPI-linked bank accounts or apps, bridging the gap between digital currency and traditional payment systems.

Initially, daily retail CBDC transactions averaged around 18,000, falling short of the RBI target of 1 million daily transactions. However, the introduction of UPI interoperability proved transformative. By the end of December 2023, the ecosystem onboarded 4 million customers and achieved 10 lakh transactions daily, finally meeting the ambitious target. Supported by 13 major banks, with plans to expand to 20-25 banks, this integration simplified transactions for users and merchants alike, making CBDCs more accessible and practical for everyday use.

According to the RBI currency and finance report, the number of customers using the digital rupee increased to 5 million by June 2024, compared to 1.3 million in mid-2023. The popularity and widespread acceptance of UPI have significantly enhanced the utility and appeal of the Digital Rupee. By leveraging UPI existing infrastructure and familiarity among users, this initiative ensures a smooth and inclusive transition to digital currency, setting a global benchmark in digital payment innovation.

#### **4. Role of CBDCs in enhancing Public Finance Management**

CBDCs have the potential to revolutionize public finance management by enhancing financial inclusion, strengthening monetary policy effectiveness, and ensuring greater transparency in resource allocation. This section explores how CBDCs can formalize the economy, improve economic stability, and optimize government spending to foster trust and sustainable growth.

##### **4.1 Financial Inclusion and Reducing the Informal Economy**

CBDCs can play a transformative role in promoting financial inclusion by offering individuals, especially in remote or underserved areas, access to a secure and reliable digital payment ecosystem. Unlike traditional banking, which often requires physical branches, CBDCs can operate through smartphones or digital wallets, significantly lowering barriers to entry for unbanked populations. CBDCs provide a direct, cost-effective way for individuals to participate in the economy. They also reduce dependence on cash, which often supports informal economic activities. This formalization can boost government revenues through improved tax compliance and support economic growth by integrating

more participants into the financial system. Moreover, the increased transparency inherent in digital transactions can deter illicit activities like money laundering and tax evasion, further strengthening public finance.

#### **4.2 Monetary Policy and Economic Stability**

CBDCs offer central banks new tools to enhance the effectiveness of monetary policy. By allowing direct issuance of digital currency to the public, central banks can bypass traditional intermediaries, ensuring faster implementation of monetary interventions such as stimulus payments or interest rate adjustments. This direct mechanism enhances the transmission of monetary policy, especially in times of economic crises, by enabling targeted and immediate responses. Furthermore, the detailed transaction data generated by CBDC systems provide real-time insights into consumer behavior and economic activity, equipping policymakers with critical information to anticipate and address economic instability. By mitigating risks associated with financial crises and providing a more stable economic environment, CBDCs can contribute significantly to long-term economic resilience and fiscal health.

#### **4.3 Efficient Resource Allocation and Transparency**

CBDCs can dramatically improve the efficiency of public finance management by streamlining government payments and reducing administrative costs. For example, direct benefit transfers through CBDCs can eliminate intermediaries, ensuring that subsidies, pensions, or welfare payments reach intended beneficiaries without delays or leakages. This efficiency saves costs and builds trust by ensuring equitable distribution of resources. Additionally, the use of blockchain or other transparent ledger technologies in CBDC systems can provide auditable trails of government spending, reducing corruption and fostering accountability. Such transparency ensures that public funds are allocated optimally, addressing societal priorities and bolstering confidence in the management of public finances. Over time, these improvements can reinforce trust in institutions and support sustainable development goals.

### **5. Challenges and Opportunities**

The regulation and implementation of CBDCs poses significant challenges, including technological, regulatory, and adoption complexities. However, they also offer transformative opportunities for economies like India to lead in digital finance, leveraging innovation to enhance financial inclusion, economic efficiency, and transparency.

## 5.1 Challenges

The implementation of CBDCs is accompanied by a range of challenges that must be addressed for successful adoption. Technologically, developing a robust, secure, and scalable digital currency infrastructure is crucial. Ensuring protection against cyberattacks and maintaining privacy in digital transactions are key concerns. Additionally, interoperability with existing financial systems and payment platforms, such as UPI, poses technical complexities. Regulatory challenges include defining clear legal frameworks to govern CBDCs, addressing concerns around data protection, and ensuring compliance with international financial standards. Public adoption is another critical hurdle, as CBDCs must gain trust and acceptance among diverse user groups, from urban tech-savvy populations to rural communities less familiar with digital systems. Awareness campaigns, user-friendly interfaces, and demonstrating tangible benefits will be essential to overcoming these barriers.



**Figure 1: Challenges in CBDCs implementation**



**Figure 2: Opportunities with CBDCs**

## 5.2 Opportunities for India to Lead in Digital Finance

India is uniquely positioned to become a global leader in the digital finance revolution, leveraging its advanced digital payment infrastructure, such as UPI, and its large, tech-savvy population. The widespread adoption of mobile phones, coupled with digitization, has transformed these devices into powerful tools, enabling users to make purchases and transactions seamlessly without the need for physical currency or cards. The introduction of a CBDC offers an opportunity for India to showcase innovation in digital currency design and implementation. By addressing challenges effectively, India

could create a model for other nations, demonstrating how digital currencies can enhance financial inclusion, boost economic efficiency, and promote transparency. Furthermore, India can use CBDCs to strengthen its role in international financial markets by leading initiatives for cross-border CBDC frameworks, fostering regional collaboration, and reducing reliance on foreign currencies for trade settlements.

**Conclusion:**

In conclusion, CBDCs represent a transformative milestone in the evolution of money, offering significant opportunities to modernize financial systems globally. By enhancing financial inclusion, improving public finance management, and fostering transparency, CBDCs can address the challenges of an increasingly digital economy. India's Digital Rupee initiative, with its integration into platforms like UPI, underscores the nation's commitment to driving innovation and promoting accessible, efficient payment systems.

If CBDCs are implemented in full effect, they have the potential to revolutionize public finance management by enabling real-time tracking of transactions, improving tax compliance, and ensuring targeted and efficient delivery of government benefits. Features such as programmable money could eliminate leakages, optimize resource allocation, and enhance fiscal accountability, fostering trust in public institutions. This would not only streamline government spending but also promote economic stability and sustainable growth.

While technological, regulatory, and adoption challenges persist, India's robust digital infrastructure and policy initiatives position it to lead the global CBDC landscape. The successful implementation of CBDCs can streamline government resource allocation, improve monetary policy effectiveness, and support economic resilience. As India continues to refine its CBDC framework, it sets a precedent for other nations to follow, showcasing the potential of digital currencies in fostering inclusive and sustainable economic growth.

**References:**

1. Atlantic Council. (2024). *Central Bank Digital Currency Tracker*. Retrieved [2024, December 15], from <https://www.atlanticcouncil.org/cbdctracker>.
2. Auer, R., Cornelli, G., & Frost, J. (2020). BIS Working Papers No 880 Rise of the central bank digital currencies: drivers, approaches and technologies. [www.bis.org](http://www.bis.org)

3. Davoodalhosseini, R. (2018). Central Bank Digital Currency and Monetary Policy. [www.bank-banque-canada.ca](http://www.bank-banque-canada.ca)
4. HT Editorial. (2024, December 11). A timely push for the digital rupee. Hindustan Times. <https://www.hindustantimes.com>
5. International Monetary Fund. (2024). *Central bank digital currency: Progress and further considerations* (Policy Papers No. 052). Monetary and Capital Markets Department. <https://doi.org/10.5089/9798400293252.007>
6. Kawale, A. (2023, July 29). *CBDC retail pilot customers grow to 5 million till June 2024: RBI report*. *Business Standard*. Retrieved from <https://mybs.in/2dXVYkR>
7. Kayastha, A. (2023, September 15). *UPI-CBDC interoperability done; focus now on transactions: RBI DG Sankar*. Retrieved from <https://www.thehindubusinessline.com/money-and-banking/upi-cbdc-interoperability-done-focus-now-on-transactions-rbi-dg-sankar/article67307808.ece>
8. Lagarde, C. (2018). *Winds of Change: The Case for New Digital Currency*; by Christine Lagarde, IMF Managing Director; November 14, 2018.
9. REPORT ON CURRENCY AND FINANCE 2023-24. Reserve Bank of India, 2024, <https://www.rbi.org.in/>.
10. Saito, K., & Iwamura, M. (2018). How to Make a Digital Currency on a Blockchain Stable. <https://doi.org/10.1016/j.future.2019.05.019>
11. Tafti, Z., Sarkar, K., Chowdhury, A., Bandyopadhyay, S., & Kulshresth, V. (2021). *The Future of Digital Currencies in India*. PwC India. Retrieved from <https://pwc.to/3sbjdmX>
12. Yadav, S., & Bhargava, V. (2024). Central Bank Digital Currency: Driving the Shift Towards a Global Cashless Society. [www.ijfmr.com](http://www.ijfmr.com)

## **CONNECTING CLASSROOMS TO TOURIST DESTINATIONS: AN EDUCATIONAL PERSPECTIVE ON TOURISM**

**Poonam Pandita\*, Sachin Kumar and Chetna Suri**

Department of Educational Studies,  
Central University of Jammu, Samba, India

\*Corresponding author E-mail: [poonampandita001@gmail.com](mailto:poonampandita001@gmail.com)

### **Abstract:**

Tourism is spending some time out of home in return for mental peace, recreation, changing environmental, relaxation and pleasure and number of services is utilized for recreation. Education refers to the knowledge received through schooling or instruction. Tourism can be connected to Education as education is one of the medium through which we can promote tourism. In education, tourism also acquire important place, as education needs to explore more and more, it is possible through tourism. One another reason for connecting tourism with education is we need recreation in between education and tourism can help in it. Educational visits and excursions related to chapters included can also be fulfilled through tourism. In this paper, we are going to explore how education can promote tourism. There are various ways such as first we need to preserve our tourist places/historical monuments so that our next generations also become aware and familiar with our heritage sites. Education can do a lot for this. Second, for promotion of tourism industry, chapters and visits related to local, state, national and international places should be included in curriculum. Children from very early age will be able to know about tourist places and will be curious to visit these places. Through education, students (future citizens) can know about the rules and regulations related to tourism such as hygiene, cleanliness of tourist places, not to write on walls on historical monuments. All these things should be earlier taught to students. One of the important connections of tourism is on mental health of students even on grown up people also. Tourism can benefit the mental health, as students feel recreated, happy and relaxed during visits and even after visits, they will be able to know more on studies. In present life, where stress is part of our life, it becomes very important to have visits in curriculum of students for recreation.

**Keywords:** Curriculum, Excursions, Heritage, Mental Health and Recreation.

## **Introduction:**

Tourism is spending some time out of home in return for mental peace, recreation, changing environment relaxation and pleasure and number of services are utilised for recreation. In present times, travelling is a movement of travellers between different geographical locations for some purpose. It may be food, business, enjoyment, etc. Tourism is always short- term. Some people are curious about exploring food, climate, people, and culture of other places. Some people are business oriented so they explore the new business places, where they can develop business. All these purposes gave rise to tourism. A person who is tourist always tries to spend more time in tourist place. Tourism industry is actually very broad. It has various levels i.e. local, national, international levels. Some people are interested in visiting local places which is good for reason; first we should know our surroundings and move forward. For e.g. People living in Jammu and Kashmir first explore the tourist places within the J&K and then move to other states of India. Some people are interested in their own country which is also good for the reason; we should know each and every part of our country closely. In one country, there are different states, different languages, different food and many more. Visitors can compare the different states tourism facilities, food, languages, etc for research purpose also. Another group of people is interested in different countries other than their own country. Again comparison of different countries tourism, food, languages, etc has wide area for Researchers. All that a tourist need is a good facility wherever he/she goes. Facilities include Accommodation, (hotels, bed, guest house, apartments) Hospitality, (food and beverage), Transport services (Rail, road, water, air networks and rental), Tourist guides, cultural services, etc. Tourism industry is very wide all we need is to explore and expand this industry. For this purpose, more and more research should be encouraged.

Through Education, we think about gaining knowledge. Education provides people with knowledge, skill, technique, information, enables them to know their family, society as well as the nation. It provides broader outlook towards world. Through education bad elements like violence, corruption, injustice in our society can be reduced to great extent. Education helps the society to move in upper class and reduce the poverty. Education helps to channelize ideas and energy of creative people and intellectual people. Actually Education is important element for development of the nation. Present world cannot be imagined without education. In each and every aspect of life you need some kind of education. People need a good education to be able to survive in this competitive world. In

today's life every person desire to have high living standards and education is the way to have these high living standards.

**There is lots of area in which education is needed. Some of them are:**

- 1. Removing poverty:** Education helps in removing poverty as the educated person can get a job and move to upper strata.
- 2. Commerce and trade:** As educated persons are hired by industries and big business units, they help the commerce and trade to flourish more and more. They use their mind to develop better strategies in present world.
- 3. Law and Order:** As we already know education helps in Nation's development. For maintenance of law and Order, one also needs educated persons who can make and maintain law and Order in strict manner.
- 4. Communication:** Good education helps to communicate better with other people. Education improves our skills, knowledge and attitude. An educated person is more confident and conveys his /her ideas/ views in a better way in front of others.

To make this world better place, education is needed. Earlier only formal education was considered education but now, the meaning of education is changed. Education can be informal, online offline or we can say any experience which is for the betterment of our life is education.

### **Strategies to Promote Tourism through Education**

- 1. Article writing on tourism:** Students should be encouraged to write articles on tourist places, so that others become aware and curious. At least students can write on tourist places which are near to their home or which they have visited and get it published in newspapers and Magazines and can also post on their social media accounts.
- 2. Tourism groups on social media by students** can be created to spread tourism to its peak level. Present era is the era of internet where everyone is using internet and social media so this type of tourism groups can give boost to tourism industry. These groups of people can share their experiences with pictures and videos with important links.
- 3. More courses** should be organised in tourism for students which revolve around tourism industry and can attract more and more students towards tourism.
- 4. Educational visits and Excursions:** Schools and other educational institutions can include visits in curriculum related to chapter in the course. Through educational



visits, tourism can be promoted and at the same time students can have real time and long lasting experience.

5. Preservation of tourist places/ historical monuments: In present times, when everyone is busy in gadgets it is very important to preserve the tourism industry. Educational institutions can organise picnics and Excursions not only for studies but for recreation, enjoyment, for showing natural environment and Interaction with other people on regular basis. Both sides will get benefit here first students will become more focused in their studies and secondly tourism industry will get boost through this.
6. Inclusion of chapters related to tourism in early classes. So that students will be able to know about their local, national and international tourist places and can apt for tourism courses at higher level and get jobs in this industry. For example, chapters related to J&K tourism can be included in class 4th, 5th, 6th and chapters related to tourist places of other states of India can be included in 7th, 8th and 9th standards.
7. Research related to tourism: Educational Institutions can promote tourism and related researches. Every kind of small and big research should be encouraged by educational institutions. For example, during vacations school students can visit any tourist place and can report all the experiences and new things about the places
8. For colleges and University students, dissertations and thesis can be accepted on topics related to tourism and research can find solutions to various problems.
9. Celebration of Tourism Day in educational Institutions: As other important days are celebrated in educational institutions, International tourism day should also be celebrated with same enthusiasm and courage. On this day posters, painting and speech related to tourist places should be encouraged to celebrate this day .It will give more promotion to tourism industry

### **Benefits of Tourism to Education**

Learning in a concrete way always have some good effect the in a abstract way. It is actually seen has better and long lasting effect than just reading about that thing in books only. Educational tours and trips are based on an interest driven approach to improve the overall learning and development of students. Here are some benefits of educational tours and reasons why students should go for them:

1. **Recreation and fun:** We all know present time is full of stress and pressure. So it's become important to give some time to students for fun and recreation. After so

many hard days, if students will get some trip or tour students will be able to focus more on their studies. Students will be happy and will feel relaxed and learning will be fun and enjoy full. So, Teachers and students plan the curriculum in such a way, that students should get time for trips and tour.

2. **New language learning:** When a person travels from one place to another, he/she also learn new language. Similarly if students will travel to some place, there they will learn some new language not proper language but at least they will be able to know some words of new language. Throughout school, students will travel many places and will be able to learn different languages that will broaden their outlook.
3. **Interaction with other people:** When students visit new places, they also interact with new people and try to explore more about them. Interaction with other people is very important from view point of learning also. Suppose students just read about tribal's or people living in other states of India, but when students actually meet those people and interact with them it will be more interesting and have long lasting effect.
4. **Interaction with their own social circle:** Due to busy time - table, sometimes students don't get time to interact even with their own classmates. In educational trips, students get more time to interact with their classmates and make friends and expand their social circle. Usually, these trips should be planned in the early part of semester/ term so that students interact with new students and new students should also make friends and feel comfortable for the rest of their semester or term. These interactions have many benefits such students learn etiquettes and also learn how to behave in social and different environment.
5. **Students get exposure on educational trips:** All students do not get opportunities to visit to museum, zoo, wildlife sanctuaries, etc with their parents but due to these kind of school visits students get exposure to expand their knowledge which will have long lasting impact on their studies.
6. **Safe travel:** Many of us want to travel but cannot travel alone due to safety reasons but this does not come in the way of educational trips Educational trips are safe because students are surrounded by their friends and teachers. Students feel more safe, comfortable and happy in school/ college trips.
7. **Exposure to Different cultures:** On educational trips students experience and observe different cultures and their life styles. Through educational trips, students

are able to know to life of different places and different cultures and problems they are facing in different places. Students can also research for solutions to problems of different life styles.

- 8. Feelings of Independence and confidence:** When a person moves outside to his /her home, he develops a feeling of independence and confidence that he /she can walk alone and do alone several things in their lives. Students also feel mature and try to maintain the day- to- day routine without any help.
- 9. Good Academic performance:** Through educational trips students have various benefits like they can feel the objects, have fun and interactive learning, exposure, and feeling of independence, maturity and confidence. All these benefits have direct impact on Academic performance. All the factors collectively contribute for better Academic performance.

### **Conclusion:**

Tourism is a very complex industry which includes various small industries in it such as entertainment, food, transportation and travel services. Tourism fulfils many purposes like business leisure, etc and has large scope and involves different agencies such as government and private agencies, educational institutions, communities and citizens. Here the focus of this paper is education and educational institutions and tourism. The role of education is very broad in promotion of tourism. Strategies for promotion of tourism is already discussed in this paper such as article writing by students, social media tourism groups, more courses of tourism for students, Educational visits, preservation of tourist places/ historical monuments, inclusion of chapters related to tourism in early classes, encourage research related to tourism in educational institutions, celebration of international Tourism Day in educational institutions. All these strategies are really beneficial, if these are implemented in educational institutions properly. These strategies will not only boost the tourism but education also by giving it innovative ways of learning. Learning can be made more interesting when it is combined with tourism. Tourism and education is really interconnected.

Education is also benefitted from tourism as it provides fun, recreation, focus, and interest to students for learning. Students can learn new languages. They can also interact with different people of different places moreover; they also get opportunity to interact with their own social circle. Students also get good amount of exposure in educational visits are more safe than travelling alone Students also get to know about different cultures. Most

importantly, they develop a feeling of independence and confidence. These are some benefits but if we want, we can explore more benefits and interconnections between tourism and education and give both fields a different look.

**References:**

1. Airey, David and Tribe, John Tribe (eds.), *An International Handbook of Tourism Education*, Oxford, Elsevier, p. 13-24. DOI : [10.1016/B978-0-08-044667-7.50005-7](https://doi.org/10.1016/B978-0-08-044667-7.50005-7)
2. Bashar, Aref Alhaj Mohammad and Alsaleh, Hamam Talal. (2013). Motivation of students to study hospitality programs. *International Journal of Social Science*. 3 (7):1637-1647. <http://www.aessweb.com/journal>
3. Bodger, D. (1998). Leisure, learning, and travel. *Journal of Physical Education RecreationDance*, 69 (4), 28-31
4. Busby, G. (2003) Tourism degree internships: a longitudinal study. *Journal of Vocational Education and Training*, Vol. 55(3), 319-333.
5. Dale, C. and Robinson, N. (2001) The Theming of Tourism Education: a Three-domain approach. *International Journal of Contemporary Hospitality Management*, Vol. 13(1), 30-34.
6. Ernawati, D. B. (2003) Stakeholders' Views on Higher Tourism Education. *Annals of Tourism Research*, Vol. 30(1), 255-258.
7. Inui, Wheeler and Lankford. (2006). Rethinking Tourism Education: What Should Schools Teach? *Journal of Hospitality, Leisure, Sport and Tourism Education*, 5(2), 25-35.
8. Guo Yixin. (2000).Vocation Economy. Guangzhou: Guangzhou Economics Press,(Chapter 1).
9. Johnson, D., Craig, J. B. & Hildebrand, R. (2006) Entrepreneurship education: towards a discipline-based framework. *Journal of Management Development* (25) 40-54.
10. Jurowski, C. (2002). BEST Think Tank and the Development of Curriculum Modules for Teaching Sustainability Principles. *Journal of Sustainable Tourism*, Vol. 10(6), pp536- 545.
11. Lewis, A. (2005) Rationalising a Tourism Curriculum for Sustainable Tourism Development in Small Island States: A Stakeholder Perspective. *Journal of Hospitality, Leisure, Sports and Tourism Education*, Vol. 4(2), pp4-15.

12. Morgan, M. (2004) From Production Line to Drama School: Higher Education for the Future of tourism. *International Journal of Contemporary Hospitality Management*, Vol. 16(2), pp91-99.
13. Popescu, Manoela and Baltaretu Andrees. 2012. Education through tourism - A solution of socio-cultural development in the context of the globalization.
14. [http://fse.tibiscus.ro/anale/Lucrari2012\\_2/AnaleFSE\\_2012\\_2\\_026.pdf](http://fse.tibiscus.ro/anale/Lucrari2012_2/AnaleFSE_2012_2_026.pdf)
15. Tribe, J. (2001) Research Paradigms and the Tourism Curriculum. *Journal of Travel Research*, Vol. 39, 442-448.
16. Wang, Bin and Li, Shen. Bin Wang.2008. Education Tourism Market in China An Explorative Study in Dalian. Vol. 3, No. 5 *International Journal of Business and Management*.
17. World Tourism Organization (WTO), W.T. 1997. *An Introduction to:TEDQUAL 1st Edition*
18. Zagonari, F. (2009). Balancing tourism education and training. *International Journal of Hospitality Management* (28) 2-9.

## **DASAMAHAVIDYA: A JOURNEY THROUGH MANTRA AND TANTRA**

**Dibya Ranjan Tripathy**

Department of History,

Model Degree College, Boudh, Odisha

Corresponding author E-mail: [tripathydibya090@gmail.com](mailto:tripathydibya090@gmail.com)

### **Introduction:**

The Dasamahavidya, or the Ten Great Wisdom Goddesses, is a significant concept in Hindu Tantric traditions, combining mantra and tantra practices. These goddesses embody different energies and philosophies that address various aspects of human experience. The mantras, associated with each goddess, serve as powerful tools for spiritual invocation and meditation, promoting psychological well-being and spiritual awakening. Tantra, on the other hand, emphasizes ritual, visualization, and energy manipulation, guiding practitioners towards self-realization and unity with the cosmos. The Dasamahavidya tradition exemplifies the interplay between mantra and tantra, combining sacred sounds with ritual practices, meditative techniques, and philosophical teachings. Through the study and practice of these practices, practitioners can explore the divine feminine, engage with transformative processes, and embark on a path towards enlightenment.

***Kali Tara Mahavidhya Sodasi Bhubaneswri***

***Bhairabi Chhinamasta Cha Vidya Dhrumabati Tatha***

***Bagala Siddha Vidhya Cha Matangi Kamalatmika***

***Etath Dasamahavidhya Siddhavidhya Prakirtita.***

### **Kali (The Eternal Night):**

Kali, a prominent figure in the "Dasamahavidyas," is a multifaceted goddess who represents the primordial energies of creation, preservation, and destruction. She is considered the personification of "Kala" (Time), standing at the threshold of eternity and transcending the temporal realm. Kali symbolizes the inherent impermanence of the material world, the disintegration of the ego, and the cycle of life, death, and rebirth, through which spiritual liberation (moksha) is ultimately achieved. Her fierce and awe-inspiring form serves as a stark reminder of the divine's power to annihilate ignorance and pave the way for transformation and spiritual growth. Kali's visual representation is both daunting and profoundly symbolic. Seated atop a lifeless corpse, she signifies Her dominion over death and the transcendence of dualities such as life and death, creation and

destruction. Her rolling tongue, stained with blood and boisterous laughter serve as symbols of her destructive power. Her wild, dishevelled hair cascading in all directions signifies her unrestrained nature, unbound by societal norms or cosmic order. Kali's four arms, each holding different objects, are rich in symbolic meaning. In one hand, She wields a cleaver or scimitar, symbolizing the power to cut through delusion and ignorance, severing the ties that bind beings to the cycle of samsara. In another hand, She holds a skull-cup filled with blood, signifying the receptacle of life force and the acceptance of mortality. Her other two hands are positioned in abhaya and varada mudras—gestures of dispelling fear and granting boons, respectively. Kali's nudity, known as digambara, is a powerful metaphor for Her unbounded nature, representing her freedom from illusion and pure consciousness. Her garland of fifty severed human heads signifies her mastery over language, knowledge, and creation, and her girdle of severed demon hands encircles her waist, symbolizing the actions performed by individuals under the influence of ego and desire. The cremation ground, where Kali is often depicted, serves as a metaphorical space for spiritual renewal and transformation. As the embodiment of both death and regeneration, Kali is a powerful reminder that true spiritual growth often arises from confronting the darkest aspects of one's self, embracing the inevitability of change, and ultimately dissolving the ego to merge with the divine.

**Bahana:** Tiger or Jackal

**Ayudha:** Scimitar or Sword

**Tara (The Compassionate Goddess):**

Tara, the second of the Dasamahavidyas, is a revered Tantric deity known for her compassionate guidance and guidance. Her seated posture, pratyahidha-asana, and her depiction on a corpse symbolize her transcendence over life and death. Her deep blue complexion and braided hair symbolize primordial energies and the kundalini force. Her holdings, including a cleaver, lotus, dagger, and skull-cup, symbolize the severing of ignorance, spiritual purity, and containment of transcendence wisdom. Her terrifying laughter symbolizes her ability to annihilate fear and delusion. Her mantra, "Hum," invokes her supreme protective presence. Tara is often considered the Tantric counterpart to Saraswati, the goddess of wisdom and learning. She embodies esoteric, intuitive wisdom accessible only through direct, mystical experience. As Ugratara, she possesses all supernatural powers and bestows them upon her devotees, guiding them towards enlightenment and liberation from cyclical patterns of existence. Her dual nature as both a

fierce protector and compassionate guide serves as a reminder of the inherent potential for spiritual liberation.

**Bahana:** Blue Lotus

**Ayudha:** Trident

**Shodashi (The Goddess of Eternal Youth):**

Shodashi, also known as Tripura Sundari or Lalita, is the third deity of the Dasamahavidyas and symbolizes the peak of youthful vigor and divine beauty. She represents the culmination of the creative process, where the universe is in perfect harmony and flourishing, akin to a flower in full bloom. Shodashi is the principal deity of the Sri Vidya tradition, a sophisticated and esoteric form of worship in the Shakta tradition. She is closely associated with the Sri Yantra, a complex geometric diagram representing the divine feminine energy, and the Nava-Yoni Chakra, another mystical diagram that underscores her role as the source of all creative energies. Through the worship of these sacred geometric patterns, devotees seek to establish an intimate connection with Shodashi's divine essence, transcending the dualities of existence and attaining a state of spiritual enlightenment. Shodashi's anthropomorphic qualities reflect her divine nature, with her brilliance radiating like the sun, her sweetness and grace evoke her nurturing and benevolent aspects, and her boundless energy reflecting her role as the sustainer of life. She is traditionally depicted as a resplendent young maiden of sixteen years, symbolizing prosperity, abundance, and the alchemical transformation of base elements into divine essence. She is also linked with Goddess Lakshmi, the consort of Lord Vishnu, symbolizing her role as a goddess of abundance, wealth, and auspiciousness.

**Bahana:** Lion

**Ayudha:** Bow, Arrow, Noose, and Goad

**Bhuvaneshwari (The Queen of the Universe):**

Bhuvaneshwari, the fourth among the Dasamahavidyas, is a revered goddess who represents the creative power of Maya and the ultimate expression of divine love and compassion. She is the embodiment of Shakti, the cosmic energy that creates and sustains the entire universe. Bhuvaneshwari's divine form radiates a tranquil and benevolent aura, with her radiant complexion and serene countenance evoking the nurturing and life-giving aspects of the goddess. Her iconography features three eyes representing the sun, moon, and fire, symbolizing her supreme command over cosmic energies and ability to transcend dualities. Bhuvaneshwari's hands symbolize her divine powers and functions, such as



bestowing boons, holding a goad (ankusha), and holding a noose (pasha). Her boons represent her generous nature and willingness to fulfill the desires of her devotees, while the goad is associated with subduing the wayward tendencies of the mind and steering it towards righteousness and spiritual growth. The noose represents her ability to bind and release, signifying the binding power of Maya and her liberating grace that can free souls from this entanglement. Despite her association with Maya, Bhuvaneshwari is not to be seen as a deceiver but as the compassionate mother who creates the world of appearances and experiences so that souls can journey through existence, accumulate wisdom, and eventually transcend this realm to realize the ultimate truth. Her power of Maya is an expression of divine love, allowing beings to navigate through the complexities of life while offering them the potential for spiritual awakening. In spiritual practice, Bhuvaneshwari's worship is considered a path to understanding the nature of Maya and achieving transcendence over it. Through her grace, devotees can attain inner peace and equanimity, transcending the dualities of pleasure and pain, gain and loss. Bhuvaneshwari's role as the Queen of the Universe positions her as a central figure in the pantheon of the Dasha Mahavidyas.

**Bahana:** Buffalo

**Ayudha:** Mace

**Bhairavi (The Goddess of Decay and Transformation):**

Tripura Bhairavi, a prominent deity in the Dasamahavidyas, represents the supreme energy that governs the forces of destruction and decay. Her presence symbolizes the cyclic nature of the universe, where decay and dissolution are essential precursors to renewal and creation. Bhairavi is revered as the Goddess who presides over the destructive aspects of existence, but her role extends beyond mere annihilation. She is a catalyst for profound change, heralding the disintegration of old forms to make way for new beginnings. Bhairavi's iconography reflects her intense and fiery nature, symbolizing the force that annihilates ignorance and dispels fear. Her divine form radiates with the brilliance of a thousand rising suns, enveloped in a resplendent red aura that signifies both the fire of destruction and the vitality of life's essence. Her countenance is described as beautiful yet formidable, with a serene and slow smile that exudes compassion and awareness of the ultimate truths of existence. Her four hands bear objects rich in symbolism, each representing different aspects of her divine power. In one hand, she holds a bowl of milk, a gesture that signifies Her nurturing and maternal aspect. In another hand, she holds a

sacred book, which signifies Her dominion over knowledge, speech, and articulation. This association aligns with the deity Saraswati, the goddess of learning, indicating Bhairavi's influence over the realms of language, wisdom, and spiritual enlightenment. Bhairavi's head is garlanded with white flowers and adorned with white gems, symbolizing Her purity and transcendence over material attachments. Her presence becomes most palpable during moments of crisis, transition, and decay, such as illness, death, or significant life changes. Her destructive power is not to be feared but rather embraced, as it reveals the illusory nature of worldly existence and directs the soul toward higher spiritual aspirations. Bhairavi's role as the goddess of decay is deeply intertwined with the principle of spiritual transformation. Her energy initiates the process of inner dissolution, breaking down the constructs of ego, ignorance, and attachment that bind individuals to the cycle of birth and death.

**Bahana: Lion**

**Ayudha: Sword, Trident, Book, and Rosary**

**Chhinnamasta (The Goddess Who Severs Her Own Head):**

Chhinnamasta, the fifth among the Dasamahavidyas, is a powerful and paradoxical goddess who represents both self-sacrifice and divine fury. Her iconography is a blend of seemingly contradictory elements, symbolizing the profound truths of life, death, and the cyclical nature of creation and destruction. Chhinnamasta's form is typically depicted in a dramatic stance, with her left foot stepping forward in battle, displaying her readiness to confront obstacles and demons. Her distinguishing feature is holding her severed head in one hand while holding a scimitar in the other, symbolizing her supreme control over her energies and mastery over self-sacrifice. Chhinnamasta's severed head drinks from one of the three streams of blood that gush forth from her headless body, symbolizing the flow of prana (life force) that sustains the cosmos. The two female attendants, Dakini and Varnini, also partake in the streams of blood, each drinking from one of the other two jets. This sharing of blood symbolizes the flow of energy from the goddess to her devotees and further highlights the interdependent relationship between creation and destruction. Chhinnamasta's brilliant red complexion, tied with a serpent, signifies her fiery temperament and association with life force and vitality. Her all-seeing nature and omniscient gaze further denote her all-seeing nature. She is often shown standing above the intertwined figures of Madana, the god of love, and His consort, Rati, engaged in the act of copulation, symbolizing her power over primal instincts, including lust and desire.

Chhinnamasta's act of self-decapitation, while seemingly destructive, is an expression of her boundless compassion and generosity. By offering Her own blood to Her attendants, she embodies the ideal of selfless sacrifice and the willingness to nurture and empower others even at the cost of Her own sustenance. Her form serves as a powerful reminder that true liberation and spiritual awakening require the surrender of the ego and the dissolution of the self.

**Bahana:** Lion

**Ayudha:** Kham (bell), Sword

**Dhumavati (The Self-Widowed Goddess):**

Dhumavati, the seventh Mahavidya, represents the dark and unsettling aspects of the divine feminine. She is depicted as a crone, symbolizing inauspiciousness, loss, and despair. Her appearance, smoky, tattered garments, serves as a stark reminder of the inevitable decay and dissolution that accompanies life. Her iconography is deeply symbolic, highlighting her associations with death, misfortune, and the void. Dhumavati's act of devouring her husband, Lord Shiva, in a moment of insatiable hunger signifies the supremacy of Shakti over cosmic forces. By swallowing Shiva, Dhumavati asserts her independence and embodies the notion that all forces dissolve back into the unmanifested form of the Goddess. Her self-widowed form symbolizes the dissolution of duality and the return to the primordial state of pure consciousness. In traditional Hindu society, widowhood is seen as inauspicious, representing the absence of conjugal bliss and societal fulfillment. However, Dhumavati's self-willed widowhood is a powerful statement of independence and autonomy. By choosing to exist in a state of perpetual widowhood, she embodies the principle of vairagya (renunciation) and the rejection of worldly pleasures and attachments. Her status as a widow also symbolizes the realms of death, decay, and dissolution. Despite her terrifying appearance, Dhumavati's essence is not malevolent. She embodies the dark aspect of the divine, but this darkness is necessary for the light of wisdom to emerge. As the embodiment of the void, she serves as a reminder that all things must pass, and through Her, devotees are encouraged to seek what is eternal and unchanging. Dhumavati's teachings are not easily grasped or accepted, as they require one to confront the harsh truths of existence and relinquish all that is familiar and comforting. However, for those who dare to approach Her with humility and sincerity, she offers the ultimate gift of spiritual liberation and the realization of the non-dual nature of reality.

**Bahana:** Crow

**Ayudha:** Broom

**Bagalamukhi (The Goddess Who Immobilizes Speech):**

Bagalamukhi, the eighth Mahavidya in the Dasha Mahavidyas, is a powerful deity known for her ability to paralyze and immobilize the enemy's speech and actions. Her name, "the Crane-Headed One," reflects her unique powers and characteristics, including her sharp control and manipulative abilities. Bagalamukhi is depicted as a formidable deity with three intense eyes, adorned with yellow garments, precious gems, and a crescent moon crown, symbolizing her dominion over the mind and emotions. Her body is further embellished with champaka flowers, a vibrant yellow hue that corresponds to her primary color symbolism, brilliance, wisdom, and auspiciousness. Her iconography depicts her in a striking pose of dominance and subjugation, grasping the tongue of a demon and wielding a spike or club with which she impales him. This signifies her supreme control over communication, making her the destroyer of verbal enmity, falsehoods, and malicious speech. In the Tantric tradition, speech (Vak) is considered one of the primary vehicles through which human intentions manifest. By immobilizing the tongue, Bagalamukhi curtails the potential for harm that words can cause, both in the external world and within one's inner consciousness. In the spiritual realm, Bagalamukhi is invoked to conquer internal enemies of the mind, such as ego, anger, greed, attachment, and delusion, that manifest through negative speech patterns and mental restlessness. Her association with speech and deceit suggests her role as a guardian against the misuse of "Vak Shakti" (the power of speech), which can create, sustain, and destroy realities. The Todala Tantra identifies Bagalamukhi's male consort, Maharudra, as the force that dissolves the universe at the end of the cosmic cycle. Together, they symbolize the ultimate control over both creation and destruction, with Bagalamukhi paralyzing the negative forces and Maharudra dismantling them. Bagalamukhi's cruelty is not arbitrary, but rather sharp, discerning cruelty that cuts through illusions and falsehoods, paving the way for truth and clarity. Her yellow complexion and adornments, typically associated with wealth and auspiciousness, highlight this duality.

**Bahana:** Goose or Swan

**Ayudha:** Club or Scepter

### **Matangi (The Goddess Who Dwells in Impurity):**

Matangi, the ninth Mahavidya, is a deity that represents the transcendental essence of pollution and marginalization. She defies traditional ritualistic norms by embracing what is considered unclean or untouchable, blurring the boundaries between the pure and the impure, the sacred and the profane. Her unique status within the Dasha Mahavidyas marks her as a liminal deity who blurs the boundaries between the pure and the impure, the sacred and the profane. Matangi's physical appearance is strikingly beautiful and serene, yet her essence and worship reflect the complex nature of her role as the deity who governs pollution. She is revered as a master of language and music, often considered the Tantric counterpart of the goddess Saraswati. By accepting "uchchhishta," or food touched by someone else's saliva, Matangi symbolizes the breakdown of social taboos and caste restrictions that typically regulate Hindu worship. In Tantric cosmology, Matangi is understood as a manifestation of Vak, the goddess of speech and articulation. Her domain encompasses all forms of spoken and unspoken language, particularly those that emerge from the fringes of acceptable discourse. As such, she governs not only formal knowledge but also that which is suppressed or hidden, including folk wisdom, secret mantras, and even the power of curses and blessings. Matangi's association with pollution is also linked to her role as a goddess of transformation. In Hindu and Tantric traditions, impurity is not always viewed as inherently negative, but rather as a state of potentiality. Her worship challenges the devotee to confront and accept their imperfections and impurities, recognizing them as opportunities for spiritual growth and transformation. By offering Matangi that which is impure, the devotee symbolically surrenders their flaws and negative qualities, trusting in Matangi's power to accept, transform, and transcend these limitations. As the ninth Mahavidya, Matangi represents a stage of integration and reconciliation, bridging the gap between the external world of social and ritual norms and the internal world of hidden, esoteric knowledge. Her acceptance of impurity and marginality points to a deeper truth within the Tantric path: that true wisdom and spiritual realization often lie beyond the boundaries of conventional morality and societal expectations.

**Bahana:** Parrot

**Ayudha:** Musical Instrument (often a drum)

### **Kamala (The Goddess of Creation, Sustenance, and Prosperity):**

Kamala, the tenth and final Mahavidya in the Tantric pantheon, represents the ultimate form of prosperity, auspiciousness, and divine grace. As a manifestation of

Goddess Lakshmi, Kamala encompasses not only material wealth but also the spiritual and emotional nourishment necessary for a fulfilling life. Her name, derived from the Sanskrit word “kamala,” meaning “lotus,” emphasizes her connection to purity, beauty, and growth that arises even from the depths of muddy waters. In Her benevolent form, Kamala represents the culmination of the Mahavidyas’ transformative energies, embodying the positive forces of creation, sustenance, and the harmonious flow of life. Kamala is traditionally depicted as a radiant goddess seated upon a fully-bloomed lotus, symbolizing spiritual enlightenment and the unfolding of inner wisdom. Her serene and gentle face radiates compassion and kindness, inviting devotees to approach Her with reverence and devotion. Her iconography often includes the presence of four white elephants, known as Airavatas, which shower Kamala with ambrosial waters from their raised trunks. These elephants anoint the goddess with water, symbolizing the abundance of life-sustaining elements that nourish both the physical and spiritual realms. The relationship between Kamala and Goddess Lakshmi is fundamental to understanding her significance within the Mahavidya tradition. Lakshmi, the consort of Lord Vishnu, is the personification of wealth, fortune, and auspiciousness in the Hindu pantheon. She governs three interrelated domains: prosperity and wealth, fertility and crops, and good fortune. By invoking Kamala, devotees seek to harmonize these elements to achieve a balanced and prosperous existence. As the final Mahavidya, Kamala signifies the harmonious conclusion of the transformative journey that the Dasha Mahavidyas represent. Her gentle and approachable nature makes her a beloved deity, easily accessible to devotees and responsive to their prayers. Kamala's transformative energy can turn ignorance into wisdom, poverty into abundance, and despair into hope, leading the devotee towards self-realization and liberation.

**Bahana:** Lotus

**Ayudha:** Shower of Jewels

**Mantras and Slokas of Dasamahavidya**

**Kali**

- Mantra:

*“Kreem Kreem Kreem Hum Hum Hreem Hreem Dakshina Kalike Kreem Kreem Kreem Hum Hum Hreem Hreem Swaha”*

- Meaning: This mantra invokes Kali’s transformative energy and protection, helping the practitioner to overcome fear, ignorance, and obstacles.

### **Tara**

- Mantra:  
*“Om Hreem Streem Hum Phat”*
- Meaning: The mantra calls upon Tara’s compassionate and guiding nature, offering help through difficult times and granting spiritual liberation.

### **Sodasi**

- Mantra:  
*“Om Aim Hreem Shreem Shodashi Tripura Sundari Namah”*
- Meaning: This mantra glorifies Shodashi as the epitome of beauty and perfection. It is used to attain inner and outer beauty, wisdom, and a state of bliss.

### **Bhubaneswari**

- Mantra:  
*“Hreem Om Bhuvaneshwarayei Namaha”*
- Meaning: The mantra honors Bhuvaneshwari, the goddess of the universe, and helps the practitioner align with the energies of creation and sustenance.

### **Bhairabi**

- Mantra:  
*“Om Hreem Bhairavi Rudra Rupinyai Hreem Phat Swaha”*
- Meaning: Calls upon Bhairavi’s fierce energy for courage, wisdom, and protection.

### **Chhinamasta**

- Mantra:  
*“Shreem Hreem Hoom Phat”*
- Meaning: This mantra is chanted to gain courage, remove fear, and control anger. It also symbolizes Chinnamasta’s power to remove ego and ignorance.

### **Dhramabati**

- Mantra:  
*“Dhum Dhum Dhumavati Thah Thah”*
- Meaning: The Dhumavati mantra is used to dispel negativity, sorrow, and inauspiciousness. It represents overcoming challenges and accepting the darker aspects of life

### **Bagalamukhi**

- Mantra:  
*“Om Hreem Bagalamukhi Sarvadáshtan Vaacham Mukham Padam Stambhaya Jivham Keelaya Budhim Vinashay Hreem Om Swaha”*
- Meaning: This mantra invokes Bagalamukhi’s power to stun and immobilize enemies. It is often used for protection, control over negative forces, and mastery over speech.

### **Matangi**

- Mantra:  
*“Om Hreem Kleem Hoom Matangyai Phat Swaha”*
- Meaning: The mantra calls upon Matangi’s wisdom and creative energy. It is especially used to enhance communication skills, creative expression, and attract success in arts and learning.

### **Kamala**

- Mantra:  
*“Om Shreem Hreem Kleem Kamalayeí Praseed Praseed Om Shreem Hreem Kleem Swaha”*
- Meaning: The mantra invokes the blessings of Kamala, the goddess of prosperity and abundance. It helps attract wealth, material success, and spiritual fulfillment.

### **Dash Mahavidya Mantra Benefits:**

Chanting the Dasamahavidya mantra during the Brahma Muhurta, a time before dawn known for heightened spiritual energy, can lead to profound mystical experiences and spiritual perfection. Regular chanting, completing eleven rounds daily, can lead to spiritual awakening and a state of Siddhi. However, the practice requires internal and external purification, including cleansing the body and mind through meditation and asana pranayama. This aligns the practitioner’s energies and calms the mind, making it a more receptive vessel for divine vibrations. The mantra’s energy can manifest as divine vision or a state of detachment and apathy. To earn the grace of the Dasamahavidyas, performing sadhana at night is of paramount importance. The nocturnal hours resonate with the energies of the ten powerful manifestations of the Divine Feminine, including Maa Kali, revered as Kalaratri. By performing sadhana at night, the seeker aligns with the cosmic rhythm that governs these powerful goddesses. This intense worship under the cover of darkness unlocks the hidden wisdom and blessings of the Dasamahavidyas, cultivating



divine vision and dissolved ignorance, leading to ultimate spiritual awakening and liberation.

### **Conclusion:**

The Dasamahavidya is a spiritual framework within Hinduism's Tantric traditions, combining mantra and tantra. It features the Ten Great Wisdom Goddesses, symbolizing various aspects of the divine feminine and offering practices for spiritual growth. The mantras associated with each goddess invoke specific energies, while the Tantric rituals guide practitioners through the complexities of existence. The tradition's interconnectedness highlights the dynamic nature of spiritual practice, inspiring contemporary seekers in their quest for meaning. Studying the Dasamahavidya encourages a re-examination of gender, divinity, and spirituality in modern times, emphasizing the relevance of these ancient teachings. By embracing the transformative potential, practitioners can cultivate a holistic spiritual approach, honoring the sacred feminine and the complexities of existence.

### **References:**

1. Das, K. C. (2010). *The essence of Tantrism in Odisha: A study of Dasa Mahavidya*. Kalinga Prakashan.
2. Mohanty, R. K. (2016). *Goddess worship and Tantra in Eastern India: A study on the Ten Mahavidyas*. Odisha Historical Society.
3. Mohapatra, G. (2005). *Dasamahavidya and its cult in Odisha*. Utkal University Publications.
4. Nanda, S. (2018). *Tantrism and the divine feminine in Odisha*. Kalinga Press.
5. Padhy, S. (2018). *Tantric traditions and rituals of Odisha*. Bharatiya Vidya Bhavan.
6. Panda, S. (2012). *The worship of ten Mahavidyas: Historical and cultural perspectives in Odisha*. Oriya Research Journal.
7. Sahu, R. (1990). *Tantra and the worship of Goddess Kali in Odisha*. Sambalpur University Press.
8. Sethi, B. (2014). *Odisha Tantra: Traditional worship and the role of Mahavidyas*. Odisha Institute of Culture.
9. Sahoo, J. K. (2019). *Religious practices of Tantra in Odisha: Analyzing the role of Dasa Mahavidya*. Sri Jagannath Publications.
10. Tripathy, Lingaraj (2017). *Tantroakta Dasamahavidya (Odia)*, Pandit Sri Hrusikesh Tripathy, Mangalabag, Cuttack

# **REVOLUTIONIZING CORPORATE FINANCE: INTEGRATING DIGITAL TECHNOLOGIES FOR RISK MANAGEMENT, COMPLIANCE, STRATEGIC DECISION MAKING AND THE FUTURE TRENDS FOR SUSTAINABLE FINANCIAL PERFORMANCE**

**Evana Mariya Paul and Dileep Kumar Singh\***

Narsee Monjee Institute of Management Studies,

NMIMS, Hyderabad

\*Corresponding author E-mail: [dileep.udai@gmail.com](mailto:dileep.udai@gmail.com)

## **Abstract:**

This paper discusses the significant impact that digital technologies will have on corporate finance and specifically on value added activities, in managing risk, achieving regulatory compliance, strategic decision making, and preparation for future trends. Digital tools such as artificial intelligence, machine learning, blockchain, and advanced analytics-will change the nature of financial operations in significant ways, namely, real-time decision making, use of predictive analytics, and robust cybersecurity. The increasing transparency that inspires confidence in financial reporting and technologies like blockchain enhances compliance with rules and evaluates the risk levels by using artificial intelligence-based systems. Some of the latest inventions that promise to transform the field include quantum computing and decentralized finance (DeFi). However, it still faces one significant challenge - that is the adoption process - involving issues such as change aversion, integration problems, and tracking the need to shift their skills. This basically means strategic planning, leadership, and investment in human assets for the whole potential of digital transformation to be effectively implemented in sustainable and robust outcomes in a highly complex corporate environment.

**Keywords:** Corporate Finance, Risk Management, and Compliance ensure financial stability, AI, Machine Learning, and Strategy drive innovation and efficiency, Decision Making, Blockchain, and Big Data enhance business insights, Cyber Security, Quantum Computing, and DeFi secure digital assets.

## **Introduction:**

In an era where the technological revolution and innovation is highly dynamic and fast-moving within the realm of corporate finance, the circumstances are becoming ever

more inclined to a scenario of Digital Transformation and significant Technological Breakthroughs. What used to be optional tools, digital technologies have gradually become imperative for organizations looking for efficiency, resilience, and sustainability in their financial operations. Blockchain technology integrates to make transactions more secure. The integration of artificial intelligence and machine learning models changes the way financial risks are considered and fraud detected, meaning these technologies are revolutionizing the strategies that organizations adapt to decision-making in regards to finance and compliance.[1]

This has opened up both opportunities as well as several challenges. Advanced analytics and digital dashboards are able to facilitate predictive analytics and real-time financial decision-making quite easily to provide better forecasting in finance. Conversely, these offer newer risks associated with cybersecurity, regulatory compliance, and data privacy. As such, organizations are now challenged to confront this digital transformation with strong governance, transparency, and accountability.[2]

Financial fraud prevention, assessment of credit risk through AI and machine learning, and carrying out stress testing in the virtual world are a few of the tools used in the domain of modern financial risk management. Similarly, technologies such as blockchain ensure transparency in reporting the financial transactions that builds stakeholder trust. Leaders in finance would be ready to act in an increasingly dynamic and innovative landscape full of possibilities when DeFi becomes the reality and quantum computing appears as the ultimate game-changer.

However, the adoption of these technologies comes with its own set of significant challenges. One of the major barriers is the increasing need to overcome the resistance to change, integration of it into the legal system, and the continuous upskilling of the finance professionals. Organisations will have to make efforts in terms of preparing strategic roadmaps, developing a digital-first mindset, and investing in effective talent development in order to navigate through this particular transition.[3]

## **1: Foundations of Digital Transformation in the Corporate Finance Sector**

### **1.1 Aligning Digital transformation with Finance**

It refers to the usage of advanced technology in terms of the deployment of artificial intelligence, blockchain, and machine learning into the various financial process including decision-making as well as governance. Transformational changes encompass far more than the mere replacement of humans; these include elevations in strategic insights,

efficiencies of operations, and using data-driven approaches for strategy development within finance.

## **1.2 The evolution of the Digital Tools in the modern Financial Systems**

Financial tools have undergone a radical shift from the simple bookkeeping and manual accounting methods to modernized and computer-based platforms. Enterprise resource planning (ERP) systems have started to become an important milestone in the latter half of the 20th century. Further into the era, developments in AI, Blockchain technology, and Big Data Analytics have started to empower the businesses with real-time information and reduced human errors while increasing the accuracy of financial functions.[4]

## **1.3 Key Factors Behind Digital Adoption in the Finance Sector Industry**

Several drivers have increasingly accelerated the adoption of digital tools and technologies in the field of corporate finance:

1. Globalisation: For satisfying the need for a globalised and seamless cross country financial transactions and reporting.
2. Regulatory Requirements and Compliance: Increased need for compliance with international financial regulatory standards.
3. Technological Advancements: The rapid rise of AI, Machine Learning, Blockchain Technology and Big Data Analytics.
4. Real Time Insights: The increasingly large demand for quick and hassle-free financial data for analysis and decision making.
5. ESG Integration: The growing importance on corporate sustainability and responsible financial practices including compliance with mandates.

## **2: Financial Risk Management using Advanced Digital Tools**

### **2.1 AI and Machine Learning in Assessing Risk**

Artificial Intelligence (AI) and Machine Learning (ML) have greatly transformed the entirety of the financial risk assessment process by enabling companies to analyse vast datasets, identify recurring patterns, and accurately predict the potential risks in real time. AI algorithms can analyse the previous patterns and trends, evaluate the market dynamics, and provide reasonable and practical insights for risk mitigation. Machine learning models, on the side, can detect errors and deviations in data, identify the potentially fraudulent activities that may arise in the future, as well as assess the credibility, more effectively than traditional methods. Predictive analytics can be largely enhanced by the use of AI, which

would not only reduce the uncertainties involved but also allows the financial leaders to implement protective measures against emerging risks. Moreover, these tools are capable of continuous learning through more inputs, while having the ability to improve their efficiency and accuracy over a period of time.[5]

AI-based risk assessment tools also help the organizations in analysing geopolitical risks, foreign as well as domestic currency fluctuations, and act as effective means of indicating macroeconomic factors, offering a comprehensive outlook for better decision-making. By incorporating natural language processing (NLP) tools, organizations are able to extract the valuable insights from unstructured and large financial reports, market news, and regulatory documents, or any kind of large raw datasets to improve risk assessment process.

## **2.2 Stress Testing and Scenario Analysis in Modern Digital Environments**

Stress testing and scenario analysis have become irreplaceable tools in financial risk management, especially in the current dynamic economic landscape. Digital tools enhance these methodologies by assisting the organizations to simulate multiple financial scenarios, which would include market crashes, geopolitical tensions, or even liquidity crises. Advanced simulation software and analysis tools help ascertain the durability of financial systems under various conditions. AI-driven stress testing can dynamically adjust the parameters and test multiple hypotheses, simultaneously in real-time, enabling the financial institutions to be prepared for any sort of unforeseen circumstances. Digital platforms also help in enabling the visualization of data and related outcomes, making it easier for decision-makers to interpret the complex and highly unstructured data. Through advanced reporting dashboards, finance professionals can assess as well as monitor stress test results in real-time and make the required necessary changes to financial strategies proactively.[6]

## **2.3 Managing Market, Credit, and Operational Risks**

These are some of the major risks, which cannot be completely eliminated, but they can be effectively managed by using the right digital tools, which would offer practical solutions in mitigating these risks.

1. **Market Risk:** Data analytics tools, which would monitor real time market conditions, detects and identifies volatility, as well as assess the future impact of macroeconomic changes on financial portfolios.

2. **Credit Risk:** Machine learning algorithms evaluate and assess the profiles of borrowers, make predictions of any potential default, and ensure the accuracy of credit scoring. These technologies have largely improved the transparency in lending processes.
3. **Operational Risk:** Digital tools identifies the inefficiencies, monitor internal processes, and reduce operational failures to a large extent, through automated control mechanisms. Blockchain technology also contributes largely, to mitigating the risks related to operational activities, by ensuring transparency of transactions and data integrity. By leveraging these tools, organizations can greatly limit the exposure to financial vulnerabilities and thereby, improving their overall risk structure.

## **2.4 Cybersecurity in Financial Risk Management**

Cybersecurity remains a critical area of focus in financial risk management. With the increasingly dynamic shift to the digitization of financial processes, the risk of cyber-attacks and breaching of data, has risen exponentially in recent times. Encryption protocols, multi-factor authentication, and blockchain-based security vaults, play a crucial role in protecting sensitive information. Companies are also employing AI-driven cybersecurity tools to detect and prevent various cyber threats. Digitalization has redefined financial risk management, keeping the organizations equipped with predictive capabilities, enhanced flexibility and proactive risk-reduction strategies. As financial ecosystems grow more towards being interconnected and complex, these tools will play a very important role in protecting the organisations financial stability.[7]

## **3: Enhancing Compliance and Governance with Digital Technologies**

### **3.1 Blockchain for Transparent Reporting of Financial Data**

Blockchain technology is becoming the game-changing tool in financial reporting and analysis. Its key features, such as decentralization, uniformity, easy flexibility, and transparency, helps in building and maintaining trust and accountability within the financial statements. Blockchain technology ensures that every entry can be checked and cannot be constantly changed, by keeping transaction data on a shared ledger. This openness is very important to investors, auditors, and regulators who need fast, accurate, and reliable financial information. Smart contracts are one useful way that blockchain technology can be used in financial reporting to help follow rules and meet financial needs. Smart contracts can automatically carry out and enforce contract duties, which reduces the

chances of fraud and mistakes by humans. With this technology, auditors will be able to check financial data in real time as they will have easy and quick access to financial records, making auditing easier.[8]

### **3.2 Regulatory Compliance of Data and Data Privacy**

In a more complex legal and regulatory environment, digital technologies and tools are of great importance in helping companies comply with the rules. For example, the Sarbanes-Oxley Act (SOX) in the United States and the General Data Protection Regulation (GDPR) in Europe require strict controls over how companies handle their finances and data privacy. These rules have emerged as being vital in recent times owing to the increasing trend of looking at artificial intelligence and machine learning as digital tools.

Machine learning compliance tools can be used mainly to look at large amounts of data, which helps in finding unusual patterns and spotting non-compliance risks quickly. These tools make it easier to check transactions and follow rules. Changes in the algorithms based on machine learning help adapt to new regulations with resultant flexibility and quickness in the compliance process. Data privacy is very important for following rules and regulations, especially because of the quick increase in online threats and illegal data breaches. Handling financial information requires the use of encryption, control over who can access data, and secure storage of data. All personal and financial data should be managed according to strict privacy guidelines and rules. To make all of this work, the proper laws and procedures should be enacted to govern the data.[9]

### **3.3 Digital Auditing Tools**

With these technological advancements, the auditing business is witnessing a great change. Such new tools result in high accuracy, better efficiency, and more coverage toward the financial auditing process. Using big data analytics, artificial intelligence, and blockchain technology, these modern digital auditing tools try to add depth to an understanding of data, records, and transactions associated with finance. The analytics process of big data involves the handling of huge amounts of data within the shortest time possible to reveal a pattern of unknown anomalies, thereby showing fraudulent activities and errors in accounting.

Routine and repetitive auditing tasks, including checking compliance with international accounting standards, can be automated with AI algorithms. The more complex areas requiring human judgment are focused upon by the auditors.[10]

As mentioned earlier, blockchain technology is very transparent and secure in its record of financial transactions. Such a position makes it easier for auditors to verify the integrity of financial statements. The use of blockchain makes real-time auditing more feasible, where the auditor can continuously monitor financial activities rather than just doing assessments at intervals.

This is a big change for most of the audit firms as it involves learning different new skills and knowledge to use the advanced technologies. Training and developing staff is therefore very important because it helps the auditors to achieve full benefits of digital auditing and then keep them effective and up to date in the fast-changing environment.

#### **4: Strategic Decision Making in the Digital Era**

##### **4.1 Decision Making in Real Time with Advanced Analytics**

In the fast-paced age of digitalization, real-time decision-making is crucial for the companies in order to maintain a competitive edge. Advanced analytics, backed by big data and machine learning, enables the organizations to process the huge datasets instantaneously, providing practical insights for making better strategic decisions. By leveraging the feasibility of predictive analytics, organisations can anticipate the market trends, customer needs and behavioural patterns, and the potential risks, allowing for more informed and timely decisions.

Real-time analytical tools help the businesses in monitoring the Key Performance Indicators (KPIs) and the specific operational metrics continuously. This capability ensures that, the decision-makers are able to respond quickly to changes in the business environment, such as fluctuations in demand, disruptions in supply chain management, or emerging market opportunities. The prompt output provided by advanced analytics fosters a proactive approach to help the decision-makers in reducing the reliance on retrospective data analysis.[11]

##### **4.2 AI in Investment Decisions**

This aspect of artificial intelligence is rapidly revolutionizing the entire finance investment system, providing advanced tools for every activity involved in portfolio management, risk analysis, and reduction, and market analytics. AI algorithms can analyze massive and complex datasets that would involve past market trends, key economic indicators, and financial statements to produce investment opportunities, as well as predict future performance.



Primarily, AI investment platforms use machine learning to optimize the spreading out of assets, increase diversity, and reduce risks. These can adjust to the ever-changing market by offering customized investment plans fitting each person's risk preferences and financial goals. In addition, AI is capable of seeing patterns and flaws in financial markets that human analysts may fail to see. This gives a major advantage in making huge investments. It increases the accuracy and efficiency of making an investment decision but changes the access to sophisticated investment tools and facilitates broader participation in financial markets. However, at the same time, AI reliance requires continuous and rigorous oversight to minimize risks that may arise in light of algorithmic biases and data integrity.[12]

### **4.3 Digital Dashboards for Strategic Leadership**

Digital dashboards are very important to leaders because they allow them to monitor and analyze the performance of the business. Such dashboards gather data from different sources, therefore showing the leader a clear view of how the organization is performing and how it is progressing toward its goals.

A good digital dashboard will have real-time data updates, customizable metrics, and interactive visuals. These features help leaders track performances against set goals. The real-time view of business activities allows leaders to make decisions based on data, find areas that need improvement, and take advantage of new opportunities.

Digital dashboards also enhance communication within an organization. The sharing of key pieces of information and answers among departments allows leaders to come up with an open and collaborative culture where every person is on the same page and pursuing the goal set for the company. As these dashboards keep changing and improving, their role in strengthening leadership and innovation for sustainable growth will be more evident.[13]

## **5: Future Trends and Emerging Technologies**

### **5.1 Quantum Computing in Financial Modelling**

It can do complex calculations at a very high speed. Quantum computing is the latest technology that will be able to transform financial modelling into the future. Traditional models often face problems in keeping pace with the rising demands of market simulation and risk adjustment for large portfolios.

Quantum computing solves the above problems with the help of quantum bits, or qubits, in representing many states at one time. With quantum computing, financial modeling can make risk assessments, portfolio optimizations, and price complex

derivatives faster and more accurate. In addition, predictions about how financial markets will behave are often made by Monte Carlo simulations.

Quantum algorithms can make these simulations much faster and more accurate. Although using them in real situations is still new, a lot of research and development shows that this technology will become very important for dealing with the limits of traditional computing. Financial institutions have begun to invest in quantum technologies, hoping to get a strong advantage in data analysis and decision-making.[14]

## **5.2 Decentralized Finance (DeFi)**

Decentralized Finance, or DeFi, is revolutionizing the financial world because it uses blockchain technology to open, clear, and decentralize financial systems. In contrast to traditional finance, which is mostly reliant on middlemen such as bankers and brokers, DeFi platforms rely on smart contracts, which enable users to trade directly with one another in financial transactions.

DeFi refers to lending, borrowing, trading, and insurance based on d-Apps. These d-Apps are mostly referred to as decentralized applications. This therefore increases access among people to financial services and lowers barriers to entry. Anyone in the world can hence access and use these services.

But DeFi also has many challenges, like unclear rules, weak spots in smart contracts, and changes in the market. As the DeFi ecosystem keeps growing and changing, it will be important to deal with these challenges to make sure it can last a long time and fit into the wider financial world.

## **5.3 Preparing for a Digital-First Finance Function**

An absolute imperative is to move toward a digital-first finance function since the organizations are taking up digital transformation strategies as their major focus areas with emphasis on efficiency, agility, and competitiveness.

A finance function that is digitally first makes the processes easier and even better for decisions by adopting automation, artificial intelligence, and cloud computing. For instance, automation can undertake routine transaction processing, data entry, reconciliation, and all similar duties, hence allowing the professionals to do more critical things.

Artificial intelligence and machine learning models can provide great insight into financial data for the purpose of making even better forecasts and budgets.

Investing in a 'digital-first finance function requires skills upscaling the workforce to develop agile methods as well as nurturing an environment where innovation and teamwork are rewarded. In addition to enhanced operational efficiency, this would make the finance function a strategic enabler for the growth and transformation of the business.[15]

## **6: Challenges and Roadmap for Implementation**

### **6.1 Overcoming Resistance to Change**

One of the main barriers to the adoption of change is resistance. Much of this resistance comes in form of the fear that is attributed to job displacement, discomfort with new technologies, and a bias toward traditional methods. To overcome such a challenge, a total change in the management process that emphasizes open communication of benefits of the new technologies should be established. Leadership should create an environment of trust and openness in which employees are actively involved in the changing environment to make them feel more attached to it. Periodic training sessions and public forums can be conducted to explain the new technologies and how they will complement jobs rather than replace them.

### **6.2 Integration with Legacy Systems**

Integration of new digital solutions with legacy systems, creates a technical challenge in the process, mainly in terms of compatibility and the inadequacy of infrastructure. This is most commonly reduced through a phased - approach, which helps to concentrate integration efforts in high-priority areas where benefits would be felt directly from digital transformation. Middleware and APIs may serve as means of communication between the old and the new. A review of the current systems would help in identifying the bottlenecks and integration points that could be exploited in a more strategic implementation with very low or minimal operational disruption.

### **6.3 Investing in Talent and Skills Development**

The increasing demand for professionals who are competent in areas such as data analytics, artificial intelligence, blockchain, and cybersecurity has increased due to the rapid progress of digital technologies in the financial sector. For effective digital transformation, the skill gap of the professionals needs to be mitigated. First and foremost, organizations must invest in resources as well as continuous learning and development programs, arrange for more certifications, and try to instill a lifelong learning culture. Mutually beneficial partnerships can also be formed with educational institutions and

industry training providers. The development of a compelling value proposition that talks about opportunities for career advancement, competitive remuneration, and a vibrant and innovative workplace is required to attract and retain top talent.

**Conclusion:**

Digital technologies transform corporate finance at its very roots, making it more efficient, transparent, and strategic. New tools and technologies for managing risk, compliance, and the method of data-driven decision-making are some of the ways through which these new set of tools alter the manner of conducting business. Quantum computing and decentralized finance are relatively new technologies that show the trend toward a more sophisticated and inclusive financial system.

The above developments have significant benefits: improved accuracy in risk assessment, better compliance with regulatory requirements, and greater flexibility in investment strategies. However, the way ahead is not easy. This comes along with its own level of challenges, which includes the resistance to change, complexity in the integration of compliance and regulatory systems, and an ever-growing need for specialized expertise.

This would require the organizations to take a proactive approach towards effective change, invest in modernizing their infrastructure, and focus on continuous education and effective skill development of its human resources. Such steps will not only improve the overall financial performance but also position these organizations on the top, for its long-term competitiveness and its resilience in an increasingly dynamic financial environment.

**References:**

1. Rane, N. L., Choudhary, S. P., & Rane, J. (2024). Artificial Intelligence-driven corporate finance: enhancing efficiency and decision-making through machine learning, natural language processing, and robotic process automation in corporate governance and sustainability. *Studies in economics and business relations*, 5(2), 1-22.
2. Rahbi, F. (2024). Corporate Finance and Industry 4.0: A Pathway to Sustainable Growth in Developed Economies.
3. Hattali, A. (2024). The Intersection of Industry 4.0 and Blockchain Technology: Enabling Sustainable Corporate Finance.
4. Oroy, K., & Evan, P. (2024). *AI in Finance: Revolutionizing Risk Management and Strategic Planning* (No. 13360). EasyChair.
5. Oko-Odion, C., & Angela, O. (2025). Risk management frameworks for financial institutions in a rapidly changing economic landscape.

6. Khan, S., Singh, D. K., Singh, M., & Mena, D. F. (2023). Automatic signature verifier using Gaussian gated recurrent unit neural network. *IET Biometrics*, 2023(1), 5087083.
7. Paul, R. I. K., Ponnampalani, A., Rubal, R., & Singh, D. K. (2023). How Perceived Value Advances Loyalty Progression? Evidence from Indian Quick Service Restaurants. *Academy of Marketing Studies Journal*, 27(S3).
8. Mahajan, J., Mahajan, R., & Singh, D. K. (2022). Metamorphosing Indian blockchain ecosystem. *International Journal Of Engineering And Management Research*, 12(1), 77-87.
9. Singh, D. K., & Khan, S. (2023). Exploring the Consumer Perception of Generic Medicine in Eastern Maharashtra during the Covid-19 Pandemic: An Empirical Analysis. *International Journal*, 11(2).
10. Singh, D. K., Kediya, S., Band, G., & Shukla, S. (2023). An Insight into Student's Acceptance of Various Digital Platforms using TAM Model across the Indian States during the Pandemic. *Academy of Marketing Studies Journal*, 27(5).
11. Bella, S., Apriyanti, N., & Sriwijayanti, H. (2023). Enhancing financial management and accountant roles: A study on the role of technological advancements. *SEIKO: Journal of Management & Business*, 6(2), 435-446.
12. Asikpo, N. A. (2024). Impact of Digital Transformation on Financial Reporting in the 21st Century. *International Journal of Comparative Studies and Smart Education*, 1(1), 34-45.
13. Jain, N., Vamshidhar, M., Kulshrestha, S., Gupta, K., Agarwal, A. K., & Gupta, N. (2024). Integrating Information Science into Financial Management: A Comprehensive Review of Emerging Trends and Practices. *Library of Progress-Library Science, Information Technology & Computer*, 44.
14. J. Nair, A., Manohar, S., & Mittal, A. (2024). AI-enabled FinTech for innovative sustainability: Promoting organizational sustainability practices in digital accounting and finance. *International Journal of Accounting & Information Management*.
15. Oyeniyi, L. D., Ugochukwu, C. E., & Mhlongo, N. Z. (2024). Transforming financial planning with AI-driven analysis: A review and application insights. *Finance & Accounting Research Journal*, 6(4), 626-647.

## **YOUTH FOR DIGITAL LITERACY**

**Meenakshi A. Bangar**

Department of Botany,

Netaji Subhashchandra Bose College, Nanded, Dist. Nanded, M.S.

Corresponding author E-mail: [minakshisanap@yahoo.in](mailto:minakshisanap@yahoo.in)

The ability to access, manage, understand, integrate, communicate, evaluate, and create information safely and appropriately through digital devices and networked technologies. The technical knowledge and skills required to use a variety of digital devices and services.

Why becoming digitally literate in should today's world? How is digital literacy important for young students? How can you help young students become digitally literate, and help them to use technology ethically, safely, and wisely?

Technological advances have transformed how people work, interact, and entertain themselves. But these advances have also changed the way children learn. Now, students' learning is not confined to the four walls of the classroom. They also leverage digital technologies like internet platforms, mobile devices, and social media.

Digital literacy is learning through various technological platforms like computers and the internet. And being digitally literate means having the knowledge and skills to understand technology concepts like online information access, social responsibility in social media, and cyber security. You can help students become a little more eager to learn about technology and improve their digital literacy through the following ways:

- Encourage student collaboration. Technology in the classroom promotes interpersonal computing. This interaction helps students to perform better by developing collaboration and negotiation skills that they can use through adulthood.
- Let students learn at their own pace. Students have their own learning styles and speeds. By allowing them to perform schoolwork at their own pace, they'll be more comfortable with learning, and be relieved of the pressure of keeping up with their peers.
- Address barriers to digital literacy. Digital literacy is a great asset for students to have as they can continue using it when they become productive members of society.

According to UNESCO, digital literacy is the capacity to utilize Information and Communication Technology (ICT) to assess, use, locate, communicate, and create

information and content using technical and cognitive abilities. The purpose is to educate and advocate for internet users. Protection aspects include personal data protection, online security, and individual privacy. Knowledge of the protection aspect is very important so that the personal data of internet users is not misused by others, anticipates online fraud, and has personal privacy in cyberspace. On the other hand, the rights aspects consist of freedom of expression, intellectual property, and social activism. Freedom of expression is part of Human Rights (HAM) which manifests into the right to express opinions, ideas, opinions, and feelings so that they are known by others without violating the rights of other parties and the public interest. Through intellectual property, the initiator protects Youth Empowerment Through Digital Literacy Education 287 the product. Meanwhile, social activism is an online meeting and gathering activity to realize a social change. The low literacy culture is seen in everyday life, such as low interest in reading and writing. People prefer watching TV and listening to music, etc. In this era of gadgets and the internet, the low literacy culture can weaken their identity as students. The low literacy culture today can cause stuttering in the face of communication and information technology that has rapid and extraordinary development. The public is easy to access and disseminate hoax news or information. The term digital literacy is used to denote a fundamental aspect of new media, namely digitalization. The digital world development creates two opposite sides, relating to the digital literacy development. The development of digital tools and channels for information in digital form provides both challenges and opportunities. One of the concerns arisen is that the very high number of young people who access the internet, which is approximately 70 million. They spend their time on the internet, for example using mobile phones, personal computers, or laptops, which is approaching 5 h in a day. The potential for involvement of parents is very influential in current era of digital. Supported by digital literacy as a life skill that includes not only the capacity to utilize technology, information, and communication devices, but also the ability to engage, learn, and think critically, creatively, and inspirationally as digital competency.

Today, literacy of media is more defined as social media using, in which, is specified in literacy of digital, might be as a derivative of wider literacy of media. Media literacy cover many medias, such as film, television, and printed media. Media literacy is made up of two words: media and literacy. Literacy can be defined simply as the capacity to write and read. While media may be described as people, objects, or events. To summarize, digital literacy is described as the capacity to study, search for, and utilize numerous media

sources. Digital literacy can assist students better grasp their learning content. The Ministry of Education and Culture, in partnership with the Ministry of Communications and Information, is also campaigning on the importance of digital literacy in the teaching-learning process. The cooperation actively promotes community digital literacy.

Research shows that using technology, such as e-library and e-text, lead students to be better due to it allowing them to be creative, good, and up-to-date presentations.

### References:

1. Asari, A., Kurniawan, T., Ansor, S., & Putra, A. B. N. R. (2019). Kompetensi literasi digital bagi guru dan pelajar di lingkungan sekolah Kabupaten Malang. *Jurnal Kajian Perpustakaan dan Informasi*, 3. Retrieved from <http://journal2.um.ac.id/index.php/bibliotika>
2. Nursalam, Suardi, Syarifuddin, Ainun Mutiara, I., & Herdianty, R. (2020). Pemberdayaan masyarakat desa melalui literasi digital berbasis QR code di Desa Bonto Jai Kecamatan Bissappu Kabupaten Bantaeng. *Jurnal Pengabdian Kepada Masyarakat*, 4(Membangun Negeri), 228–238.
3. Veronika Br Ginting, R., Arindani, D., Mega Wati Lubis, C., & Pramai Shella, A. (2021). Literasi digital sebagai wujud pemberdayaan masyarakat di era globalisasi. *Jurnal Pasopati*, 3(2), 118–122. Retrieved from <http://ejournal2.undip.ac.id/index.php/pasopati>
4. Astuti, E. Z. L. (2019). Gerakan literasi digital: Studi pemberdayaan pemuda melalui program sistem informasi potensi kreatif desa di Kulonprogo. *Jurnal Pemberdayaan Masyarakat: Media Pemikiran dan Dakwah Pembangunan*, 3(2). <https://doi.org/10.14421/jpm.2019.032-05>
5. Silvana, H., & Cecep. (2019). Pendidikan literasi digital di kalangan usia muda di Kota Bandung. *Jurnal Ilmu Pendidikan*.



# **THE IMPACT OF ONLINE EDUCATION ON THE INDIAN HIGHER EDUCATION SYSTEM: CHALLENGES, OPPORTUNITIES AND THE WAY FORWARD**

**Nishi<sup>1</sup>, Dheeraj<sup>2</sup> and Gourav Kamboj\*<sup>1</sup>**

<sup>1</sup>Department of Commerce

<sup>2</sup>Department of Health, Physical Education and Sports

Guru Nanak Khalsa College, Yamuna Nagar

Affiliated to Kurukshetra University, Kurukshetra

\*Corresponding author E-mail: [kambojgourav690@gmail.com](mailto:kambojgourav690@gmail.com)

## **Abstract:**

The roles and skills of instructors in online learning serve as a framework for the creation of programmes for teacher training and preparation. The disadvantage of online education is that these issues empowering online teachers, encouraging critical reflection, and incorporating technology into pedagogical Inquiry—are not adequately addressed. A different viewpoint views teachers as adult learners who continuously change the importance of the structures associated with online teaching through a continuous process of reflection and action. The goal of the current study is to examine the effects of mandating e-learning to support teaching and learning procedures in higher education following this historic epidemic and to pinpoint the biggest obstacles and opportunities the users confront.

**Keywords:** Online, Learning, Education, Teaching, Opportunities, Effective, Technology.

## **Introduction:**

The modern education urges for a collaborative, cooperative, productive and personalized teaching as well as learning experiences, which have the potential to reshape the conventional education system from a traditional classroom environment to a technology driven open source learning environment. This educational paradigm shift has a primary focus on improving the potential and creative thinking of the learners in the best ways possible, and moreover focuses on, offering equal opportunity for education, ensuring equity, timely delivery of the appropriate educational content based on the requirement, and engaging learners through via innovative learning practices with the recently

developed online learning technologies. Online learning seems to be a new paradigm of change and also a solution for establishing educational practices anywhere and at any time. In contrast to traditional education, online/mobile learning has extended its scope towards developing new learning opportunities based on the concept “Learning using Personal Devices”. Students have slowly started to use the digital/mobile learning platforms such as WebEx, Google Meet, Zoom etc. This technology helps them to get learning opportunities globally and assist in requirement based training. The rise of internet and social media platforms for educational purposes has established a new way for students to interact with their teachers directly and also to discuss about different ideas with their peers. Recently, many research studies have analyzed how online learning has transformed the education field by mentioning its significance and challenges.

### **Review of Literature:**

There are many definitions of online learning. Khan (1997) has defined online learning as the delivery of instruction to a remote audience using the web as an intermediary. Elaine Allen, Jeff Seaman (2011) have defined Online courses as those in which minimum 80 percent of the course content is delivered online and Face-to-face instruction are those courses in which less than 30 percent of the content is delivered online.

According to Stack, Steven Dr. (2015), online education has proliferated in the last decade. His research has not found any major difference in the scores of the students taking online course and face to face classes.

Another research done by Dr. Fahad N. Al-FAHAD investigates the students' attitudes and perceptions of 186 University Student's from different colleges towards effectiveness of mobile learning in their studies. Their research findings indicate that students perceive Mobile Technologies as an effective tool in improving their communication and learning.

Herman, T., & Banister, S. had done research on comparison of cost and learning outcomes of Traditional and Online coursework. Their findings show that online course engages students in the learning process, supports strong student learning outcomes, and saves cost for the university also.

According to a report by Google and KPMG, the online education market in India at the end of December, 2016 was \$247 million and it will reach \$1.96 billion by 2021. Also India's online education market is the second largest market after US. The findings of the

report also states that the paid user base for online education services will also grow at least by six times i.e. approximately 9.6 million users by 2021.

Bhupinder Pal Singh (2020) Considering the rapid change in technology, inevitable changes in the education sector are going to happen. A Lot of research is taking place to understand the pros and cons of online education in comparison to face to face education. In India, there are A lot of challenges and opportunities for online education. With a comprehensive literature review, in this paper, we have identified key factors Which will boost online education in India. We have identified internet penetration; low cost of online education, ease of doing course, initiative By government, employer's recognition and bridging gap are the key factors the growth of online education. There are certain factors which Are creating a hindrance in the growth which include insufficient digital infrastructure, credibility and language used in online education. With The increase in number of internet users in India, the paper also looks into what opportunities are there in future in education sector.

#### **Objectives of the Study:**

1. To Develop the quality of learning and teaching by Online Education.
2. In what ways are the students and the teachers affected?
3. The main objective is to see if there is any growth from the perspective of the students.
4. To check if it is efficient and effective.
5. To see how bad it has affected the Indian education system.

#### **Research Methodology:**

This paper's methodology draws from prior Research as well As the literature.

Secondary data Were used for this analysis. The information was Compiled from a variety of sources.

#### **Challenges in Online Education:**

Online education in India faces several challenges that hinder its growth and effectiveness. Some of the key challenges include:

#### **Infrastructure and Technology**

1. Limited internet penetration: Many parts of India lack reliable and fast internet connectivity, making it difficult for students to access online courses.
2. Inadequate digital infrastructure: Insufficient computer labs, outdated hardware, and poor network connectivity in schools and colleges hinder online learning.

3. Power outages and electricity issues: Frequent power cuts and electricity issues disrupt online classes and learning.

### **Access and Equity**

1. Digital divide: The lack of access to digital devices, internet, and digital literacy skills exacerbates existing social and economic inequalities.
2. Geographical barriers: Students from rural and remote areas face difficulties in accessing online education due to limited infrastructure and connectivity.
3. Language barriers: India's linguistic diversity poses challenges for online education, as not all courses are available in regional languages.

### **Pedagogy and Content**

1. Lack of engaging content: Online courses often lack interactive and engaging content, leading to student disinterest and low motivation.
2. Insufficient teacher training: Teachers may not receive adequate training to effectively design and deliver online courses.
3. Curriculum limitations: Online courses may not be aligned with the traditional curriculum, creating challenges for students who need to transition between online and offline learning.

### **Support and Resources**

1. Limited technical support: Students may not have access to reliable technical support, hindering their ability to resolve issues and continue learning.
2. Inadequate academic support: Online students may lack access to academic support services, such as counseling, mentoring, and academic advising.
3. Financial constraints: Online education may not be affordable for many students, particularly those from low-income backgrounds.

### **Regulatory Framework**

1. Lack of clear regulations: The regulatory framework for online education in India is still evolving and lacks clarity, creating uncertainty for institutions and students.
2. Accreditation and quality assurance: Ensuring the quality and accreditation of online courses and institutions remains a challenge.

Addressing these challenges will be crucial to ensuring that online education in India is accessible, effective, and equitable for all students.

## **Opportunities in Online Education:**

### **Access and Equity**

1. Increased reach: Online education can reach remote and rural areas, increasing access to quality education.
2. Democratization of education: Online education can bridge the gap between urban and rural, rich and poor, and provide equal opportunities for all.

### **Flexibility and Affordability**

1. Flexible learning: Online education allows students to learn at their own pace, anytime, and anywhere.
2. Cost-effective: Online education can reduce costs associated with traditional education, such as transportation, accommodation, and textbooks.

### **Personalized Learning**

1. Tailored learning experiences: Online education can provide personalized learning experiences tailored to individual students' needs and abilities.
2. Adaptive assessments: Online education can use adaptive assessments to adjust the difficulty level of course materials based on individual students' performance.

### **Skill Development and Employability**

1. Industry-relevant skills: Online education can provide students with industry-relevant skills, making them more employable.
2. Lifelong learning: Online education can facilitate lifelong learning, enabling professionals to upskill and reskill throughout their careers.

### **Innovation and Entrepreneurship**

1. Innovative business models: Online education can enable innovative business models, such as subscription-based services and freemium models.
2. EdTech startups: Online education can foster the growth of EdTech startups, driving innovation and entrepreneurship in the education sector.

### **Government Initiatives and Partnerships**

1. Government support: The Indian government has launched initiatives like the National Digital Literacy Mission and the SWAYAM platform to promote online education.
2. Public-private partnerships: Online education can facilitate public-private partnerships, enabling collaboration between government institutions, private companies, and EdTech startups.

## **Blueprint for making Online Education Effective:**

To make online education effective, a comprehensive blueprint is necessary. First, it is essential to develop a robust infrastructure, including reliable internet connectivity, digital classrooms, and online learning platforms. This will enable seamless access to online courses and resources. Additionally, investing in ed-tech solutions will facilitate the creation of interactive and engaging learning experiences.

Student support and engagement are also critical components. Mechanisms for student queries, feedback, and support must be established, and online communities should be created to promote interaction and collaboration. Data analytics can be used to track student progress, identify areas of improvement, and inform teaching practices. To ensure quality and accountability, quality standards and accreditation processes must be established, and regular evaluations should be conducted.

Finally, addressing the digital divide is crucial. Programs should be developed to improve digital literacy among students, teachers, and communities. Initiatives should be implemented to increase access to digital devices, and offline solutions should be developed to reach areas with limited internet connectivity. By addressing these key areas, online education can be made effective, accessible, and inclusive for all.

Here's a blueprint for making online education effective in India:

### **Infrastructure Development**

1. Improve internet connectivity: Ensure reliable and fast internet connectivity across rural and urban areas.
2. Develop digital infrastructure: Establish computer labs, digital classrooms, and online learning platforms.
3. Invest in ed-tech solutions: Leverage technology to create interactive and engaging learning experiences.

### **Content Creation and Curation**

1. Develop high-quality digital content: Create engaging, interactive, and relevant learning materials.
2. Curate existing content: Utilize Open Educational Resources (OERs) and other existing digital content.
3. Involve industry experts: Collaborate with industry experts to develop relevant and up-to-date course materials.

### **Teacher Training and Support**

1. Train teachers in online pedagogy: Equip teachers with the skills to design and deliver effective online courses.
2. Provide technical support: Offer technical assistance to teachers to ensure smooth online course delivery.
3. Encourage teacher innovation: Foster a culture of innovation, encouraging teachers to experiment with new online teaching methods.

### **Student Support and Engagement**

1. Implement student support systems: Establish mechanisms for student queries, feedback, and support.
2. Foster online communities: Create online forums and discussion groups to promote student engagement and interaction.
3. Use data analytics: Leverage data analytics to track student progress, identify areas of improvement, and inform teaching practices.

### **Quality Assurance and Accreditation**

1. Establish quality standards: Develop and implement quality standards for online courses and programs.
2. Implement accreditation processes: Establish accreditation processes to ensure online courses meet quality standards.
3. Conduct regular evaluations: Regularly evaluate online courses and programs to ensure they meet quality standards.

### **Government Support and Partnerships**

1. Develop policies and regulations: Establish policies and regulations to support the growth of online education.
2. Provide funding and incentives: Offer funding and incentives to support the development of online education infrastructure and content.
3. Foster partnerships: Encourage partnerships between government institutions, private companies, and ed-tech startups to promote online education.

### **Addressing Digital Divide**

1. Improve digital literacy: Develop programs to improve digital literacy among students, teachers, and communities.
2. Increase access to devices: Implement initiatives to increase access to digital devices, such as laptops and smartphones.

3. Develop offline solutions: Develop offline solutions, such as offline-enabled apps, to reach areas with limited internet connectivity.

**Conclusion:**

In conclusion, online education in India is a rapidly growing sector that offers numerous opportunities for increasing access to quality education, improving learning outcomes, and enhancing employability. However, it also faces several challenges, including infrastructure constraints, digital divide, lack of quality content, and inadequate teacher training.

Despite these challenges, the opportunities presented by online education in India are significant. With the government's emphasis on digitalization and online learning, there is a growing demand for high-quality online courses and programs. Moreover, online education can help address the shortage of skilled professionals in various industries, including healthcare, technology, and finance.

To fully leverage the potential of online education in India, it is essential to address the existing challenges. This requires a collaborative effort from the government, educational institutions, and industry stakeholders. Some key strategies for overcoming these challenges include:

- Investing in digital infrastructure and internet connectivity
- Developing high-quality, engaging, and relevant online content
- Providing teacher training and support for online teaching
- Promoting digital literacy and online learning skills among students and teachers
- Encouraging public-private partnerships to support online education initiatives

By addressing these challenges and leveraging the opportunities presented by online education, India can unlock the full potential of its human capital, drive economic growth, and become a leader in the global online education market.

**References:**

1. Ministry of Human Resource Development. (2020). *National Education Policy 2020*. Government of India.
2. Government of India. (2019). *National Digital Literacy Mission*.
3. University Grants Commission (UGC). (2020). *Regulations for online education*.
4. Deloitte. (2020). *India's EdTech market: A USD 1.7 billion opportunity*.
5. Ernst & Young. (2020). *India's EdTech revolution*.
6. KPMG. (2020). *Online education in India: Opportunities and challenges*.



7. International Journal of Online Pedagogy and Course Design. (2020). *Online learning in India: A review of the literature.*
8. Journal of Education and Human Development. (2020). *Online education in India: A study of student perceptions.*
9. Journal of Educational Technology Development and Exchange. (2020). *Online education in India: Challenges and opportunities.*
10. Business Standard. (2020). *EdTech companies in India: Growth and challenges.*
11. Economic Times. (2020). *Online education in India: Challenges and opportunities.*
12. Hindu BusinessLine. (2020). *Online education: The future of learning in India.*
13. NASSCOM. (2020). *Indian EdTech industry: A USD 1.7 billion market.*
14. UNESCO. (2020). *Online education in India: Challenges and opportunities.*
15. World Bank. (2020). *India's digital learning market: Opportunities and challenges.*

## **ROLE OF TOURISM IN REINFORCING THE CALL FOR 'VOCAL FOR LOCAL' AND VOCATIONAL SKILLS OF THE STUDENTS: A NEW PERSPECTIVE**

**Sachin Kumar\*, Poonam Pandita and Chetna Suri**

Department of Educational Studies,  
Central University of Jammu, Samba, India

\*Corresponding author E-mail: [sachinjammu5233@gmail.com](mailto:sachinjammu5233@gmail.com)

### **Abstract:**

'Vocal for Local' is becoming a new normal nowadays. Although it is not a new concept, as it was also initiated by Mahatma Gandhi, when he asked Indians to give up foreign clothes and use the local self made clothes made by Khadi. Actually 'Vocal for local' is the prolongation of the idea of Mahatma Gandhi's Swadeshi Movement. When India faced Globalization, Privatization and Liberalization, the use of foreign products got increased in India, which also affected Indian economy and has also raised the problem of unemployment in India. But during the pandemic period we all have realized that we should promote the use of Indigenous products and we should strengthen the vocational skills of the students, so that whatever they learn, they could apply that in practical situations. Students need not only learn theoretical aspect but they should learn the practical use of everything, so that they can make themselves self reliant. The use of TVET (Technical and Vocational Education and Training) model can also help in this regard. During the pandemic period, Our honorable Prime Minister Narendra Modi have also addressed in his speech that we should be Vocal for Local, so that we can make India self reliant. For this we need to give localized vocational knowledge to our young generation as mentioned in NEP 2020. NEP 2020 has emphasized on 'Lok Vidya' which means indigenous vocational knowledge courses should be integrated in the curriculum, so that we can revive the Indian economy and can deal with the problem of unemployment. In this regard Tourism can also help to promote this call for "Vocal for Local" because tourists can reinforce the small start ups opened by the local people and they can also strengthen our local art and local products. The strengthening of local products, local skills, local art and culture will also attract a plethora of tourists because it will fulfill their needs in an economical way. This paper will explore the importance of strengthening the local vocational skills of the students in the light of NEP 2020. This paper will also discuss the role of tourism in reinforcing our local and vocational skills as well as local art and culture.

The need of the hour is also to instill the feeling of dignity of labour among students, so this paper will also focus on how to develop this feeling among students.

**Keywords:** Vocal for Local, Vocational Skills, Lok Vidya, Self Reliant & Role of Tourism

**Introduction:**

The call for “Vocal for local” is very prominent nowadays. However this movement is not new, it has its roots in Swadeshi movement that was initiated by Mahatma Gandhi. But we have apprehended the importance of our indigenous products during the Covid pandemic when we were unable to access the worldwide services. The pandemic disclosed the importance of our local products and services. Considering the need of the hour, the honorable Prime Minister Narendra Modi called for “Vocal for Local” movement for making India self reliant. This crisis situation promoted the use of local products that provided the livelihood to plethora of Indians. We have ascertained the importance of inculcating the vocational skills among children. For making the India self reliant there is need to develop the skills of students through vocational education. A special emphasis has been given on vocational education in NEP 2020. In this regard NEP 2020 has mentioned the term “Lok Vidya” which means indigenous vocational knowledge courses should be the part of curriculum. Our education system should not only focus to make the individuals as doctors, teachers, engineers and lawyers but equal focus should be given towards other professions. By considering this, the feeling of dignity of labor can be imbibed among students and they can choose the vocation of their personal interest. It is evident that India has an enormous no. of youth but still there is a gap in the economic growth of India. It is due to the reason that we are not drawing out what the children already have but we are giving them what we want. So proliferation in unemployment rate can be seen throughout India. The Covid pandemic has reinforced individuals to start their own work and promote the use of local products. People have started buying the things that are made in India and restricted the use of foreign products to the greater extent. This can have unprecedented benefits for the Indian economy. Tourism can also help in promoting the call for “Vocal for Local”. It is evident that tourists contribute a lot in the economy of any country. Tourism has become a significant economic sector, contributing 9.8% of global GDP and represents 7% of the world’s total exports (Haroon rasool *et al.*, 2021). It also contributes to the socio-economic growth of the country. Tourism can also play a decisive role in reinforcing the vocational skills of the individuals and making the India self reliant.

## Objectives of the Study

**For the present study, following objectives have been framed:**

- To examine the role of tourism in strengthening the call for “Vocal for Local”
- To highlight the role of vocational skills in promoting the Tourism
- To shed the light on NEP 2020 statements on Vocational education
- To know the importance of instilling the feeling of dignity of labour among students through vocational education

## Literature Review

- David Airey (2008) has explored the facts that can promote the successful tourism development. He has revealed in his study that tourism development needs extra disciplinary knowledge and it needs educational programmes that have a focus on the vocational- action area of the curriculum. He further stated that the knowledge of various disciplines can add to the tourism development.
- Elni Jein usoh *et al.*, (2020HJDW) conducted a study to know the reason of existing gap between the graduates, curriculum design and demands of tourism industry. The results of the study indicated that tourism vocational institutions should collaborate with stakeholders for developing relevant curriculum.
- According to Sheldon and Fesenmaier (2009), educational systems need a change in the skills preparation provided to students, and the way the knowledge is transferred in formal settings to meet the challenges of the next decades.
- Sinclair & Stabler has mentioned that tourism is a sum total of many services like transport, catering, accommodation, entertainment and other services such as banks, shops and travel agents. So it requires skillful individuals for the growth and success of tourism.

## Role of Tourism in Strengthening the Call for “Vocal for Local”

Tourism is the act of going out of home/state/country for recreational or professional purposes. Tourists play a decisive role in the promotion of local products, knowledge and culture. Tourists often are very curious to know about the local culture and people. They always aim to accumulate the enriched knowledge of every place they visit. The local people also get benefitted from tourists as it elevates their small start ups and add to their economy. It also provides plethora of innovative ideas to entrepreneurs. Tourist places can't grow only on the basis of attraction or enriched knowledge but it also requires other services like food, place to live, local art, culture and other recreational activities. The

Covid pandemic has reinforced the concept of “Vocal for Local” but we need to proliferate it. Tourism is the way that can help us in this regard. Tourism can help us in the following ways:

- 1. Cultural Transmission:** Tourism plays the key role in the transmission of local culture. Most of us limit ourselves to our culture only and hardly we try to promote it to the people of other cultures but tourism can provide us the opportunity to promote our local culture and to get acquainted with the knowledge of other cultures. To quote an example from NCERT, earlier we know silk was grown only in China but travelers brought it in other parts of the world. Chinese travelers used to gift the things made from the silk to other rulers. Then they noticed this beautiful fabric and started its production in their own country. So from this, we can conclude local culture can be transmitted with the help of tourism.
- 2. Language Extension:** Individuals generally know two languages, one of them is their mother tongue and other is the foreign language. It is a challenge to acquaint ourselves with diverse languages but we can promote the basics of our local language through tourism. We can consider the words of great psychologist “Noam Chomsky” who said that every individual possess a language acquisition device and anyone can learn any language.
- 3. Local Skills:** Local Skills are the treasure of local people. Local skills provide special identity to the state/country. For example, the puppet dance is famous in the state of Rajasthan and hardly anyone fail to recognize it. Thus local skills are decisive for promoting the profile of any state/country.
- 4. Handicraft:** The plethora of individuals earns their livelihood through handicrafts. Handicrafts give the platform to practice the vocational skills and can promote the call for “Vocal for Local”. It can also attract the enormous no. of tourists and thus can promote the tourism. To quote an example, Kashmir is famous for its embroidery and handicrafts. It is also one of the reasons that Kashmir is the famous tourist destination of North India.
- 5. Historical Importance:** Tourism disseminates the historical importance of the places to other places. It can make others to know the sacrifices made by the local people. Local people feel acknowledged when others show their interest to know about their contribution.

- 6. Values:** Tourism can promote the local values of the place. We can learn how values differ from one context to another. It can promote the tolerance and the feeling of unity among people.

### **Vocational Education & Tourism**

Vocational education focuses on giving practical skills to the individuals so that they can earn their livelihood. Vocational education make individuals self sufficient and independent. If we have to develop the economy of the nation then we need to make significant improvements in terms of maximizing the effectiveness of the Vocational education (George S. Mouzakitis 2010). When students complete their studies, they start their search for job but when they fail to get job, they feel disheartened. Why is it so? Why even after the completion of studies one doesn't get job? The answer is quite simple. Our education system emphasizes in providing theoretical knowledge to the learners and ignores the fact that it is important to provide hands on experience and practical skills to the students. Vocational education can create a lot of employment opportunities for the individuals. The employment opportunities vary between individuals who have just received general education and who received Vocational form of education. (Andrca G. Forster *et al.*, 2016). The scope of practicing these Vocational skills is enormous. Tourism can help in reinforcing the Vocational skills of the individuals. In India there are various forms of tourism prevalent I.e. Religious tourism, professional tourism, educational tourism, local tourism etc. Every kind of tourism requires human and non human resources for its survival. For example, in maximum states of India Ola and Uber cab services are prevalent which helps tourists in numerous ways and also help local people in their earning. Likewise more startups should be opened so that tourists can feel comfortable during their visit. During professional and educational tourism, tourists need skilled human resources who can guide them throughout their journey. It is clearly evident that vocational education is the pre condition to the success of tourism.

### **Dignity of Labour & Tourism**

Dignity of labour signifies that all occupations deserve equal respect. No occupation is superior to the other. But we live in a society where some occupations have been placed on higher ladder and other on lower ladder. Even earlier thought regarding vocational education was that only poor people acquire vocational skills. Carpentry, pottery, gardening and stitching were considered the occupations of poor people. But now NEP 2020 has given due importance to vocational education. It recommends that every child

should acquaint three or four vocational skills and get proficiency in at least one skill. This step of NEP 2020 will surely promote the feeling of Dignity of labour among students. Through vocational education they will come to know the importance of acquiring vocational skills. The feeling of dignity of labour can play a significant role in the field of tourism because during travel tourists may face numerous problems that will require immediate solutions and that solutions can only be offered by vocational education. Only acquiring the skills is not enough, they also need to acquire the feeling of dignity for performing their task confidently. So vocational education can help the tourism in multiple ways.

### **NEP 2020 & Vocational Skills: A major contribution towards "Vocal" for "Local"**

The technical and vocational education and training (TVET) has always focused on building the manpower by making the individuals skilled through vocational education and training. It was the major initiative that highlighted the importance of vocational education. Currently NEP 2020 is also emphasizing on vocational education of the learners. It has stated that vocational education should be integrated with the mainstream education. NEP 2020 rejected the theoretical part of vocational training and focused on teaching only practical aspects. It is giving opportunity to nourish the innate talent of the students and making them self reliant. Integration of vocational education will require collaboration on the part of institutions so that they can work as complexes and can share the resources with each other. This outcome based learning approach will surely fulfill the aim of "Vocal for Local" as it will nourish the local skills of the people. In this regard the major concept "Lok Vidya" has also been promoted in the policy which will include short term vocational courses for teachers and teachers can also contribute in Lok Vidya. It will reinforce the Local and indigenous knowledge and skills. This job market orientation will help India to become self reliant.

### **Implications of the study**

The following implications can be drawn from the study:

1. The use of local products should be started from the educational institutions itself. Like in Covid pandemic teachers were reinforcing students to make sanitizers at home instead of buying them from the market.
2. The feeling of dignity of labour should be instilled among students so that when they become the part of tourism, they can respect all occupations equally and support small start ups and local businesses.

3. It is quite evident that the implementation of NEP 2020 is little difficult in terms of vocational education as it requires enormous local experts, resources and trained teachers but if higher education institutes will collaborate with schools this problem can be solved. So it is suggested by the investigators that community outreach programmes should be promoted by higher education institutes. This step will also enrich the tourist destinations.
4. Students should be given the exposure of the things that they are learning. They should know how to apply their learning in their day-to-day life. This will also help to solve the various challenges of tourism. Skilled tourists can make their journey more smooth and comfortable
5. Local tourism should be promoted so that we can preserve our cultural heritage and resources. We are acquainting children with global knowledge and culture but we are forgetting that promoting local culture and values is also significant. NEP 2020 has also emphasized on it.
6. Vocational education has the tendency to promote the sustainable tourism. Teachers firstly need to change the perspectives of students and society regarding Vocational education, so that sustainable tourism can be promoted.

**Conclusion:**

It can be concluded that the call for "Vocal for Local" is a major step for fulfilling the dream of self reliant India. Although this dream was firstly seen by the eyes of Mahatma Gandhi but it became prominent after Covid crisis. The pandemic disclosed the importance of our local products and services. The promotion of the local resources requires vocational skills and thus these vocational skills of the individuals can play a decisive role in this call. Without vocational skills it is difficult to practice this call in reality. Tourists can contribute a lot in reinforcing this call. Tourists often are very curious to know about the local culture and people. They always aim to accumulate the enriched knowledge of every place they visit. Further Tourism can also help in reinforcing the Vocational skills of the individuals because every kind of tourism requires human and non human resources for its survival. For example, in maximum states of India Ola and Uber cab services are prevalent which helps tourists in numerous ways and also help local people in their earning. In nutshell we can say that tourism can play a significant role in promoting the call for "Vocal for Local" and vocational skills of the individuals.



**References:**

1. Forster, A., Bol, T. & Werfhorst, H. (2016). Vocational education and employment over the life cycle. *Sociological science*, 3, 473-494. DOI: 10.1519/v3.921
2. Higgins - Desbiolles, F. (2006). More than an "industry": The forgotten power of tourism as a social force, *Tourism Management*, 27: 1192-1208.
3. Kumar, R. (2018). Tourism education, curriculum spaces, knowledge production and disciplinary pluralism. *The gaze journal of tourism and hospitality*, 83-155.
4. Ministry of Education (2020), New Education Policy' Government of India, New Delhi. [https://www.education.gov.in/sites/upload\\_files/mhrd/files/NEP\\_Final\\_English\\_0.pdf](https://www.education.gov.in/sites/upload_files/mhrd/files/NEP_Final_English_0.pdf)
5. Mouzakitis, G. (2010). The role of Vocational education and training curricula in economic development. *Procedia social and behavioral sciences*, 2(2), 3914-3920
6. Rasool, H., Maqbool, S. & Tarique, M. (2021). The relationship between tourism and economic growth among BRICS countries: a panel cointegration analysis. *Future business journal*, 7.
7. Sheldon, P. J. & Fesenmaier, D. R. (2015). Tourism education futures initiative: current and future curriculum inferences. In Dredge, D., Airey, D. & Gross, M. J. (Eds.) *The Routledge Handbook of Tourism and Hospitality Education* (155-170), London: Routledge.
8. Usuh, E., Lambey, L., Ohlyver, D., Rompas, P., Runtuwene, J. & Rampengan, M. (2020). Tourism vocational education versus Tourism industry. DOI: 10.5220/0009013404880494

# **THE ROLE OF PRIMARY AGRICULTURAL COOPERATIVE CREDIT SOCIETIES (PACS) IN RURAL FINANCING AND DEVELOPMENT IN INDIA**

**Rajesh Goje**

Department of Commerce

Pansare Mahavidyalaya Arjapur, Tq. Biloli, Dist. Nanded 431711

Corresponding author E-mail: [rajeshgoje2151@gmail.com](mailto:rajeshgoje2151@gmail.com)

## **Abstract:**

Co-operative credit institutions in India provide credit to agriculture as well as non-agricultural sectors. Short, medium & long term credits are being provided by cooperative credit institutions. Co-operative institutions are playing a vital role in the socio-economic development of the country, particularly in the rural areas and in agriculture and allied sectors. Primary agricultural cooperative credit societies (PACS) are the main source of institutional finance for small and marginal farmers in India. PACS are the banks which are situated in rural area and play a very important role in rural credit system by performing their activities on co-operative principles. The PACS play a major role in financial inclusion of farmers and agricultural development in India. They protect farmers from certain social evils like agricultural backwardness, poverty and rural indebtedness. Through their variety of services, they are reaching the vulnerable sections of the society. They provide short term and medium term loan to rural people to meet their financial requirements. The objective of this paper is to analyze the role of Primary agricultural cooperative credit societies in rural financing and rural development.

## **Introduction:**

Agricultural cooperatives in India are very actively involved in several agricultural related activities. The most important activities are the disbursement of short, medium term credit and distribution of fertilizers and other inputs such as seeds, pesticides, agricultural implements etc. Co-operatives play a very important role in disbursement of agricultural credit. In India, majority of the farmers belong to the category of small & marginal farmers. They depend heavily on credit for their agricultural operations. These farmers will not be able to adopt the modern agricultural practices unless they are supported by adequate and timely availability of credit. The co-operatives are playing important role in the agriculture sector by providing required financial support for its overall growth. Primary agricultural cooperative credit societies are the main source of

institutional finance for small and marginal farmers in India. Agricultural credit is one of the most crucial inputs in all agricultural development programs. Primary agricultural credit societies working at grass root level, having direct contact with the rural people and meet their financial requirements. PACS have been playing an important role in the channelization of bank credit to the rural sectors.

### **Research Methodology:**

#### **Objectives of the Study**

The main objectives of the paper are as follows:

1. To study the role of PACS in rural financing.
2. To analyse the significance of PACS in rural development.
3. To study the contribution of PACs in Rural Development.

#### **Data Collection:**

The study is mainly based on secondary data. Data is collected from the data bases of RBI, NABARD, NAFSCOB and Annual Reports of RBI, NABARD and Department of Agriculture, Cooperation & Farmers Welfare, Economic Surveys of the Ministry of Finance, journals, magazines, books and the websites.

#### **Importance of co-operative**

The Co-operative Movement in India took birth in 1904 by the enactment of Co-operative Societies Act 1904. The aim was to promote credit societies. The Second Act was passed in the year 1912. The Co-operative societies Act 1912 aimed at promotion of thrift, self-help among agriculturists, artisans, and persons of limited means. The major reason for establishing credit co-operatives was to free the poor & indebted farmers from the clutches of the traditional money lenders who provided credit at high interest rates. The Credit Cooperative was established in 1904 with the basic aim to provide cheap credit to the small and marginal farmers. Co-operative institutions have played a vital role in the socio-economic development of the country, particularly in the rural areas and in agriculture and allied sectors. The cooperative sector in India has spread its activities in all spheres of economy like agriculture, poultry, dairy, fisheries, handlooms, spinning, consumer cooperatives and the like. The cooperatives have emerged as an important and vital sector of the Indian economy. The co-operatives are playing predominant role in the agriculture sector by providing required financial support for its overall growth. They play a very significant role in disbursement of medium term & long term credit needed by the farmer's for purchasing agricultural equipment's, installation of tube wells & land development works etc. Credit in India is made available to the farmers through a multi- agency network

consisting of cooperatives, commercial banks and RRBs. However, co-operatives accounts for a large proportion of the agricultural credit made available to the farmers.. The cooperative banks with the help NABARD are extending financial support to the various agro based units like dairying, poultry, fisheries, agricultural marketing & other allied activities. They have been playing a very significant role in making institutional credit accessible to farmers since the beginning of the cooperative movement.

Rural co-operative credit institutions in India consist of two distinct sets – short-term and long-term institutions – each with specific objectives. Short-term co-operatives primarily provide short-term crop loans, working capital loans, and medium-term loans for investments in agriculture to farmers and for the rural sector in general, often with refinance support from the NABARD. Long-term co-operatives typically provide medium to long-term loans for making investments in agriculture, including land development, farm mechanization and minor irrigations; rural industries; and lately, housing. Short-term rural credit co-operatives operate in most of the states in a three-tier structure with State Cooperative Banks (StCBs) at the apex level, Co-operative Central Banks at the district level (DCCBs) and PACS at the base (village) level with mainly farmers as their members. In principle, PACS are expected to mobilize deposits from farmer members and use them for providing crop loans to members. When deposits are not enough to meet the loan requirements of borrowing members, PACS draw support from higher tier institutions, Co-operative Central Banks or State Cooperative Banks.

### **Role of Agricultural Co-operatives**

The main objective of PACS is to promote economic interests of members in accordance with the principles of cooperation. In compliance with this objective, PACS provide credit to cultivators, supply agricultural inputs & also undertake marketing of agricultural produce. They inculcate the habit of thrift & savings among members. PACS are grass root institutions functioning at the village level to meet the financial requirements of members. Primary Cooperative Credit Societies occupy a strategic position on account of their direct link with the farmers and weaker sections of people at the grass root level. In India, majority of the farmers belong to the category of small & marginal farmers. They depend heavily on credit for their agricultural operations. The coverage by PACS in providing agricultural credit was very high when compared to Commercial Banks and Regional Rural Banks. Financial Inclusion is not a new concept as far as Cooperative Sector is concerned. Various Commissions and Committees appointed to review the functioning of cooperatives also praised the role of Credit Cooperatives in catering to the requirements of

small and marginal farmers. Cheap and affordable credit is given by the PACS to the low and middle-income groups in rural area and thus helps in extending banking services.

### **Rural Financing Initiatives of PACS**

Service and not profit is the main motto of PACS. PACS are rural oriented and have very good network in rural areas. They create opportunities for employment and income generation in rural areas. Financial inclusion can be achieved with the help of primary level cooperative institution like PACS which has spread its service to all parts of the country. It is the PACS which provides loan to small and marginal farmers. This fact implies that the outreach of PACS in meeting the credit requirements of vulnerable group is very high.

#### **PACS help rural people in the following ways:**

**No frill accounts:** Similar to that, no minimum balances required to opening a savings bank account. By this even weaker sections can avail the banking services.

**Agricultural loans:** More than 90% of the agricultural loans are disbursed through PACS. They provide agricultural loans at a very affordable rate.

**Loan against NSC, KVPs etc:** Generally commercial banks do not give loans against KisanVikas Patras or National Savings Certificates. The poor people get easy loans against these certificates for emergency purposes.

**Kishan Credit cards:** On behalf of district cooperative banks, PACS gives KCCs to the farmers. The main objectives of the Scheme are to meet the short term credit requirements for cultivation of crops, post-harvest expenses, produce marketing loan, consumption requirements of farmer household, working capital for maintenance of farm assets and activities allied to agriculture.

PACS form the grass-root level tier of the short-term co-operative credit structure that directly interfaces with individual borrowers to provide them short and medium-term credit. Reflecting co-operative culture, PACS advances loans only to their members. They arrange for the supply of agricultural inputs, distribution of consumer articles and marketing of produce for their members through co-operative marketing societies. Borrowings from higher tier co-operative credit institutions constitute the majority of funds for the PACS, which cater to a variety of other associated activities. NABARD provide both financial as well as technical support to rural cooperative credit institutions. Financial support is provided through the Cooperative Development Fund [CDF] while technical, capacity building and knowledge sharing support comes from the Centre of Professional Excellence in cooperatives [C-PEC]. Besides this, NABARD also provides assistance to PACS Development cells [PDCs].

### **Conclusion:**

Primary Agricultural Cooperative Credit Societies (PACS) play a crucial role in the financial empowerment of rural India by ensuring access to institutional credit for small and marginal farmers. They serve as the foundation of the cooperative credit structure, providing short- and medium-term loans, facilitating agricultural development, and contributing to financial inclusion. By offering affordable credit, distributing essential agricultural inputs, and promoting savings habits among rural communities, PACS help mitigate rural indebtedness and reduce dependence on informal moneylenders.

Despite challenges such as inadequate financial resources, administrative inefficiencies, and the need for modernization, PACS continue to be an integral part of India's rural credit system. Strengthening these institutions through policy support, digitalization, and enhanced financial backing from higher-tier cooperative institutions and NABARD can further improve their efficiency and outreach. In conclusion, PACS play a pivotal role in rural financing and development, supporting sustainable agricultural growth and enhancing the socio-economic well-being of rural communities in India.

### **References:**

1. Salunkhe, A. (2016). *Indian PACS movement and economic growth of Dhule District, Maharashtra*. LAP LAMBERT Academic Publishing.
2. Ravichandran, K., & Revathi, M. R. (2008). *Rural credit: Access, use, and repayment*. Abhijit Singh Publication.
3. Santosh. (2018). Growth and structure of primary agriculture cooperative society (PACS) in Haryana and India. *International Research Journal of Management and Commerce*, 5(4), 374-385.
4. Sreedevi, R., & Murugan, S. (n.d.). Performance of primary agricultural cooperative credit societies in Kanyakumari District. *International Journal of Commerce*, 6(3), 31-38.
5. Dwivedi, R. C. (1996). Role of co-operatives in rural economy. *Indian Journal of Agricultural Economics*, 51(4), 712-727.
6. Rangunath, P. N., Rao, A. N., & Prasad, D. S. (n.d.). Impact of PACS finance on marginal and small farmers' economy of a dry farming district (Anantapur) of Andhra Pradesh. *Indian Cooperative Review*, 22(6), 43-49.

**THE ROADMAP TO ACADEMIC EXCELLENCE:  
UNDERSTANDING AND PRACTICING INTEGRITY IN RESEARCH**

**Kirti Makwana**

Charotar University of Science and Technology (CHARUSAT),

Changa, Anand, Gujarat

Corresponding author E-mail: [kirtimakwana85@gmail.com](mailto:kirtimakwana85@gmail.com)

**Abstract:**

Research integrity is a critical practice in the pursuit of academic success. The cornerstone for generating reliable and significant knowledge is research ethics. The fundamentals of research ethics, the difficulties presented by unethical behavior, and methods for promoting an honest academic culture are all covered in this chapter. This chapter provides practical suggestions for maintaining ethical standards in research, with a focus on both individual and institutional duties. This helps to create top-notch academic environments.

**Keywords:** Integrity, Ethical Research, Academic, World Class Universities

**Introduction:**

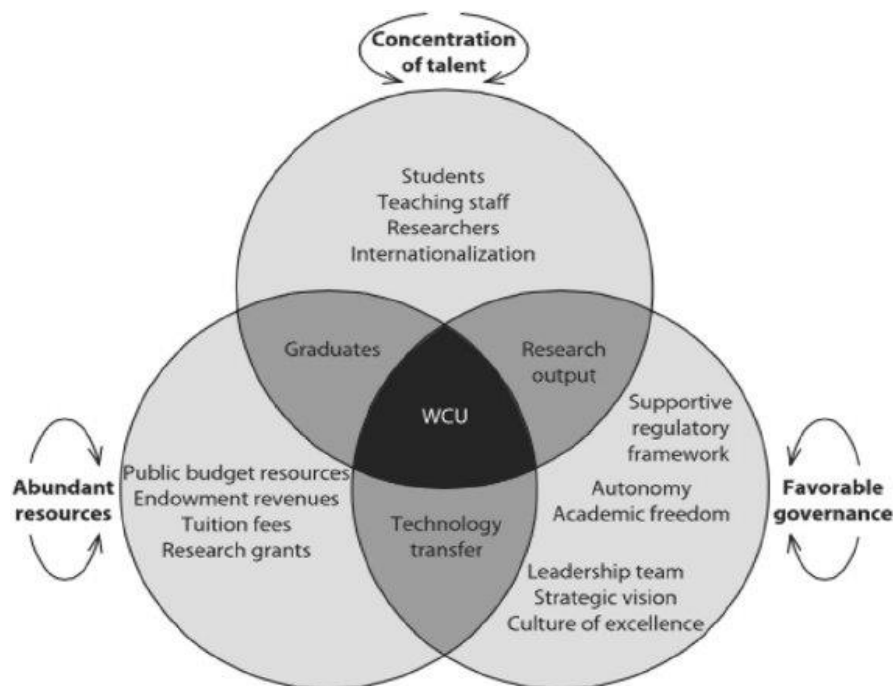
Innovation and the advancement of society are significantly influenced by higher education. Research, a vital tool for creating new knowledge, developing technology, and creating competitive advantage, is at the heart of it all. However, following ethical guidelines is crucial to the validity of this study. Philosophers define ethics as a set of moral precepts that direct behavior toward the benefit of society and the individual.

Ethics in research refers to a collection of moral precepts that direct researchers to carry out investigations in a responsible, honest, and open manner. The World Health Organization (WHO) states that research ethics set the rules for researchers' behavior in order to guarantee the accuracy and dependability of their work. Beyond academic circles, ethics have a significant role in policymaking, societal well-being, and the public's confidence in scientific research worldwide. This chapter explores into the complicated relationship between academic success and research integrity. It examines the difficulties and solutions related to upholding integrity in a fiercely competitive academic setting and emphasizes the elements that go into ethical research procedures.

## Characteristics of a World-Class University

The ability of a world-class institution to integrate education, innovation, and research in order to advance society essentially distinguishes it. Achieving and preserving this rank requires ethical behavior. The significance of research ethics in promoting academic achievement is highlighted by the following factors:

- **Commitment to Ethical Standards:** Academic institutions that place a high value on research integrity guarantee the validity of their conclusions and their wider social implications.
- **The Encouragement of Innovation:** By guaranteeing the accuracy and dependability of data and findings, ethical research techniques foster innovation.
- **Social Responsibility:** Universities show their commitment to society by upholding research ethics, which helps shape laws that tackle pressing issues.



Source: Salmi, 2009

A university's success is based on a culture that encourages honesty and moral decision-making in addition to its resources, claims Salmi (2009).

## Research Ethics: An Overview

A broad range of guidelines are included in research ethics to help researchers navigate the difficulties of making moral decisions. These guidelines highlight the following:

1. **Accuracy in Data Handling:** Making certain that information is appropriately gathered, examined, and shown.



2. **Misconduct Avoidance:** Preventing actions like data fabrication, plagiarism, and falsification.
3. **Encouragement of Transparency:** Keeping methods and results transparent to replication and validation.
4. **Respect for Human and Animal Subjects:** Making sure that ethical standards are followed in research with living subjects.

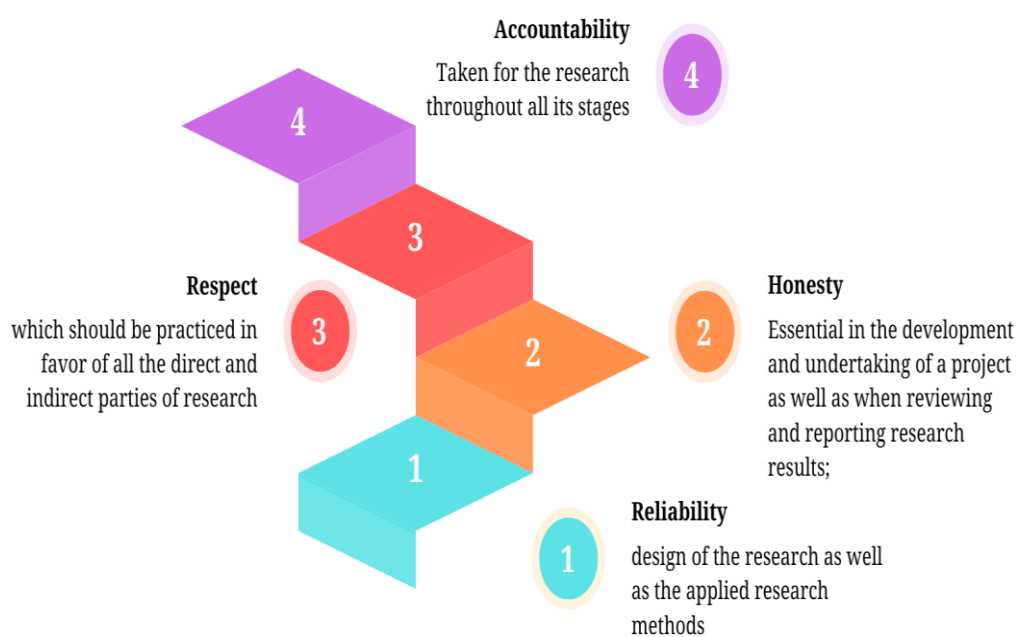
Overlooking these guidelines can lead to inaccurate results, dishonest policies, and major societal harm. Consequently, it is both morally and professionally required to perform ethical research.

### Integrity in Research

Conducting research in a way that promotes confidence in its methods and findings is known as research integrity (RI). The credibility of the organization, the researchers, and the scientific community at large are all reflected in it. Integrity is essential for:

- **Trustworthiness:** Developing confidence with the public, legislators, and peers.
- **Reputation:** Improving the standing of institutions and scholars.
- **Knowledge Advancement:** Contributing to a solid body of information that guides upcoming studies and the advancement of society is known as knowledge advancement.

### 1. Four Key Principles of Research Integrity



**Source: The European code of conduct for research integrity (ALLEA, 2017) 2010  
World Conference on Research Integrity (WCRI)**

## 2. Practices for Conducting Responsible Research

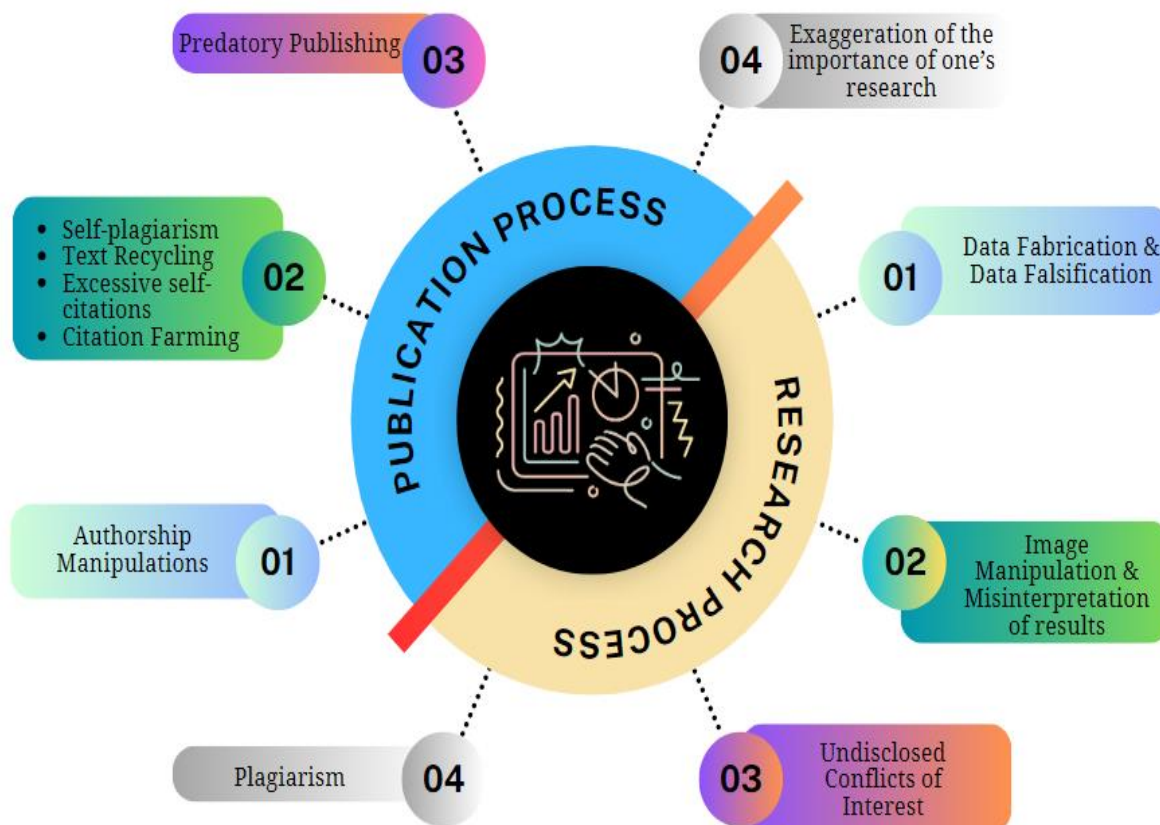
Research integrity can be promoted at both individual and institutional levels:

- **Individual-Level Practices:**
  - Maintaining integrity and openness in the gathering and reporting of data.
  - Preventing conflicts of interest that can jeopardize the results of study.
  - Constantly pursuing professional growth to remain up to date on moral principles.
- **Institutional-Level Practices:**
  - Creating guidelines that support ethical research practices.
  - Offering faculty and students training courses on research ethics.
  - Acknowledging and appreciating moral research methods.

The European Code of Conduct for Research Integrity (ALLEA, 2017) states that sound research methods are founded on core ideas that help investigators navigate moral and intellectual dilemmas.

### Violations of Research Integrity

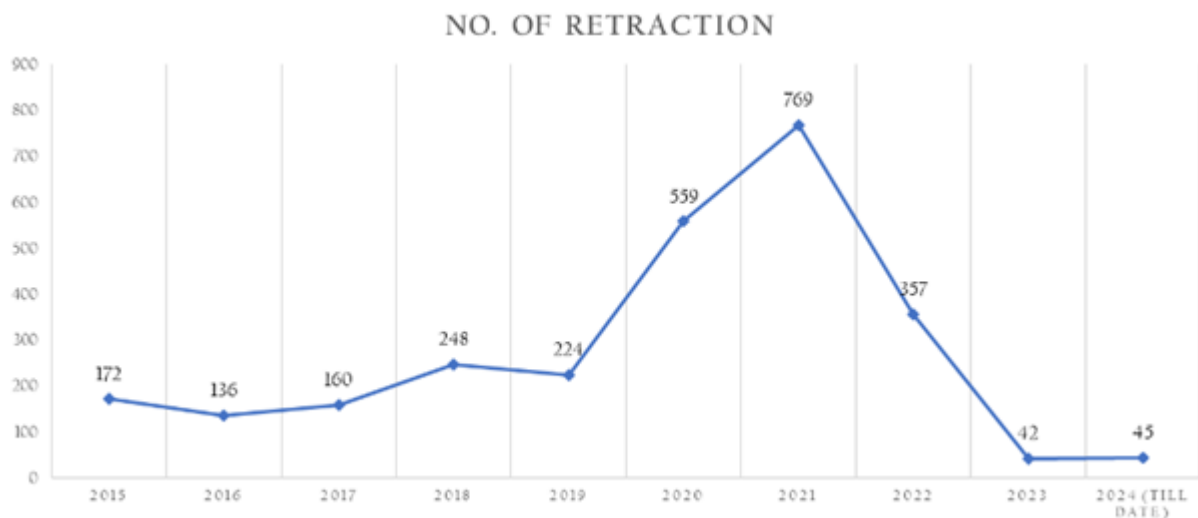
Despite the emphasis on ethical practices, violations of research integrity are a growing concern. Common forms of misconduct include:



- **Plagiarism:** Using someone else's work without proper attribution.
- **Fabrication:** Making up data or results.
- **Falsification:** Manipulating research data to produce desired outcomes.

### 1. The Rise of Scientific Misconduct in India

Retractions for scientific misconduct have significantly increased in India. In comparison to 2017–2019, retractions climbed 2.5 times between 2020 and 2022, according to statistics from the Retraction Watch Database. During this time, 48% of all retractions were related to engineering.



Source: The Retraction Watch Database, Accessed on June 17, 2024

### 2. Reasons for Scientific Misconduct

Several factors contribute to the rise in unethical practices:

- **Publish-or-Perish Culture:** The pressure to publish frequently and in high-impact journals.
- **Compulsory Publication Requirements:** Mandated publications for academic progression or Ph.D. completion.
- **Predatory Journals:** The proliferation of journals with lax peer-review standards.
- **Career Ambitions:** The desire for recognition, promotions, or funding.

During the COVID-19 pandemic, some researchers exploited the global crisis by publishing deceptive studies, further highlighting the need for ethical vigilance.

### Strategies for Promoting Research Ethics and Integrity

A multifaceted approach is required to address research misconduct and promote ethical practices. The following strategies can be implemented:

## 1. Institutional Framework

Institutions should create an environment that encourages ethical research by:

- Establishing robust policies and procedures to address misconduct.
- Integrating ethics training into academic programs.
- Ensuring transparency in research funding and resource allocation.

## 2. Education and Awareness

Educational programs should focus on:

- Teaching the principles of research ethics and their practical applications.
- Providing resources, such as plagiarism detection software, to support ethical conduct.
- Encouraging open discussions about ethical dilemmas in research.

## 3. Collaborative Efforts

Collaboration among researchers, institutions, and publishers is essential for:

- Sharing best practices in research ethics.
- Identifying and addressing systemic issues that lead to misconduct.
- Promoting a culture of accountability and responsibility.

## The Four-Pillar Framework for Research Integrity

Chou, Lee, and Fudano (2023) propose a four-pillar framework for promoting research ethics and integrity:

### Misconduct Case Handling

- Misconduct in each nation are quite different
- Differences are due to their different definitions of misconduct
- Academic and cultural factor



### Policies & Regulations

- Policies aimed at guiding research activities and promoting research integrity
- Prevention and handling of questionable and responsible research practices

### Researchers' Education and Training

- Adequate training should be provided to researchers at all career stages by qualified trainers
- Recruitment of more qualified human teachers to provide in-classroom learning experiences remains necessary

### Institutional Management

- Researchers to receive RCR training and education
- Organize various relevant activities and formulate procedures regarding the prevention of research misconduct and the handling of any such cases.
- Revise their regulations continually to align them with global standards.

**Source: Chou, C., Lee, I. J., & Fudano, J. (2023). The present situation of and challenges in research ethics and integrity promotion: Experiences in East Asia. *Accountability in Research*, 1-24. doi.org/10.1080/08989621.2022.21551444**

1. **Policy Development:** Establishing clear guidelines and regulations for ethical research.
2. **Education and Training:** Enhancing knowledge and skills related to research ethics.
3. **Monitoring and Compliance:** Implementing mechanisms to detect and address misconduct.
4. **Cultural Change:** Fostering an organizational culture that values integrity.

### **Points to Ponder**

The difficulties and factors listed below emphasize how crucial research ethics are:

- Ethical norms are frequently compromised by the "publish or perish" culture.
- While technological developments facilitate plagiarism and data fabrication, they also offer detecting tools.
- To properly handle ethical transgressions, institutions need to make infrastructural and resource investments.

### **Conclusion:**

The foundation of research and academic success is integrity. Credibility of results, knowledge advancement, and societal improvement are all guaranteed by ethical research techniques. To combat wrongdoing, advance transparency, and cultivate an integrity-based culture, institutions and researchers must cooperate. The academic community may make a significant contribution to the growth of a knowledge-driven society by achieving this.

### **References:**

1. ALLEA (All European Academies). (2017). The European Code of Conduct for Research Integrity.
2. Chou, C., Lee, I. J., & Fudano, J. (2023). The Present Situation of and Challenges in Research Ethics and Integrity Promotion. *Accountability in Research*. <https://doi.org/10.1080/08989621.2022.2155144>
3. Salmi, J. (2009). The Challenge of Establishing World-Class Universities.
4. Retraction Watch Database. Accessed on June 17, 2024.

## **ENTREPRENEURSHIP AND START-UPS: THE NEED OF THE HOUR**

**Abhishek Chauhan\*<sup>1</sup> and Preeti Thakur<sup>2</sup>**

<sup>1</sup>Panjab University SSG Regional Centre, Hoshiarpur

<sup>2</sup>Department of Education, Panjab University, Chandigarh

\*Corresponding author E-mail: [abhishek\\_chauhan@pu.ac.in](mailto:abhishek_chauhan@pu.ac.in),

### **Abstract:**

Entrepreneurship refers to the process of creating and managing a new business venture which aims at making profit, whereas a Start-up is a newly established company that is designed to grow rapidly and aims at problem solving by offering products & services. An entrepreneur is the one who starts and runs a business. An entrepreneur makes key decisions, takes risks, and face success or failure of the business. Entrepreneurs have a desire to create and innovate, and have a business vision and goals. India is expected to become third largest economy and will achieve its goal of \$ 5-trillion gross domestic product by 2027-28. This is possible only if we give due importance to innovations i.e. by promoting young and dynamic entrepreneurs who have fresh business ideas and which can be converted into start ups. These start ups will provide new employment opportunities which will give boost to Indian economy. There are expectations that more than 12,000 start-ups will register this year in India. According to NASSCOM, India has the third-largest startup Eco-System in the world. New start-ups are developing in the educational and agricultural sectors with more participation of women entrepreneurs after launching of Startup India program. Conducive environment, stable government, funding agencies, proper educational facilities, transparent and well defined taxation system etc. are very important for entrepreneurship and start-ups. With increasing population and decreasing government jobs in India, one should become job giver instead of job seeker by converting his or her innovative ideas into start-ups to become a successful entrepreneur. This chapter focuses on Entrepreneurship & Start-ups, their types, review of importance of entrepreneurship & start-ups, need of entrepreneurship & start-ups and the efforts required for growth of entrepreneurship & start-ups.

**Keywords:** Entrepreneurship, Business, Start-ups, Entrepreneur, Economy, Innovation

## **Introduction**

### **1. Entrepreneurship:**

Entrepreneurship is converting an idea into a real business. It involves innovation, creativity, risk taking capacity and spotting market opportunities and making process to convert idea into a working model. It is a process of planning, starting and operating a business venture. The important features of Entrepreneurship for its success are innovation which is base of entrepreneurship, risk tolerance, strong vision of future, availability of resources to operate and flourish and knowledge to manage the business. Entrepreneurship involves proper planning for which strategy is needed to establish startup. There is need of team and proper plan else business is like to fail. After planning, there is need to register company and proper space is required for its functioning. After registration, there is need of capital to fund different operations. After this, a team can be built, logistics should be managed and processes must be planned.

### **2. Types of Entrepreneurships**

Following are different types of entrepreneurship:

- **Small Business Entrepreneurship:** It is a small businesses for fixed income
- **Scalable Startup Entrepreneurship:** It is high growth potential business with venture capital.
- **Large Company Entrepreneurship (Intrapreneurship):** In this large companies formulate innovative products or services.
- **Social Entrepreneurship:** In this businesses try to benefit society. Its main aim is to create impact than profit.
- **Innovative Entrepreneurship:** In this new products or services are created. Use of cutting edge technologies is there.
- **Hustler Entrepreneurship:** In this entrepreneurs set up their business with hard work.
- **Researcher Entrepreneurship:** In this businesses are developed on extensive research and development. Academic knowledge is used to develop a business.
- **Buyer Entrepreneurship:** Entrepreneurs buy companies in loss, acquire them and build new companies.
- **Imitative Entrepreneurship:** In this entrepreneurs follow successful business models and adapt the existing ideas.

- **Franchise Entrepreneurship:** Entrepreneurs run a branch of an established business with some autonomy.
- **Digital Entrepreneurship:** Entrepreneurs do business with the help of digital services.
- **Serial Entrepreneurship:** In this entrepreneur run many businesses parallel.

### **3. Start-ups**

Start-ups are small entities which do development in products or processes or services by using innovations. The founding members are the people who look for funding and investors who can sponsor. Start-ups are result of market demand for a product or service. Start-ups are not meant for profit generation at the beginning, but at the consequent stages. The goal is to develop a bigger business in future even if there is a chance of failure.

Start-ups increase job opportunities which results in GDP growth. Bangalore is known as IT and Startup hub and many known start-ups like Flipkart, Myntra, etc. are founded there only. A startup can be registered as a Private Limited Company/Limited Liability Partnership/Partnership firm. For recognition it can apply to Department of promotion of industry and internal trade with a write-up on innovation and employment opportunities.

There are different stages of startup which includes initial stage, development stage, and success stage. In the initial stages founder look for innovative ideas, then in next stage he identified the funding opportunities like Foreign Direct Investment, Capital Funding, Angel Investors, Crowd funding, Equity Investment and the Government support etc. Start-ups basically focus on scalability and growth at initial stages. All start-ups become a company after 3-5 years of working. Technology based start-ups are most demanding and scalable nowadays.

To start a startup one need innovative idea and its validation by conducting a research about demand of product and its competition. After validation, there is need of business plan which contains elements, targets, strategy etc. To convert business plan into work, there is need of resources like funding, personnel and equipments. Then with the help of resources, there is development of products or services. After this advertisement and marketing strategies are applied to sale the product or attract the customers. Finally, once the customer base is developed day to day operations and expansion strategies are being made to convert startup into a company.



#### **4. Types of Start-Ups**

Different types of start-ups are:

- **Scalable Start-ups:** These start-ups are based on an innovative idea which has potential of scaling. The focus of these start-ups is to create best user value on a large scale using technology.
- **Small Business Start-ups:** These start-ups are self-funded business and main purpose is to sustain it instead of scaling it. These start-ups are run by the family of founder.
- **Lifestyle Start-ups:** These start-ups are based on passion of the founder for their interests like painting, baking, etc.

#### **Objectives**

The main objectives of the study are:

- An attempt has been made to critically review the need & significance of entrepreneurship and start-ups.
- To find out the efforts required for entrepreneurship and start-ups.

#### **Literature Review**

The literature was reviewed from different studies and papers published to find the need of entrepreneurship and start-ups. Aysawle (2024) found that entrepreneurship is very important for economic growth, creation of jobs and social change. With the growing demand of technology and automation, there is need of innovation ideas and thinking. Entrepreneurs are solving the problems of various industries by providing solutions to critical problems. The study signifies the importance of entrepreneurship innovation and employment generation for sustainable development. Friar & Meyer (2023) found that the growth of lagging regions can be done with entrepreneurship as it results in economic growth. They also found that new ventures are needed for creation of jobs instead of micro-business. They also analyzed factors for the development of ventures and micro-businesses or formation of government policies for development of region. It was found that both exogenous and endogenous methods are needed for economic growth of lagging regions.

Gries & Naudé (2009) found that start-ups are important for economic growth. They also studied that expansion in start-ups can result in the growth of regional economy. The increase in human capital and relative rates of return will increase rate of start-ups. However, financial concentration in a region will decrease startup rate. Schick, Marxen & Freimann (2002) carried out an empirical study of start-up processes to find sustainable business practices for new businesses. They also tried to identify the points regarding

environmental management for the startup process. It was found that starting any business is very complex. The external conditions and market conditions makes difficult to have ecological balance in start-ups. It was also found that environmental considerations in the start-up process depend on entrepreneur only. Clercq & Arenius (2006) suggested that knowledge-based factors are most important for taking decisions regarding activities of start-ups.

### **Need of Entrepreneurship & Start-ups**

Entrepreneurship and start-ups are very significant and there is urgent need of them for following:

- **Economic expansion:** They are very important for economic expansion by creating new businesses
- **Economic development:** They results in development of innovative products and services which customers buy and it results in various economy activities.
- **Creation of new jobs:** Economic and business development results in creation of new jobs at different levels.
- **Global recognition:** Entrepreneurial ecosystems easily adapt to changing global conditions which results in international recognition.
- **Development of Small and medium enterprises:** Enterprenurship reduce dependency on large industries by developing different small and medium businesses.
- **Competition and customer satisfaction:** Development of different businesses creates healthy competition among different entrepreneurs and they are developing world class products and services for their customers which results in customer satisfaction.
- **Sustainable development:** Nowadays different businesses are coming with innovative ideas like using scrap, waste material etc for development of products and services which is way forward for sustainable development.
- **Research & development:** Entrepreneurship and start-ups are promoting research and development as different businesses requires different technologies for development of their products and services.

### **Efforts required for Entrepreneurship & Start-ups**

#### **1. Efforts required for Entrepreneurship**

Government policies must be favorable for entrepreneurs for creating conducive environment. A stable legal and economic framework can help to achieve social and economic goals. Poorly structured policies can hamper entrepreneurship and innovation.

Following efforts are required from government & different approval agencies for the promotion of entrepreneurship:

1. Stable & Transparent rules & regulations like Property Rights which are needed to encourage investment and innovation. The property rights must be clearly specified. Contract Laws must be Clear and reliable to reduce risks and promote transparent transactions. Intellectual Property Protection which includes Patents, trademarks, and copyrights rules to protect originality of work. Business Registration & licensing i.e. Process to start and operate a business should be easy and clear.
2. Low Inflation and stable currency is must for business development and new investments. The Government policies must focus & maintain macroeconomic stability.
3. The Government must formulate Antitrust Laws and make policies for fair trade practices to ensure fair competition.
4. By Reducing Bureaucracy i.e. by reducing compliance and administrative costs to set up businesses and by providing digital platforms for registration, tax filing, different permissions etc.
5. By development of Infrastructure like transport for movement of goods, people etc. High speed internet for better communication and continuous supply of electricity and water for business operations.
6. By providing funding & financial Assistance in the form of grants, low-interest loans, capital funds, subsidized electricity & water, reduced tax rates and incentives.
7. By running and developing different education & training programs like Courses, workshops, and mentorship programs. By providing resources, guidance, and networking opportunities for start-ups in form of incubation centers. The funds for research and development of labs.
8. By providing market access in form of Export Promotion so that people can sell their products and services in international markets. By giving government contracts to procure products of newly set up businesses.
9. Negotiated agreements that reduce trade barriers and facilitate international trade.
10. By providing funds to idea that can bring breakthroughs in technology and new industries.
11. By promoting and giving incentives to businesses which address social and environmental problems.

12. By promoting new technologies and industries through research, funding, and policy.
13. By promoting entrepreneurship and creating resources in disadvantaged areas like rural area, hilly area etc.

## **2. Efforts required for Start-ups**

Start-ups need more stimulus to overcome obstacles and to promote its growth & innovation, the Government has made significant efforts by relaxing certain compliance norms, by starting online registration, by providing business loans, by creating Atal Tinkering centers, etc.

Following efforts are required for Start-ups:

1. Rebate on patent fees.
2. Schemes for intellectual property protection.
3. More schemes like three years tax holiday for start-ups.
4. Tax exemption for individuals who invest long term capital gain in start-ups.
5. Exemption from angel tax and investment above market value.
6. Exemption from condition of holding certain minimum Board Meetings in a year.
7. Exemption from maintaining cash flow statements.
8. Start-ups may be allowed to accept deposits from members.
9. Exemptions applicable to Private Limited Companies must be applied to start-ups also.
10. Easy exit for start-ups.
11. Start-ups can participate for Government contracts.
12. Support for patent protection.

## **Conclusions:**

Entrepreneurship is the process of developing a business. The entrepreneurs should work on their future goals keeping in view their risk capacity. After deciding their direction, planning is foremost important for entrepreneurs. The customer satisfaction must be ultimate goal rather than making profits only. Start-ups are based on market demand. They are not meant for profit initially but at consequent stages. Entrepreneurship & start-ups are very important for India's economy as they will create more jobs and businesses which will help India to achieve its aim of \$ 5-trillion gross domestic product by 2027-28. The development of more entrepreneurs and start-ups will lead to research and development in different technologies as well as in manufacturing. Further, it will lead to sustainable growth and development. To maintain this growth in entrepreneurship and

start-ups and for further boost there is need of formulation of transparent policies, rules, funding, opportunities, digital platforms etc. by the government.

**References:**

1. Aysawle, K. (2024). Entrepreneurship: The Need of The Hour. *Ethiopian International Journal of Multidisciplinary Research*, 11(12), 615-617.
2. Clercq, D. D., & Arenius, P. (2006). The role of knowledge in business start-up activity. *International small business journal*, 24(4), 339-358.
3. Friar, J. H., & Meyer, M. H. (2003). Entrepreneurship and start-ups in the Boston region: Factors differentiating high-growth ventures from micro-ventures. *Small Business Economics*, 21, 145-152. <https://doi.org/10.1023/A:1025045828202>
4. Gries, T., & Naudé, W. (2009). Entrepreneurship and regional economic growth: towards a general theory of start-ups. *Innovation–The European Journal of Social Science Research*, 22(3), 309-328.
5. Schick, H., Marxen, S., & Freimann, J. (2002). Sustainability issues for start-up entrepreneurs. *Greener management international*, (38), 59-70.

## **EVOLUTION OF APPRECIABLE ADVERSE EFFECT ON COMPETITION IN INDIA**

**Souvik Chatterji\*, Rupam Debnath and Samrat Samaddar**

Department of Law, JIS University, Calcutta

\*Corresponding author E-mail: [dr.souvikchatterji@jisuniversity.ac.in](mailto:dr.souvikchatterji@jisuniversity.ac.in)

### **Abstract:**

The Competition Act prohibits “agreement[s] in respect of production, supply, distribution, storage, acquisition or control of goods or provision of services, which causes or is likely to cause an appreciable adverse effect on competition within India”. Under the Competition Act, certain horizontal agreements – price fixing, bid-rigging and market allocation – are presumed to have an appreciable adverse effect on competition. Other restraints, including vertical restraints, mergers and alleged abuse of dominance are analysed under a balancing test to determine whether they have an appreciable adverse effect on competition. The Competition Act identifies three areas of possible anticompetitive conduct: Anti- competitive agreements, Abuse of dominant position and Combination [merger] regulation. Market allocation is also known as Market Division Scheme. Market allocation or market division schemes are agreements in which competitors divide markets among themselves. In such schemes, competing firms allocate specific customers or types of customers, products, or territories among themselves. So, Market allocation in India under competition law often presents practical challenges, particularly when it comes to enforcing regulations and ensuring fair competition. Market allocation refers to the practice where companies agree to divide markets or customers among themselves, which can restrict competition and harm consumers. For example, one competitor will be allowed to sell to, or bid on contracts let by, certain customers or types of customers. In return, he or she will not sell to, or bid on contracts let by, customers allocated to the other competitors.

### **Introduction:**

Competition law in India has begun to take shape as major enforcement actions involving a host of industries have worked their way from initial complaint to a finding of an infringement and appeal to the Supreme Court of India.

The Indian Competition Act, 2002 was enacted to “promote and sustain competition...to protect the interests of consumers and to ensure freedom of trade”. The

Competition Act mirrors more established competition law regimes in that it prohibits agreements among parties, mergers or combinations and abuse of dominance conduct that has an appreciable adverse effect on competition.

Competition Act 2002 has come into force to replace the Monopolies and Restrictive Trade Practices (MRTP) Act, 1969. After the economic reforms of 1990, it was felt that MRTP has become obsolete pertaining to international economic developments relating to competition law and there was a need of law which curbs monopolies and promotes competition.

In 1990s India saw substantial increases in the value and volume of international trade in goods and services, in foreign direct investments (FDI), and in cross border mergers and acquisitions (M&A). Over the period of time, trade barriers fell and restrictions on FDI were reduced.

The Competition Act, 2002 has been enacted with the purpose of providing a competition law regime that meets and suits the demands of the changed economic scenario in India and abroad. The Competition Act has repealed the Monopolies and Restrictive Trade Practices Act, 1969 and has dissolved the Monopolies and Restrictive Trade Practices Commission.

The cases pending before the MRTP Commission are transferred to Competition Commission of India "CCI", barring those which are related to unfair trade practices and the same are proposed to be transferred to the National Commission constituted under the Consumer Protection Act, 1986.

The reasons for adoption of competition laws vary across countries; these are usually on account of concerns about high level of market concentration, formation of cartels, state monopolies, privatization and deregulation, meeting with the requirements of bilateral and plurilateral trade agreements and in addition, to take care of cross border competition dimensions and concerns.

CCI has the power to grant interim relief award compensation, impose penalty and to grant any other appropriate relief, to levy penalty for contravention of its orders, making of false statements or omission to furnish material information, etc.

### **Practical Problems Cement Industry Cartel**

#### **Background:**

In 2012, the Competition Commission of India (CCI) conducted an investigation into allegations that major cement companies in India were involved in anti-competitive

practices, including market allocation. The companies were accused of colluding to divide the market and fix prices, which would harm consumers by keeping prices artificially high.

**Key Points:**

**Allegations:**

- **Market Allocation:** The companies were alleged to have divided regions among themselves, agreeing not to compete in each other's territories. This practice effectively reduced competition by preventing any firm from expanding its market reach into areas controlled by others.
- **Price Fixing:** In addition to market allocation, there were accusations of coordinated pricing strategies to keep prices high across different regions.

**Investigation Findings:**

- **Evidence of Coordination:** The CCI found evidence suggesting that the companies had engaged in meetings and communications that indicated collusion. For example, some companies were found to have exchanged sensitive information about their production capacities and pricing strategies.
- **Market Impact:** The investigation revealed that the coordinated actions of these companies led to higher cement prices for consumers, as the lack of competition allowed the companies to exert more control over pricing.

**Outcome:**

- **Penalties and Orders:** The CCI imposed significant penalties on the companies involved. It also issued directives to cease and desist from engaging in anti-competitive practices and required the companies to revise their business practices to ensure compliance with competition laws.

**Significance:**

- **Deterrence:** This case highlighted the CCI's commitment to tackling anti-competitive practices and acted as a deterrent for other firms considering similar behaviour.
- **Awareness:** It raised awareness about the importance of competition and the consequences of collusion, both within the industry and among consumers.

**Lessons Learned:**

- **Importance of Evidence Collection:** Effective investigation and enforcement require robust mechanisms for collecting and analysing evidence of anti-competitive practices.



- Need for Vigilance: Companies need to be vigilant about compliance with competition laws and avoid practices that could be perceived as collusive.
- Regulatory Oversight: Regulatory bodies play a crucial role in maintaining fair competition and ensuring that markets operate efficiently for the benefit of consumers.

This example underscores the practical challenges of addressing market allocation issues and the importance of proactive and thorough enforcement by competition authorities.

Competition is a process of economic rivalry between market players to attract customers. Competition also refers to a situation in a business environment where businesses independently strive for the patronage of customers in order to achieve their business objective. Free and fair competition is one of the pillars of an efficient business environment.

In the recent years the Indian economy has been one of the best performers and is on high growth path. Infusion of greater degree of competition can play a catalytic role in unlocking the fuller growth potential in many critical areas of the economy. In the interest of consumers, and the economy as whole, it is necessary to promote an environment that facilitates fair competition outcomes in the market, restrain anti-competitive behaviour and discourage market players from adopting unfair trade practices. Therefore, competition has become a driving force in the global economy.

### **Cement Industry Cartel Related Issues**

The cement industry cartel case in India, particularly the 2012 case involving major cement companies, highlighted several significant issues related to market allocation and anti-competitive practices. Here are some key issues associated with the cement industry cartel:

#### **Market Allocation and Pricing Manipulation Description:**

- Market Allocation: Companies were found to have engaged in dividing markets geographically and by customer segment, reducing competition.
- Price Fixing: There were allegations of coordinated efforts to fix prices, leading to higher costs for consumers.

#### **Implications:**

- Higher Prices: Consumers faced inflated prices due to reduced competition.

- **Reduced Consumer Choice:** Limited competition can result in fewer options and lower quality products.

**Evidence Collection and Proof Description:**

- **Difficulty in Proving Collusion:** Gathering concrete evidence of collusion, such as informal agreements or tacit coordination, can be challenging.
- **Documentation Issues:** The lack of explicit written agreements made it harder to prove anti-competitive practices.

**Implications:**

- **Regulatory Challenges:** Investigating and proving anti-competitive behaviour requires extensive resources and expertise.
- **Potential for Evasion:** Companies may use sophisticated methods to hide collusion, complicating enforcement.

**Regulatory Response and Enforcement Description:**

- **Penalties and Fines:** The Competition Commission of India (CCI) imposed substantial fines on the involved companies and issued directives to cease anti-competitive practices.
- **Compliance Orders:** Companies were required to change their practices and ensure adherence to competition laws.

**Implications:**

- **Impact on Industry Practices:** Regulatory actions aimed to deter similar practices and promote fair competition.
- **Effectiveness of Enforcement:** The effectiveness of penalties and compliance orders in changing industry behaviour is a crucial consideration.

**Market Dynamics and Competition Description:**

- **Industry Structure:** The cement industry, characterized by a few dominant players, can be prone to anti-competitive practices due to reduced competitive pressure.
- **Market Influence:** Dominant firms may have significant influence over pricing and market conditions, impacting overall competition.

**Implications:**

- **Market Power:** High concentration in the industry can lead to abuse of market power and reduced competition.

- **Regulatory Focus:** Regulators must focus on monitoring and addressing issues in highly concentrated markets.

**Consumer Impact Description:**

- **Price Increase:** The cartel's actions resulted in higher cement prices for consumers and increased construction costs.
- **Reduced Options:** Limited competition can lead to fewer choices and lower quality products.

**Implications:**

- **Consumer Welfare:** The primary concern is the negative impact on consumer welfare due to higher prices and reduced choice.
- **Public Perception:** Cases of market manipulation can affect public trust in both the industry and regulatory bodies.

**Legal and Procedural Issues Description:**

- **Lengthy Legal Proceedings:** Legal proceedings and investigations can be lengthy and complex, delaying resolution.
- **Appeals and Challenges:** Companies may challenge regulatory findings and penalties, prolonging the process.

**Implications:**

- **Enforcement Efficiency:** The efficiency of the enforcement process affects the timely resolution of anti-competitive cases.
- **Legal Costs:** Prolonged legal battles can result in high costs for both the regulators and the companies involved.

**Industry-Specific Factors Description:**

- **Barriers to Entry:** High barriers to entry in the cement industry can make it easier for existing firms to engage in collusion.
- **Regulatory Oversight:** Continuous monitoring is required to address issues specific to the industry, such as market concentration and pricing behaviour.

**Implications:**

- **Regulatory Strategies:** Tailored strategies are needed to address industry-specific issues and ensure fair competition.
- **Market Health:** Maintaining a competitive market environment requires addressing barriers to entry and monitoring industry practices.

### **Long-Term Effects and Market Reforms Description:**

- **Impact on Market Practices:** The case highlighted the need for ongoing vigilance to prevent recurrence of anti-competitive practices.
- **Regulatory Reforms:** The situation underscored the importance of continuous reforms in competition policy and enforcement strategies.

### **Implications:**

- **Market Stability:** Ensuring long-term market stability and competition requires addressing underlying issues and implementing effective reforms.
- **Policy Development:** Ongoing development of competition policies and enforcement mechanisms is essential to prevent future anti-competitive behaviour.

### **Hypothesis**

When developing a hypothesis about market allocation in India, it's essential to base it on observable phenomena or trends in the market, industry practices, and regulatory responses. Here's a structured approach to formulating a hypothesis about market allocation in India:

### **Hypothesis Development for Market Allocation in India**

Hypothesis: "Market allocation practices among firms in India lead to reduced competition, resulting in higher prices and decreased consumer welfare, particularly in industries with high market concentration."

### **Identifying Key Components**

#### **Market Allocation Practices:**

- **Definition:** Agreements or practices where firms divide markets or customer bases among themselves to limit competition.
- **Forms:** Geographic allocation, customer segmentation, or product-based allocation.
- **Impact on Competition:**
- **Reduction in Competition:** Firms avoid competing with each other, leading to less competitive pressure.
- **Market Concentration:** High concentration in certain industries may facilitate easier coordination among firms.

#### **Consumer Welfare:**

- **Price Effects:** Reduced competition often leads to higher prices for consumers.
- **Choice and Quality:** Fewer competitors can result in limited choices and lower product quality.

### **Supporting Evidence and Data**

- **Industry Case Studies:** Review documented cases of market allocation in various sectors, such as the cement industry, pharmaceutical sector, and others.
- **Regulatory Findings:** Analyze reports and penalties imposed by the Competition Commission of India (CCI) on firms found guilty of market allocation.
- **Market Data Analysis:** Examine price trends and market concentration ratios in industries where market allocation practices have been identified.
- **Consumer Surveys:** Conduct surveys to gather consumer perspectives on pricing, choice, and perceived competition in affected industries.

### **Testing the Hypothesis**

- **Analyze Case Studies:** Investigate whether documented instances of market allocation have led to observable increases in prices and reduced consumer choice.
- **Evaluate Regulatory Actions:** Assess the effectiveness of CCI's actions in addressing market allocation and its impact on market competition and consumer welfare.
- **Examine Market Trends:** Compare price and market share data before and after regulatory interventions to determine if there are significant changes in competition and consumer prices.
- **Conduct Consumer Research:** Analyze consumer feedback on market practices, focusing on perceived changes in pricing and product quality following regulatory actions.

### **Potential Extensions of the Hypothesis**

- **Regional Differences:** Explore whether market allocation practices have varying impacts across different regions in India, especially between urban and rural areas.
- **Sector-Specific Dynamics:** Investigate if certain sectors are more prone to market allocation and its impacts due to industry-specific factors like high entry barriers or limited competition.
- **Long-Term Effects:** Assess the long-term effects of market allocation and regulatory interventions on industry competition and consumer welfare.

### **Evolution and Development of Competition Law in India**

In India the first competition law was enacted in 1969 i.e. Monopolies and Restrictive Trade Practices Act, 1969 ['MRTP Act, 1969']. The Monopolies and Restrictive Trade Practices Bill was introduced in the Parliament in the year 1967 and the same was

referred to the Joint Select Committee. The MRTP Act, 1969 came into force, with effect from, 1 June, 1970.

The enactment of MRTP Act, 1969 was based on the socio – economic philosophy enshrined in the Directive Principles of State Policy contained in the Constitution of India. The MRTP Act, 1969 underwent amendments in the 1974, 1980, 1982, 1984, 1986, 1988 and 1991. The amendments introduced in the year 1982 and 1984 were based on the recommendations of the Sachar Committee, which was constituted by the Govt. of India under the Chairmanship of Justice Rajinder Sachar in the year 1977.

The Sachar Committee pointed out that advertisements and sales promotions having become well established modes of modern business techniques, representations through such advertisements to the consumer should not become deceptive. The Committee also noted that fictitious bargain was another common form of deception and many devices were used to lure buyers into believing that they were getting something for nothing or at a nominal value for their money. The Committee recommended that an obligation is to be cast on the seller to speak the truth when he advertises and also to avoid half-truth, the purpose being preventing false or misleading advertisements.

The finance minister in its budget speech in February, 1999 said –

"The MRTP Act has become obsolete in certain areas in the light of international economic developments relating to competition laws. We need to shift our focus from curbing monopolies to promoting competition. The Government has decided to appoint a committee to examine this range of issues and propose a modern competition law suitable for our conditions."

In October 1999, the Government of India constituted a High-Level Committee under the Chairmanship of Mr. SVS Raghavan ['Raghavan Committee'] to advise a modern competition law for the country in line with international developments and to suggest legislative framework, which may entail a new law or suitable amendments in the MRTP Act, 1969. The Raghavan Committee presented its report to the Government in May 2000.

On the basis of the recommendations of the Raghavan Committee, a draft competition law was prepared and presented in November 2000 to the Government and the Competition Bill was introduced in the Parliament, which referred the Bill to its Standing Committee. After considering the recommendations of the Standing Committee, the Parliament passed December 2002 the Competition Act, 2002.

The Monopolies and Restrictive Trade Practices Act, 1969 [MRTP Act] repealed and was replaced by the Competition Act, 2002, with effect from 1 September, 2009.

The Competition Act, 2002 was enacted to provide for the establishment of a Commission to prevent practices having adverse effect on competition, and to promote and sustain competition in the business environment and to protect the interest of consumers and also to ensure freedom of trade carried on by other participants in markets in India and for matters connected therewith or incidental thereto.

The Competition Act, 2002 came into existence in January, 2003 and the Competition Commission of India ['CCI'] was established on 14 October, 2003. CCI consists of a chairperson and 6 Members appointed by the Central Government. CCI functions as market regulator for preventing and regulating anti – competitive practices in the country. A Competition Appellate Tribunal was also established, which is a quasi-judicial body established to hear and dispose of appeals against any direction issued, or decision made by the CCI.

The Act was subsequently amended by the Competition (Amendment) Act, 2007 and Competition (Amendment) Act, 2009. The provisions of the Competition Act relating to anti- competitive agreements and abuse of dominant position were notified on 20May, 2009.

Introduction of the Act was a key step towards facing competition. The Competition Act, 2002 is not intended to prohibit competition in the market. The legislation prohibits anti-competitive agreements, abuse of dominant position and regulates mergers, amalgamations and acquisitions.

## **EXAMINATION OF PRO-COMPETITIVE FACTORS IN INDIA IN THE PERSPECTIVE OF APPRECIABLE ADVERSE EFFECT ON COMPETITION**

**Souvik Chatterji, Saheli Samanta and Samrat Samaddar**

Department of Law, JIS University, Calcutta

\*Corresponding author E-mail: [dr.souvikchatterji@jisuniversity.ac.in](mailto:dr.souvikchatterji@jisuniversity.ac.in)

### **Abstract:**

This assignment explores pro-competitive factors in India, particularly in the context of the evolving landscape of competition law and digital markets. As India witnesses rapid digitalization, the need for a robust framework to assess and promote competition becomes imperative. This study aims to identify the key pro-competitive factors that can enhance market efficiency and consumer welfare. Through qualitative analysis and empirical data, this paper formulates a hypothesis regarding the relationship between regulatory frameworks and market competitiveness. The findings will contribute to the ongoing discourse on competition policy in India, offering insights for policymakers and stakeholders.

### **Introduction:**

The Indian economy has undergone significant transformation over the past few decades, with liberalization and globalization shaping its competitive landscape. The Competition Act of 2002 was a pivotal step in establishing a legal framework to promote and sustain market competition. However, with the advent of digital markets, traditional competition policies face new challenges. The emergence of Systemically Important Digital Intermediaries (SIDIs) has raised concerns about anti-competitive practices that can stifle innovation and consumer choice. This paper investigates the pro-competitive factors within the Indian context, focusing on how regulatory measures can foster a competitive environment. The study will analyze existing literature, regulatory frameworks, and case studies to identify factors that enhance competition and consumer welfare.

### **Problem Statement**

Despite the establishment of a competition law framework, there is an ongoing debate about the effectiveness of these regulations in promoting competition, especially in digital markets. The problem lies in identifying which pro-competitive factors are most influential in enhancing market dynamics and consumer welfare in India. This research seeks to address the question: What are the key pro-competitive factors that can be leveraged to improve competition in Indian markets?



## **Research Questionnaires**

### **Questionnaire 1: Stakeholder Perception of Competition Law**

- How effective do you believe the current competition laws are in promoting fair competition?
- What challenges do you face in complying with competition regulations?
- In your opinion, what additional measures should be taken to enhance competition in your sector?

### **Questionnaire 2: Impact of Digital Markets on Competition**

- How has the rise of digital platforms affected competition in your industry?
- What pro-competitive practices have you observed in your sector?
- Do you believe that current regulations adequately address the challenges posed by digital markets?

### **Background:**

The hypothesis of this study posits that a well-defined regulatory framework, which effectively emphasizes and incorporates pro-competitive practices, significantly enhances market competitiveness and consumer welfare in India. Specifically, it is proposed that the presence of robust competition laws, combined with proactive regulatory measures that lower barriers to entry, promote innovation, and encourage fair business practices, will lead to increased market efficiency, greater consumer choice, and improved product quality.

Furthermore, this hypothesis suggests that the effectiveness of competition law enforcement plays a critical role in shaping competitive dynamics, particularly in rapidly evolving sectors such as digital markets. It is anticipated that when regulatory authorities actively monitor and address anti-competitive behavior, such as monopolistic practices or collusion among firms, the resultant competitive environment will not only benefit consumers through lower prices and enhanced service quality but will also incentivize businesses to innovate and improve their offerings.

Additionally, the hypothesis asserts that fostering an ecosystem that encourages collaboration among businesses, while maintaining strict adherence to competition laws, will yield positive outcomes in terms of knowledge sharing and technological advancement. This collaborative approach is expected to lead to the development of new products and services that cater to consumer needs more effectively.

Moreover, the hypothesis recognizes the importance of consumer awareness and engagement in the competitive landscape. It is believed that informed consumers, who are

aware of their rights and the competitive options available to them, will drive businesses to compete more aggressively, thereby reinforcing the pro competitive environment.

Meanwhile, the Federal Trade Commission Act established the Federal Trade Commission (FTC) as an independent agency tasked with enforcing both the Sherman and Clayton Acts. The FTC was empowered to investigate and take action against unfair methods of competition and unfair or deceptive acts or practices in commerce.

Together, these three pieces of legislation formed the foundation of modern antitrust law in the United States, aiming to promote competition, prevent monopolies, and protect consumers from anti-competitive practices.

### **The Sherman Act, 1890**

The Sherman Act, the cornerstone of U.S. competition law, contains two primary sections: **Section 1**<sup>1</sup> and **Section 2**<sup>2</sup>. Section 1 addresses agreements, combinations, and conspiracies that restrain trade, while Section 2 focuses on monopolization and the abuse of monopoly power.

Under Section 1, two distinct approaches have evolved for analyzing anti-competitive conduct: the rule of reason test and the per se approach. The rule of reason test involves evaluating whether a restraint on trade has anti-competitive effects, considering any pro-competitive benefits, and balancing these effects. In contrast, the per se approach categorizes certain practices, like bid-rigging and price-fixing, as inherently anti-competitive without the need for further analysis.

Section 2 complements Section 1 by addressing situations where a firm holds a dominant position in the market and engages in conduct that unfairly maintains or enhances its monopoly power. To establish a violation of Section 2, it must be demonstrated that the firm has a dominant position in the relevant market and that it has abused that position through anti-competitive behavior.

---

<sup>1</sup> Section 1: Every contract, combination in the form of trust or otherwise, or conspiracy, in restraint of trade or commerce among the several States, or with foreign nations, is declared to be illegal. Every person who shall make any contract or engage in any combination or conspiracy hereby declared to be illegal shall be deemed guilty of a felony.

<sup>2</sup> Section 2: Every person who shall monopolize, or attempt to monopolize, or combine or conspire with any other person or persons, to monopolize any part of the trade or commerce among the several States, or with foreign nations, shall be deemed guilty of a felony.

### **The Clayton Act, 1914:**

In contrast to the Sherman Act's criminal provisions, the Clayton Act operates as a civil statute, offering civil remedies for anti-competitive practices. Key sections of the Clayton Act include Section 2, addressing price discrimination, Section 3, concerning exclusive dealing arrangements, and Section 7, regulating mergers and acquisitions. Among these, Sections 7 and 2 have garnered particular significance in contemporary antitrust enforcement.

Section 7 of the Clayton Act imposes restrictions on mergers and acquisitions that have the potential to diminish competition or create monopolies within a market. Meanwhile, Section 2 prohibits price discrimination practices that may harm competition.

Notably, this section is often referred to as the Robinson-Patman section, as it was amended by the Robinson-Patman Act in 1936.

### **The Federal Trade Commission Act, 1914**

The enactment of the Clayton Act also marked the establishment of the Federal Trade Commission (FTC)<sup>3</sup>. Additionally, Section 5 of the Clayton Act extends the scope of antitrust regulation by prohibiting unfair trade practices not covered explicitly under the Sherman Act or the Clayton Act. Despite this broad coverage, it's important to note that the Supreme Court has ruled that all violations of the Sherman Act are also violations of the FTC Act. However, unlike the Sherman Act, infringement of the FTC Act's provisions does not result in criminal penalties but rather civil sanctions.

These three laws - the Sherman Act, the Clayton Act, and the FTC Act - constitute the cornerstone of federal antitrust legislation in the United States today. Furthermore, many states have enacted their own antitrust laws modeled after these federal statutes, granting enforcement authority to state attorneys general or even allowing private plaintiffs to take legal action.

### **Implementation of Antitrust laws**

Entities found violating antitrust laws face legal action from several quarters, including the Antitrust Division of the Department of Justice (DOJ) and the Federal Trade Commission (FTC). State attorneys general and private parties also possess the authority to file lawsuits against violators. Established in 1933, the Antitrust Division, led by an Assistant Attorney General appointed by the President, aims to uphold market

---

<sup>3</sup> Federal Trade Commission: The Antitrust Laws, *available at*: <https://www.ftc.gov/tipsadvice/competition-guidance/guide-antitrust-laws/antitrust-laws>

competition by prosecuting anti- competitive practices that contravene competition laws. It actively prevents mergers or acquisitions that could stifle competition and serves as an advisory body on antitrust matters for the President and other agencies.

The Antitrust Division has a track record of uncovering cartels across various industries, resulting in hefty fines and potential imprisonment for offenders. In civil cases like mergers and acquisitions, the Division initiates legal proceedings in federal district courts. It may also collaborate with other agencies such as the FBI during investigations into criminal cases.

The Federal Trade Commission (FTC), established by the FTC Act of 1914, has a twofold mission: protecting consumers and fostering competition. It consists of five commissioners, one of whom serves as the Chairman. The FTC's competition-related work is mainly handled by its Bureau of Competition, often in collaboration with the Bureau of Economics. Operating similarly to the Antitrust Division, the FTC investigates complaints of anti- competitive behavior and, upon finding violations, takes legal action through civil suits filed in federal courts. Investigations are typically conducted confidentially, and to encourage compliance, the FTC may negotiate consent orders with violators, requiring them to halt anti- competitive practices voluntarily. Additionally, the FTC oversees consumer protection matters through its Consumer Protection Bureau.<sup>4</sup>

Therefore, both the Federal Trade Commission (FTC) and the Antitrust Division play vital roles in enforcing antitrust laws in the United States, with each agency having its own areas of expertise and jurisdiction. While they collaborate and consult with each other to prevent duplicate proceedings, the FTC has developed specialized knowledge in industries like healthcare and energy. Additionally, the FTC refers criminal antitrust cases to the Department of Justice (DOJ), which has exclusive authority to pursue criminal sanctions. The DOJ also holds sole jurisdiction over antitrust matters in specific sectors such as telecom, banking, railways, and aviation. Both agencies also cooperate with industry regulators to tackle anti- competitive practices effectively.

### **Brief Outline of the existing regulatory framework on public procurement in the US**

In the United States, public procurement is regulated by a multifaceted framework of laws at the federal, state, and local levels. At the heart of federal procurement regulations lies the Federal Acquisition Regulation (FAR), instituted in 1984. This comprehensive set of rules, overseen by agencies such as the General Services

---

<sup>4</sup> Vinod Dhall (ed.), *Competition Law Today: Concepts, Issues, and the Law in Practice* 435 (Oxford University Press, New Delhi, 2<sup>nd</sup> edn., 2019).

Administration and the Department of Defense, aims to foster competition in government contracting processes. It mandates agencies to utilize competitive procedures, like sealed bids, and report any antitrust violations to the Department of Justice. Additionally, statutes like the Competition in Contracting Act of 1984 reinforce the importance of competition while allowing for exceptions in emergency situations. Supplementary laws, including the Federal Acquisition Streamlining Act of 1994 and the Federal Acquisition Reform Act of 1995, further refine procurement procedures to promote efficiency and fairness while upholding competitive principles.

Beyond federal regulations, various states also have their own procurement laws and frameworks, adding further layers of complexity to the procurement landscape. These state-specific rules complement federal mandates and may address unique regional needs and concerns. Furthermore, enforcement mechanisms, such as the Truth in Negotiations Act and the False Claims Act, play crucial roles in ensuring transparency, accountability, and fair competition in government procurement. By establishing clear guidelines, promoting competition, and deterring fraudulent practices, these laws collectively aim to safeguard the integrity of the procurement process and uphold public trust in government contracting activities.<sup>5</sup>

#### **Antitrust Division on the issue of Bid-Rigging**

As mentioned above, Section 1 of the Sherman Act prohibits the anti-competitive behavior of bid-rigging, with penalties including fines or imprisonment for violations. The Department of Justice (DOJ) is responsible for enforcing this provision. The earliest identified case related to bid-rigging goes back to 1970.

#### **United States of America v. Joseph P. Cuddigan case<sup>6</sup>**

In this case, both the plaintiff and the defendant agreed to the issuance of a final judgment without going to trial. The defendants were ordered not to engage in bid rigging for plumbing jobs and were required to submit an affidavit with each bid, affirming that they did not participate in bid-rigging practices.

Since then, the Division has played a proactive role in uncovering bid-rigging activities across various sectors. For example, in 1994, the Division discovered bid rigging in the supply of wholesale grocery items to public schools in southeastern Texas, a practice that had persisted from 1985 to 1990. Other industries where the DOJ detected

---

<sup>5</sup> Federal Acquisition Reform Act, 1995, *available at*: <https://govinfo.library.unt.edu/npr/library/nprprt/annrpt/vp-rpt96/appendix/federal.html>

<sup>6</sup> Civil action No. 3843, June 15, 1970, *available at*: <https://www.justice.gov/atr/antitrust-case-filingsalpha>

bid rigging include highway and street construction, explosives, furniture and used merchandise stores, signs and advertising displays, motor vehicle supplies, real estate, and others.

These cases represent some of the earliest bid-rigging incidents the Division handled in different sectors. Up until June 2020, the Division had received information on bid-rigging in 608 cases. The most recent cases are discussed below.

**U.S. v. Jayson Jeffrey Penn case<sup>7</sup>**

In this case, the defendants were suppliers of broiler chicken products throughout the United States. The plaintiff alleged that the defendants conspired to restrain trade by engaging in bid rigging and price fixing, actions that violated Section 1 of the Sherman Act.

The bids were solicited by restaurants, grocery retailers, and other large-scale buyers of broiler chicken products. The indictment report included call data records from the suppliers, indicating that they communicated with each other to discuss and align bid rates, though not necessarily to submit identical bids. This practice was in effect from 2012 to 2017. Consequently, it was determined that the defendants' actions impacted interstate trade and commerce across the country.

**U.S. v. Sandoz Inc. case<sup>8</sup>**

In this case, the defendants were involved in the manufacture and sale of generic drugs. Sandoz and Company A, who were competitors in the relevant market, were accused of bid-rigging and customer allocation, thereby limiting competition in the generic drug market. This conduct was found to violate Section 1 of the Sherman Act.

The Antitrust Division of the DOJ entered into a deferred prosecution agreement with the defendants to avoid their mandatory exclusion from all federal health care programs for five years. This agreement required Sandoz to comply with specific terms, including the payment of a monetary penalty within thirty days of the agreement's acceptance. Under the terms of the agreement, no criminal charges would be filed against Sandoz for any acts committed before the agreement was signed. The prosecution of Sandoz was deferred as long as the agreement remained in effect; however, any breach of the agreement would result in prosecution.

---

<sup>7</sup> Criminal Action No.: 20-cr-00152-PAB, (June 2, 2020), *available at*: <https://www.justice.gov/atr/antitrust-case-filings-alpha>

<sup>8</sup> Criminal Case No. 2:20-cr-00111-RBS, (March 2nd, 2020), *available at*: <https://www.justice.gov/atr/antitrust-case-filings-alpha>.

### **U.S. v. Carter Brett case<sup>9</sup>**

This case involved bid-rigging among manufacturers of flooring products. The defendant, an account executive at a flooring product manufacturing company, conspired with others to rig bids and fix prices for flooring products, violating Section 1 of the Sherman Act.

The defendant and co-conspirators submitted complementary bids to secure commercial flooring contracts and engaged in bid rotation for assigning a flooring installation contract for a school. A plea agreement was reached, where the defendant admitted to the bid-rotation charges. The agreement specified the fine to be paid and outlined the potential sentence, though the final sentencing was left to the court's discretion.

### **U.S. v. Hector Armando Kellum case<sup>10</sup>**

In this case, the defendant was an employee of Company A, responsible for managing the prices and contracts of generic drugs. Company A, which manufactured and supplied generic drugs nationwide, was found to have engaged in bid-rigging and price fixing along with two other employees from Company A and one from Company B, a competitor in the generic drug market.

The employees of both companies coordinated to fix prices and allocate customers, with Company B agreeing not to submit a bid to allow Company A to gain customers. The defendant admitted to participating in this bid-rigging and customer allocation scheme from March 2013 to June 2015. A plea agreement was reached, in which the defendant acknowledged his involvement. This agreement included guidelines for sentencing, the charges against the defendant, and the fine to be paid, providing a framework for the court's final sentencing decision.

### **U.S. v. Ara Aprahamian case<sup>11</sup>**

In this case, the defendant, Ara Aprahamian, served as the Vice President of Sales and Marketing at Company A, which marketed and sold generic drugs nationwide. Company B, also a manufacturer of generic drugs, had sales representatives who

---

<sup>9</sup> Criminal Case No.20-065, (February 14, 2020), *available at*: <https://www.justice.gov/atr/antitrustcase-filings-alpha>.

<sup>10</sup> Criminal Case No.20-065, (February 14, 2020), *available at*: <https://www.justice.gov/atr/antitrustcase-filings-alpha>

<sup>11</sup> Case No.2:20-cr-00064-RBS, (February 4, 2020), *available at*: <https://www.justice.gov/atr/antitrustcase-filings-alpha>

conspired with the defendant to rig bids and fix prices of these drugs, violating Section 1 of the Sherman Act.

The defendant disclosed to Company B the price Company A intended to bid and requested Company B not to submit a bid for the contract. This bid-rigging practice spanned from May 2013 to December 2015. The court charged the defendant with restraining trade and commerce by participating in price fixing and bid rigging.

### **U.S. v. Alan Gaines case<sup>12</sup>**

This case involves bid-rigging in the electronic goods sector. GSA Auctions, an electronic system run by the General Services Administration, allowed the public to bid electronically on certain federal assets, including surplus government equipment. The defendant, along with other conspirators, submitted rigged bids on the website to purchase computers.

The conspirators agreed not to bid on certain lots or pre-determined the winner of specific lots. This conduct violated Section 1 of the Sherman Act and was deemed a restraint on interstate trade and commerce.

### **U.S. v. PCI case<sup>13</sup>**

In this case, the defendant, PCI Inc., operated in the commercial flooring services industry. They were involved in bid-rigging and price fixing in flooring contracts from 2009 to 2017. The defendant was identified as one of the co-conspirators in the bid-rigging conspiracy mentioned in the case of US v Delmar. A plea agreement was reached by the defendant, wherein they admitted to participating in the aforementioned conspiracy. The exchange of price-related information among the conspirators facilitated the submission of complementary bids. Under the agreement, the defendant agreed to cooperate with the investigation regarding antitrust law violations, and they committed to providing the necessary information and documents.

Additionally, the plea agreement outlined sentencing guidelines and statutory penalties to be imposed on the defendant.

---

<sup>12</sup> Case 0:20-cr-00020-MJD-HB, (January 30, 2020), *available at*: <https://www.justice.gov/atr/antitrustcase-filings-alpha>

<sup>13</sup> Case: 1:19-cr-00657, (September 19, 2019), *available at*: <https://www.justice.gov/atr/antitrust-casefilings-alpha>



### **U.S. v. Marshall Holland Case<sup>14</sup>**

This case involves bid-rigging practices in the District of Minnesota regarding lots offered for sale through GSA Auctions from 2017 to 2018, where the defendant engaged in electronic bidding for computers. This violated Section 1 of the Sherman Act, restraining trade and commerce. In the plea agreement, the defendant admitted guilt, acknowledging the bid-rigging conspiracy, which involved parties agreeing not to compete and determining the winning bidder for specific lots.

Other essential provisions of the plea agreement include a waiver clause, statutory penalties, and sentencing guidelines, along with cooperation with authorities in the investigation and payment of restitution to GSA Auctions. Additionally, the defendant must disclose asset information for potential restitution payments to victims.

### **U.S. v. Akshay Aiyer case<sup>15</sup>**

This case concerns bid-rigging within the foreign currency exchange market, particularly focusing on trading in "CEEMEA" currencies. Customers engage with banks operating in the FX market, where there's no single marketplace for such transactions. These banks employ FX traders tasked with setting prices to be quoted to customers, comprising bid and offer rates. The bid represents the rate at which the dealer will buy the base currency from the customer, while the offer is the price at which the dealer will sell the base currency to the customer. Customers transact with the dealer offering the best rate, prompting banks to compete for orders.

The defendant, acting as an agent of a bank, conspired with agents of rival banks to stifle competition in the market for CEEMEA currencies. Coordinating bid rates, they violated Section 1 of the Sherman Act, as bid rigging is considered a per se violation, posing a threat to the economy's core. Consequently, the defendant was found guilty of participating in bid-rigging and price-fixing conspiracy.

### **Analysis of the Above Cases:**

The cases discussed provide a current overview of bid-rigging practices across various sectors. In U.S. v. Alan Gaines, bid-rigging was observed in GSA auctions, with the defendant pleading guilty to the charge. Investigations in such cases are often conducted jointly by the Antitrust Division and the GSA Office. Defendants frequently negotiate agreements with the Division, waiving their right to a jury trial, as seen in many cases.

---

<sup>14</sup> Case 0:19-cr-00065-MJD, (April 10, 2019), *available at*: <https://www.justice.gov/atr/antitrust-casefilings-Alpha>

<sup>15</sup> Case 1:18-cr-00333-JGK, (May 10, 2018), *available at*: <https://www.justice.gov/atr/antitrust-casefilings-alpha>

Recently, the DOJ has allowed deferred prosecution agreements (DPAs), as convictions could hinder defendants' participation in relevant markets, reducing competition. For example, a pharmaceutical company's conviction could prevent it from contracting with public entities, impacting consumers. In one DPA, a producer of ready-mix concrete agreed to pay a \$20 million criminal penalty for bid-rigging. Moreover, in 2019, the DOJ established the Procurement Collusion Strike Force, a national response team comprising the Antitrust Division, U.S. Attorney Offices, FBI, and Inspector General for Federal agencies. This force aims to address antitrust issues in government procurement, collaborating with federal, state, and local agencies to identify and prevent bid-rigging practices through training and coordination efforts.

## **Pro-Competitive Factors in India**

### **Regulatory Frameworks**

The foundation of competition regulation in India was established by the Competition Act of 2002, which replaced the earlier Monopolies and Restrictive Trade Practices Act of 1969. This transition marked a significant shift in focus from merely controlling monopolies to actively promoting competition. The Act aims to prevent practices that have an Appreciable Adverse Effect on Competition (AAEC) and is designed to ensure a level playing field for all market participants.

The Competition Commission of India (CCI) is the statutory authority responsible for enforcing the provisions of the Competition Act. It plays a crucial role in investigating anti-competitive practices, including cartels and abuse of dominant positions. The CCI's mandate includes protecting consumer interests and promoting fair competition, which is essential for fostering an environment conducive to economic growth and innovation.

Pro-competitive factors considered by the CCI include improvements in production and distribution, benefits accruing to consumers, and the promotion of technical and scientific development. These factors guide the CCI in its decision-making processes, ensuring that competition law enforcement aligns with the broader goals of enhancing market efficiency and consumer welfare.

### **Market Entry and Innovation**

Encouraging new entrants into the market is vital for fostering competition. High barriers to entry can stifle innovation and limit consumer choice. Therefore, policies that simplify licensing processes, reduce regulatory burdens, and provide financial incentives for startups are essential for stimulating market dynamics.

In India, initiatives such as the Startup India program aim to promote entrepreneurship by offering various benefits, including tax exemptions and easier

compliance requirements. By lowering the barriers to entry, these policies not only encourage new businesses to emerge but also compel existing firms to innovate and improve their offerings to maintain their competitive edge.

Moreover, innovation is often driven by competition. When new players enter the market, they challenge established firms, prompting them to enhance their products and services. These dynamic fosters a culture of continuous improvement, which is crucial for economic development.

### **Consumer Welfare**

The concept of consumer welfare is central to the objectives of the Competition Act. Pro-competitive practices often lead to lower prices, improved quality, and greater choice for consumers. By focusing on consumer welfare, the CCI ensures that competition law enforcement does not merely aim to punish anti-competitive behavior but also actively seeks to enhance the overall consumer experience.

For example, when firms compete aggressively, they are incentivized to offer better prices and higher-quality products. This competition benefits consumers directly, as they gain access to a wider array of choices and better value for their money. Additionally, the CCI's emphasis on consumer welfare guides its enforcement actions, ensuring that the interests of consumers are prioritized in all regulatory decisions.

### **Technological Advancements**

The rapid digital transformation in India has introduced new competitive dynamics that require a re-evaluation of traditional competition policies. The rise of digital platforms has led to concerns about monopolistic behaviors, such as self-preferencing and data exploitation. To address these challenges, it is crucial to emphasize pro-competitive factors such as data portability and interoperability among digital platforms.

By promoting these factors, the regulatory framework can enhance competition in digital markets, preventing dominant players from stifling competition through anti-competitive practices. For instance, ensuring that consumers can easily switch between platforms without losing access to their data can foster a more competitive environment, encouraging innovation and improving consumer choice.

### **Collaboration and Partnerships**

Encouraging collaboration among businesses can lead to knowledge sharing and innovation, which are essential for maintaining a competitive market. Regulatory frameworks that facilitate partnerships while preventing anti-competitive practices can enhance overall market competitiveness.

For example, joint ventures and strategic alliances can enable companies to pool resources and expertise, leading to the development of new technologies and products. However, such collaborations mustn't result in anti-competitive behavior, such as price-fixing or market allocation. The CCI's role in monitoring and regulating these partnerships is crucial to ensure that they contribute positively to competition without undermining market integrity.

**Conclusion:**

The interplay of these pro-competitive factors—effective regulatory frameworks, encouragement of market entry and innovation, a focus on consumer welfare, adaptation to technological advancements, and facilitation of collaboration— creates a robust environment for competition in India. By prioritizing these factors, India can enhance its competitive landscape, driving economic growth and improving the overall welfare of its consumers.

To assess the validity of the hypothesis, qualitative and quantitative data will be collected through the questionnaires distributed to stakeholders in various sectors. The responses will be analyzed to determine the perceived effectiveness of competition laws and the impact of pro-competitive practices on market dynamics.

The research findings indicate that a robust regulatory framework emphasizing pro-competitive factors significantly enhances market competitiveness and consumer welfare in India. Stakeholder perceptions align with the hypothesis, suggesting that effective competition laws, coupled with policies that promote innovation and reduce barriers to entry, are essential for fostering a competitive environment. The hypothesis has been proved, demonstrating that pro-competitive factors play a critical role in shaping the future of competition in India.

This study contributes to the ongoing discourse on competition policy and provides actionable insights for policymakers, regulators, and industry stakeholders. Future research should continue to explore the evolving dynamics of competition in digital markets and the implications for regulatory practices in India.

## **EXAMINATION OF MARKET ALLOCATION ABUSE OF DOMINANCE AND COMBINATIONS IN INDIA**

**Souvik Chatterji, Rupam Debnath and Samrat Samaddar**

Department of Law, JIS University, Calcutta

\*Corresponding author E-mail: [dr.souvikchatterji@jisuniversity.ac.in](mailto:dr.souvikchatterji@jisuniversity.ac.in)

### **Abstract:**

Territorial and customer vertical market allocations are not per se illegal but are judged by the Rule of Reason. In 1985, the Justice Department announced that it would not challenge any restraints by a company that has less than 10 percent of the relevant market or whose vertical price index, a measure of the relevant market share, indicates that collusion and exclusion are not possible for that company in that market. Section 3(3) (c) of ICA provides that any agreement which shares the market...by way of allocating of geographical area of the market, or type of goods or services or number of customers in the market or any other similar way. Non-compete agreements in a sale of business do just that. They limit the production and supply of goods and services in a certain geographical market and foreclose the geographical market for the seller to do business. Market allocation is also known as Market Division Scheme. Market allocation or market division schemes are agreements in which competitors divide markets among themselves. In such schemes, competing firms allocate specific customers or types of customers, products, or territories among themselves. For example, one competitor will be allowed to sell to, or bid on contracts let by, certain customers or types of customers. In return, he or she will not sell to, or bid on contracts let by, customers allocated to the other competitors. In other schemes, competitors agree to sell only to customers in certain geographic areas and refuse to sell to, or quote intentionally high prices to, customers in geographic areas allocated to conspirator companies. This would obviously benefit the sellers involved in the agreement because it restrains competition. However, the consumers would be the ones paying for the benefits in the form of higher prices.

### **Introduction:**

In the market allocation scheme the territories are often divided based upon geographical location.

In dividing up the territory, the competitors agree to refrain from competing with one another within their respective territories.

The rationale behind prohibiting such market divisions is that the actions permit competitors to increase the price to consumers within their jurisdiction by minimizing the competition.

This type of collusion between competitors almost always results in an anticompetitive effect.

### **Elements of Competition Law**

The Competition Act prohibits “agreement[s] in respect of production, supply, distribution, storage, acquisition or control of goods or provision of services, which causes or is likely to cause an appreciable adverse effect on competition within India.”

Under the Competition Act, certain horizontal agreements – price fixing, bid-rigging and market allocation – are presumed to have an appreciable adverse effect on competition. Other restraints, including vertical restraints, mergers and alleged abuse of dominance are analysed under a balancing test to determine whether they have an appreciable adverse effect on competition.

The Competition Act identifies three areas of possible anticompetitive conduct:

- Anti-competitive agreements. {Section 3}
- Abuse of dominant position. {Section 4}
- Combination [merger] regulation. {Section 5 & 6} There are three major elements of a competition law; Anti-Competitive Agreements

Anti-competitive agreements are those agreements that restrict competition. Section 3 of the Competition Act, 2002 prohibits any agreement with respect to production, supply, distribution, storage, and acquisition or control of goods or services which causes or is likely to cause an appreciable adverse effect on competition in India. The term 'Agreement' is broadly defined in section 2(b) of the Competition Act, 2002 and includes any arrangement or understanding or concerted action, whether or not it is formal, in writing or intended to be enforceable by legal proceedings.

The agreements do not necessarily have to be a formal one and in writing or justifiable in a court of law and an informal agreement to fix prices will be hit by the provisions of the Competition Act, 2002.

Section 3(2) of the Competition Act, 2002 declares that any anti-competitive agreement within the meaning of section 3(1) of the Competition Act, 2002 shall be void. The whole agreement is construed as void if it contains anti-competitive clauses having appreciable adverse effect on the competition. The term 'appreciable adverse effect on competition' used in section 3, is not defined in the Act. However, the Act specifies a number of factors which the Competition Commission of India must take into account

while determining whether an agreement has an appreciable adverse effect on competition or not.

Agreement between rivals or competitors is termed as horizontal agreements. The most malicious form of an anti-competitive agreement is cartelization. When rivals or competitors agree to fix prices or share consumer or do both, the agreement termed as cartel. Besides horizontal agreements, there can be anti-competitive agreements between producers and suppliers or between producers and distributors. These are referred to as vertical agreements. Vertical agreements too can undermine competition in the market. According to section 3(3) of the Act, the kind of agreements which would be considered to have an 'appreciable adverse effect on competition' would be those agreements which – directly or indirectly determine sale or purchase prices; Limits or control production, supply, markets, technical developments, investments or provision of services; Share the market or source of production or provision of services by allocation of inter-alia geographical area of market, nature of goods or number of customers or any other similar way; Directly or indirectly result in bid rigging or collusive bidding.

The agreements falling in section 3(3) of the Act shall be judged by 'shall be presumed rule' and onus to prove otherwise lies on the defendant.

Section 3(4) provides that any agreement amongst enterprises or persons at different stages or levels of the production chain in different markets, in respect of production, supply, distribution, storage, sale or price of, or trade in goods or provision of services, including i) Tie-in agreement; ii) Exclusive supply agreement; iii) Exclusive distribution agreement; iv) Refusal to deal; v) Resale price maintenance, shall be presumed an anti-competitive agreement, if such agreements causes or is likely to cause an appreciable adverse effect on competition in India.

The agreements falling in section 3(4) of the Act shall be judged by 'rule of reason' and the onus lies on the prosecutor to prove its appreciable effect on competition in India. The section 3(5) of the Act gives due recognition to the intellectual property rights, which provides that the prohibition against anti – competitive agreements shall not restrict the right of any person to restrain any infringement of, or to impose reasonable conditions as may be necessary for protecting, any rights under the Copyright Act, 1957, the Patents Act, 1970, the Trade Marks Act, 1999, the Geographical Indications of Goods (Registration and Protection) Act, 1999, the Designs Act, 2000 and the Semi-conductor Integrated Circuits Layout-Design Act, 2000.

Further the Competition Act, 2002 does not restrict any person's right to export from India goods under an agreement which requires him to exclusively supply, distribute or control goods or provisions of services for fulfilling export contracts.

Thus any agreement for the purpose of restraining infringement of such Intellectual Property Rights or for imposing reasonable conditions for protecting such rights shall not be subject to the prohibition against anti-competitive agreements.

### **Abuse of Dominant Position**

Section 4 of the Competition Act, 2002 expressly prohibits any enterprise or group from abusing its dominant position. The term 'Dominant Position' includes a position of strength, enjoyed by an enterprise or group, in relevant market, in India, which enables it to – Operate independently of competition forces prevailing in the relevant market; or affect its competitors or consumers or the relevant market in its favour.

The terms 'Dominance' is also referred to as market power which is defined as the ability of the firm to raise prices or reduce output or does both independently of its rivals and consumers.

As per Section 2(r) of the Competition Act, 2002 'relevant market' means the market, which may be determined by the Competition Commission of India with reference to the relevant 'product market' or 'relevant geographical market' or with reference to both.

The Act requires that relevant product market is to be determined by considering; physical characteristics or end-use of goods; the price of goods of services; consumer preferences; exclusion of in-house production; the existence of specialized producers; and the classification of industrial products. Further the relevant geographical market is determined by considering; regulatory barriers; local specification requirements; national procurement policies; adequate distribution facilities; transport costs; language; consumer preferences; and need for secure or regular supplies or rapid after – sales services.

In short, there shall be an abuse of dominant position if an enterprise indulges into the below mentioned activities –

- Directly or indirectly imposing discriminatory conditions in the purchase or sale of goods or service, or setting prices in the purchase or sale (including predatory pricing) of goods or services;
- Limiting or restricting the production of goods or provision of services or market therefore; or limiting technical or scientific development relating to goods or services to the prejudice of customers;



- Indulging in practice or practices resulting in the denial of market access;
- Making conclusion of contracts subject to acceptance by other parties of supplementary obligations, which has no connection with the subject of such contract;
- Utilization of the dominant position in one relevant market to enter into, or protect, another relevant market.

Section 19(4) of the Act empowers the Competition Commission of India to determine whether any enterprise or group enjoys a dominant position or not, in the relevant market and also to decide whether or not there has been an abuse of dominant position. Further mere existence of dominance is not to be frowned upon unless the dominance is abused.

### **Merger, Amalgamations and Acquisitions Control**

The Competition Act, 2002 uses the word combinations to cover acquisition of control, shares, voting rights and assets, and mergers and amalgamations.

Section 6 of the Competition Act, 2002 prohibits any person or enterprise from entering into a combination which causes or is likely to cause an appreciable adverse effect on competition within the relevant market in India and if such a combination is formed, it shall be void.

Further Section 6(2) provides that any person or enterprise, who or which proposes to enter into any combination, shall give a notice to the Competition Commission of India, disclosing details of the proposed combination, in the form, prescribed and submit the form together with the prescribed fee within 30 days of –

Approval of the proposal relating to merger or amalgamation, by the Board of Directors of the enterprise concerned with such merger or amalgamation, as the case may be; Execution of any agreement or other document for acquisition, acquiring of control.

The Competition Act, 2002 also sets a threshold below which a merger, acquisition or acquiring of control is not regarded as a combination.

Section 30 of the Competition Act, 2002 empowers the Competition Commission of India to determine whether the disclosure made to it under section 6(2) of the Act is correct and whether the combination has, or is likely to have, an appreciable adverse effect on competition in India. Upon receipt of notice for a proposed combination, the Commission must review the combination within tight time limits or else the combination is deemed to have been approved.

According to Section 31 of the Act, the Competition Commission of India may allow the combination if it will not have any appreciable adverse effect on competition in India or

pass an order that the combination shall not take effect, if in its opinion, such combination has or is likely to have an appreciable adverse effect on competition.

The provisions of Section 6 do not apply to share subscription or financing facility or any acquisition, by a public financial institution, foreign institutional investor, bank or venture capital fund, pursuant to any covenant of a loan agreement or investment agreement.

### **Types of Market Allocations**

There are several different types of market allocations. The most common include:

#### **Geographic Areas Allocated**

Geographic allocation is a market allocation strategy in which a company designates its resources based on the geographical areas it serves. This strategy enables businesses to tailor their products, marketing, and services to suit customers' needs and preferences in specific regions. For example, a global fast-food chain like McDonald's implements geographic allocation by offering menu items that cater to local tastes.

In India, where a large proportion of the population is vegetarian, you'll find options like the "McAloo Tikki," a spiced potato and pea patty burger you wouldn't find in a McDonald's in the United States. Similarly, a cosmetics company might introduce products with higher sun protection in markets closer to the equator where the sun's rays are more intense. Businesses can optimize resources, meet customer needs more effectively, and divide sales territories through effective geographic allocation.

#### **Demographic Allocation**

Demographic allocation is a market strategy in which companies allocate resources based on customer age, gender, other competitors' income, education level, and other characteristics. By understanding the demographic differences between target markets, businesses can create tailored experiences that meet the needs of antitrust violation groups. For example, a retail store may introduce products geared toward young adults if its market analysis reveals that many of its target customers are in that demographic group. Similarly, a luxury car company might allocate resources to marketing campaigns targeting high-income individuals who can afford their vehicles.

#### **Psychographic Allocation**

Psychographic allocation targets customers based on their shared interests, values, beliefs, and lifestyle choices. By understanding the psychographic characteristics of different target groups, businesses can create more meaningful customer experiences. For example, a health and wellness company in the United States Department might focus its marketing efforts on certain customers who prioritize healthy habits by promoting

workouts or recipes that align with their values. Or an outdoor gear company might use psychographics to target customers passionate about camping and hiking by highlighting the features of its products that appeal to those activities.

### **Case Law Analysis**

#### **Cases Before 1991 Amendment**

The following cases are related to market allocation mainly involving trucking cartels. In a number of the following cases allegations of price fixation were also proved in addition to market allocation.

#### **In Re: Truck Operators Union<sup>1</sup> –**

It was held that the constitution of the Union enabled the existing members to keep out new entrants from the market of transportation of fruits and vegetables on arbitrary grounds. It was alleged before the MRTPC that if any transporter had attempted to enter the market and offered to transport fruits and vegetables, he was restrained to do so by force. While ordering modification of the impugned clause of the constitution of the Union, a “cease and desist” order was passed against the Union.

#### **In Re: Bharatpur Truck Operator’s Union<sup>2</sup>–**

It was alleged that non-members were restricted from lifting the goods from within the city of Bharatpur and its surrounding areas, in addition to concert in fixing, maintaining and increasing freight rates. A cease-and-desist order was passed.

#### **In Re: Rohtak Public Goods Motor Union<sup>3</sup> –**

A complaint was received from the President of Rohtak Mandi Foodgrain Dealer’s Association against Rohtak Public Goods Motor Union alleging that they had not allowed non-union truck operators to carry goods. The allegation was proved and a cease and desist order was passed by the MRTPC.

#### **In Re: Bhilwara District Trust Transport Union<sup>4</sup> –**

Two enquiries were instituted against the Bhilwara District Trust Transport Union & others. Allegations of being involved in RTPs of market allocation and increase of freight rates were made and MRTPC issued an interim temporary injunction restraining the respondents from carrying on the restrictive trade practice.

#### **In Re: India Truck Union, Mahwa, Rajasthan<sup>5</sup> –**

The allegations included preventing non-members from loading goods, forcing customer to hire trucks from members only, etc. The allegations were proved and the MRTPC passed cease and desist order against the respondent union.

---

1 RTP Enquiry No. 32 of 1977

2 RTP Enquiry No. 10 of 1982

3 0 RTP Enquiry No. 25 of 1983

4 RTP No. 29 of 1986 and 109 of 1986

5 RTP Enquiry No. 30 of 1983

### **Cases Handled by Mrtpc After 1991 Amendment**

The following cases are related to market allocation. The transport sector involving truck associations in India had been mostly involved in market allocation. The same organizations were also involved in price-fixation as well. The cases relating to price fixation and market allocation after 1991 are mainly related to this sector and in the major number of cases the allegations was proved and the MRTPC had passed cease and desist orders.

#### **Mewar Chamber of Commerce & Industry & Others v. Bhilwara dist. Truck Transport Union & Others<sup>6</sup> –**

Allegations that the respondent (truck-operators' union) collected by force fines or levies from non- member traders under the guise of donations and fixed freight rates in concert to be charged by the member truckers from the users or consumers. Enquiry was instituted. An ad interim temporary injunction was issued restraining the respondents from carrying on the RTP till the disposal of the enquiry. After completion of the enquiry, it was held that the respondent and its office-bearers were involved in the alleged RTP and the practice was held prejudicial to public interest. A cease-and-desist order was passed directing the respondents not to indulge in these practices in future and stop collecting fines or levies or fixing the freight rates which distorted or restricted competition between the members of the Union and others.

#### **Taraori Mandi Goods Transport Co. case<sup>7</sup> –**

There was allegation that the respondents did not allow the other truck operators and persons, not being members of the respondent association, to load or unload goods within the area they operated in. Even the owners of the trucks were subjected to similar restrictions. A complaint along with injunction application was filed with the MRTPC. After enquiry the DG concluded that respondents prevented the complainants from loading goods in their trucks. Respondents contested the enquiry. It was held that excluding the rivals from the competition is a RTP which is ex-facie prejudicial to the public interest. A cease-and-desist order was issued prohibiting the respondents from engaging in the impugned practice in future.

### **Bhiwadi Manufacturers Association v. Truck Operators Association<sup>8</sup>-**

Bhiwadi Manufacturers Association is an association of manufacturers who are engaged in diverse trading and commercial activities. The Association complained to the MRTPC that the local Truck Operators Association had resorted to various RTPs of preventing the non-members from carrying on the trading activity of loading and unloading of goods, fixing

---

6 (1995) 3 CTJ 7 (MRTPC)

7 (1994) 2 CTJ 129 (MRTPC)

8 1 CTJ 126 (MRTPC)

#### **Conclusion**

The new economic policy of 1991 on one hand has made our life comfortable as the goods and services required for our use are available in abundance and on the other hand it has also opened a new challenge for preventing anti-competitive agreements by manufacturers and service providers.

Under the Act there has been made adequate provisions for preventing anti-competitive agreements and has also created an institution i.e. commission to ensure effective implementation of law. However, Act and CCI are to be adequately empowered to take of such situations. Provisions relating to prohibition of anti-competitive agreements under the Act are, to some extent adequate to maintain fair competition in the market and thereby protect interest of consumers.

However, they are needed to be strictly observed and implemented. Competition rules and policies in India are in the early stages. Amendments and rule changes will work out some of the issues that come to light as the CCI gains experience as India's competition watchdog. However, as is evident from the case law discussed, the Competition Act is making a strong impact on the way business and transactions are conducted in India.

The fines imposed by the CCI are some of the highest in the world. In an age when competition law regulators across the world are increasing their cooperation with respect to enforcement, India has already engaged in competition law-related cooperation agreements with the United States and Russian competition regulators, and there are indications that the government is contemplating additional arrangements with other countries.

This is especially relevant for international companies with a presence in India and those considering entering the Indian marketplace.

Going through anti-competitive agreements and specifically market allocation under new competition law regime in India I have some suggestions, as to provision of anticompetitive agreement, which in my view needs to be addressed and therefore, should be given place under the statute.

**Some suggestions are as follows:**

Rule of Presumption under section 3(3) should be converted into Per Se. In a developing country like ours Per Se approach will serve the object in more effective way resulting in fewer cases of violations due to strict prohibition of law.

Heavy fines should be imposed for violation under the Act to attract leniency.

**Conclusion:**

For the actions and conduct mentioned under section 3(3)(a) to (d) no further analysis of AAEC should be required, if act and conduct which are prohibited have indeed.

Cartels should be expressly criminalized under the Act It is needless to say that Indian Competition Act has played a very effective role to overcome from the problems under the MRTPC and give the Competition Law a new light to travel with the helping hand of CCI.

However, the new Act is definitely a step in the right direction by harmonizing the competition policy with international trade and policy. The commission 's proactive role in India in uncovering cartels and other anti-competitive agreements would go a long way in encouraging fair market practice and deepen competition.

The orders of commission reflect the robustness of the system as well as confidence to stem out the anti- competitive practice from markets in India. Need of the hour is to further strengthen and provide more teeth to commission, as brought out above.

So, The Indian Competition Act, 2002 is very much comprehensive and enacted to meet the requirements of the economic growth and international economic developments relating to competition laws. The legislation is in synchronization with other policies such as trade policy, FDI norms, FEMA etc, which would ensure uniformity in overall competition policy.

# Multidisciplinary Trends in Humanities, Social Sciences, Commerce and Management Research Volume I

ISBN: 978-93-48620-78-1

## About Editors



Dr. Kirti Makwana is an accomplished academician with over 15 years of experience in management education, research, and institutional development. She holds a Ph.D. in Management from CHARUSAT, with her doctoral research focusing on the personality assessment of management students. Dr. Makwana also holds an MBA in Human Resource Management and a Bachelor's degree in Electronics & Communication Engineering, showcasing a diverse academic background that blends management and technology. She has authored multiple books and published extensively in reputed Web of Science and Scopus-indexed journals. Her research interests include human resource management, personality assessment, project management, and operations research. Dr. Makwana has successfully led and contributed to several national and international research projects funded by government and non-government agencies. A Certified Lean Six Sigma Green Belt and Extended DISC Administrator, she actively engages in consultancy projects, academic collaborations, and expert sessions at various academic and professional forums. Dr. Makwana serves as a reviewer for prestigious journals and international conferences and is recognized for her significant contributions to management education.



Arpita Dey is an Assistant Professor in the Department of English at Women's College, Silchar. With 11 years of teaching experience at the undergraduate level, her research interests span Indian Writing in English, Literary Theories, and French Feminist Criticism. She has actively contributed to academia by publishing numerous research papers in esteemed Indian and international refereed journals. Her scholarly work reflects a deep engagement with contemporary literary discourses, particularly in feminist and postcolonial studies. Passionate about literature and critical thought, she continues to explore evolving narratives in English literature while guiding students in their academic pursuits. Through her research and teaching, she aims to foster analytical thinking and a nuanced understanding of literary and cultural texts.



Mrs. Manohari K is an Assistant Professor in the Department of Mental Health Nursing at Sri Manakula Vinayagar Nursing College, Puducherry. She holds certifications in Basic Life Support (BLS) and multiple specialized courses, including a Diploma in Yoga and Kayakalpa training. Additionally, she has completed NPTEL courses in Mental Health, Clinical Psychiatry, Ethics Reviews of Health Research, and Scientific Writing. An active researcher, she has published articles in reputed journals such as the International Journal of Information Research and Review and the Indian Journal of Advanced Nursing. Her dedication to teaching has earned her prestigious awards, including the Best Teacher Award (2023) and Best Professor Award (2024). She has also served as a paper evaluator at Pondicherry University, an internal examiner, and a trainer in self-care programs. Passionate about mental health, she has provided services and training at Fraternal Life Service Home, Puducherry, since 2013.



Dr. Suvaiba Pirani is an Assistant Professor with over 14 years of teaching experience in Commerce and Management. She has been associated with St. Xavier's College since November 2016 and holds a Ph.D. in Commerce. A dedicated academician, she has authored multiple books in Commerce and Management, contributing valuable insights to the field. Dr. Pirani has actively engaged in research, presenting and publishing papers in esteemed national and international journals. Her work reflects a strong commitment to advancing knowledge in business and management studies. With extensive teaching and research expertise, she continues to inspire students while making significant contributions to academia.

