

**6.3.2 Number of teachers provided with financial support to attend conferences/workshops and towards membership fee of professional bodies during the year**

**HEI Input=10**

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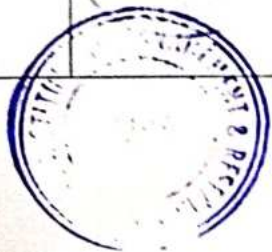


Summary of financial incentives provided to teachers for seminars, conferences, FDPs, Research Publications, Patents etc

Year	2023-2-24
No. of teachers	10
Amount	30,000

Details of financial incentives provided to teachers for seminars, conferences, FDPs, Research Publications, Patents etc

S. No	Name of the Faculty	Category	Title	Amount
1	Dr. Vishal Geete	Paper Publication in UGC Care and ABDC (C Category Journal)	<ol style="list-style-type: none"> <li>Impact of Mergers of Dena Bank and Vijaya Bank on Share Price of Bank of Baroda: An Event Study.</li> <li>A Study on contribution of Stakeholders of Madhya Pradesh towards Tourism in India.</li> </ol>	3000
2	Dr. Asha Mishra	Paper Publication in UGC Care	<ol style="list-style-type: none"> <li>Problems encountered by Women Entrepreneurs</li> <li>Goods and Service Tax and Ease of Doing Business: Study of Business Owners in Madhya Pradesh.</li> <li>Goods and Service Tax and Input Tax Credit: A Study of Business Owners in Madhya Pradesh.</li> <li>Educational Disparity Among Social Groups in Indore District</li> <li>Occupational Structure and Socioeconomic Inequalities in Various Caste Groups in Indore District</li> </ol>	4668
3	Dr. Mohitash Nagotra	Paper Publication in UGC Care	<ol style="list-style-type: none"> <li>Goods and Service Tax and Ease of Doing Business: Study of Business Owners in Madhya Pradesh.</li> <li>Goods and Service Tax and Input Tax Credit: A Study of Business Owners in Madhya Pradesh.</li> <li>Educational Disparity Among Social Groups in Indore District</li> <li>Occupational Structure and Socioeconomic Inequalities in Various Caste Groups in Indore District</li> </ol>	2668





4	Dr. Sapna Nagotra	Paper Publication in UGC Care	<ol style="list-style-type: none"> <li>1. Goods and Service Tax and Ease of Doing Business: Study of Business Owners in Madhya Pradesh.</li> <li>2. Goods and Service Tax and Input Tax Credit: A Study of Business Owners in Madhya Pradesh.</li> <li>3. Educational Disparity Among Social Groups in Indore District</li> <li>4. Occupational Structure and Socioeconomic Inequalities in Various Caste Groups in Indore District</li> </ol>	2664
5	Mr. Hanish Kukreja	Paper Publication in UGC Care	<ol style="list-style-type: none"> <li>1. The Role of Financial Literacy in Shaping Behavioural Finance Patterns among Millennials</li> <li>2. Behavioural Finance: Unravelling the Psychology of Investing</li> </ol>	4000
6	Dr. Rakshita Puranik	Book and Book Chapter	<ol style="list-style-type: none"> <li>1. Book: Role of Women Empowerment in Business Management</li> <li>2. Book Chapter: From Homemakers to Business Proprietors: Women Empowerment in India</li> </ol>	3000
7	Dr. Shijji Shukla		<ol style="list-style-type: none"> <li>1. Diamond Dilemma: Overcoming the Diamond Dilemma in Market.</li> <li>2. Operations and Consistency: Under the Hood Day to Day Management</li> <li>3. An Empirical Study on Factors that Influence the Decision of Investors to invest in Real Estate Market: With Special Reference to Indore City</li> </ol>	6000
8	Dr. Vinayak Khare	ABDC (C Category Journal)	A Study on contribution of Stakeholders of Madhya Pradesh towards Tourism in India	1000
9	Dr. Shubhangi Jain	ABDC (C Category Journal)	A Study on contribution of Stakeholders of Madhya Pradesh towards Tourism in India	1000
10	Dr. Vaibhav Modak	Book Chapter and Publication in UGC Care	<ol style="list-style-type: none"> <li>1. An Analysis of Credit and Financial Potential in MSME.</li> <li>2. A Comparative Analysis of Village and Khadi Industry Based on Sales and Production in Turbulent Times during Pandemic Under MSME System</li> </ol>	2000







Dr. Vishal Geete

Impact of Mergers of Dena Bank and Vijaya Bank on Share Price of Bank of Baroda: An Event Study

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**IMPACT OF MERGER OF DENA BANK AND VIJAYA BANK ON SHARE PRICE OF BANK OF BARODA: AN EVENT STUDY**

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**Abstract**

The objective of the paper is to investigate stock market responses to merger announcement and its impact on share price of merged banks in short term. The study involves sample of Bank of Baroda, Dena Bank and Vijaya Bank which merged on 1 April 2019 by employing Event Study methodology. The data has been collected from CMIE data base and Yahoo finance database. The study utilizes CAR and BHAR calculated on basis of Market Adjusted Model and T statistics to know the significance. It reveals that in banking environment marked by frequent merger, such transaction directly/indirectly affect the shareholders sentiments and increase the market shares i.e merger enhances the performance and wealth for both businesses and shareholders. Based on the statistical results the conclusion drawn is that merger announcement has no impact on the shareholders value of Bank of Baroda.

JEL Code: G1, G2, G21, G34

Keywords: Mergers, Abnormal Return, CAR, BHAR, Event Study

**Introduction**

In the history of merger it is the one of the kind, a first three way amalgamation of Indian Banks when Dena Bank, Vijaya Bank merged with Bank of Baroda, with effect from 1 April 2019. Amid the challenges of COVID successful integration of the banks has taken place with a motive to have a combined business of Rs 14.82 lakh crore, making it the third-largest bank after State Bank of India (SBI) and ICICI Bank. The meet the objective of strengthening Public Sector Banks and make them healthy, robust, globally competitive, develop economies of scale and synergies. The possible effect of merger announcements on the value of a firm has been subject of extensive research. Theoretically, a stock price takes into account all available information and expectations about the future.







Dr. Asha Mishra

Problems encountered by Women Entrepreneurs

63

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UGC CARE Group 1 Journal

PROBLEMS ENCOUNTERED BY WOMEN ENTREPRENEURS

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**Abstract**

The paper is designed to analyze the various challenges faced by women entrepreneurs in Indore region. The main objectives of the research are to analyze social - cultural and personal issues faced by the women entrepreneurs in their business endeavors. The research is descriptive in nature. Convenient sampling method is used. The main objective of the research was to unravel the challenges faced by women entrepreneurs in Vijay Nagar Area, Indore (Madhya Pradesh). Results were derived through a qualitative in-depth interview based study of a sample of 66 women entrepreneurs operating in Vijay Nagar Area, Indore (Madhya Pradesh). Data collected revealed that women entrepreneurs were aged between 20 and 55, were married and operated their businesses as sole traders or partnerships with most of them not registered.

**Keywords:** Women Entrepreneurs, Challenges, Entrepreneurial Life, Vijay Nagar Area, Indore (MP), Empowerment, Independent, Social Barriers, Environment.

**Introduction:**

Technically, a "women entrepreneur" is any women who organizes and manages any enterprise, usually with considerable initiative and risk. Women entrepreneurship is gaining importance in India in the wake of economic liberalization and globalization. The policy and institutional framework for developing entrepreneurial skills, providing vocation education and training has widened the horizon for economic empowerment of women. However, women constitute only one third of the economic enterprises. There exist a plethora of successful business women entrepreneurs both in social and economic fields in India.

Women Entrepreneur is a person who accepts challenging role to meet her personal needs and become economically independent. Many women have this quality but they never got a platform to showcase their talents and hence they don't know their real abilities. Women in India are taking more responsibilities in bringing up children and maintaining a better home with love and affection. At the family level, the task of coordinating various activities in a much effective manner, without feeling the pinch of inconveniences, is being carried out by the women folk. This paper focuses on problems and challenges faced by women entrepreneurs in India. Women are equally competent in running business but still lacks behind in spite of women empowerment movement in our country, there are social, cultural and economic hurdles in the way of women entrepreneurship and the major problem is lack of entrepreneurial environment. In spite of having the potential and talent, women are deprived of opportunities, information and education. Some of the major hurdles identified are women's family obligations, Gender inequality, Problem of finance, Low-level risk taking attitude, and the male -female competition. The problems of women entrepreneur can be eradicated by appropriate training, incentives, encouragement and motivation, social recognition of their entrepreneurial abilities, and family's moral support.

The Indian culture made them only subordinates and executors of the decisions made by male members in the family structure. The traditional set up is changing in the modern era. The transformation of social fabric of the Indian society, in term so increased education of women and varied opportunities for better living, necessitated a change in the life style both in urban as well as in rural areas. Women Entrepreneurship is a person who accepts challenging role to meet her personal needs and become economically independent, a strong desire





Dr. Asha Mishra, Dr. Mohitash Nagotra, Dr. Sapna Nagotra

Goods and Service Tax and Ease of Doing Business: Study of Business Owners in Madhya Pradesh.

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 ISSN: 2278-6368

172 CARE Group 1 Journal

**GOODS AND SERVICES TAX AND EASE OF DOING BUSINESS: A STUDY OF BUSINESS OWNERS IN MADHYA PRADESH**

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Dr. Bhaskar Dubey Assistant Professor, Devi Ahilya Arts and Commerce College, Indore (MP)

**ABSTRACT**

In this paper we look into whether the implementation of GST has eased the doing of business in Madhya Pradesh. We use a questionnaire to check the view point of business owners in the state of Madhya Pradesh regarding the ease of doing business after the implementation of GST. Using the primary data of 417 business owners from the state of Madhya Pradesh, we find that the implementation of GST has increased business performance, revenue generation and profitability of businesses in the state of Madhya Pradesh but at the same time it has caused certain difficulties for the ease of doing business.

**KEYWORDS:** Goods and Services Tax, Ease of doing business, Madhya Pradesh, Primary survey

**INTRODUCTION**

GST is a tax on goods and services that includes a full and continuous chain of set-off benefits all the way down to the retailer. It is effectively a tax on solely value addition at each level, with a set-off allowed at each stage. The GST is paid on the purchase of goods and services are credited using a tax credit method. In the end, the end user (i.e. final consumer) bears the burden of GST of the product or service (Saxena et al., 2017). In 2009, the Vajpayee government began discussing GST by forming an Empowered Committee, led by West Bengal Finance Minister Arun Dasgupta, to design the GST model. After a series of discussions, the Lok Sabha passed the Constitution (122nd Amendment) Bill, 2014 on May 6, 2015, while the Rajya Sabha passed it with some amendments on August 3, 2016. The amended Bill was then passed by the Lok Sabha on August 8, 2016. It was sent to the President for his consent, after receiving permission from half of the states, which he gave on September 8, 2016. As a result, the road to GST implementation has been cleared, and the enactment process has been finished. GST has replaced a multi-layered, complex indirect tax structure with a simple, transparent, and technology-driven tax regime, which is regarded as game changer for the Indian economy. It will break down barriers to inter-State trade and business, transforming India into a single, shared market. It will improve the ease of doing business in the country and give a boost to the Make in India programme by removing cascading taxes and lowering transaction costs. **ONE NATION, ONE TAX, ONE MARKET** will be the effect of GST.

In this paper, we look into whether the implementation of GST has eased the doing of business in Madhya Pradesh. We use a questionnaire to check the view point of business owners in the state of Madhya Pradesh regarding the ease of doing business after the implementation of GST.

**LITERATURE REVIEW**

Understanding the reforms and advances in the field of taxation both internationally and in India has taken a significant amount of time and effort (Choudhary et al., 2016). India is striving hard to make changes in the sphere of taxation to make it fulfil international standards and the expectations of many stakeholders in the globalised environment. Towards this direction, has been the implementation of Goods and Services tax (GST). Many researchers have conducted a series of studies make a thorough examination of the current and desired tax structures. A study by Prakash et al. (2014) asserted that the new GST government in India is positive towards GST implementation and that it is beneficial for the central government, state governments, and consumers in the long run if it is backed by strong IT infrastructure. In a similar vein, Kaur (2014) stated that the implementation of GST in India will







Dr. Mohitash Nagotra, Dr. Asha Mishra, Dr. Sapna Nagotra  
 Goods and Service Tax and Input Tax Credit: A Study of Business Owners in Madhya Pradesh.

GOODS AND SERVICES TAX AND INPUT TAX CREDIT: A STUDY OF BUSINESS OWNERS IN MADHYA PRADESH  
**GOODS AND SERVICES TAX AND INPUT TAX CREDIT- A STUDY OF BUSINESS OWNERS IN MADHYA PRADESH**

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**Abstract**  
 In this paper, we look into certain aspects of input tax credit following the implementation of GST among the business owners in Madhya Pradesh. We use a questionnaire to check the view point of business owners in the state of Madhya Pradesh regarding the input tax credit after the implementation of GST. Using primary data from 517 business owners in Madhya Pradesh, we find that after the adoption of GST number of taxes paid by business owners have increased while as the payment system to suppliers to avail the Input Tax Credit after GST have become more prompt. We also find that tax payers are availing Input Tax Credit, if payment is not done within 180 days. We find that respondents have full knowledge of how to file the claim of Input Tax Credit and that goods purchased from unregistered dealer and composition dealer breaks the chain of Input tax credit leads to higher prices. This phenomenon is also significant for items like petroleum products and electricity which are outside the purview of GST. Lastly, we found that accounting and record keeping work to claim input tax credit has increased and has become more complex after the implementation of GST.

**Key words:** Goods and Services Tax; Input tax credit; Madhya Pradesh; Primary survey

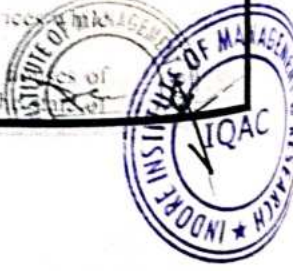
**1. Introduction**

This complicated tax structure hampers supply chain economies of scale and efficiency, which has a negative impact on India's economic growth. Thereby the economic climate of India called up for a logical Products and Service Tax covering all marketable goods and services and thereby a need to replace the current tax structure. By integrating goods and services taxation in India, India has adopted a world-class tax system. It resolves a long-standing issue of manufacturing and service sector treatment disparities. GST will not only benefit the Indian economy, but it will also boost its growth. The GST taxation system is supposed to remove the cascading effect of taxes from the cost of products and services, resulting in more exports and lower inflationary pressures.

The introduction of GST taxation system began in India through a series of changes in recent years, and finally GST was the installation, which took effect on July 1, 2017. GST is an indirect tax introduced by India's President, Pranab Mukherjee, and Prime Minister, Narendra Modi. P. Chidambaram, a former Union Minister, proposed the GST in his 2006-07 budget, and Parliament ratified the law on August 8, 2016, which was then adopted by 15 states. In India's, the adoption of the Goods and Services Tax (GST) would be crucial. It is an indirect tax. Many indirect taxes, such as VAT and service tax, have been replaced by it. As a result, this one indirect tax is said to be for the entire country. Goods and services tax (GST) is a multi-stage, destination-based tax imposed on all value additions.

The primary goals of this system is to increase economic efficiency. Following the adoption of the GST tax system in more than 150 countries, the Indian economy aimed to meet its ambitious growth targets by using GST as a stimulus. It is also expected that GST would strengthen India's position in both the domestic and international markets. Other goals included not only broadening the tax regime but also boosting system transparency, minimising unhealthy competition among states owing to taxes and revenues, lowering tax slab rates, and promoting original goods and services, all of which contributed to increased GDP. It was also intended to reduce the cost of products and services, all of which encouraging demand.

In this paper, we look into respondents views on certain input tax credit in the business Madhya Pradesh. We use a questionnaire to check the view point of business owners in the Madhya Pradesh.







Dr. Mohitash Nagotra, Dr. Asha Mishra, Dr. Sapna Nagotra  
Educational Disparity among Social Groups in Indore District

RABINDRABHARATI JOURNAL OF PHILOSOPHY  
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### EDUCATIONAL DISPARITY AMONG SOCIAL GROUPS IN INDORE DISTRICT

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#### Abstract

This study is based on to measure the socio-economic disparities among social groups in Indore district. The objective of the study is to measure the level of inequality persist in the society in terms of Caste groups (Scheduled Caste, Scheduled Tribe, Other Backward Caste, General). This is primary data based study and data has been collected from five Tehsils of Indore district (Deopur, Hatod, Samner, Moha, Indore). The inequality has been measured on the basis of Education, Occupation, Income, Expenditure and Saving. Statistical tools such as ANOVA is used to analyze difference between the groups, G-W Post Hoc test is used to understand the level of difference between the paired groups. Chi-square statistics is used to establish the association between the variable and goodness of fit and other descriptive statistics have been used to measure the level of disparity among the castes. The study would reveal extend at which disparity exist in the society on the basis of caste.

#### Keywords:

Economic inequality, Social Status, Economic Status, Castes, Scheduled Caste, Schedule Tribes, Other Backward Caste, Education, Chi Square Statistics, One-way ANOVA, G-W Post Hoc test

#### 1. INTRODUCTION

##### SOCIAL-ECONOMIC DISPARITIES

Social disparity is essentially an inter-group social phenomenon increasing above class divisions; noticeable when one or more social group's orders and practices social sanctions against each other. It is an attempt of one group to establish a privilege position for itself through exploitation of some other group through a process of subordination. Social disparity can also be conceptualized as that the one group faces the lack of recognition of their basic rights, lack of access to legal system, lack of access to political system, and lack of access to systematic systems useful to execute fundamental rights. According to the London School of Economics, social exclusion means that individual resides in any front end society but cannot participate in any of the social and economic activities of that society Burchardt, 1999.

This socio-economic disparities has severe consequences not only on the well being of the people or group of people, who are being excluded but it creates inter-group conflicts, inequalities and also effect the economic growth and development of the country. According to the economic theory of discrimination societal discrimination would affect the economy adversely and lowers the growth of the economy. The unequal participation of the people in the economic activities of any country would certainly increase the trait of under development, lack of entrepreneurship, wastage of human capital, inefficiency in resource allocation and lack of inclusive growth in the country.

Here, social group is characterized as group of people having a common economic background and social practices which gives them a group identity as well as differentiates them from other social groups. As there are numerous social groups present in the society with differentiated social and cultural standard, which turn into a reason for characterizing inter-group connections, the division of work in the economy, and authorizations.

The social groups can be of different types, it can be based on religion, class, region, castes, language, race etc. The most studied and discussed group division in the society is based on Caste. The caste system is well rooted in the structure of Indian society. Here people are known by their caste; their occupation is decided on the basis of their caste, education level is decided through caste, social







Dr. Mohitash Nagotra, Dr. Asha Mishra, Dr. Sapna Nagotra  
 Occupational Structure and Socioeconomic Inequalities in Various Caste Groups in Indore District

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 (मध्य भारती) ISSN: 0974-0066

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**OCCUPATIONAL STRUCTURE AND SOCIOECONOMIC INEQUALITY IN VARIOUS CASTE GROUPS IN INDORE DISTRICT**

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**Abstract**

Economic development of country depends upon the development of people; this could only be achieved when country would focus on sustainable development and inclusive growth within the nation. In modern times, on the one hand when one part of the country is looking to touch heights in the field of Information technology, research and development, Pharmaceuticals and various fields, whereas other part is still struggling to sustain their livelihood in the country. Social and Economic disparity can easily be visible in the country in every field which needs to be addressed at top priority. In this paper, major focus is on the occupational structure of the people belonging to various social groups mainly caste groups. Cross-sectional data set has been used for the research and data is collected primarily from tehsils of Indore district in the State of Madhya Pradesh. Various statistical tools has been used to test whether any association and dependency has seen between the test variable and caste groups.

**Key words.** Chi-Square Statistics, Occupational Structure, Caste groups, Socio-economic disparity

**Introduction**

Socioeconomic development of any individual is a phenomenon of occupational structure (Blau, Duncan, 1967, Grusky 1998). Since occupation reflects the social standing and economic stability of individual in a society, it is often created to represent the socioeconomic opportunity in society (Grusky, Hauser 1984). Through occupational structure one can also relates the level of social and economic discrimination in terms of caste, religion, race etc. Since the history suggest occupation was not by choice of any individual, rather through societal obligations (Boskin, 1974; Brown et al., 1980). In modern times, occupational structure is related to the changes in the demand for various occupational services due to technological advances and social development in the society (Blau, Duncan, 1967). As we know that technological development affects mainly division of labour and also it affects almost every aspects of social structure (Williams, 1979).

In Europe, during the era of medieval town economy, researchers have forehead the importance of economic factor in the development of the economy. Previously only income was considered as the only factor to function with the social status of the individual, not occupation. Occupation can be defined as any specific activity which has some market value, which any individual pursue to maintain steady flow of income for the household. This activity is also considered as a sole determination of the social position of an individual and by which living is earned. In the recent researches this has been concluded that occupation has close relationship with the present social and economic system. Occupation is one of the important factors in determining the socio-economic status of a person in a society. Occupation was decided in relation to the caste of the respondent in Indian tradition. The attribute of the occupation and caste hierarchy is associated to each other. There are various known rituals and social obligations between different Varna level and also between most of the Jatis within and between the Varna levels.

The degree of ritual purity has been described on the basis of one's birth. It was very well known that the occupation defines the status of the jatis. Clean and noble work is associated to the high caste people and unclean and polluted work is associated with the low caste people (Dube 1990). Jatis and occupation are interlinked to each other, one decides other. On the one hand jati decides the status of the individual in the society and on the other hand occupation decides the socio and economic relationship has been changed significantly. Constitution of free India has given the freedom to its







Mr. Hanish Kukreja

The Role of Financial Literacy in Shaping Behavioural Finance Patterns among Millennials

शोधप्रभा

Shodha Prabha (UGC CARE Journal)

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**THE ROLE OF FINANCIAL LITERACY IN SHAPING BEHAVIORAL FINANCE PATTERNS AMONG MILLENNIALS**

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**Abstract**

This review research paper examines the pivotal role of financial literacy in shaping behavioral finance patterns among millennials. In an era characterized by complex financial landscapes and increasing economic uncertainty, understanding how financial literacy influences the financial decision-making behaviors of this generation is crucial for policymakers, educators, and financial institutions. A comprehensive review of existing literature on financial literacy and behavioral finance among millennials is conducted, encompassing studies from diverse geographical regions and demographic backgrounds. The synthesis of findings provides a nuanced understanding of the relationship between financial literacy and behavioral finance patterns in this demographic. The review identifies a multifaceted relationship between financial literacy and millennial behavior in financial markets. It uncovers evidence that varying levels of financial literacy impact risk perception, investment choices, and savings habits among millennials. Moreover, it highlights the role of financial education programs, digital technologies, and social influences in shaping financial behaviors. This research contributes to the existing body of knowledge by synthesizing and analyzing a wide range of studies, thereby offering a comprehensive overview of the role of financial literacy in shaping the behavioral finance patterns of millennials. The paper also explores the evolving landscape of digital financial services and their impact on the financial behavior of this generation.

**Keywords:** Financial literacy, behavioral finance, millennials, cognitive biases, financial decision-making, risk perception, investment choices, savings habits, financial education, digital finance.

**Introduction**

In an era marked by economic volatility and unprecedented financial choices, the significance of financial literacy cannot be overstated. Millennials, the generation born between the early 1980s and the mid-1990s, have come of age in a rapidly evolving financial landscape, characterized by intricate investment options, burgeoning student loan debt, and a digital revolution that has transformed how they manage their finances. As this demographic group continues to navigate the complex world of personal finance, understanding the interplay between financial literacy and behavioral finance patterns becomes paramount.

Shri Lal Bahadur Shastri Rashtriya Sanskrit Vidyapeetha







Mr. Hanish Kukreja

The Role of Financial Literacy in Shaping Behavioural Finance Patterns among Millennials

शोधप्रभा

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**THE ROLE OF FINANCIAL LITERACY IN SHAPING BEHAVIORAL FINANCE PATTERNS AMONG MILLENNIALS**

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**Abstract**

This review research paper examines the pivotal role of financial literacy in shaping behavioral finance patterns among millennials. In an era characterized by complex financial landscapes and increasing economic uncertainty, understanding how financial literacy influences the financial decision-making behaviors of this generation is crucial for policymakers, educators, and financial institutions. A comprehensive review of existing literature on financial literacy and behavioral finance among millennials is conducted, encompassing studies from diverse geographical regions and demographic backgrounds. The synthesis of findings provides a nuanced understanding of the relationship between financial literacy and behavioral finance patterns in this demographic. The review identifies a multifaceted relationship between financial literacy and millennial behavior in financial markets. It uncovers evidence that varying levels of financial literacy impact risk perception, investment choices, and savings habits among millennials. Moreover, it highlights the role of financial education programs, digital technologies, and social influences in shaping financial behaviors. This research contributes to the existing body of knowledge by synthesizing and analyzing a wide range of studies, thereby offering a comprehensive overview of the role of financial literacy in shaping the behavioral finance patterns of millennials. The paper also explores the evolving landscape of digital financial services and their impact on the financial behavior of this generation.

**Keywords:** Financial literacy, behavioral finance, millennials, cognitive biases, financial decision-making, risk perception, investment choices, savings habits, financial education, digital finance.

**Introduction**

In an era marked by economic volatility and unprecedented financial choices, the significance of financial literacy cannot be overstated. Millennials, the generation born between the early 1980s and the mid-1990s, have come of age in a rapidly evolving financial landscape, characterized by intricate investment options, burgeoning student loan debt, and a digital revolution that has transformed how they manage their finances. As this demographic group continues to navigate the complex world of personal finance, understanding the interplay between financial literacy and behavioral finance patterns becomes paramount.

Shri Lal Bahadur Shastri Rashtriya Sanskrit Vidyapeetha







Behavioural Finance: Unravelling the Psychology of Investing

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BEHAVIORAL FINANCE: UNRAVELING THE PSYCHOLOGY OF INVESTING  
Hrishikesh Kulkarni Research Scholar Management Shri Vaidantay Vidyapeethi Vishwavidyalaya Indore.

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**Abstract**

Behavioral finance is a multidisciplinary field that has gained significant prominence in recent years due to its deep insights into the psychology of investing. This review research paper provides an in-depth exploration of the key concepts, theories, and empirical findings within the realm of behavioral finance. It examines the ways in which human psychology and emotions influence investment decision-making, often deviating from traditional rational economic models. The paper delves into various cognitive biases and heuristics that affect investors, such as overconfidence, loss aversion, and herding behavior. It also investigates the impact of emotions like fear and greed on financial choices and market outcomes. Additionally, the role of framing effects and prospect theory in shaping investment decisions is discussed. Furthermore, this review highlights the practical implications of understanding and mitigating cognitive biases to enhance investment performance and risk management. Through a comprehensive analysis of the existing literature, this review research paper aims to contribute to a better understanding of the psychology of investing in the context of behavioral finance. It underscores the relevance of behavioral insights in explaining market anomalies, asset pricing, and the development of investment strategies. Ultimately, the paper advocates for the integration of behavioral finance principles into the broader financial landscape to promote more informed and rational investment practices.

**Introduction**

The field of finance has long been dominated by traditional theories that assume investors are rational beings, making decisions solely based on objective information and maximizing their utility. However, in the real world, human behavior often deviates from the rational expectations of classical finance. This divergence has given rise to a fascinating and rapidly evolving subfield known as behavioral finance. In this review research paper, we delve into the captivating world of behavioral finance, where the conventional wisdom of rationality is challenged, and the intricate interplay between psychology and investing is explored.

Behavioral finance seeks to understand how human emotions, cognitive biases, and psychological factors influence investment decisions. Unlike traditional finance, which relies on the efficient market hypothesis and rational expectations, behavioral finance recognizes that investors are susceptible to a range of behavioral biases and heuristics that can lead to suboptimal choices. From overconfidence and loss aversion to herd behavior and the disposition effect, these psychological quirks can significantly impact financial markets and investment outcomes.

The inception of behavioral finance can be traced back to the groundbreaking work of pioneers like Daniel Kahneman and Amos Tversky, who introduced the prospect theory and the concept of bounded rationality. Their research challenged the rational investor model and provided insights into the cognitive shortcuts individuals use when making financial decisions. Since then, the field has expanded, incorporating insights from psychology, neuroscience, and economics to create a comprehensive framework for understanding investor behavior.

This review paper aims to provide a comprehensive overview of the key concepts, theories, and empirical findings within the realm of behavioral finance. We will explore the various biases and heuristics that influence investment choices, examine how these biases manifest in different market contexts, and discuss the implications for asset pricing, portfolio management, and risk management. Additionally, we will highlight the practical implications of behavioral finance for individual investors, financial professionals, and policymakers.



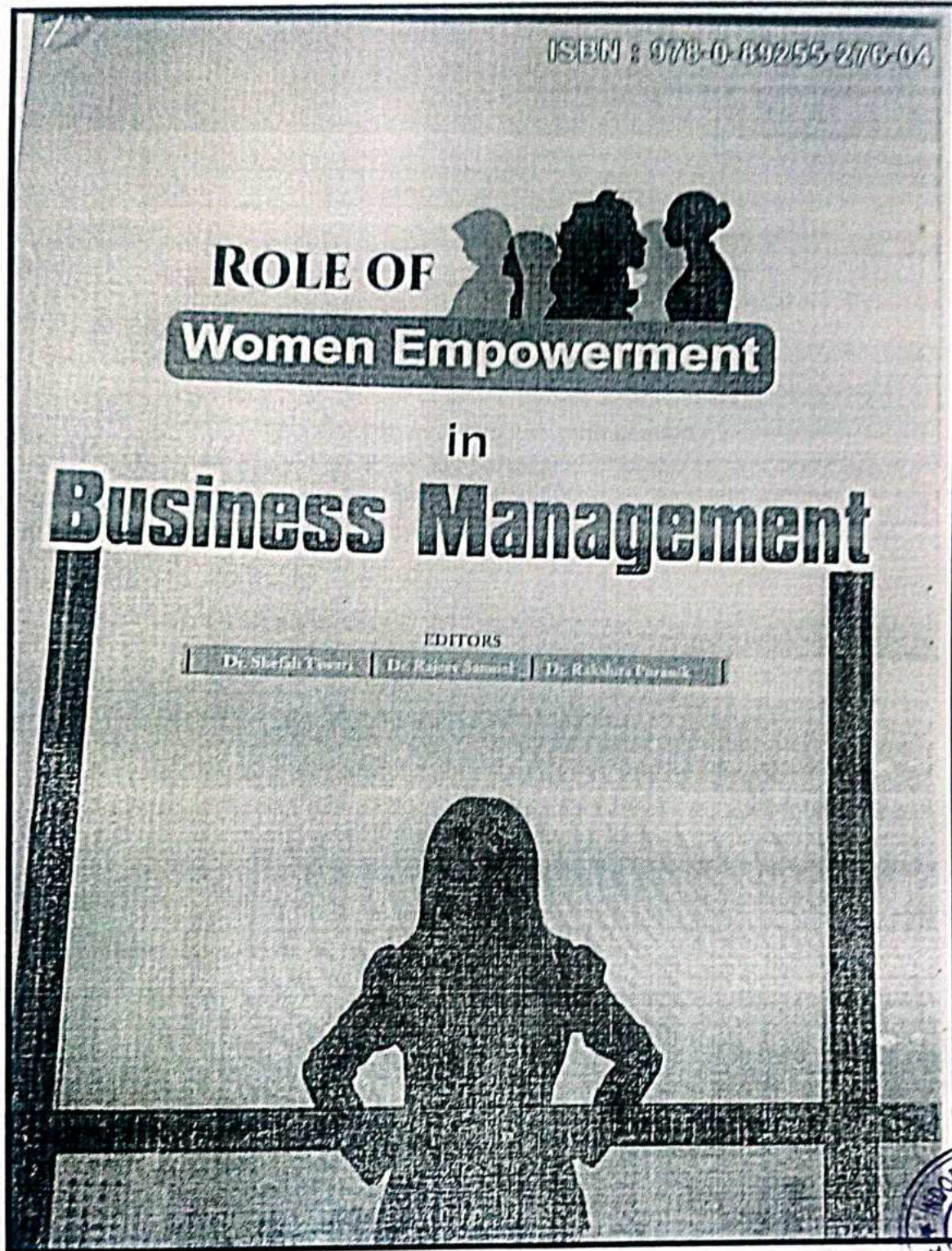




**Indore Institute of Management & Research**  
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Dr. Rakshita Puranik

Book: Role of Women Empowerment in Business Management



ISBN : 978-0-83255-270-04

**ROLE OF**

**Women Empowerment**

in

**Business Management**

EDITORS

Dr. Shefali Tiwari

Dr. Rajeev Samant

Dr. Rakshita Puranik







ROLE OF  
WOMEN EMPOWERMENT IN  
**BUSINESS MANAGEMENT**



EDITORS

Dr. Shefali Tiwari | Dr. Rajeev Samuel | Dr. Rakshita Puranik







First Edition, 2022

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**FROM HOME MAKERS TO BUSINESS PROPRIETORS:  
WOMEN EMPOWERMENT IN INDIA**

Dr. Shilpa Khatra & Dr. Rakshita Puranik

**ABSTRACT**

Entrepreneurs are our society's most essential and philosophical associates who contribute to our ever-increasing standards of living and guarantee that the economy continues to grow. The Entrepreneurs not only grow their business, and meet their goals, but they help everyone else too.

The expansion of businesses drives the expansion of the economy. When we consider more extensive possibilities, we recognise how important every factor is. Women have recently taken a progressive role in supporting the nation's entrepreneurial revolution. Although they are excellent leaders, they also profitably stimulate economic progress. By investing in more women-led businesses, we as an audience can support such inspiring female entrepreneurs. Together, we can create a better future for aspiring business women and female professionals, which will spur a dramatic upturn in the country's economic growth.

In recent years, women have become more and more interested and involved in entrepreneurship and have proven themselves to





Book Chapter: From Homemakers to Business Proprietors: Women Empowerment in India

Role of Women Empowerment | BUSINESS MANAGEMENT | ISBN: 978-0-89755-275-04

### FROM HOME MAKERS TO BUSINESS PROPRIETORS:

### WOMEN EMPOWERMENT IN INDIA

Dr. Shilpa Katha & Dr. Rakshita Puranik

#### ABSTRACT

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EDITORS: Dr. Shefali Tiwar | Dr. Rajeev Samuel | Dr. Rakshita Puranik





Dr. Shijji Shukla

Diamond Dilemma: Overcoming the Diamond Dilemma in Market.

IRJMST Vol 14 Issue 9 [Year 2023] ISSN 2250 – 1959 (Online) 2348 – 9367 (Print)

**Diamond Dilemma: Overcoming the Diamond Dilemma in Market**  
**(A case study on De Beers Diamond Group)**

**\*Arham Ali Rizvi; \*\*Riya Dixit; \*\*\*Dr. Shijji Shukla**

**BACKGROUND**

De Beers is a renowned and historically significant diamond mining and trading company. Founded in 1888 by Cecil Rhodes and established in South Africa, it quickly became the leading force in the global diamond industry. De Beers played a central role in shaping the diamond market and popularizing diamonds as a symbol of luxury and everlasting love. One of the company's most influential marketing campaigns was the introduction of the slogan "A Diamond Is Forever" in 1947, which significantly boosted diamond engagement ring sales and solidified the enduring association between diamonds and romantic commitment. Over the years, De Beers faced various challenges, including issues related to diamond sourcing, conflicts, and human rights concerns associated with "blood diamonds." These challenges led to increased scrutiny and calls for ethical and sustainable practices within the diamond industry. De Beers underwent significant changes as the diamond market evolved, including restructuring and diversification of its business. Despite facing competition and market shifts, De Beers remains a prominent player in the global diamond trade and continues to influence the industry's dynamics.

**GROWTH OF THE FIRM**

De Beers' growth as a firm has been remarkable throughout its history. Founded in 1888, the company quickly established a dominant position in the diamond industry, controlling a significant share of global diamond production and trade. Its innovative marketing campaigns, such as "A Diamond Is Forever," played a pivotal role in shaping consumer perceptions and boosting diamond demand. However, De Beers also faced challenges, including controversies surrounding "blood diamonds" and calls for ethical sourcing. Despite these hurdles, the company adapted, embracing sustainable practices and diversifying its operations. Today, De Beers remains a key player in the diamond market, continuously evolving to navigate market dynamics and maintain its position as one of the world's leading diamond mining and trading companies.

**MARKETING STRATEGY:**

1. **Diamond Monopoly:** De Beers created a strategic diamond monopoly by controlling a significant portion of the world's diamond supply, allowing them to influence prices and stabilize the market.
2. **"A Diamond Is Forever" Campaign:** De Beers launched the iconic slogan in 1947, emphasizing the emotional and timeless value of diamonds, making them synonymous with eternal love and commitment.
3. **Product Scarcity and Exclusivity:** De Beers carefully managed diamond supply to maintain an image of scarcity and exclusivity, creating a sense of urgency and desire among consumers.
4. **Control over Distribution Channels:** The company controlled the distribution chain, ensuring strict control over the flow of diamonds to the market, maintaining price stability and brand reputation.







Operations and Consistency: Under the Hood Day to Day Management

CASIRJ

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## Operation and Consistency: Under the Hood Day to Day Management (A Case Study on Chai Sutta Bar Private Limited)

Yashika Raj; Dev Jagwani; Dr. Shijji Shukla

Dev Jagwani, Student, Indore Institute of Management and Research; and Dr. Shijji Shukla,

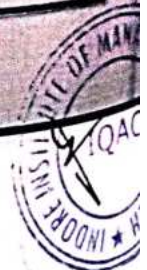
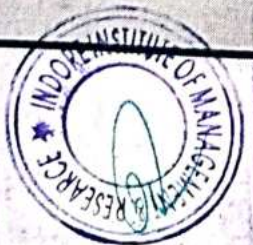
Assistant Professor, Indore Institute of Management and Research as a part of project report under NEP.

### INTRODUCTION TO THE FIRM

As the name say it all, CHAI SUTTA BAR is an Indian tea(chai) house which provides an organic place for youth and working class to have a cup of tea in a well-established beverage house between the busy lifestyle of the modern world. Noticing the trend of café-culture in India, MR. ANUBHAV DUBEY and MR. ANAND NAYAK ji started this chain of quintessential cafes which were later accompanied by MR. RAHUL GOTHI at the position of Managing Director, from their first café in BHAWERKUNA, INDORE. to spread across the globe namely Saudi Arabia, Nepal, Kenya, Australia, United Kingdom and with the rate of opening a new outlet in every three months. Their journey with their kullhad started in 2016, with the aim of creating a unique place in the market-space targeting mainly youngsters but also classic enough for attracting the working class as a whole to its outlets for their afterhours. Chai Sutta Bar focuses on delivering not just the quality beverages but also trying to secure the best ever experience that ever came their way. Its is a roof providing a couple of services and addons which goes along CHAI like snacks, pasta, Maggie, and other beverages like COLD COFFEE, COLD DRINKS and such. Creating an environment which provides a comfortable environment with a kullad having a touch of home made tea. As of now it is one of the fastest growing café in India which is currently standing at 450+ outlets in 195+ cities. Along with their aims, comes a tagline comes to the lime light which is "cuddle with kullad" as such they are aiming to open 200+ outlets over the globe providing the same consistent taste while maintaining quality standards.

### OBJECTIVES OF PROJECT

- Finding market place and market's need:  
To survive in this throat-cutting competition, they have to clearly define their target market in which they have invested extensively in understanding their customer accurately. The input namely feedback is





## An Empirical Study on Factors that Influence the Decision of Investors to invest in Real Estate Market: With Special Reference to Indore City

### An Empirical Study on Factors that Influence the Decision of Investors to Invest in Real Estate Market: With Special Reference to Indore City

Dr. Pratik  
Dr. Pratik

#### Abstract

The present study examines the factors that influence the decision of real estate investors to invest in the real estate market of Indore City. The study equates Indore City as the best investment area chosen for the study. The study is based on the perception of investors and their personal feelings, and it checks on the factors that influence the decision of investors to invest in the real estate market. The study shows that the factors like the better infrastructure, easy access to public transport facilities, proximity to railway stations, the presence of schools, hospitals, shopping and entertainment and promptness of water supply create a positive impact on the buying decisions of the investors. The study can be useful to the real estate developers.

**Keywords:** Real estate market, investors, investment, real estate developers.

#### Introduction

India is the seventh largest nation in the world in terms of its land area which is the home to the second largest population of the world (<http://www.cpi.compress.com>). A recent study by Information Credit Rating Agency (ICRA), has ranked real estate sector of India on top position amongst 14 major sectors in terms of the induced effect on the other sectors of the Indian economy. It has strong backward and forward linkages with more than 250 ancillary industries like steel, cement, brick etc. India is widely documented as a 21st century nation, this is the second largest employer of the economy. The size of Indian Real Estate sector is near to US \$ 12 billion and is growing at the pace of 10% every year (Monga et al., 2005). With a surge in the demand of commercial and housing projects, it is estimated that by 2015, this sector will contribute nearly 13% to the country's Gross Domestic Product (GDP).

Since the Indian real estate market is an emerging market in a less developed economy, the real estate investors play an important role in the development of the Indian economy (Gill et al., 2012). It is important to understand the factors that have positive influence on the investment decisions of Indian investors to invest in the real estate market.

Other than that, study on the investor's intention towards property investment decisions can become an advantage for investors, developers and financial institution to enhance their knowledge of the investor's preferences as well as business prospects. It can help ideas to make them avoid an investment trap. This also could reduce mistakes in investment and make the property investment a less investment risk.

Mansur and Zuhair (2002) stated that supply and demand can be determined based on the investors' intention to invest in property. By studying the factors of influencing property investment, the issue of oversupply of property can be prevented (Mansur, Barlett and Lambert (2002) states). The property market system can be influenced by the arrangement of zoning and unethical special deals by the real estate developers. There are few arguments on factors that can influence property investment decisions other than the geographic features of the properties. The most of studies they show that the geographical attributes have a significant impact on investment decisions on property (Rabe and Steward (2005) (Rabe et al., 2003) (Anglin, 2003).

This study contributes to the literature on the factors that influence the investment decision of investors.

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\*\* Professor, S. V. Govt. Commerce College, Raipur







Dr. Shubhangi Jain, Dr. Vishal Geete, Dr. Vinayak Khare  
A Study on Contribution of Stakeholders of Madhya Pradesh towards Tourism in India

KOREAN REVIEW OF INTERNATIONAL STUDIES  
ISSN - 1226-4741

**A STUDY ON CONTRIBUTION OF STAKEHOLDERS OF MADHYA PRADESH TOWARDS  
TOURISM INDUSTRY OF INDIA**

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**Abstract**

As tourism sector is popularizing day by day and also the interest of common public in this field is increasing, therefore it is necessary to know each and every prospect associated with this sector. Without proper management the growth of this sector is not possible, hence it is very much important to properly manage this sector. Management of tourism is not possible without significant contribution of stakeholders. In order to properly understand tourism of Madhya Pradesh it is very important to know and have knowledge about role played by stakeholders for managing the same. Hence researcher in view of this carried out this research, to find out the contribution and role played by stakeholders for managing tourism activity in Madhya Pradesh. In this research services provided by stakeholders has been given due consideration and accordingly necessary steps is being suggested.

**Keywords:** Contribution, Management, Services, Stakeholders, Tourism.

**INTRODUCTION**

**Tourism**

**Tourism** means travel for leisure, recreational, family or business purposes, mostly of a limited duration. Tourism is mostly associated with out-bound travel, but may also include travel to another location within the same country.

Tourists are the people "traveling to and staying in places other than their domestic environment for not more than one consecutive year for business, leisure, and other purposes".

Tourism now has become a popular leisure activity. Tourism can be international or domestic and international tourism has both inflowing and out-flowing impact on a country's balance of payments. Today, tourism is a major income generating source for many countries, and affects the economy of both the home and host countries.

Tourism brings in huge amounts of money into a local economy in the form of payment for goods and services needed by tourists, with a contribution of 30% of the world's trade of services.





Dr. Vaibhav Modak

Book Chapter: An Analysis of Credit and Financial Potential in MSME

Chapter

28

## An Analysis of Credit & Financial Potential in MSME

Dr. Vaibhav Modak

### Abstract

The impacts of global financial crisis are reflecting upon MSME concerning credit and finance disbursement to them who are engaged in business and how they are facing the financial challenges to run out their business, out of some are helpless to take the crucial decisions like shutting down their businesses or incapable to meet out the working capital requirement to meet out the recurring expenditures or struggling with the debt liabilities and loan repayment issues. The major reasons behind it fall in turnover, insufficient funds, high interest rates and poor market conditions. The major role implemented by the Reserve Bank of India, Government of India, District Industrial Centres providing the liquidity schemes to these businesses for overcoming the financial & economic burden, so the industries could breathe out and run to achieve the desired level of overall development in a static environment.

**Keywords:** MSME, Debt, Financial, Working Capital, Repayment.

### INTRODUCTION

MSME medium, small & medium enterprises are like a life blood for the Indian industries and giving their outstanding contribution regarding generating goods & services for continue supply to satisfying the needs of customers, employment generation, export-oriented activities, growth and development. These industries are playing a vital role in the Indian economic. Government is always engaged in making planning for development, providing them financial support, assistance, infrastructural facilities and regulating them with the help of various financial institutions like RBI, Ministry of MSME DIC's, SIDBI, KVIC's State financial corporation etc. These regulatory & promotional organizations are fully supporting and backbone of our industrial sector.

### OBJECTIVES OF THE STUDY

1. To analysis the working area of the financial organizations.
2. To discuss about the various government planning & schemes.
3. To study the problems facing by the MSME in trouble times.

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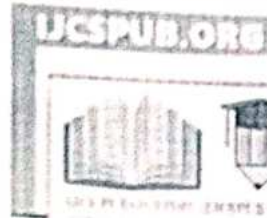




**A Comparative Analysis of Village and Khadi Industry Based on Sales and Production in Turbulent Times during Pandemic Under MSME System**

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**INTERNATIONAL JOURNAL OF  
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**A Comparative Analysis of Village & Khadi  
 Industry based on Sales & Production in  
 Turbulent Times during Pandemic under MSME  
 Support**

**Abstract**

**Purpose -** The purpose of this paper is to identify the contribution given by MSME in the industry during turbulent times.

**Design/Methodology/Approach -** A descriptive approach was used in which exploratory study were conducted to identify the various factors influencing sales. The data was analysed using correlation research.

**Findings -** The findings indicates that micro, small and medium enterprises are affected by several factors like lacking of manpower, working capital shortage, cross cutting, employee turnover due to regular or whole payment issues, raw material unavailability, closed down markets etc. artis, craftsman, small scale businesses could be a backbone for good earning resources for the local workers and also beneficial to the government for export trade. These may lead to arise of new entrepreneur also.

**Research Limitations/Implications-** The research has considered two factors. Further research can include cottage industry, investment & number of units established.

**Practical implications-** The findings of the study will help government and policymakers

To understand the needs and demands of MSME. This study would also motivate young entrepreneur to catch out the opportunities for business start-ups in MSME sectors.

**Social implications-** A normal businessman or shopkeeper is always interested to a limited local market area and specific daily use goods. MSME sector is also open for every businessman and there are full government assistance is also provided to the new talents.

**Originality/Value-** Few studies have concentrated on MSME contribution and problems. It is necessary to understand the various factors influencing the MSME performance by the way of qualitative research, as generating revenue is only a one objective of the whole vision of growth of industries.

**Keywords** MSME, Financial, Correlation, Collateral, Pandemic, Contribution

**Introduction**

MSME means micro, small and medium enterprises are working under the head of ministry of MSME. MSME is always involved in to give motivation to the entrepreneurs and launching various schemes so that maximum numbers of industries can be benefited. To revive the economy MSME is also taking a part





Recommendations of the Research Committee for Reimbursements

Exploits.

Indore Institute of Management & Research, Indore  
Following research papers published by the faculty members published in the academic year 2022-23, recommended by the committee members  
for reimbursement as per research policy

Sr. No.	Author's Name	Title of the Paper	Journal Name	Year	Volume	Page No.	DOI	Remarks
1	Dr. Pooja Singh	Journal of Academic Open Access and Best Practices for Research and Innovation: A Case Study on Faculty of Management Studies, IIMR, Indore	Journal of Academic Open Access	2022	1(1)	1-10	10.21961/jaoa.v1i1.1001	Reimbursement of 2000/-
2	Dr. Pooja Singh	Production Management in a Service Industry	Journal of Academic Open Access	2022	1(1)	11-20	10.21961/jaoa.v1i1.1002	Reimbursement of 2000/-
3	Dr. Pooja Singh	Quality and Service Excellence in Management and Business: A Case Study of IIMR, Indore	Journal of Academic Open Access	2022	1(1)	21-30	10.21961/jaoa.v1i1.1003	Reimbursement of 2000/-
4	Dr. Pooja Singh	Business Model of IIMR, Indore	Journal of Academic Open Access	2022	1(1)	31-40	10.21961/jaoa.v1i1.1004	Reimbursement of 2000/-
5	Dr. Pooja Singh	Quality and Service Excellence in Management and Business: A Case Study of IIMR, Indore	Journal of Academic Open Access	2022	1(1)	41-50	10.21961/jaoa.v1i1.1005	Reimbursement of 2000/-
6	Dr. Pooja Singh	Business Model of IIMR, Indore	Journal of Academic Open Access	2022	1(1)	51-60	10.21961/jaoa.v1i1.1006	Reimbursement of 2000/-
7	Dr. Pooja Singh	Quality and Service Excellence in Management and Business: A Case Study of IIMR, Indore	Journal of Academic Open Access	2022	1(1)	61-70	10.21961/jaoa.v1i1.1007	Reimbursement of 2000/-
8	Dr. Pooja Singh	Business Model of IIMR, Indore	Journal of Academic Open Access	2022	1(1)	71-80	10.21961/jaoa.v1i1.1008	Reimbursement of 2000/-
9	Dr. Pooja Singh	Quality and Service Excellence in Management and Business: A Case Study of IIMR, Indore	Journal of Academic Open Access	2022	1(1)	81-90	10.21961/jaoa.v1i1.1009	Reimbursement of 2000/-
10	Dr. Pooja Singh	Business Model of IIMR, Indore	Journal of Academic Open Access	2022	1(1)	91-100	10.21961/jaoa.v1i1.1010	Reimbursement of 2000/-

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Br/12/21

**INDORE INSTITUTE OF MANAGEMENT AND RESEARCH**  
**RESEARCH and DEVELOPMENT COMMITTEE**  
**FACULTY PUBLICATIONS (July 2023 to December 2023)**

Title of the Paper / Patent	Faculty Name	Journal / Book / Copyright / Patent Publication	In Journal / Book / Copyright / Patent / ISBN / Number	Approved Amount
The role of Financial Literacy in shaping Behavioural Finance Patterns among Millennials	Mr. Hanish Kukreja	Shashi Prabha	UGC Care	2,000/-
A study on contribution of Stakeholders of Madhya Pradesh towards Tourism in India	Dr. Shubhami Jain Dr. Vishal Gacete Dr. Anayak Khatri	Journal	AHDC (Category C)	2,000/-
Diamond Dilemma: Overcoming the Diamond Dilemma in Market	Dr. Shiggi Shukla	International Research Journal of Management, Science and Technology	UGC Care	2,000/-
Role of Women Empowerment in Business Management	Dr. Rakshita Puranik	Book	ISBN 978-0-89255-276-04	2,000/-
Operations and Consistency Under the Pressure of Day to Day Management	Dr. Shiggi Shukla	International Research Journal of Commerce, Arts and Science	UGC Care	2,000/-
Enablers and Challenges to Women Empowerment in India	Dr. Rakshita Puranik	Book Chapter	ISBN 978-0-89255-276-04	1,000/-
Behavioural Finance: Unravelling the Psychology of Investing	Mr. Hanish Kukreja	Journal	UGC Care	2,000/-

S. No	Title of the Patent	Faculty Name	Patent / Copyright	Details of Patent / Copyright	Approved Amount
1	Predictive Economic Modelling and Forecasting Software	Mr. Hanish Kukreja	Patent	01st September 2023 5th Position	

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Dean- Research

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Principal  
Indore Institute of Management & Research





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RESEARCH AND DEVELOPMENT COMMITTEE**

**FACULTY PUBLICATIONS (July 2022 to June 2023)- Resubmission**

S. No.	Faculty Name	Project Book / Publication	Is Internet / e-Journal / e-Book / Care/Scopus/WoS/ISI/IN Number	Approved Amount
1	Dr. Shaji Shukla	Journal of Management Research	UGC Care	2,000
2	Dr. Vaibha Modak	Book Chapter	ISBN 978-93-91355-05-0	1,000
3	Dr. Vaibha Modak	Journal	Peer Reviewed Referred Journal ISSN 2250-1770	1,000

S. No.	Faculty Name	Patent / Copyright	Details of Patent / Copyright	Approved Amount
1	Dr. Shaji Shukla	Canadian Copyright	10th March 2023	
2	Dr. Shaji Shukla	Indian Patent	20th January 2023 3rd Position	

Dr. Rakshita Purani,  
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Indore Institute of Management  
and Research  
Opp. IIM, Pithampur Road,  
RAU, INDORE (M.P.)

**APPROVED**  
GROUP ADVISOR  
(SEVA & SPARSH)







**MEMBER NAME**

Blank area for member name details.

Blank area for additional member information.

Sl. No.	Name of Member	Address	City	State	Pin Code	Phone No.	Signature	Remarks
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STATEMENT SUMMARY  
Opening Balance  
112,751.21

1st Term 2nd Term Balance Credit Debit

Principal  
Indira Institute of Management and Research  
Opp. IIM, Dabhapur Road,  
RAJ, INDORE (M.P.)

Signature of Principal







PAYMENT SOURCE  
INDORE INSTITUTE OF MGMT AND RESEARCH  
C/O INDORE INSTITUTE OF MGMT AND RE  
OPP IIM PITHAMPUR ROAD RAU  
PITHAMPUR ROAD OPP IIM  
INDORE, MADHYA PRADESH PIN - 453111

Branch Name  
District  
Account No  
Beneficiary Address

BRANCH NAME  
2000114006475

Client Reference No 21122023-001  
Date 21/12/2023  
Bank Reference No 519563979  
Amount 4000.00  
Amount in Words Four Thousand Rupees

Dear Sir / Madam,

We are pleased to credit your account 2000114006475 with us for Rs. 4000.00 for the services rendered to be rendered against the below mentioned details

- Payment Details 1
- Payment Details 2
- Payment Details 3
- Payment Details 4
- Payment Details 5
- Payment Details 6
- Payment Details 7

Indore Institute of Management & Research

*Abhinav*  
G.M. Finance

*[Signature]*  
**Principal**  
Indore Institute of Management  
and Research  
Opp. IIM, Pithampur Road,  
RAU, INDORE (M.P.)

This is computer generated advice. Does not require any signature







Principal  
Indore Institute of Management & Research  
Opp. IIM, Pithampur Road,  
RAU, INDORE (M.P.)

Principal  
Indore Institute of Management & Research  
Opp. IIM, Pithampur Road,  
RAU, INDORE (M.P.)

Principal  
Indore Institute of Management & Research  
Opp. IIM, Pithampur Road,  
RAU, INDORE (M.P.)

Principal  
Indore Institute of Management & Research  
Opp. IIM, Pithampur Road,  
RAU, INDORE (M.P.)

Principal  
Indore Institute of Management & Research  
Opp. IIM, Pithampur Road,  
RAU, INDORE (M.P.)

This is a computer generated advice. Does not require any signature.

- Principal (Block 1)
- Principal (Block 2)
- Principal (Block 3)
- Principal (Block 4)
- Principal (Block 5)
- Principal (Block 6)
- Principal (Block 7)

Indore Institute of Management & Research  
*[Signature]*  
Principal

Principal  
Indore Institute of Management  
and Research  
Opp. IIM, Pithampur Road,  
RAU, INDORE (M.P.)









PAYMENT ADVICE  
INDORE INSTITUTE OF MGMT AND RESEARCH  
C/O INDORE INSTITUTE OF MGMT AND RE  
OPP. IIM, PITHAMPUR ROAD, RAU  
PITHAMPUR ROAD, INDORE  
INDORE, MADHYA PRADESH Pin - 453331

Beneficiary Name  
Beneficiary Code  
Beneficiary Account No  
Beneficiary Address

Bank Name  
60100376452148

Client Reference No  
Date  
Bank Reference No  
Amount  
Amount in Words

21122023-001  
21/12/2023  
519603182  
1000.00  
One Thousand Rupees

Dear Sir / Madam,  
We are pleased to credit your account 60100376452148 with us for Rs. 1000.00 for the services rendered / to be rendered against the below mentioned details

Payment Details 1  
Payment Details 2  
Payment Details 3  
Payment Details 4  
Payment Details 5  
Payment Details 6  
Payment Details 7

Indore Institute of Management & Research

*Ashtini*  
G.M. Finance

Principal  
Indore Institute of Management  
and Research  
Opp. IIM, Pithampur Road,  
RAU, INDORE (M.P.)

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PAYMENT ADVICE  
INDORE INSTITUTE OF MGMT AND RESEARCH  
C/O INDORE INSTITUTE OF MGMT AND RE  
OPP 11M PITHAMPUR ROAD RAU  
PITHAMPUR ROAD OPP 11M  
INDORE MADHYA PRADESH PIN - 453331

Beneficiary Name: PRASHANT KUMAR  
Beneficiary Code: 50300297012104  
Beneficiary Account No:  
Beneficiary Address:

Client Reference No: 21122023-001  
Date: 21/12/2023  
Bank Reference No: 510002904  
Amount: 3000.00  
Amount in words: Three Thousand Rupees

Dear Sir/Madam,

We are pleased to credit your account 50100237002104 with a sum of Rs. 3000.00 for the services rendered. To be rendered against the below mentioned details.

- Payment Details 1
- Payment Details 2
- Payment Details 3
- Payment Details 4
- Payment Details 5
- Payment Details 6
- Payment Details 7

Indore Institute of Management & Research

*(Signature)*  
G. M. ...

Principal

Indore Institute of Management  
and Research  
Opp. 11M, Pithampur Road,  
RAU, INDORE (M.P.)

This is Computer generated advice. Does not require any signature.







**Indore Institute of Management & Research**  
 Affiliated to - DAVV(Indore) & Approved by - AICTE(New Delhi)

PAYMENT ADVICE

INDORE INSTITUTE OF MGMT AND RESEARCH  
 C/O INDORE INSTITUTE OF MGMT AND RE  
 OPP IIM PITHAMPUR ROAD RAU  
 PITAMPUR ROAD OPP IIM  
 INDORE, MADHYA PRADESH Pin : 453331

Beneficiary Name: VAISHAV MODAK  
 Beneficiary Code:  
 Beneficiary Account No: 50100331625277  
 Beneficiary Address:

Client Reference No: 21122003-001  
 Date: 21/12/2013  
 Beneficiary Name: VAISHAV MODAK  
 Amount: 2000.00  
 Amount in Words: Two Thousand Rupees

Dear Sir / Madam,

We are pleased to credit your account 50100331625277 with us for Rs. 2000.00 for the services rendered to be rendered against the below mentioned details

- Payment Details 1
- Payment Details 2
- Payment Details 3
- Payment Details 4
- Payment Details 5
- Payment Details 6
- Payment Details 7

Indore Institute of Management & Research

*(Signature)*  
 G.M. Finance

*(Signature)*  
**Principal**  
 Indore Institute of Management  
 and Research  
 Opp. IIM, Pithampur Road,  
 RAU, INDORE (M.P.)

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**Indore Institute of Management & Research**  
 Affiliated to - DAVV (Indore) & Approved by - AICTE (New Delhi)

A.Y. 2014-15

**INDORE INSTITUTE OF MANAGEMENT AND RESEARCH**  
 (Run by Shri Educational and Welfare Society, Indore)

**INDORE & EXPENDITURE ACCOUNT**  
 FOR THE YEAR ENDED 31st March 2014

Particulars	Sub	INR		Total
		PG MSA Amount (Rs.)	UG Prog Amount (Rs.)	
<b>INCOME</b>				
Fees from Students	M	1,77,20,000	1,77,16,228	3,54,36,228
Other Income	M	1,96,713	3,10,056	4,14,769
<b>TOTAL RS.</b>		<b>1,79,16,713</b>	<b>1,80,26,284</b>	<b>3,59,43,007</b>
<b>EXPENDITURES</b>				
Human Resources Expenses	G	1,28,77,879	1,20,12,347	2,48,90,226
Learning Resources Expenses	F	1,63,350	1,80,404	3,43,754
Computers & IT Infrastructure Expenses	G	3,04,741	4,06,147	7,10,888
Construction Expenses	B	40,98,628	45,28,554	86,27,182
Miscellaneous Expenses	S	15,60,043	20,18,293	35,78,336
Training & Placement Exps	S	1,85,875		1,85,875
Depreciation	D	32,05,831	35,41,486	67,47,317
Hotel Building and Maintenance Exp	T	1,62,650	2,27,710	3,90,360
Transport Expenses	U	6,22,529	10,81,235	17,03,764
<b>TOTAL RS.</b>		<b>2,12,66,877</b>	<b>2,46,74,631</b>	<b>4,59,41,508</b>
<b>Surplus (Deficit) of Income over Expenditure for the year</b>		<b>(33,47,162)</b>	<b>(66,48,347)</b>	<b>(99,95,509)</b>
<b>100 per cent of over/short realized</b>				

Chartered and Khandelwal Associates

Chartered Accountants  
 PAN 0042820  
 Charan Khandelwal  
 Partner  
 M.No. 077090  
 Date 12/04/2014  
 Place: INDORE

Indore Institute of Management and Research

*Jayashankar*  
 Chairman

*Chander*  
 Secretary

Indore Institute of Management & Research

*R. Bhatnagar*  
 C.M. Finance

*[Signature]*  
**Principal**  
 Indore Institute of Management  
 and Research  
 Opp. IIM, Pithampur Road,  
 RAU, INDORE (M.P.)







# Indore Institute of Management & Research

Affiliated to - DAVV(Indore) & Approved by - AICTE(New Delhi)

2023-24

INDORE INSTITUTE OF MANAGEMENT AND RESEARCH  
RUN BY (Shri Educational & Welfare Society)

A.Y. 2024-25

Schedule- M		Amount
Fees from Students		
Tuition Fees		3,88,78,750
Additional Facility Charges		85,10,000
Bus Fees		20,61,500
Hostel Fees		7,82,550
		<u>5,00,30,800</u>
Less - Institutional Merit Scholarship		<u>1,45,95,600</u>
	<b>Total Rs.</b>	<b><u>3,54,35,200</u></b>
Schedule- N		Amount
Other Income		
Misc Income		3,84,443
Interest on Deposit		33,826
	<b>Total Rs.</b>	<b><u>4,18,269</u></b>
Schedule- O		Amount
Human Resources Expenses		
Salary faculty, technical staff		1,63,91,455
Salary Non technical staff		42,61,093
Other benefits to the faculty and staff		22,01,723
Funding for faculty development & Research / seminars / webinars / confer		<u>30,000</u>
	<b>Total Rs.</b>	<b><u>2,28,84,271</u></b>
Schedule- P		Amount
Learning Resources Expenses		
Cost of technical books		1,00,344
Journals		1,59,164
E-Resources Library Journals		58,100
Newspaper & Periodicals		<u>26,226</u>
	<b>Total Rs.</b>	<b><u>3,43,834</u></b>
Schedule- Q		Amount
Computers & IT Infrastructure Expenses		
Software Expenses		2,66,501
Intranet Expenses		5,09,842
Examination Expenses		<u>54,546</u>
	<b>Total Rs.</b>	<b><u>8,30,889</u></b>



Principal  
Indore Institute of Management and Research  
Opp. IIM, Pithampur Road,  
RAU, INDORE (M.P.)

Indore Institute of Management & Research  
Charman  
Secretary

Indore Institute of Management & Research  
Finance





**Indore Institute of Management and Research 23-24**  
 Opp IIM Pithampur Road, INDORE  
 E-Mail: rb@indoreinstitute.com

**Research and Paper Publication**  
 Ledger Account

1-Apr-23 to 31-Mar-24

Date	Particulars	Vch Type	Vch No	Debit	Page 1 Credit
12-Jul-23	To (as per details)	Bank Payment	BP/07/13	12,000.00	
	Salary Payable June-2023	3,00,099.00 Dr			
	Conveyance Expenses	5,222.00 Dr			
	Imprest Gourishankar Saini	50,000.00 Dr			
	HDFC Bank Ltd (61516)	3,67,321.00 Cr			
	<i>Being amt. Paid to above Employees through Bulk NEFT HDFC-61516 dt: 12-07-2023 towards Payment of Extra time sheet and other Exp. as per details &amp; approval attached</i>				
23-Dec-23	To HDFC Bank Ltd (61516)	Bank Payment	BP/12/21	18,000.00	
	Same Bank Transfer 519883979	21-12-2023		4,000.00 Cr	
	Same Bank Transfer 519883980	21-12-2023		1,000.00 Cr	
	Same Bank Transfer 519883981	21-12-2023		1,000.00 Cr	
	Same Bank Transfer 519883982	21-12-2023		1,000.00 Cr	
	Same Bank Transfer N355232735168211	21-12-2023		6,000.00 Cr	
	Same Bank Transfer 519883984	21-12-2023		3,000.00 Cr	
	Same Bank Transfer 519883985	21-12-2023		2,000.00 Cr	
	<i>Being amt. paid to above employees through Bulk NEFT HDFC - 61516 dt: 21-12-2023 towards Payment of Paper Publication Remuneration from July-2022 to June-2023 as per details &amp; approval attached</i>				
				30,000.00	
By	Closing Balance				30,000.00
				30,000.00	30,000.00

Indore Institute of Management & Research

*[Signature]*  
 C.M. Finance

**Principal**  
 Indore Institute of Management and Research  
 Opp. IIM, Pithampur Road,  
 RAU, INDORE (M.P.)







Faculties are advised to publish their papers in SCIScopus Indexed free journals. The quality of the journal and that of the paper be reviewed by the RDC Before they proceed for the registration

All the papers published should bear the institutes name in the affiliation part to be considered for the above mentioned incentive is towards promoting the culture of research among the faculty and students. However, the expenses related to travel and accommodation needs to be borne by the faculty and students themselves.

Faculty and students who wish to apply for the rewards are required submit the following.

1. Copy of the entire paper duly attested by the HoD, Dean A&R & Principal.
2. Conference Brochure/Journal first page.
3. Proof for paper Selection (email) & any other information required by RDC.

Dr. Rishi Dubey

Principal

**PRINCIPAL**

Indore Institute of Management  
and Research

K. J. Somaiya Road,

RAU, INDORE

*Asun S Bhatnagar*  
Mr. Asun S Bhatnagar ias  
Director General  
HSI- HP/IIMR

Kindly acknowledge the receipt of the notice: IIMR/RDC/July.-22/01, Date: 04<sup>th</sup> July.2022

Sr. No.	Name	Department	Signature
1.	Dr. Rakshita Puranik	Dean Research and Administration	<i>[Signature]</i>
2.	Dr. Simranjeet Kaur Sandhar	Dean Academics	<i>[Signature]</i>
2.	Dr. Vishal Geete	HOD MBA Professor	<i>[Signature]</i>
2.	Dr. Pooja Shrivastava	HOD BBA Associate Professor	<i>[Signature]</i> Page - 6/12/22
3.	Dr. Anuradha Pathak	HOD B.E Associate Professor	<i>[Signature]</i>
4.	Dr. Vaibhav Modak	HOD B.Com Associate Professor	<i>[Signature]</i> 6/12/22



Opp. IIM(Indore), Rau-Plithampur Road, Rau, Indore (MP) - 453331

☎ 0731 - 4010637 | Fax : 0731 - 4010502 | Toll Free - 1800 103 3069

[mha@indoreinstitute.com](mailto:mha@indoreinstitute.com)

[www.indoreinstitute.com/iimr](http://www.indoreinstitute.com/iimr)





Policy Document for Providing Financial Support to Teachers



IIMR/RDC/Dec.-22/01

Date: 02<sup>nd</sup> Dec, 2022

**Policy for Promotion of Research and Publication**  
(Revised)

With reference to the notice *IIMR/RDC/Even Sem. 18-19/01, Dated-29.01.2019* R&D policy norms are revised to be considered with immediate effect with respect to sponsoring the faculty & students for publication in National/International Conferences.

1. For students - Rs. 1000/- (one time only as cash award for the first author) to publish their research work in good quality conferences and journals.
2. For students - 50% of registration charges (one time only as cash award for first author subjected to a max of Rs. 5000/-) to publish their work in IEE, Explore indexed conferences / SCI/Scopus/UGC/ WoS Indexed journals.
3. Research grant will be released to only either first or corresponding author belongs to the Institute. Paper published in SCI/IEE Journals will be awarded Rs. 5000/-.
4. Paper published in SCOPUS indexed Journal will be awarded Rs. 3000/- maximum 3 papers in a year.
5. Paper published in UGC/Web of Science indexed Journal will be awarded Rs. 2000/-.
6. Conference/Seminar/Workshop fees for paper presentation at International level will be awarded up to Rs. 5000/- (for paper presented outside India).
7. Registration fees of Copyright and Patent will be paid by the Institution. 6% per recommendation of institute RD Cell if considering Institution affiliation name along with claimant is must).
8. Book publication will be awarded as per following norms :-

Book with National Publisher and with ISBN No.	Rs. 1000/-
Book with International Publisher and with ISBN No.	Rs. 2000/-
Edited Book chapter with National Publisher and with ISBN No.	Rs. 500/-
Edited Book chapter with International Publisher and with ISBN No.	Rs. 1000/-



Opp. IIM(Indore), Rau-Pithampur Road, Rau, Indore (MP) - 453331  
☎ 0731 - 4010637 | Fax : 0731 - 4010502 | Toll Free - 1800 103 3069

[maa@indoreinstitute.com](mailto:maa@indoreinstitute.com)

[www.indoreinstitute.com/indore](http://www.indoreinstitute.com/indore)







**Indore Institute of Management & Research**  
*Advancing Education & Empowering Leadership*



**Indore Institute of Management & Research**  
*Advancing Education & Empowering Leadership*

HM/RIIC/Sept-21-2021

Date: 01<sup>st</sup> Sept, 2021

## Policy for promotion of Research and Publication

With reference to the notice *HM/RIIC/Even Sem. 19/2021, Dated: 29.01.2019*, R&P policy norms are revised to be considered with immediate effect with respect to sponsoring the faculty & students for publication in National/International Conferences.

1. For Students - Rs. 1000/- *only once only* is each award for the first author to publish their research work in good quality conferences and journals.
2. For students > 30% of registration charges *only once only* is each award for first author *subjected to a max of Rs. 3000/-* to publish their work in IIE Explore indexed conferences - SCIE/Scopus/UGC - Web of Index - journals.
3. Research grant will be released to only either first or corresponding author belongs to the Institute. Paper published in SCIE/IEE Journals will be awarded Rs. 5000/-.
4. Paper published in SCOPUS indexed Journal will be awarded Rs. 10000/- maximum 3 papers in a year.
5. Paper published in UGC/UGC/UGC indexed Journal will be awarded Rs. 10000/-.
6. Conference/ Seminar/ Workshop fees for paper presentation at International level will be awarded up to Rs. 5000/- (for paper presented outside India).
7. Registration fees of Copyright and Patent will be paid by the Institution. *Cost per recommendation of institute-RIIC, all of considering Institution affiliation name along with claimant is must.*
8. Book publication will be awarded as per following norms :-

Book with National Publisher and with ISBN No.	Rs. 1000/-
Book with International Publisher and with ISBN No.	Rs. 2000/-
Edited Book chapter with National Publisher and with ISBN No.	Rs. 500/-
Edited Book chapter with International Publisher and with ISBN No.	Rs. 1000/-

Faculties are advised to publish their papers in SCIE/Scopus indexed free journals. The quality of the journal and that of the paper to be reviewed by the RIIC before they proceed for the registration.

**Opp. HM(Indore), Rau-Pithampur Road, Rau, Indore (MP) - 453311**  
 ☎ 0731-4610549 | 📠 0731-4610502 | 🆓 1800 103 3069





**Indore Institute of Management & Research**  
 Affiliated to - DCE/MSD/Indore & Approved by - AICTE/Bhopal/Delhi



**Indore Institute of Management & Research**  
 Affiliated to - DCE/MSD/Indore & Approved by - AICTE/Bhopal/Delhi

All the papers published should bear the Institute name in the affiliation part to be considered for the above mentioned incentive is towards promoting the culture of research among the faculty and students. However, the expenses related to travel and accommodation needs to be borne by the faculty and students themselves.

Faculty and students who wish to apply for the rewards are required submit the following:

1. Copy of the entire paper duly attested by the H.O. Dear A&R & Principal.
2. Conference Brochure/Journal Title 2021
3. Proxy for paper selection (email) & any other information required by RDC

Dr. Arun Kumar Singh  
 Principal  
 IMR

Mr. Arun S. Bhargava  
 Director General  
 IST/IIPIIMR

Kindly acknowledge the receipt of the notice: IMR RDC/Sept.-21/01, Date: 09<sup>th</sup> Sept., 2021

Sr. No.	Name	Designation	Signature
1	Dr. Rakhee Parashar	HOD BBA Associate Professor	[Signature]
2	Dr. Pooja Srivastava	HOD BBA Associate Professor	[Signature]
3	Dr. Shubhang Jain	HOD BBA-FT Assistant Professor	[Signature]
4	Dr. Ja'ishan Sahu	HOD R.COM Assistant Professor	[Signature]
5	Mr. Umesh Gupta	Asst Assistant Professor BSC	[Signature]



Opp. IM/Indore, Rau-Pithampur Road, Rau, Indore (MP) - 453333

