



L. A.D & Smt. R.P. College for Women, Nagpur

NAAC AQAR 2022- 2023

3.3.2.1. Number of research papers in the journals notified on UGC website during the 2022-23 academic years.

Year	2022-23
Number	08

ISSN: 0972-3641

Stochastic Modeling & Applications

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Received: 15th February 2022

Revised: 10th March 2022

Accepted: 20th April 2022

TRENDS IN DIGITAL MARKETING AND ITS IMPACT

VANDANA KAWADKAR

ABSTRACT

The current economic scenario is more inclined towards the use of electronics. In this modern era, digital marketing is the forms of electronic media to reach the client in way of promotion of products or brands. It is consisting of online marketing, internet marketing or web marketing. Digital marketing is cost effective and has a great commercial influence on the business. In the present scenario, digital marketing industry is one of the fundamental changes in India towards digitalization. The main objective of this paper is to provide an overview of the digital marketing trends of digital marketing using cell phones, tablets, PCs, advanced boards, and other ache media such as online life and Search Engine Optimization to promote their company and its products and services in India.

Keywords: Digital marketing, Mobile video, Digitization, Social media, Marketing trends.

INTRODUCTION

Marketing is the process of continuous exposure to advertising and personal selling. It leads many people to link marketing and selling. It also to think that marketing activities start, once products and services have been produced. It is the process of marketing that certainly includes selling and advertising. Marketing also involves that mindset of consumer needs, securing information needed to design and produce products or services.

Digital technology has created new sales possibilities and opportunities. The customer thanks to online applications and systems has been offered the chance to sort products by price, appearance, functionality, or references and even combination of these parameters to help the user to obtain the desired range of goods. This significant progress in information technology removed the imaginary wall between businesses and combined them into one united global network, which includes, beside those sellers, also customers and portals. This global virtual economy thus allows free communication between all the participant and universal interconnectivity.

DIGITAL MARKETING IN INDIA

Digital marketing is the process of promotion of products, brands activity, selling of products and services through online marketing. It is simply said that social media marketing, search marketing, email marketing. It is also called as electronic media. The business promotional made from the internet, social marketing, mobile phones, electronic billboards, television, radio channels and video based contents. Social media has been playing a supporting role to digital marketing. Over the years, it has been noticed that 92% of social media users are from the mobile devices. This enables the size of digital marketing industries and expands the horizon of online advertising in India. In the present scenario, the digital marketing industry is regularly continues and growing a peak in India.

The development in the digital marketing business in India obvious in the marketing shifts from anonymity to individuality. Technology on the Internet now looks more material as opposed to the ambiguity of uniqueness in the past. In addition, marketing information is affecting along in a similar line with entertainment.

People of India desirable an exciting strength forever. This targets their attention into the promotion information. Some factors have been established to contribute to the expansion of digital marketing in India. There is now a great transform in the way of life of the middle class. The very majorities now have access to the internet in India and are looking forward to online marketing. Internet and 3G infiltration revolutionized the marketing current situation for both consumers and marketers. It was discovered that changes in lifestyle and standard of living had increased the level of consumption, worth and also the pattern of consumption. The quality of use in the city centers of India is on a high side. This is the majorities do not have time for shopping. Separately from struggles to make money, people desire some other belongings to be done at their own expediency.

DIGITAL MARKETING TRENDS

The following trends are playing an active role in the development of the digital marketing industry in India.

GAU MATA: The Commodification of Cultural Iconography

Meenakshi Kulkarni

ABSTRACT

In India, the Cow is more than simply an animal. A cow is entwined with religion, history, culture, and politics in the current setting. The animal is given qualities of kindness, materialism, purity, wealth, prestige, and power in Hindu mythology. As a result, the Cow is known as “Gau Mata” and is venerated, deified, and worshipped as such. For the majority of Hindus, its iconography is an old tradition. On the other hand, if the Cow is killed for its flesh and its byproducts, the bounds of religious symbolism stop at the borders of ethnic minorities. In order to contextualize this duality, this study examines the Cow’s dual selves. The “thing theory” may de-idealize signs and symbols by stripping them of their semiotic meaning and reconfiguring them as the “things” they really are. This would recover their materiality, transform them into objects, and reimagine their cultural creations. Materiality creates new ways of thinking by stripping things of their cultural iconography and reintroducing them to the spatiotemporal reality of objectively deriving meaning from both living and inanimate elements. In order to open up possibilities for reinterpreting the depiction of cultural iconography via literature, the current study makes further applications of the idea that objects may regain their identities from connotation, iconization and meaning. The two short tales that were selected as starting points for the debate show how the authors saw the Cow as having both socio-cultural and religious importance. This essay will thoroughly explore “Cow and Company” by Parashar Kulkarni, a 2016 Commonwealth Short Story Prize winner, and “The Cow of the Barricades” by Raja Rao, both works rich in religious and socio-cultural symbolism that elevate Cow from the animal realm into sacred imagery. When the animals in both tales are devoid of their sacred connotations in order to be translated



इतिहासाचार्य वि. का. राजवाडे मंडळ, धुळे या संस्थेचे त्रैमासिक ॥ संशोधक ॥

पुरवणी अंक ६ - डिसेंबर २०२२ (त्रैमासिक)

- शके १९४४
- वर्ष : ९०
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संपादक मंडळ

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दूरध्वनी (०२५६२) २३३८४८, ९४०४५७७०२०

कार्यालयीन वेळ

सकाळी ९.३० ते १.००, सायंकाळी ४.३० ते ८.०० (रविवारी सुट्टी)

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अक्षरजुळणी : सौ. सीमा शिंत्रे, वारजे-माळवाडी, पुणे ५८.

महाराष्ट्र राज्य साहित्य आणि संस्कृती मंडळाने या नियतकालिकेच्या प्रकाशनार्थ अनुदान दिले आहे. या नियतकालिकेतील लेखकांच्या विचारांशी मंडळ व शासन सहमत असेलच असे नाही.



A study about memory and desire for home in *Our Moon has Blood Clots*

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Abstract :

The unimaginable plight of the Kashmiri Pandits is perceived through the writings of those who have been through the ordeal and survived to narrate the exploits of the perpetrators of the inhumane crime. That it is nearly a hell for those shaken and those who have been displaced from home and uprooted from their ancestral haven. The valley reverberated with anti- India and anti-Pandit slogans. Srinagar turned into a dreadful war zone, with bloodshed everywhere. The exodus of innocent Kashmiri Pandits, had started in January 1990. The author, Rahul Pandita was fourteen years old when their family fled from their home- Srinagar, fearing manslaughter by inhumane, wretched perpetrators of the worst crime(till then) in human history. Soon after a series of misfortunes befell the Pandits. The wretched condition of Kashmiri Pandits, when they had to stay in refugee camps and later on in the dingy ghettos. They also suffered stress related ailments, as they were unable to cope with the changed(read forced) climatic and emotional upheaval.

They were uprooted from their home, yet their hearts always longed for their home.

The paper will try to take a glimpse into their sufferings and also include the pain of being in Forced Exile and the yearning for homeland which they knew is a distant dream under the current scenario. The pain and humiliation of having become refugees in their own country. Thousands of Pandits still languish in refugee settlement. They have not been able to return to

their ancestral land. They are dispersed (Scattered today) all over the world from Jammu to Johannesburg. Pandita has written a deeply personal, powerful and unforgettable story of history, home and loss. Of lost home and acceptance that they can never return to the serene valley, with a void in their heart.

When as a reporter the protagonist visits his ancestral home, after two decades, he goes down memory lane and gets nostalgic and relishes the sight of every nook and corner of the 'Shahar' in Kashmiri it is Srinagar and laments deep that his exile is permanent.

There is still desire in every Kashmiri Pandit's heart that one day 'We will live and prosper again and rebuild our temples'.

Key Words: Lost Home Syndrome, Forced Exile, Displacement within Nation, Homelessness, Diaspora within Nation

The historical perspective: Past and Present

The Kashmiri Pandits form an integral part of Kashmir, but from the twelfth century, they are on the receiving end of the atrocities of various outside forces, who wish to root them out of their own home, and convert their paradise into hell for them, and be the lord of the Paradise. In spite of having been made victims of continual humiliations, inexorable bloodsheds, a series of reigns of terror, religious fanaticism of the worst type known to the world. There had been forceful and mass conversion. There continues social and economic repression in the valley. There has been decimation on the basis of religion, but the

SATRAACHEE

UGC Care Enlisted, Peer Reviewed research Journal

Issue 26, Vol. 38, No. 3, Jan-March, 2023

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CONTEMPORARY ISSUES IN SERVICE SECTOR

○ Dr. Usha Daigavane (Awachat)*

Abstract:

In India, Service sector is the largest and fastest growing sector both in terms of GDP and employment. Due to advancement in technology, it has become more important in recent years, which have permitted new means of providing services. Output growth in the sector has recently come from the rapid development of skill intensive services in the information technology and professional service segments. Industry not only has transformed India's image world wide, but also boosted economic growth by energizing higher education sector. A lot of social transformation in the country can be seen as almost 10 million Indians have been employed in this sector. Despite this, it has been the subject of far less research than Manufacturing sector. Employment in this sector has not produced the required number of quality jobs in terms of Gross Domestic Product (GDP). For an intensive growth, no policy is implemented as such which can govern Service sector. Many outdated regulations are still present which continues restrictions and barriers on Foreign Direct Investment (FDI).¹ However, this sector shows exceptional changes deriving from new technologies and the progress of digitalization, as well as from economic globalization, in which services are playing a significant role. Policy measures are required for inclusive growth that will help India to enhance global competitiveness in services. This study helps us to explore growth, contribution, and development of services sector in Indian economy. The paper will also discuss some critical issues and challenges in India's service-led growth and provides deeper policy insights with respect to them.

Keywords: Services, Growth, Contribution, GDP, Employment, Globalization

Introduction

Indian economy is divided into three sectors : Primary, Secondary, and Tertiary sector. Primary sector consists of all agricultural related process such as farming, forestry, animal husbandry and fisheries as well. Secondary sector (also known as Manufacturing sector) composed of mining, construction, and manufacturing activities. All other economic activities that are not covered under agricultural or manufacturing sectors belongs to the Service sector. The 1991 Economic liberalisation has brought many reforms in the Service

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An International Registered Peer Reviewed Bilingual Research Journal

SATRAACHEE

ISSN 2348-8425

सत्राची

A UGC-CARE Enlisted
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Year 11, Issue 26,
Vol 38, No. 3.
Jan.-March, 2023

"Contemporary Issues of Social Science,
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ROLE OF SEMINARS IN BRIDGING THE KNOWLEDGE GAP AMONG THE COLLEGE STUDENTS

○ Dr. Vandana Kawadkar*

Abstract:

Seminars have been used as a tool for knowledge dissemination for centuries. They provide an opportunity for individuals to learn from experts in a particular field and interact with fellow participants. Today the knowledge gap among college students is a contemporary issue because of the rapid pace of technological advancements, globalization, and the changing nature of the workforce. As technology continues to evolve, the skills required for many jobs are changing, and college students need to be equipped with the latest knowledge and skills to succeed in their chosen field. Seminars play a crucial role in promoting knowledge among college students by exposing them to new ideas, concepts, and information. Seminars promote critical thinking in several ways. Seminars provide an opportunity for students to engage in discussion and debate with their peers and instructors. These activities promote critical thinking by encouraging students to consider different perspectives, evaluate evidence, and develop reasoned arguments. The aim of this research paper is to analyse the role of seminars in promoting knowledge among college students. This research paper highlights the significant role that seminars play in bridging the knowledge gap among the students and provides insights on the benefits of seminars for college students.

Keywords: Seminar, Contemporary Issue, Critical Thinking, Informed Decisions.

Introduction

Seminars are an essential part of any educational institution, be it schools or colleges. Seminars are events where a group of people comes together to discuss a particular topic. Seminars are an excellent way to promote knowledge among college students. Through seminars, students get the opportunity to learn new things, exchange ideas, and share their knowledge with others. The significance of seminars in promoting knowledge amongst

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Sustainability in Food Security: A Study of Maharashtra

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Abstract

Food is a very basic necessity for the human beings. Mankind has travelled a very long way from food gathering to food production for assuring food throughout a year and for future. Hence food security is one of the goals of humans. As per World Food Summit (1996) food security is defined as “When all people at all times, have physical and economic access to sufficient safe and nutritious food that meets dietary needs and food preferences for an active and healthy life”. In India around 514 grams of food grain was available per person for each day in year 2022. It seems to be very low food consumption due to food insecurity. Food security index 2022 indicates that India ranked 68 out of 113 countries. Though rank is somewhat reasonable but India lags far behind in supply of quality food to its human resources. Keeping India’s scenario in view, the present study was carried out for Maharashtra region. Maharashtra is one of the commercial and urbanized states in India. As per FSSAI’s 2021-2022, Maharashtra secured third rank in Food Security Index. It occupies the west central position in India.

The present paper aims to analyse the scenario of food security in Maharashtra. Further objective was to explore Maharashtra’s sustainability in food security. Present study was carried out with secondary and primary data. Primary data was randomly collected through Google form questionnaire. It consist general awareness about food security and specially respondents opinion regarding food security in Maharashtra.

Findings shows that though Maharashtra is adopting certain system for supply of quality food to every citizen but more than half of households experienced food insecurity. It may be concluded that considering Maharashtra’s physical and human potentialities, in future it may go ahead in Food Security.

Key words- Food security, Maharashtra food security, Sustainability in food security

Introduction

“No one should go empty stomach to bed” is one of the key factors of humanity. World as one unit trying to achieve 100 per cent food efficiency, but still small gap is there to hit the target. Still deaths due to hunger are reported by one or other country. Thomas Malthus in 1798 has rightly vision and postulated the theory stating that population increases with exponential growth and food supply increases with arithmetic growth. In other words, growth of food supply is at slow rate than the population. With such a growth rate population would be double in 25 years than food supply. Hence to bridge this gap, one has to go for sustainable food security apart from controlling of population (1).

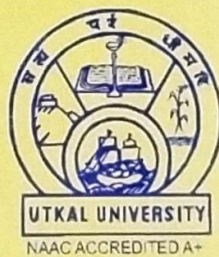
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ISSN 0976-2132

**UTKAL
HISTORICAL
RESEARCH JOURNAL**

VOLUME: XXXVI

2023



**DEPARTMENT OF HISTORY
UTKAL UNIVERSITY, VANI VIHAR
BHUBANESWAR-751004, (ODISHA) INDIA**

UTKAL HISTORICAL RESEARCH JOURNAL

Volume: XXXVI, (IV) 2023

ISSN 0976-2132

A UGC listed Peer-reviewed Journal of Department of History, Utkal University, Vani
Vihar, Bhubaneswar- 751004, (Odisha), India

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CONCEPTUAL STUDY OF GREEN INVESTING

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Abstract

Finance has always been the engine of development. Until the time the risks of climate change reached alarming levels, finance was channeled more in fossil fuel projects than in green projects, mainly because of perceived risks associated with new technologies and because they offered a low rate of return. The risk arising out of climate change altered the perspective totally towards achieving sustainable development goals. Green innovation is now considered a premier method to mitigate climate risks; and comprises of technological improvements that can help reduce a company's carbon footprint, reduce its GHG (Green House Gas) emission levels, impart positive impact in the environment and strengthen environmental management. Making money through investments and caring for the planet are no longer mutually exclusive activities. Green investing is the act of investing money in companies that have green innovations, eco-friendly practices and sustainable business models. Regardless of how one defines green investing, the concept is clear; that green investment should have a positive impact on the environment. As a result, green investments are a popular choice among investors who wish to align their financial goals with their eco-friendly values. This interest within the investment community is demonstrated by the rapid growth of green bonds, green funds and such instruments worldwide. Green Investing which is often clubbed with ESG (Environment, Social and Governance), is not new to India. SEBI (Securities and Exchange Board of India) regulations already require top 1,000 listed companies to issue Business Responsibility and Sustainability Report that includes ESG concepts in its disclosures. India also has a green bond market, proceeds of which are used to fund renewable energy projects.

Keywords: Green Bonds, Green Equities, Green Funds, Green washing

Introduction

Green investing means making investment in companies that support or provide environment friendly products and management practices. It means investing in and supporting companies that encourage new technologies that support transition from carbon dependence to more sustainable alternatives. In short Green Investments are the investment activities which focus on the projects or areas that are committed towards preservation of the environment such as Pollution reduction, fossil fuel reduction, conservation of natural resources, generation of the alternative energy sources like hydropower, wind power, solar energy, geothermal power, project related to the cleaning and maintenance of air and water, waste management or any other type of environmentally-conscious practices. Therefore Green investing is also considered as a form of socially responsible investing.

The definition of green investments varies and is still a grey area because there is no firm definition of the word "green", what qualifies as a green investment is open to interpretation. Some experts believe that a company can only qualify as a green investment if it is directly involved in environmentally beneficial products or services, like renewable energies or compostable materials. Other experts argue that any company that has eco-friendly policies and practices qualifies as a green investment. Therefore it is for the individual investor to determine what constitutes a green investment for them and to invest accordingly. Green investing seeks to support business practices that will have a favorable impact on the natural environment. Green Investment is often grouped with SRI (Socially Responsible