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DEVELOPMENT TREND OF INDIAN TELECOM INDUSTRY: A LITERATURE REVIEW

Geetabala Lendhare¹, Dr. Avadhoot Pol²

¹Asst. Professor, R G Kedia College of Commerce, Department of Business Management, Hyderabad, Telangana 500027, India.

²Professor, Suryadatta Institute of Business Management & Technology (SIBMT), Pune, Maharashtra.

Abstract

Indian Telecom industry is the second largest telecommunication industry in the world with total subscriber base of both wireless and wireline are of 1170.45 subscriber at the end of Dec 2022. Telecom sector is considered as one of the crucial factors for the socio-economic development of the developing country like India. Indian telecom sector got acceleration due to liberalization, privatization and globalization. With the increasing number of subscribers over the years there is a tremendous growth and investment in the sector. Due to inception of 5G technology, over the next five year nearly 500 million new internet subscribers will get added which leads to the development of new business opportunities and employment generation. As per Indian Cellular Association, there will be high demand for skilled workers in 5G oriented technology like Internet of things, Artificial Intelligence, Machine communication etc. and also for smart cities initiatives by 2025. There will also a boost in battery charger market, due to which around 365 new factories will be setup and approximately 0.8 million jobs will get generated by 2025. Telecom industry has undergone a remarkable transformation from government owned to the highly competitive market. Telecom Industry has shown positive effect on Indian economy due to acquisition of new technology, Foreign Direct Investment and liberal and reformist policies of government. Therefore, present study analyses the history and evolution of Indian telecom industry. It also emphasis on present growth and development trend along with the future opportunities of telecom industry.

Keywords: Indian telecom industry, Development trend, Evolution, technology, 5G Network, Internet of Things, Service providers

Introduction

The telecommunication network in India is the 2nd largest network and also the 2nd largest internet user base in the world with 1.7 billion subscribers base up to Aug 2022. The FDI contribution in the telecom sector is 6.43% compared to total FDI inflow. It is the 3rd largest sector in India for FDI inflow which increased from 8.32bn dollar to 20.72 billion dollar i.e., approximately 150% rise during the year 2002-2014. Telecom sector has given direct or indirect employment of nearly 4 million. Now at present there are 10 million active 5G devices in India and the internet connection growth is 231% during the year 2014-2021. Now that the government has given approval for the deployment of 5G services, the digital economy of India can be expected to surge by about \$1 tn by the end of 2025. Telecom sector evolved as an important factor for the social and economic growth and development of the country. Due to liberalization and globalization India is experiencing rapid changes (Joshi, 2014). According to (JATAV, 2016) India is the second largest internet users in the world and also have the low call tariffs lead to competition amongst MNCs. According to the report submitted by (Young, March 30, 2011) telecom sector can get a boost by implementing the seven-point package which was mentioned in the report. For the growth and development of the country both government and private sector plays a vital role. Due to government initiation, Foreign direct investment and private companies there is tremendous growth in wireless technology. The wireless technology services needed for the modernization and for rapid pace in development

of economy of the various sector of the country (Khan, 2012). According to (Baruah & Rashmi Baruah, 2015) There is increase in competition among service providers for increasing subscribers so provides various services. Transparency of governance has increased due to digital India and E- Governance. Now Government is providing services like mass education, health services, retail marketing etc. to rural India with the help with the help of telecom facilitator, so it is the essential tool for the growth of the nation, various service providers offer voice and data services to the customers across different regions of the urban and rural areas of the country for the development and growth of telecom industry (Pritish & Dr. Taruna Saxena, 2015). Telecom Regulatory Authority of India (TRAI) governs the telecom industry and provides a regulatory framework by giving favorable environment for efficient operation. The services provided by telecom industry is easily accessible at reasonable price to the rural and urban customer of India (Bhastina & Dr.(Mrs).J.Mahamayi, 2017). Customer's dependency on telecom market is increasing day by day, so the network providers try to improve their relationship with the customer and also formulate the planning and long-term strategies related to market and their operation network (SAHAI, 2020). As per the report (Subramanian, 2008) although telecom sector has achieved massive growth but the objective behind the development policies remains in doubt especially in the cellular telecom sector. Telephone communication helps to create products and fulfill demand between the people of different location by enabling flawless work of supply chain (Zahoor, 2015).

Objectives

The objectives of the study are as follows:

- 1) To study the history, evolution and present growth of Indian Telecom industry
- 2) To study the recent development trend in the telecom sector in India
- 3) To analyze the growth opportunity of Indian telecom sector in future

Methodology

The study was conducted using secondary data collected from research journals, articles, newspapers, internet etc. In order to understand the objective year wise data of annual growth rate and market share were collected from the reports of TRAI (Telecom Regulatory Authority of India), DoT (Department of Telecommunication), Ministry of Communication and other sources

Discussion

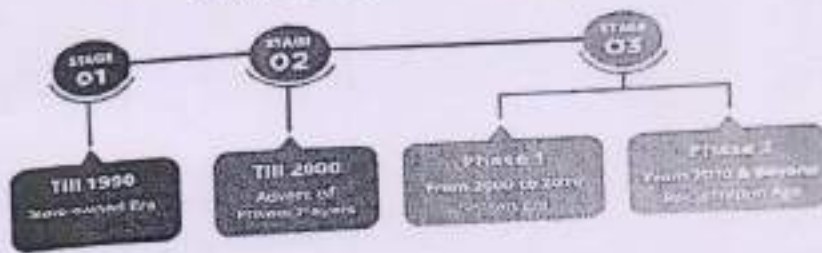
The Study has been conducted to illustrate the history and evolution of Indian telecom industry. It also tries to find the present growth, future opportunities and various government policies. The researcher also discussed about the growth of telephone subscriber including both wireless and wireline subscriber from 2001 to 2022, tele density, broadband subscriber and also market share of different service providers. Recent trends in telecommunication have also been presented in study.

I. History, Evolution and Present Growth of Indian Telecom Industry

The beginning of telecom industry in India could be traced in the year of 1851 with the small public work department in post and telegraph department of British East India Company. In 1881 two pioneer company namely oriental telephone company ltd and Anglo-Indian Telephone Company Ltd were successfully acquire license to open a telephone exchange in 4 cities of India. On 28th January 1882 telephone exchange started in cities of Calcutta, Bombay and Madras with 93 subscribers in Calcutta central exchange in the early stage. With the inception of the department of telecommunication in 1995, telecom industry was separated from India post. The Department of Telecommunications DOT was solely responsible for all

the telecom services across the country. During that period only two governments owned MTNL and VSNL were in existence. In 1994 the government formed a National Telecom policy (NTP) for private operators. In 1997 Telecom Regulatory Authority of India (TRAI) came into existence for smooth functioning between the Subscriber and operator. To settle the dispute between government, operator and subscriber The Telecom Dispute Settlement and Appellate Tribunal (TDSAT) during that period subscriber growth rapidly. Government also started more allocation of license with less fees for attracting more telecom operators in India. On 1st October 2000 the operation wing of Department of Telecom services was named to Department of Telecommunication and later it changes to BSNL. In 2002 The first foreign investor in the form of Tata enters in VSNL with 25% stake.

The Evolution of the Telecom Industry in India can be categorized into 3 parts:



<https://www.height8tech.com/blog.php?blog=evolution-of-telecom-industry-in-india/>

Till 1990 telecom sector was fully govern by Indian government. In 2005, mobile users start using 2G services and here the rise in wireline connection increases. The FDI limit limits of telecom sector increases from 49% to 74%. With the launch of 3G services and 4G services in 2008 and 2012 respectively draws a booming market for smart mobile handset. This brought live TV, movie downloads, video calling and much more and now government is ready and all set to launch 5G services in India.

II. Growth and Development of Telecom Industry

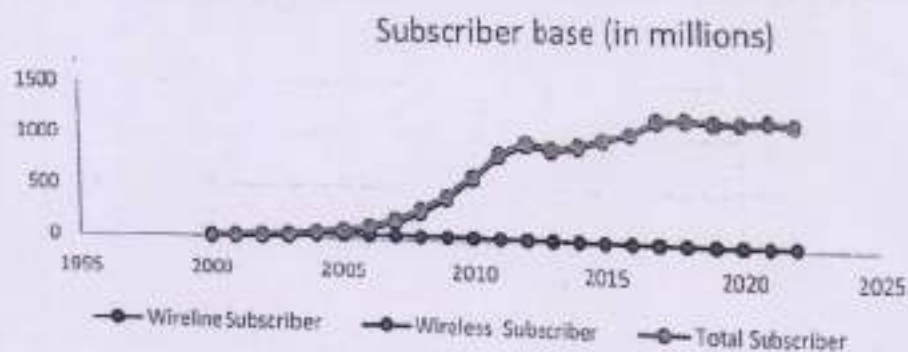
Telecom Industry consists of various segment which depicts the growth and development of India. It consists of Mainly two segments i) wireline communication ii) wireless communication. Wireless communication is fastest growing as it is easier to transfer the information and communication between two points. Due to changes in National Telecom policy in 1999 the private operators like Reliance communication, Bharati airtel, Vodafone, Idea cellular, Reliance jio and government owned BSNL/MTNL provides benefits of cellular phone to the customer with the help of government policies. Although there is increase in wireless subscribers but there is decline in the wireline subscribers can be observed.

Table 1: Growth of Subscriber base (in million) from 2000 to 2022
 Subscriber's Base (in millions)

Sr.no	Year	Wireline Subscriber	Wireless Subscriber	Total Subscriber	Growth Percentage
1	2000	26.65	1.9	28.55	%age growth over FY 2003
2	2001	32.71	3.58	36.29	
3	2002	32.71	6.54	44.87	
4	2003	41.48	13	54.48	40
5	2004	42.84	33.69	76.53	
6	2005	41.42	56.95	98.37	29
7	2006	40.23	101.86	142.09	44
8	2007	40.77	165.09	205.87	45
9	2008	39.41	261.08	300.49	46
10	2009	37.97	391.76	429.73	43
11	2010	36.96	584.32	621.28	45
12	2011	34.73	811.6	846.33	36
13	2012	32.17	919.17	951.35	12
14	2013	30.21	867.81	898.02	-6
15	2014	28.5	904.52	933.02	4
16	2015	26.59	969.89	996.49	7.23
17	2016	25.22	1033.63	1058.86	6.57
18	2017	24.4	1170.18	1194.58	13.21
19	2018	22.81	1183.41	1206.22	1.13
20	2019	21.7	1161.81	1183.51	-1.82
21	2020	20.22	1157.75	1177.97	-0.24
22	2021	20.24	1180.96	1201.2	1.12
23	2022	26.82	1143.63	1170.45	-0.12

Source: TRAI Annual Reports from 2000- 2022, Press Releases of TRAI

Chart 1: Growth of Subscriber base (in million) from 2000 to 2022



Source: TRAI Annual Reports from 2000- 2022, Press Releases of TRAI

II. Tele-Density

Tele-density indicates the number of subscriptions per hundred people. It indicates overall penetration of telecom market in the country. As shown in the graph there is significant growth of tele-density in India both in urban and rural tele-density due to technological development. Although the overall growth in tele-density but large disparity can be observed between rural and urban tele-density.

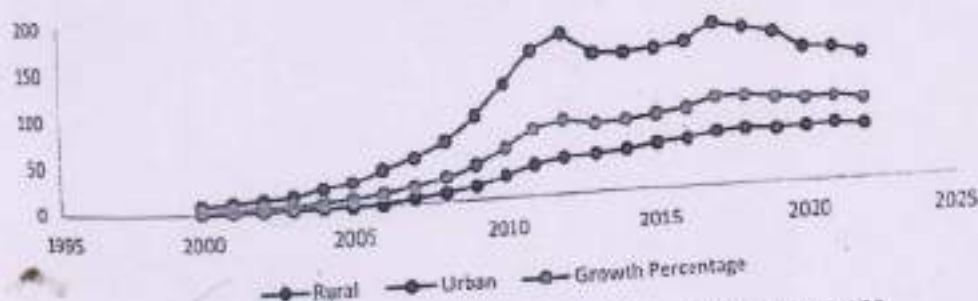
Table 2: Growth of Tele-density (%) from 2000-2022

Growth of Tele-density (%) from 2000-2022				
Sr.no	Year	Rural	Urban	Growth Percentage
1	2000	0.7	8.2	2.9
2	2001	0.9	10.04	3.6
3	2002	1.2	12.2	4.3
4	2003	1.5	14.3	5.1
5	2004	1.7	21.3	7.04
6	2005	1.74	26.2	9.08
7	2006	1.86	37.99	12.86
8	2007	5.89	48.1	18.23
9	2008	9.2	63.39	26.22
10	2009	14.8	88.66	36.98
11	2010	24.29	119.73	52.74
12	2011	33.79	153.32	70.89
13	2012	39.22	169.55	78.66
14	2013	41.02	146.96	73.32
15	2014	43.96	145.78	75.23
16	2015	48.37	148.61	79.38
17	2016	51.37	154.01	83.36
18	2017	56.91	171.8	92.98
19	2018	59.05	165.9	92.84
20	2019	57.47	159.96	90.11
21	2020	58.79	142.31	87.37
22	2021	60.27	141.03	88.17
23	2022	58.01	134.08	84.69

Source: TRAI Annual Reports from 2000- 2022, Press Releases of TRAI

Chart 2: Growth of Tele-density (%) from 2000-2022

Chart Title



Source: TRAI Press Releases and Annual Reports from 2000-2022

III. Broadband Subscribers

In 2004, government of India started broadband services. Broadband services support internet helps to access an individual-to retrieve education and new career opportunities and various

business activities. It also helps government to conduct numerous activities in rural and remote areas and to provide services in different sector like health, banking and commerce. As per the below chart, a significant growth can be observed in the broadband subscriber which includes both wireless and wireline subscribers

Table 3: Broadband Subscribers (in millions)

Sr.no	Year	Broadband Subscribers
1	2000	NA
2	2001	NA
3	2002	NA
4	2003	NA
5	2004	0.19
6	2005	0.85
7	2006	1.34
8	2007	2.33
9	2008	3.87
10	2009	6.22
11	2010	8.77
12	2011	11.89
13	2012	13.81
14	2013	15.05
15	2014	60.87
16	2015	99.2
17	2016	149.75
18	2017	276.52
19	2018	412.6
20	2019	563.31
21	2020	687.44
22	2021	778.09
23	2022	821.49

Source: TRAI Press Releases and Annual Reports from 2000-2022

Chart 3: Broadband Subscribers (in millions)

Broadband Subscribers

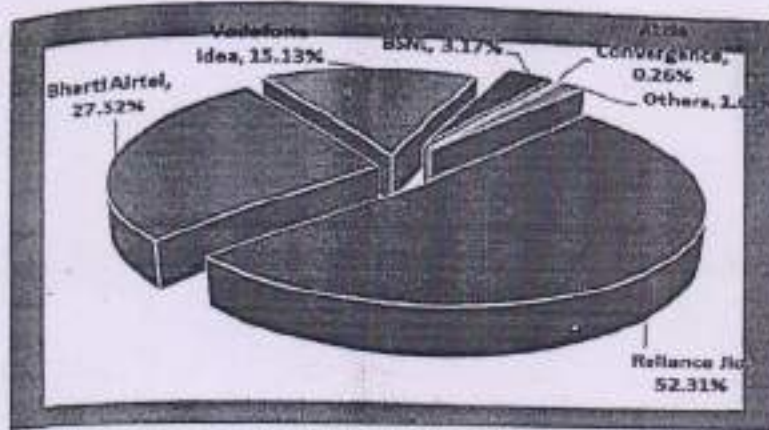


Source: TRAI Press Releases and Annual Reports from 2000-2022

IV: Service Providers

Indian telecom industry provides services in both public and private sector. The public sector has a major share in wireline market whereas private sector has a major share in wireless

market. In 2022 BSNL is the major service provider for public sector while Reliance Jio, Bharati Airtel, Vodafone Idea are the major service provider. At the end of August 2022, total 3 service providers in market which comprises about 98.39% market share to the total broadband subscribers.



Source: Press Information Bureau Press Release

Table 4: Service Providers wise Market share of Broadband Services Wired & Wireless (In million) On dated 31st August 2022

Sr. No	Service Providers	Wired	Wireless	Total subscribers	% Share
1	Reliance Jio Infocomm Ltd	6.56	419.24	425.8	52.31
2	Bharati Airtel Ltd	5.13	218.85	223.98	27.52
3	Vodafone Idea	NA	123.12	123.12	15.13
4	BSNL	3.88	21.92	25.8	3.17
5	Atria Convergence	2.13	NA	2.13	0.26
6	Hathway cable and Datacom	1.13	NA	1.13	1.61
7	Intech Online Pvt Ltd	NA	0.23	0.23	
	Total				100

Source: Press Information Bureau Press Release

V: Foreign Direct Investment (FDI)

In August 2013 FDI cap in the telecom sector has been increased from 74% to 100% and also 100% FDI had been permitted for infrastructure providers which offers dark fiber, electronic and voice mail. FDI is one of the major factors for the growth and development of socio-economic condition in India. By relaxing norms many foreign telecom players gets encouraged for investment in Indian telecom industry. Between April 2000 to September 2022 FDI inflows in the telecom sector is at US \$ 39.02 billion. The Indian Mobile economy is growing rapidly and shows significant growth in Gross Domestic Products (GDP) of India. In 2015 telecom sector accounted for about 6.6% of India's GDP. The rise in FDI provides many opportunities in rural area where the tele-density is quite low. It enables easy market access, banking and commerce facilities, infrastructure development and upgradation of skill.

VI: Mobile Number Portability (MNP)

It is the facility provided for the user to switch from one mobile operator to another operator if the subscriber is not satisfied by the service provided by the current service provider. In this service user can retain the same number and can still port the number from one operator to another operator irrespective of the geographic area.

The service was first incorporated in Haryana on 25th Nov 2011 while in rest of India it has been implemented on 3rd July 2015. Total MNP request increased from 748.11 million to 759.92 million at the end of Oct 2022 as compared to the implementation of MNP. The highest number of requests for MNP is received in Maharashtra about 62.67 million succeeded by Uttar Pradesh East about 62.65 million in zone I (Northern and Western India). In zone II (Southern and Eastern India) maximum number of requests for MNP received in Karnataka about 56.99 million succeeded by Madhya Pradesh.

VII. Telecom Recent Trend

1. **Cyber Security:** Cyber security is a process to protect the transmitted data through wireless or wired connection. Now more transactions take place through online mode so it is the utmost priority utmost to safeguard the confidential data and assets. Recent reports indicates that there is increase in number of fraud cyber cases, so it became important to arrange a robust security structure and rigorous implementation of Cyber Security Mesh Architecture (CSMA)
2. **Cloud Computing:** Cloud computing is the availability of computer resources like data storage, database, computing power, analytics and intelligence over the internet i.e., cloud. Cloud computing is a fastest growing technology to offer flexibility of resources, cost effectiveness and economies of scale. Therefore, many benefits of migrating data to cloud computing but it need to be accepted broadly and should be implemented thoroughly. More telecom companies come forward for cloud computing.
3. **5G Network and Technology:** 5G technology is the upgradation of 4G network technology in term of speed, reliability and consistency. It has low latency which is very important for cloud gaming and virtual reality content. With 5G network technology users can take advantage of improved technology and can experience the digital transformation and the internet of things. Many telecom companies have already made remarkable investment in 5G with better infrastructure. Now many devices in market supports 5G network, so customers are keenly waiting for the rollout.
4. **Artificial Intelligence:** Artificial Intelligence (AI) and Machine Learning (ML) are the two most important and recent trends has a impact in the industry. AI is a computer science that creates intelligent machines to detect any fraudulent activity in network. It can do self-repairing, can detect network issue and also can complete a task automatically.
5. **Internet of Things (IOT):** IOT is an object which connects and exchange data from one device to other device having sensors, software and IOT objects that influence technology and infrastructure of almost all industries. It improves the standard of living, increases efficiency to earn profit and enhance the management of business. IOT helps to decrease the IT expense of government. IOT device can be controlled by a graphical user interface in mobile application or in website that can control smart devices.
6. **Digital Transformation:** Today we are in digital world where digital transformation is in a greater pace. It will be accepted by more and more industries in coming years. Telecom sector has recently made investment in 5G technology and infrastructures. This improved technology provides high speed internet, low latency which enables the digital transformation in homes and business.

VIII. Growth Opportunities for Indian Telecom Sector in future

Telecom sector in India plays a vital role for the social economic development and for the GDP growth of the country. In August 2013, government of India has increased the FDI cap from 75% to 100% which leads to rapid growth in Indian mobile economy and generation of employment in India. The increased FDI cap attract continuous flow of foreign investment in order to expand the mobile operation service. The progressive growth of Indian telecom industry can be observed from voice call services to internet data services which trends the

more growth opportunities. The rise in FDI has made government to focus on rural and far remote area for the inclusion, growth and development of telecom network. Government has decided to expand the services in low tele-density rural areas. After introduction of 5G network services technology more jobs get generated by 2025, Indian telecom industry has shown a tremendous growth in last decade which is beneficial to the millions of Indian of the country and in future also it will a key factor for magnificent growth in country.

Conclusion
It can be concluded that the telecom sector is a key contributor for economic development and social upgradation. The telecom service provider provides voice and data services both in rural in urban area for the customer across different region of the country and thereby provides the future growth of telecom industry.

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DIGITALISATION AND MOTIVATION: A STUDY OF WOMEN ENTREPRENEURS

Dr. N. Srinivas Kumar

Professor & Principal, R.G.Kedia College of Commerce, Chaderghat, Hyderabad.

ABSTRACT

This study makes suggestions for conceptual frameworks that show how digitalization affects the motivation of women entrepreneurs in Bangalore and how well their businesses do. The researcher used a non-random sampling method to choose 22 women entrepreneurs in Bangalore to fill out a questionnaire and get the first set of data. We used descriptive, inferential, and multiple regression analysis on the collected data to test how well a business run by women in Bangalore was doing. Because of this conceptual model, digitalization did not act as a link between women entrepreneurs' motivation and how well their businesses did. The motivation to firm performance, motivation to digitalization, and digitalization to firm performance all show that the direct effects of the individual variable are very important. The researcher says that the model should be built as a moderating variable to get women entrepreneurs interested in going digital.

Keywords: women's entrepreneurship, motivation, digitalization, firm performance, digital entrepreneur, mediating variable

INTRODUCTION

The word "digital" has been a big focus of research in recent years, and it is still used in business. Digital has become a buzzword for changing the way utilities are used in every part of the market. Entrepreneurship is when people come up with new ways to run businesses. The most important thing an entrepreneur does is start a change in society that leads to a larger cultural shift. Ndinguri (2013) looked at how digital entrepreneurship, which is owned equally by men and women, changes with the times. Researchers keep pointing out that the growth of technology and digitalization makes it easier for women to stay in business despite social, economic, and psychological barriers (Aparicio et al., 2016; Ornek & Danyal, 2015; Semrau et al., 2016; Simón-Moya et al., 2020; Yan, 2010). Few authors have also been able to use systematic research on things like family support (Abe et al., 2015), motivational factors (Krishnamoorthy & Balasubramani, 2014), educational needs (Kain & Sharma, 2013; William J. Health, 1995), required different skills and training for women entrepreneurs (Braun, 2008; Lorz, 2011), and government support services (Yukengdi, 2020) to change the traditional homemaker into a successful leader who is (Goyal & Parkash, 2011). Together, these studies show what women entrepreneurs need to do most. On the other hand, the following research goals have not gotten nearly enough attention. The goal of this study is to combine the different definitions of digitalization and motivation that affect how entrepreneurial women come up with new ideas and/or start their own businesses. This study aims to give an overview of the main topics that have been studied under "digitalization," "motivation," and "firm

performance," as well as to find the gaps in the literature reviews about how digitalization affects women entrepreneurs and what motivates them to be successful.

MOTIVATION

Women have always been thought to be safe at home, and Indian society believes that to be true (Hina, 2013). Even if they are motivated to start a business, women usually want a typical business with a lot of work (Birley et al., 1987). Women continue to see problems as opportunities and come up with new ways to grow their businesses (Abeh et al., 2015). A small number of reviews have also been able to use systematic research on different factors, such as family, pull and push inspiration factors (Dempsey, 2014), motivational factors (Krishnamoorthy & Balasubramani, 2014), and entrepreneurial traits, skills, and knowledge (Baum & Locke, 2004). (Pruett, 2012) says that the level of education has the most effect on entrepreneurial activity and has led to the acceptance of technology (Lorz, 2011). This study looks at most of the important internal and external factors that motivate women entrepreneurs.

DIGITALIZATION

The term "technologies" (Chaithraaxmi.T and Shruthi.N, 2016) could be defined as e-commerce, online marketing, online payment, and cloud storage. Digitization is the main process of changing data from analogue to digital, which has been written about in a lot of books and is getting more and more attention. Even though the word "digitalization" has been given many definitions, this study will use the one given by Susan Moore (2015) in Gartner: "the use of technology in the process of being an entrepreneur." Many researchers (Ahmad Asadullah et al., 2018; Jason Bloomberg, 2018; Nambisan, 2017) found that business leaders and entrepreneurs use the terms "digitization" and "digitalization" interchangeably to talk about the use of technology. The previous study (Birley et al., 1987) also said that women need to be trained, which could help the country's economy stay strong. Digitalization encourages women to start their own businesses, grow them, and keep going in a tough market (Hina, 2013).

FIRM PERFORMANCE

Women entrepreneurs' firms were measured to see if there was a link between their ability to be entrepreneurs and how well their businesses did (Mohammed et al., 2017; Zizile & Tendai, 2018). Any new business ventures with motivation are more likely to succeed (Yan, 2010), and the use of information technology and the internet (Sugiharto et al., 2010) improves the productivity of SMEs and online services for making new market changes that affect how well a business does. The main goal of the study is to look at how digitalization affects entrepreneurship and how the level of motivation affects how well women-owned businesses do (Abdul Al & Mostafa, 2019; Afework et al., 2015).

RESEARCH HYPOTHESIS

This study tries to show how women who own or run businesses in Bangalore are motivated by digitalization and how that affects the performance of their businesses. Hasan and Almubarak (2016), Krishnan and Kamalanabhan (2013), Sugiharto et al. (2010), Welsh et al. (2018), and Yan (2010) are just some of the studies that have been done on the model of firm performance with different variables. In this study, motivation and digitalization are two of the

independent factors that affect how well a business run by a woman does. So, here are the four research hypotheses that come from this:

H01: There is no significant link between how motivated women business owners are and how well their businesses do.

H11: There is a strong link between women entrepreneurs' motivation and how well their businesses do. The idea of entrepreneurial motivation describes the main factors that affect how well a business does (Naffziger et al., 1994) so that women entrepreneurs can reach their goal. Hasan and Almubarak (2016) say that spotting opportunities is one of the most important things that affects how well a business does for women entrepreneurs.

H02: There is no strong connection between digitalization and how well women-owned businesses do.

H12: There is a strong link between digitalization and the performance of businesses owned by women. Digitalization's business model let women start from home and reach their target audience by using digital platforms. The process of digitalization helps both new and old businesses (Leong et al., 2016) and has a positive effect on every stage of business. This is helping entrepreneurship grow around the world (Giones & Brem, 2017).

H03: There is no strong link between women entrepreneurs' motivation and their use of technology.

H13: There is a strong link between what motivates women entrepreneurs and how they use technology. The best way for women entrepreneurs to reach their goal is to be motivated to digitalize their business. (Quagraine & Ariwa, 2017) found that digital technologies play an important role in business and help the company's finances get better (Fazalbhoy, 2014). The goal of this study is to find out how motivation affects entrepreneurship and how the level of digitalization affects the performance of firms run by women entrepreneurs.

H04: Digitalization does not play a significant role in the link between motivation and firm performance.

H14: The role of digitalization in the relationship between motivation and firm performance is very important. A lot of research has been done on how digitalization affects the relationship between motivation and firm performance (Baron & Kenny, 1986; Hasan & Almubarak, 2016; Timothy Teo, 2013). A mediating model was used to look at the relationship between the variables.

METHODOLOGY

This study examines how women entrepreneurs are driven, how they use technology, and how well their businesses do. In this study, a structured approach was used with a questionnaire that had four parts. Demographic variables were used to classify the answers from women entrepreneurs in Bangalore (Müller, 2006), and a five-point Likert scale was used to measure motivation (Abel et al., 2015; Krishnamoorthy & Balasubramani, 2014; Müller, 2006), digitalization (Adams, Nelson, & Todd, 1992; Hina, 2013; Lorz, 2011; Naser The researcher chose Bangalore for the primary data of her quantitative research. She chose 22 women entrepreneurs who were not chosen at random. After follow-up calls (Hina, 2013), each respondent gave permission to record an interview for 30 minutes and was told what the

research was for and how it would be used for the pilot study of the targeted sample size. This study shows how motivation and digitalization affect the performance of women-owned businesses.

RESULT AND ANALYSIS

This study looks at how women entrepreneurs are driven, how they use technology, and how well their businesses do. In this study, a structured approach was used with a questionnaire that had four parts. Demographic variables were used to classify responses from women entrepreneurs in India (Müller, 2006), and a five-point Likert scale was used to measure motivation (Abey et al., 2015; Krishnamoorthy & Balasubramani, 2014; Müller, 2006), digitalization (Adams, Nelson, & Todd, 1992; Hina, 2013; Lorz, 2011; Naser The researcher chose INDIA for the primary data of her quantitative research. She chose 22 women entrepreneurs who were not chosen at random. After follow-up calls (Hina, 2013), each respondent gave permission to record an interview for 30 minutes and was told what the research was for and how it would be used for the pilot study of the targeted sample size. This study shows how motivation and digitalization affect the performance of women-owned businesses.

Table 1 Descriptive Analysis of Women Entrepreneur's Profile

Demographic Variables		Frequency	Percentage (%)
Age	Below 25	3	13.6
	26-35	8	36.4
	36-45	7	31.8
	Above 46	4	18.2
Marital Status	Single Never Married	5	22.7
	Married	14	63.6
	Widow	1	4.5
	Divorce	2	9.1
Education Qualification	Diploma course	2	9.1
	Bachelor Degree	9	40.9
	Master degree	10	45.5
	Doctorate	1	4.5
Years of Experience	Less than 2years	5	22.7

2 to less than 6 years	7	31.8
6 to less than 12 years	4	18.2
12 to less than 24 years	4	18.2

more than 24	2	9.1
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Before inferential analysis, Cronbach's Alpha was used as a reliability test to see if items on a scale were consistent with each other (Cooper & Schindler, 2014). Items measure the degree to which instruments are similar and reflect the same causal order of items. As shown in Table 2, the test showed that 92% of the women entrepreneurs were motivated, 94% of their businesses were digitalized, and 89% of their data was reliable. At a 5% level of significance, the t-test for the coefficient of correlation shows that there is a link between the different things that motivate women entrepreneurs.

Table 2 Reliability statistics and Correlations

Pearson Correlation	Cronbach's Alpha	Motivatio n	Digitalizatio n	Firm performance
Motivation	0.922	1		
Digitalization	0.941	.674**	1	
Firm Performance	0.894	.463*	.650**	1
Mean		75.77	116.45	34.5
Std. Deviation		17.696	23.05	4.964
** . Correlation is significant at the 0.01 level (2-tailed).				
* . Correlation is significant at the 0.05 level (2-tailed).				

Table 2 shows that the relationship between women entrepreneurs' motivation, digitalization, and the performance of their businesses is significant at 5%. Multiple regression analysis was used (Hasan & Almubarak, 2016) after the significant correlation result to find out how motivation and digitalization affect the performance of women entrepreneurs' businesses (Welsh et al., 2018)

Table 3 Summary of hypothesis statistical test – Regression Analysis

The effect of the mediating variable	Unstandardized Coefficients	Standardized Coefficients	t	Sig. (pvalue)	Hypothesis Accept or Reject
	Std. Error	Beta			
H ₀₁ : There is no significant relationship between motivation and firm performance of women entrepreneurs H ₁₁ : There is a significant relationship	0.06	0.46	2.33	0.03*	Rejected Null Hypothesis at 5% level

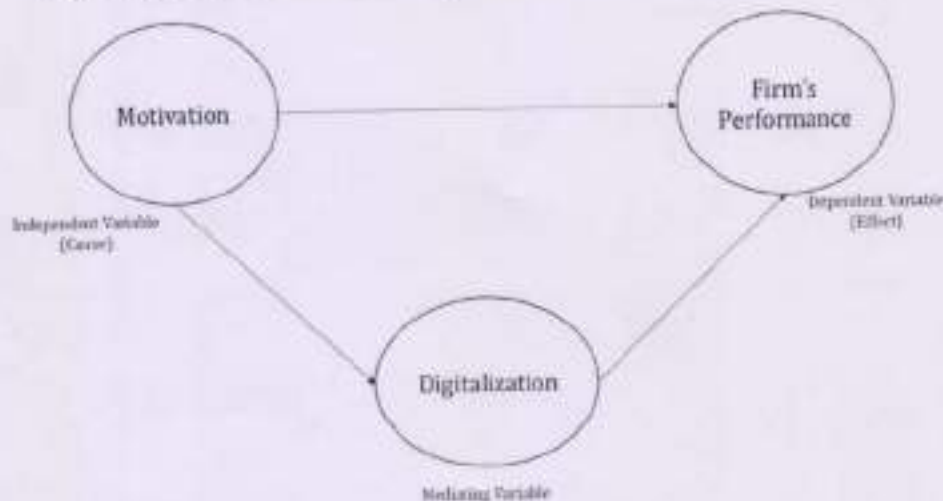
between motivation and firm performance of women entrepreneurs					
<p>H₀₂: There is no significant relationship between digitalization and the firm performance of women entrepreneurs.</p> <p>H₁₂: There is a significant relationship between digitalization and the firm performance of women entrepreneurs.</p>	0.04	0.65	3.83	<0.01**	Rejected Null Hypothesis at 1% level
<p>H₀₃: There is no significant relationship between motivation and digitalizing of women entrepreneurs.</p> <p>H₁₃: There is a significant relationship between motivation and digitalizing of women entrepreneurs.</p>	0.22	0.67	4.08	<0.01**	Rejected Null Hypothesis at 1% level
<p>H₀₄: There is no significant mediation role of</p>	0.07	0.04	0.19	0.85	Accepted Null Hypothesis at 5% level

digitalization on the relationship between motivation and firm performance H ₁₄ : There is a significant mediation role of digitalization on the relationship between motivation and firm performance	0.05	0.62	2.63	0.02*	Rejected Null Hypothesis at 5% level
Note: When the p-value is** less than 0.01 denotes, highly significant – Reject the null hypothesis at a 1% level, The p-value is* between 0.011 to 0.050 denotes, significant – Reject the null hypothesis at 5% level The p-value is more than 0.05 denotes, not significant –Accept the null hypothesis at 5% level.					

Table 3 shows the results of this study, which was based on the review by Baron and Kenny (1986). Three sets of regression analyses were done to find out what effect the mediating variable had. As part of testing the hypotheses, the regression table 3 shows the three conditions mentioned in the mediation effect. For example, H₁ says that the effect of motivation on the performance of women entrepreneurs' businesses is significant (p-value = 0.03, = 0.46), which is an accepted hypothesis at the 5% level. At a 1% level, the relationship between how motivated women entrepreneurs are and how digitalized they are is very strong (p-value = 0.001, = 0.674). Then, at a 1% level, the relationship between digitalization and how well women-owned businesses do is very strong (pvalue=0.001, =0.650). Motivation (p=0.851, =0.045) and digitalization (p=0.016, =0.620) have no effect on the performance of women entrepreneurs' businesses. So, there is a direct link between women entrepreneurs' motivation and their firms' performance, which is a good thing. When it comes to women entrepreneurs in Bangalore, the effect of digitalization as a link between motivation and digitalization is not very important. Figure 1 shows how digitalization can help bridge the gap between what motivates women entrepreneurs and how well their businesses do. This study tries to develop a model that shows how digitalization, motivation, and firm performance are related to women who own or run businesses.

Figure 1 Conceptual model: Relationship of Motivation, Digitalization and firm's performance

Digitalized Women Entrepreneurs: Conceptual Model



CONCLUSION

This study found that digitalization did not act as a link between motivation and the performance of women entrepreneurs' businesses. The effects of each individual variable on firm performance, motivation to digitalization, and digitalization to firm performance are all very important. This study comes to the conclusion that digitalization is also one of the things that affect how well women-owned businesses do. Maybe the analyses are in line with the fact that women business owners can run a successful company by going digital with their business. The goal of the study was met by looking at how digitalization and motivation affect the performance of firms run by women entrepreneurs. Lastly, the women business owners are very important to the firm's performance with or without digitalization, and they are happy with how their business turned out.

DIRECTIONS FOR THE FUTURE STUDY

Even though the study looks at the relationship between motivation and digitalization and how well women entrepreneurs' businesses do, it also looks at the variables that help explain that relationship. (Welsh et al., 2018) suggests that the structure of the model may act as a moderator between motivation and digitalization to improve the firm performance of women entrepreneurs. The researcher says that the model should be built as a moderating variable to get women business owners interested in digitalization.

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SUSTAINABLE OF ESG FUNDS IN INDIA WITH INTEGRATED PRACTISES

MATAM MOUNIKA, ASSISTANT PROFESSOR, DEPARTMENT OF COMMERCE & MANAGEMENT, RG KEDIA COLLEGE OF COMMERCE

GANTA BHAGYA LAKSMI, ASSISTANT PROFESSOR, DEPARTMENT OF COMMERCE & MANAGEMENT, RG KEDIA COLLEGE OF COMMERCE

ABSTRACT

ESG is multidimensional concept. It generally refers to Environmental, Social, Governance under one umbrella to assess the company's integration of sustainable development towards these factors. As it is the responsibility of every citizen "what we save, saves us". This paper is made to understand how far the India is implementing the ESG Concept and how many companies are issuing the ESG Investments. The factors that include assessing the company's performance is based on how the company is contributing towards the protection of Environment, Natural Resources, Employees, Board Members, Customers, suppliers, stake holders, Company leadership, policy making, risk Minimizing etc., This study reveals the growth of ESG fund in India for the past few years and the last year returns on these funds as well the Inception Return. It also states the idle expenses ration should be maintained by the company to protect the investor return.

Key Words: Sustainable development, ESG Funds, Assessing, Return, Growthrate, Idle Expenses ration.

1.1 INTRODUCTION OF THE STUDY

The foremost driven initiative was taken by Ministry of Corporate affairs for the ESG Investment in India in the year 2009 with the manifesto of "Voluntary Guideline on Corporate Social Responsibility". Later the Ministry of Corporate affairs raffle the significance of ESG (Environmental, Social, Governance) for the integration of sustainable business practices for the companies.

This Funds initial introduced in the year 2018 by "SBI Bank" as SBI Magnum Equity fund, later it was properly lunched by "Quantum MF" in the year 2019 and followed by six companies Axis, ICICI, Kotak, Aditya Birla Sun life, Quant Mirae Assets lunched the Concept in the year 2020.

The Core ides behind the first criteria in ESG is Environment, in this how the Company protect the environment, the second criteria is Social, it assess how the company manage the association with the employees, customers, suppliers and its associated bodies, and the third one is Governance it deals with companies leadership, Board of Directors, Audit, Internal control, and to protect the stake holders interest.

E-Environment

Now a days the most eloquent challenge facing by human being is climatical changes, thus one of the most important elements in assessing the ESG factors. As it has the impact on our lives, the Company should plan and react for these climatic changes, and come out of the policy that protect the planet, People and Process. It Consist of

- Energy Use

- Waste management
- Low carbon Emission
- Natural Resources Conservation
- Pollution Etc.,

S- Social



The Second Assessment of company is social interactions, basically it refers to the company relations with Employees, Suppliers, Customers, government. The Social Interaction of the companies minimize the exposure of the risk and enhances the reputation of the company. It consist of

- Employee satisfaction
- Gender, Race
- Religion
- Equal and fair working conditions
- Remuneration
- Employee benefits and Safety Etc.,

G Governance



This is related to how the company is governed under the leadership of the board of directors, how it is minimizing the risk for its companies stake holders and it also deals with Appropriate governance structure of the company. It consist of

- The role of stake holder in appointing the board members
- Audits
- Internal Control
- Board Meeting
- Policies and Procedure Etc.,

Global ESG Investments

There is a rapid growth of ESG Investments globally as the Canada is holding highest proportionate of assets 62%, the next followed by Europe 42%, Australia, US, Japan, holding the Assets of 38%, 32% & 24%. Out of 165 countries the India ranked 120 globally.

ESG In India

In the year 2012, the securities Exchange Board of India issued a circular that compel it mandatory for 100 listed companies later extended to 500 listed companies to disclose the "Annual Business Responsibility Report". National level guidelines were issued by SEBI in the year 2016 for the ESG

Investment. For the Current year the Companies can submit voluntarily Business Responsibility and Sustainability Report. And for the Next financial (2022-2023) it is mandatory for the top 1000 listed company should present the BRSR apart from the Annual Report.

ESG Assessment Rating

In India ESGRISK.ai assess the rating for top 500 listed companies, by evaluating the performance on ESG parameter as well as their annual report transparency.



1.2 OBJECTIVES OF THE STUDY

1. To Study how far the Indian Companies are adopting the implementation of ESG fund.
2. To analyze the growth of ESG fund size in India.
3. To assess the selected companies, proportionate diversification of fund into equity and debt.
4. To Study the rate of return for the ESG Investments.

1.3 NEED OF THE STUDY

- The main purpose of the Study to examines the extent of companies adopting the implementation of ESG. As well as is to know the interest of the investors towards these investments. And to know the flow of funds and its return in India.

1.4 SCOPE OF THE STUDY

The geographical scope of the present study is restricted to only 3 companies for the period of 1 years. This study is restricted to only India.

1.5 RESEARCH METHODOLOGY

This Study is based on the Secondary data collected from the reports of 3 different companies. The data has been arranged, classified and analyzed. For Analyzing the data, the tables, average, Charts has been Used.

1.6 Data Analysis

Table No:1 The Growth rate of ESG Fund in India from 2019-2022

Year	Fund Size	% Of Increase of ESG Fund
2019	2269	-
2020	3605	58.88%
2021	10989	204.82%
2022	12448	13.27%

FUND SIZE OF ESGs IN PAST FEW YEARS (₹crore)



Source: Morningstar India



Interpretation

From the above data the ESG funds are having tremendous increasing from last 4 years. From 2019-2020 the fund has increased to 1336 crores, from 2020-2021 7,384 crores of fund increased rapidly and 2021-2022 1,459 crores of funds has been increasing.

Table No:2 Top ESG Funds in India for the Year 2022

Company	AUM Fund (Crores)	Expenses Ratio	Inception Return	Per Annum Return	Portfolio Diversification into Equity, Debt & others Investment options		
SBI Magnum Equity ESG Fund	4509.15	1.34%	58.22%	32.6%	98.72%	0.06%	1.22%
Axis ESG Equity fund	1805.85	2.09%	60.52%	27.2%	98.58%	0.76%	0.06%
ICICI prudential ESG Funds	1411.80	2.18%	35.70%	24.0%	95.9%	0.02%	4.08%

Interpretation

From the above table the SBI, Axis & ICICI has raised the total ESG fund till 2022 is 4509.15 crores, 1805.85 crores & 1411.80 crores on Asset Under Management. And for this ESG Funds the Expenses Ratio is 1.34%, 2.09%, 2.18% comparatively the SBI Magnum Equity fund is having the low expenses ratio, compare to Axis and ICICI.

From the establishment of this funds the total return were increased for these 3 companies i.e., 58.22%, 60.52%, 35.70%.

And the last year return also increased for each of the funds i.e., 32.6%, 27.2%, 24.0%

The companies are diversifying the portfolio into Equity, Debt and other interments avenues.

Table No 3:

PERFORMANCE OF ESG FUNDS

Seven out of the 10 funds were launched post 2020

	Expense ratio (%)	1 year return (%)	Net assets (₹ cr)
• SBI Magnum Equity ESG	2.11	32.6	4,492
• Axis ESG Equity	2.09	27.2	2,125
• ICICI Prudential ESG	2.15	24.0	1,774
• Kotak ESG Opportunities*	2.06	NA	1,751
• Aditya Birla Sun Life ESG*	2.14	NA	1,117
• Invesco India ESG Equity*	2.32	NA	805
• Mirae Asset ESG Sector Leaders ETF	0.44	25.3	174
• Mirae Asset ESG Sector Leaders FoF	0.76	23.8	143
• Quantum India ESG Equity	1.68	29.9	55
Quant ESG Equity	2.71	71.5	28

ETF: Exchange-traded Fund; FoF: Fund of Funds; ESG: Environment, social, governance

* These funds were launched less than a year ago. Source: Value Research

Interpretation

From the above table it shows the performance of ESG fund in the year 2020 and its Net Asset value for the following companies.

1.7 FINDINGS

- From the above study there is a rapid increase in the ESG funds from last 2 years as investors are interested towards the investment.
- From the above study the implementation of ESG leads to help in protecting the planet, people and process.
- From the above study states that it is incurring the higher expenses ratio, the reasonable expenses ration is around 0.5 % to 0.75%, if it is greater than 1.5% is consider as high
- As the expenses ratio increases the potential returns over the long term will decrease
- From the above study this investment is having the good returns compare to other investments in the portfolio
- And the company is diversifying its portfolio to minimize the risk to its stake holders.
- ESG rating strategy helps in providing the opportunities and identifying the gaps for the development of the company.

1.8 SUGGESTION

- The more Global participation of companies will help us to protect the environment, Natural resources for the next generation.
- If the Companies implementing the theme effectively the investors will invest in the particular funds, so that availability of investments will increase.
- Implementing the strong corporate governance leads to protect the economy from the global financial crises.

1.9 CONCLUSION

The ESG Funds is a broader concept, in India it is confined to only dedicated portfolios. Over certain period of time if the companies effectively implement the concept, it can protect the

environment, employees, stakeholder, suppliers, governments, Board members and other members who directly and indirectly connected to the company. This concept identifies the gaps between the company, investors, customers, suppliers and other related bodies and provide the opportunities for various portfolios.

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शोध दिशा

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Pattern of mutual fund Investment pre and post COVID-19

Dr.J. Madhavi, Associate Professor
Department of Business Management
R.G.Kedia College, Hyderabad

Introduction : Indian investors have historically favoured holding bank fixed deposits (FDs), gold, and real estate, but low inflation-adjusted returns for these asset classes have caused a change in investor preferences. Direct equity is still considered. However, low inflation-adjusted returns for these asset classes have led to a change in investor preferences. Since buying direct shares is still difficult for new investors, they usually choose to invest in mutual funds. New investors still find it challenging to buy direct equities, so they typically opt to invest in mutual funds instead. Between March 2020 and October 2021, benchmark equity indexes had more than quadrupled, bringing many new investors to stock markets.

Mutual fund : A trust that gathers funds from a number of participants with comparable financial objectives and invests them in securities such as equities, bonds, money market instruments, and/or other assets. After deducting any applicable fees and taxes, the "Net Asset Value," or NAV, of the plan is used to determine how the income / profits generated from this collective investment are split evenly among the members. Simply explained, a mutual fund is a collection of investments made by several people. It is up to him or her to invest the corpus in a variety of securities, such as bonds, shares, gold, and other assets, in an effort to produce any potential gains. In line with their respective fund contributions, the investors divided the investment's earnings among themselves.

One of the best investing alternatives available to the average person is a mutual fund since it allows them to invest in a variety of professionally managed assets at a reasonable price.

Need for the study : The general public's financial habits altered considerably in the wake of the Covid 19 epidemic. As seen by the growth in the number of investor-owned demat accounts, the majority of people started investing in mutual funds and stocks.

Objectives of the study :

1. To study the mutual fund industry's growth during a ten-year span (2010-20).
2. To evaluate Covid-19's effects on the mutual fund industry.

Research Methodology

The research design is descriptive and exploratory. It is a secondary data analysis of the Indian Mutual Fund Industry from 2010-2022. The study is divided into two parts: 1) Descriptive Analysis (2010-2019) and 2) Exploratory Analysis (2020-2022). The data is collected from various sources including annual reports, industry associations, and financial news. The data is analyzed using statistical tools such as regression analysis and correlation analysis. The study is limited to the Indian Mutual Fund Industry and does not cover other financial markets. The study is limited to the period from 2010 to 2022.

India's Mutual Fund Industry: Growth and Trends (2010-2022)

Household participation has recently risen as a result of greater financial literacy, access to banking services, and digital banking. The total assets under management (AUM) of Indian mutual funds increased from INR 14,11,000 crore in 2010 to INR 34,11,000 crore in 2022. The growth rate of AUM is 12.5% per annum. The industry is dominated by equity funds, which account for 54% of the total assets under management. Debt funds account for 31% and hybrid funds for 15%. The industry is expected to continue its growth trajectory in the coming years.

Systematic Investment Plans (SIPs) as an Indian Financial Market Investment Tool

Systematic Investment Plans (SIPs) are a popular investment tool in India. SIPs allow investors to invest a fixed amount of money at regular intervals. SIPs are available in equity, debt, and hybrid funds. SIPs are a long-term investment strategy. SIPs are a good way to diversify an investment portfolio. SIPs are a good way to save for retirement. SIPs are a good way to build wealth over time. SIPs are a good way to start investing in the stock market. SIPs are a good way to invest in a mutual fund. SIPs are a good way to invest in a balanced fund. SIPs are a good way to invest in a high-growth fund. SIPs are a good way to invest in a low-risk fund. SIPs are a good way to invest in a fixed-income fund. SIPs are a good way to invest in a money market fund. SIPs are a good way to invest in a cash fund. SIPs are a good way to invest in a bond fund. SIPs are a good way to invest in a short-term fund. SIPs are a good way to invest in a long-term fund. SIPs are a good way to invest in a multi-asset fund. SIPs are a good way to invest in a global fund. SIPs are a good way to invest in a thematic fund. SIPs are a good way to invest in a socially responsible fund. SIPs are a good way to invest in an ESG fund. SIPs are a good way to invest in a green fund. SIPs are a good way to invest in a sustainable fund. SIPs are a good way to invest in a responsible investment fund. SIPs are a good way to invest in a socially responsible investment fund. SIPs are a good way to invest in a socially responsible investment fund. SIPs are a good way to invest in a socially responsible investment fund. SIPs are a good way to invest in a socially responsible investment fund.

The Impact of COVID-19 on Mutual Fund Investment

Domestic inflows have been relatively increasing over the past few years despite the volatile times, which is a sign of private investor activity and higher proportion of household savings coming into mutual funds. New investors are found to be among the major investors who have shifted to the wealth-creation (WPH) portfolio as well as among recent graduates who have just recently started their jobs. They are comfortable using the internet and have no problem getting used to investing online. Investors have started buying financial services like to invest online. Investors have started buying financial services like to invest online.

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June 2023

Industry, 2010-2020 :
 24.55 trillion INR as of
 India's AUM climbed
 four times once again. In
 majority of all AUMs,
 came in second at
 23.3 percent.

nds (2010-2020) :
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Financial Market

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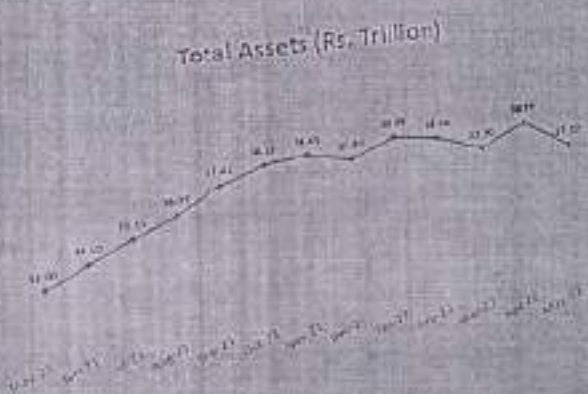
ent :
 the past two years,
 ctivity and a higher
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 ust recently started,
 no problem getting
 al funds due to low

market times and Covid-19 lockdowns. Because of the uncertainty surrounding
 many, we have also learned the value of consistent saving, which is shown in
 the monthly inflows into systematic investment plans (SIPs).

Market Overview : The mutual fund industry's SIP revenues declined by
 4% to Rs 96,000 crore in the fiscal year 2020-21 as a result of lockdowns brought
 the heightened income uncertainty brought on by the coronavirus pandemic, many
 investors decided to stop their SIPs. This was demonstrated by the fall in SIP inflows
 after March 2020. The contribution declined for 11 straight months before climbing
 in February 2022, after reaching a record of Rs 8,641 crore.

Average assets under management (AUM). After exceeding the 10 trillion rupee
 (ten lakh crore) milestone in May 2014, the industry's AUM first crossed the twenty
 trillion rupee (twenty lakh crore) level in August 2017, in only the last three years.
 It has more than doubled. In November 2020, AUM was \$30 trillion or greater, 30
 lakh crore. As of February 28, 2022, the industry's AUM was 37.56 trillion rupees.
 (4.756 billion crore).

Lockdowns imposed on by COVID-19 led the SIP revenues for the mutual
 fund sector to fall by 4% to Rs 96,000 crore in the fiscal year 2020-21, creating a
 risk to income. Many investors had their SIPs terminated as a result of lockdowns
 in March 2020 and heightened income uncertainty brought on by the coronavirus
 pandemic. The decrease in SIP inflows following March 2020 served as proof of
 this. The contribution declined for 11 straight months before surging to new highs
 after reaching a peak of Rs 8,641 crore.

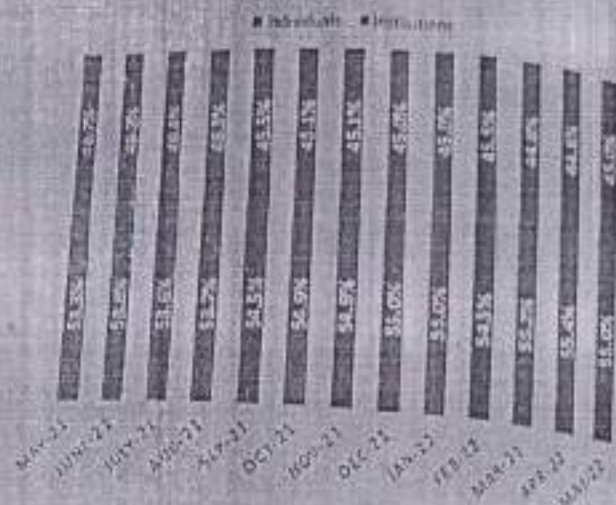


Individual investors' mutual fund holdings climbed by 22.32 percent, from
 Rs. 17.18 trillion in increase Rs 21.02 trillion in February 2022 from February 2021.
 Institutional asset value increase by 16.08 percent from Rs. 15.11 lac crore in
 February 2021 to Rs. 17.54 crore in February 2022.

Investor Type-wise Composition of Mutual Fund Assets

Individual investors now hold a relatively higher share of industry assets, i.e. 55% in May 2022, compared with 53.3% in May 2021.

Institutional investors account for 45% of the assets, of which corporates are 95%. The rest are Indian and foreign institutions and banks.



Conclusion: The participation of more common investors has also increased awareness of the many funds that asset management companies provide (AMCs). Instead of using AMCs directly, experienced investors who are more seasoned prefer to employ mutual fund distributors (MFD). Regular plans provided by MFDs are less expensive than direct plans, but they also make it simpler for new customers to set up SIPs, build portfolios, and finish non-financial tasks like KYC updates, address changes, etc. Even senior citizens who previously relied on fixed income sources like debt and savings are ready to research mutual funds that offer greater risk-adjusted returns. Investors are also willing to stick onto their assets longer, especially in turbulent circumstances. Small-time investors used to freak out in the past.

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Fund Assets



Investors has also increased. Companies provide (AMC) for investors who are more seasoned. Mutual plans provided by MFDs are simpler for new customers. Mutual tasks like KYC updates, are mostly relied on fixed income mutual funds that offer greater returns. Investors used to freak out in

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DEVELOPMENT TREND OF INDIAN TELECOM INDUSTRY: A LITERATURE REVIEW

Geetabala Lendhare¹, Dr. Avadhoot Pol²

¹Asst. Professor, R G Kedia College of Commerce, Department of Business Management, Hyderabad, Telangana 500027, India.

²Professor, Suryadatta Institute of Business Management & Technology (SIBMT), Pune, Maharashtra.

Abstract

Indian Telecom industry is the second largest telecommunication industry in the world with total subscriber base of both wireless and wireline are of 1170.45 subscriber at the end of Dec 2022. Telecom sector is considered as one of the crucial factors for the socio-economic development of the developing country like India. Indian telecom sector got acceleration due to liberalization, privatization and globalization. With the increasing number of subscribers over the years there is a tremendous growth and investment in the sector. Due to inception of 5G technology, over the next five year nearly 500 million new internet subscribers will get added which leads to the development of new business opportunities and employment generation. As per Indian Cellular Association, there will be high demand for skilled workers in 5G oriented technology like Internet of things, Artificial Intelligence, Machine communication etc. and also for smart cities initiatives by 2025. There will also a boost in battery charger market, due to which around 365 new factories will be setup and approximately 0.8 million jobs will get generated by 2025. Telecom industry has undergone a remarkable transformation from government owned to the highly competitive market. Telecom Industry has shown positive effect on Indian economy due to acquisition of new technology, Foreign Direct Investment and liberal and reformist policies of government. Therefore, present study analyses the history and evolution of Indian telecom industry. It also emphasis on present growth and development trend along with the future opportunities of telecom industry.

Keywords: Indian telecom industry, Development trend, Evolution, technology, 5G Network, Internet of Things, Service providers

Introduction

The telecommunication network in India is the 2nd largest network and also the 2nd largest internet user base in the world with 1.7 billion subscribers base up to Aug 2022. The FDI contribution in the telecom sector is 6.43% compared to total FDI inflow. It is the 3rd largest sector in India for FDI inflow which increased from 8.32bn dollar to 20.72 billion dollar i.e., approximately 150% rise during the year 2002-2014. Telecom sector has given direct or indirect employment of nearly 4 million. Now at present there are 10 million active 5G devices in India and the internet connection growth is 231% during the year 2014-2021. Now that the government has given approval for the deployment of 5G services, the digital economy of India can be expected to surge by about \$1 tn by the end of 2025. Telecom sector evolved as an important factor for the social and economic growth and development of the country. Due to liberalization and globalization India is experiencing rapid changes (Joshi, 2014). According to (JATAV, 2016) India is the second largest internet users in the world and also have the low call tariffs lead to competition amongst MNCs. According to the report submitted by (Young, March 30, 2011) telecom sector can get a boost by implementing the seven-point package which was mentioned in the report. For the growth and development of the country both government and private sector plays a vital role. Due to government initiation, Foreign direct investment and private companies there is tremendous growth in wireless technology. The wireless technology services needed for the modernization and for rapid pace in development

of economy of the various sector of the country (Khan, 2012). According to (Baruah & Rashmi Baruah, 2015) There is increase in competition among service providers for increasing subscribers so provides various services. Transparency of governance has increased due to digital India and E- Governance. Now Government is providing services like mass education, health services, retail marketing etc. to rural India with the help with the help of telecom facilitator, so it is the essential tool for the growth of the nation, various service providers offer voice and data services to the customers across different regions of the urban and rural areas of the country for the development and growth of telecom industry (Pritish & Dr. Taruna Saxena, 2015). Telecom Regulatory Authority of India (TRAI) governs the telecom industry and provides a regulatory framework by giving favorable environment for efficient operation. The services provided by telecom industry is easily accessible at reasonable price to the rural and urban customer of India (Bhastina & Dr. (Mrs). J. Mahamayi, 2017). Customer's dependency on telecom market is increasing day by day, so the network providers try to improve their relationship with the customer and also formulate the planning and long-term strategies related to market and their operation network (SAHAI, 2020). As per the report (Subramanian, 2008) although telecom sector has achieved massive growth but the objective behind the development policies remains in doubt especially in the cellular telecom sector. Telephone communication helps to create products and fulfill demand between the people of different location by enabling flawless work of supply chain (Zahoor, 2015).

Objectives

The objectives of the study are as follows:

- 1) To study the history, evolution and present growth of Indian Telecom industry
- 2) To study the recent development trend in the telecom sector in India
- 3) To analyze the growth opportunity of Indian telecom sector in future

Methodology

The study was conducted using secondary data collected from research journals, articles, newspapers, internet etc. In order to understand the objective year wise data of annual growth rate and market share were collected from the reports of TRAI (Telecom Regulatory Authority of India), DoT (Department of Telecommunication), Ministry of Communication and other sources

Discussion

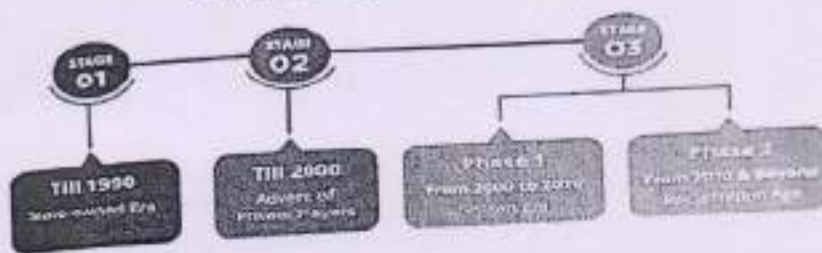
The Study has been conducted to illustrate the history and evolution of Indian telecom industry. It also tries to find the present growth, future opportunities and various government policies. The researcher also discussed about the growth of telephone subscriber including both wireless and wireline subscriber from 2001 to 2022, tele density, broadband subscriber and also market share of different service providers. Recent trends in telecommunication have also been presented in study.

I. History, Evolution and Present Growth of Indian Telecom Industry

The beginning of telecom industry in India could be traced in the year of 1851 with the small public work department in post and telegraph department of British East India Company. In 1881 two pioneer company namely oriental telephone company ltd and Anglo-Indian Telephone Company Ltd were successfully acquire license to open a telephone exchange in 4 cities of India. On 28th January 1882 telephone exchange started in cities of Calcutta, Bombay and Madras with 93 subscribers in Calcutta central exchange in the early stage. With the inception of the department of telecommunication in 1995, telecom industry was separated from India post. The Department of Telecommunications DOT was solely responsible for all

the telecom services across the country. During that period only two governments owned MTNL and VSNL were in existence. In 1994 the government formed a National Telecom policy (NTP) for private operators. In 1997 Telecom Regulatory Authority of India (TRAI) came into existence for smooth functioning between the Subscriber and operator. To settle the dispute between government, operator and subscriber The Telecom Dispute Settlement and Appellate Tribunal (TDSAT) during that period subscriber growth rapidly. Government also started more allocation of license with less fees for attracting more telecom operators in India. On 1st October 2000 the operation wing of Department of Telecom services was named to Department of Telecommunication and later it changes to BSNL. In 2002 The first foreign investor in the form of Tata enters in VSNL with 25% stake.

The Evolution of the Telecom Industry in India can be categorized into 3 parts:



<https://www.height8tech.com/blog.php?blog=evolution-of-telecom-industry-in-india/>

Till 1990 telecom sector was fully govern by Indian government. In 2005, mobile users start using 2G services and here the rise in wireline connection increases. The FDI limit limits of telecom sector increases from 49% to 74%. With the launch of 3G services and 4G services in 2008 and 2012 respectively draws a booming market for smart mobile handset. This brought live TV, movie downloads, video calling and much more and now government is ready and all set to launch 5G services in India.

II. Growth and Development of Telecom Industry

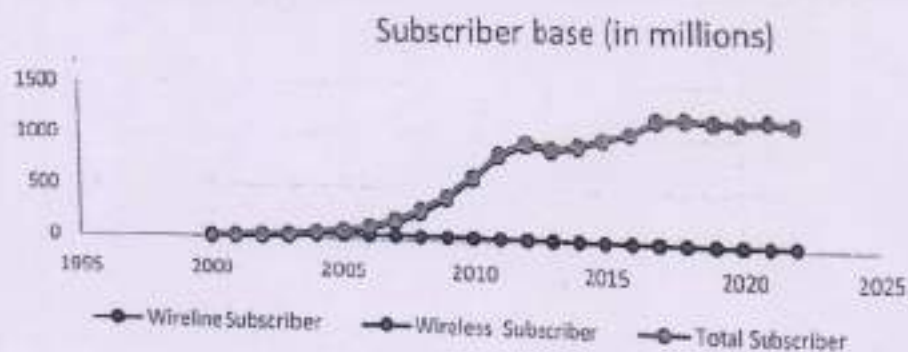
Telecom Industry consists of various segment which depicts the growth and development of India. It consists of Mainly two segments i) wireline communication ii) wireless communication. Wireless communication is fastest growing as it is easier to transfer the information and communication between two points. Due to changes in National Telecom policy in 1999 the private operators like Reliance communication, Bharati airtel, Vodafone, Idea cellular, Reliance jio and government owned BSNL/MTNL provides benefits of cellular phone to the customer with the help of government policies. Although there is increase in wireless subscribers but there is decline in the wireline subscribers can be observed.

Table 1: Growth of Subscriber base (in million) from 2000 to 2022

Sr.no	Year	Subscriber's Base (in millions)			Growth Percentage
		Wireline Subscriber	Wireless Subscriber	Total Subscriber	
1	2000	26.65	1.9	28.55	%age growth over FY 2003
2	2001	32.71	3.58	36.29	
3	2002	32.71	6.54	44.87	
4	2003	41.48	13	54.48	40
5	2004	42.84	33.69	76.53	
6	2005	41.42	56.95	98.37	29
7	2006	40.23	101.86	142.09	44
8	2007	40.77	165.09	205.87	45
9	2008	39.41	261.08	300.49	46
10	2009	37.97	391.76	429.73	43
11	2010	36.96	584.32	621.28	45
12	2011	34.73	811.6	846.33	36
13	2012	32.17	919.17	951.35	12
14	2013	30.21	867.81	898.02	-6
15	2014	28.5	904.52	933.02	4
16	2015	26.59	969.89	996.49	7.23
17	2016	25.22	1033.63	1058.86	6.57
18	2017	24.4	1170.18	1194.58	13.21
19	2018	22.81	1183.41	1206.22	1.13
20	2019	21.7	1161.81	1183.51	-1.82
21	2020	20.22	1157.75	1177.97	-0.24
22	2021	20.24	1180.96	1201.2	1.12
23	2022	26.82	1143.63	1170.45	-0.12

Source: TRAI Annual Reports from 2000- 2022, Press Releases of TRAI

Chart 1: Growth of Subscriber base (in million) from 2000 to 2022



Source: TRAI Annual Reports from 2000- 2022, Press Releases of TRAI

II. Tele-Density

Tele-density indicates the number of subscriptions per hundred people. It indicates overall penetration of telecom market in the country. As shown in the graph there is significant growth of tele-density in India both in urban and rural tele-density due to technological development. Although the overall growth in tele-density but large disparity can be observed between rural and urban tele-density.

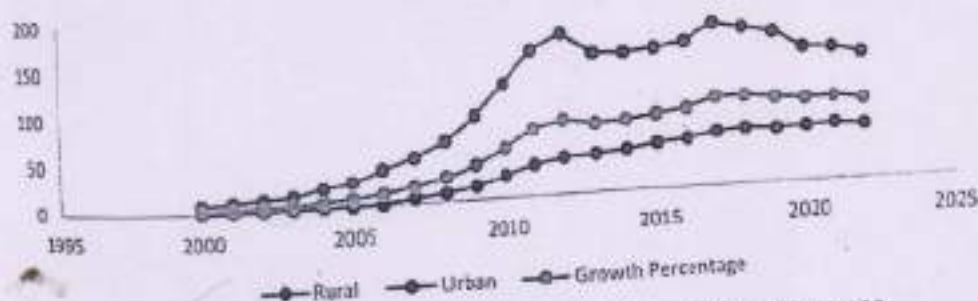
Table 2: Growth of Tele-density (%) from 2000-2022

Growth of Tele-density (%) from 2000-2022				
Sr.no	Year	Rural	Urban	Growth Percentage
1	2000	0.7	8.2	2.9
2	2001	0.9	10.04	3.6
3	2002	1.2	12.2	4.3
4	2003	1.5	14.3	5.1
5	2004	1.7	21.3	7.04
6	2005	1.74	26.2	9.08
7	2006	1.86	37.99	12.86
8	2007	5.89	48.1	18.23
9	2008	9.2	63.39	26.22
10	2009	14.8	88.66	36.98
11	2010	24.29	119.73	52.74
12	2011	33.79	153.32	70.89
13	2012	39.22	169.55	78.66
14	2013	41.02	146.96	73.32
15	2014	43.96	145.78	75.23
16	2015	48.37	148.61	79.38
17	2016	51.37	154.01	83.36
18	2017	56.91	171.8	92.98
19	2018	59.05	165.9	92.84
20	2019	57.47	159.96	90.11
21	2020	58.79	142.31	87.37
22	2021	60.27	141.03	88.17
23	2022	58.01	134.08	84.69

Source: TRAI Annual Reports from 2000- 2022, Press Releases of TRAI

Chart 2: Growth of Tele-density (%) from 2000-2022

Chart Title



Source: TRAI Press Releases and Annual Reports from 2000-2022

III. Broadband Subscribers

In 2004, government of India started broadband services. Broadband services support internet helps to access an individual-to retrieve education and new career opportunities and various

business activities. It also helps government to conduct numerous activities in rural and remote areas and to provide services in different sector like health, banking and commerce. As per the below chart, a significant growth can be observed in the broadband subscriber which includes both wireless and wireline subscribers

Table 3: Broadband Subscribers (in millions)

Sr.no	Year	Broadband Subscribers
1	2000	NA
2	2001	NA
3	2002	NA
4	2003	NA
5	2004	0.19
6	2005	0.85
7	2006	1.34
8	2007	2.33
9	2008	3.87
10	2009	6.22
11	2010	8.77
12	2011	11.89
13	2012	13.81
14	2013	15.05
15	2014	60.87
16	2015	99.2
17	2016	149.75
18	2017	276.52
19	2018	412.6
20	2019	563.31
21	2020	687.44
22	2021	778.09
23	2022	821.49

Source: TRAI Press Releases and Annual Reports from 2000-2022

Chart 3: Broadband Subscribers (in millions)

Broadband Subscribers

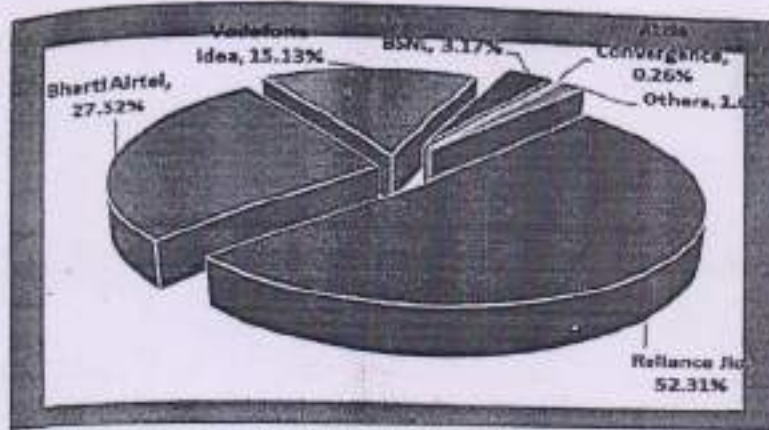


Source: TRAI Press Releases and Annual Reports from 2000-2022

IV: Service Providers

Indian telecom industry provides services in both public and private sector. The public sector has a major share in wireline market whereas private sector has a major share in wireless

market. In 2022 BSNL is the major service provider for public sector while Reliance Jio, Bharati Airtel, Vodafone Idea are the major service provider. At the end of August 2022, total 3 service providers in market which comprises about 98.39% market share to the total broadband subscribers.



Source: Press Information Bureau Press Release

Table 4: Service Providers wise Market share of Broadband Services Wired & Wireless (In million) On dated 31st August 2022

Sr. No	Service Providers	Wired	Wireless	Total subscribers	% Share
1	Reliance Jio Infocomm Ltd	6.56	419.24	425.8	52.31
2	Bharati Airtel Ltd	5.13	218.85	223.98	27.52
3	Vodafone Idea	NA	123.12	123.12	15.13
4	BSNL	3.88	21.92	25.8	3.17
5	Atria Convergence	2.13	NA	2.13	0.26
6	Hathway cable and Datacom	1.13	NA	1.13	1.61
7	Intech Online Pvt Ltd	NA	0.23	0.23	
	Total				100

Source: Press Information Bureau Press Release

V: Foreign Direct Investment (FDI)

In August 2013 FDI cap in the telecom sector has been increased from 74% to 100% and also 100% FDI had been permitted for infrastructure providers which offers dark fiber, electronic and voice mail. FDI is one of the major factors for the growth and development of socio-economic condition in India. By relaxing norms many foreign telecom players gets encouraged for investment in Indian telecom Industry. Between April 2000 to September 2022 FDI inflows in the telecom sector is at US \$ 39.02 billion. The Indian Mobile economy is growing rapidly and shows significant growth in Gross Domestic Products (GDP) of India. In 2015 telecom sector accounted for about 6.6% of India's GDP. The rise in FDI provides many opportunities in rural area where the tele-density is quite low. It enables easy market access, banking and commerce facilities, infrastructure development and upgradation of skill.

VI: Mobile Number Portability (MNP)

It is the facility provided for the user to switch from one mobile operator to another operator if the subscriber is not satisfied by the service provided by the current service provider. In this service user can retain the same number and can still port the number from one operator to another operator irrespective of the geographic area.

The service was first incorporated in Haryana on 25th Nov 2011 while in rest of India it has been implemented on 3rd July 2015. Total MNP request increased from 748.11 million to 759.92 million at the end of Oct 2022 as compared to the implementation of MNP. The highest number of requests for MNP is received in Maharashtra about 62.67 million succeeded by Uttar Pradesh East about 62.65 million in zone I (Northern and Western India). In zone II (Southern and Eastern India) maximum number of requests for MNP received in Karnataka about 56.99 million succeeded by Madhya Pradesh.

VII. Telecom Recent Trend

1. **Cyber Security:** Cyber security is a process to protect the transmitted data through wireless or wired connection. Now more transactions take place through online mode so it is the utmost priority utmost to safeguard the confidential data and assets. Recent reports indicates that there is increase in number of fraud cyber cases, so it became important to arrange a robust security structure and rigorous implementation of Cyber Security Mesh Architecture (CSMA)
2. **Cloud Computing:** Cloud computing is the availability of computer resources like data storage, database, computing power, analytics and intelligence over the internet i.e., cloud. Cloud computing is a fastest growing technology to offer flexibility of resources, cost effectiveness and economies of scale. Therefore, many benefits of migrating data to cloud computing but it need to be accepted broadly and should be implemented thoroughly. More telecom companies come forward for cloud computing.
3. **5G Network and Technology:** 5G technology is the upgradation of 4G network technology in term of speed, reliability and consistency. It has low latency which is very important for cloud gaming and virtual reality content. With 5G network technology users can take advantage of improved technology and can experience the digital transformation and the internet of things. Many telecom companies have already made remarkable investment in 5G with better infrastructure. Now many devices in market supports 5G network, so customers are keenly waiting for the rollout.
4. **Artificial Intelligence:** Artificial Intelligence (AI) and Machine Learning (ML) are the two most important and recent trends has a impact in the industry. AI is a computer science that creates intelligent machines to detect any fraudulent activity in network. It can do self-repairing, can detect network issue and also can complete a task automatically.
5. **Internet of Things (IOT):** IOT is an object which connects and exchange data from one device to other device having sensors, software and IOT objects that influence technology and infrastructure of almost all industries. It improves the standard of living, increases efficiency to earn profit and enhance the management of business. IOT helps to decrease the IT expense of government. IOT device can be controlled by a graphical user interface in mobile application or in website that can control smart devices.
6. **Digital Transformation:** Today we are in digital world where digital transformation is in a greater pace. It will be accepted by more and more industries in coming years. Telecom sector has recently made investment in 5G technology and infrastructures. This improved technology provides high speed internet, low latency which enables the digital transformation in homes and business.

VIII. Growth Opportunities for Indian Telecom Sector in future

Telecom sector in India plays a vital role for the social economic development and for the GDP growth of the country. In August 2013, government of India has increased the FDI cap from 75% to 100% which leads to rapid growth in Indian mobile economy and generation of employment in India. The increased FDI cap attract continuous flow of foreign investment in order to expand the mobile operation service. The progressive growth of Indian telecom industry can be observed from voice call services to internet data services which trends the

more growth opportunities. The rise in FDI has made government to focus on rural and far remote area for the inclusion, growth and development of telecom network. Government has decided to expand the services in low tele-density rural areas. After introduction of 5G network services technology more jobs get generated by 2025, Indian telecom industry has shown a tremendous growth in last decade which is beneficial to the millions of Indian of the country and in future also it will a key factor for magnificent growth in country.

Conclusion
It can be concluded that the telecom sector is a key contributor for economic development and social upgradation. The telecom service provider provides voice and data services both in rural in urban area for the customer across different region of the country and thereby provides the future growth of telecom industry.

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Department of Business Management

National Seminar on “Emerging Trends in Marketing”

January-24th, 2023

To,
VEMULA. RADHIKA
Assistant Professor
R.G.KEDIA COLLEGE, Chaderghat
Telangana
amuluravi80@gmail.com

Dear Sir/ Madam,

Sub: Acceptance and Invitation Letter to present paper at National Seminar “EMERGING TRENDS IN MARKETING”-Reg.

With heartiest congratulations I am pleased to inform you that based on the recommendations of the organizing committee, your research paper titled “**SOCIAL MEDIA STRATEGY FOR RURAL ARTISAN BUSINESS OWNERS**” has been accepted for publication and oral presentation at the One Day National Seminar.

Your paper will be published in the book “**CHANGING CONTOURS OF MARKETING**” bearing the **ISBN Number: 97889395944243** by Paramount Publishing House.

Herewith, the seminar organizing committee sincerely invites you to come to present your research paper through registration at One Day National seminar to be held at **KGR INSTITUTE OF TECHNOLOGY AND MANAGEMENT** on January 24th of 2023.

Yours sincerely,
Convener
(Dr. K.Sunitha Reddy)

Changing Contours of Marketing (Edited Proceedings of One Day National Seminar on Emerging Trends in Marketing (ETM - 2023))

Social Media Strategy for Rural Artisan Business Owners

Vemula Radhika

Assistant Professor, R.G.KEDIA COLLEGE, Chaderghat
Email: amuluravi80@gmail.com

Abstract

Millions of individuals in India possess the traditional skills and knowledge necessary to produce handcrafted goods. After the agricultural sector, this industry employs the most people, and it employs over six million craftsmen, the majority of whom are women and members of the socially disadvantaged groups. It extends from rural to urban areas of the nation and is quite significant to the economy. Crafts play a significant part in earning foreign exchange as well. The handcraft sector has not, however, gotten the credit they merit. Since the performance of the institutional infrastructure currently in place for the marketing of handicrafts is far from satisfactory, marketing plays a crucial role for these sectors. Due to a lack of knowledge, illiteracy, and poverty, the artisans in this industry rely heavily on middlemen for finances, raw materials, and markets for final products. These factors keep the craftsman from having accurate knowledge of market demands. Using social networking sites like Facebook, LinkedIn, WhatsApp, Twitter, and Instagram, this paper will discuss the function of internet marketing, its advantages, and the development of marketing strategies to promote rural businesses. This will help business owners market their products by introducing them to the right customers. But, there are as many challenges as there are opportunities in this area. While some customers try to educate sellers on how to use technologies such as e-wallets, the Government should help promote digital social media marketing among these entrepreneurs. This will help increase rural employment opportunities.

The case also attempts to understand the potential of the handicrafts sector in India, its success in empowering women, and the scope of social media marketing in creating a collective of empowered artisans.

Keywords: Handicrafts, Internet Marketing, Employment, Consumers, Demand, Target Market, social network etc.

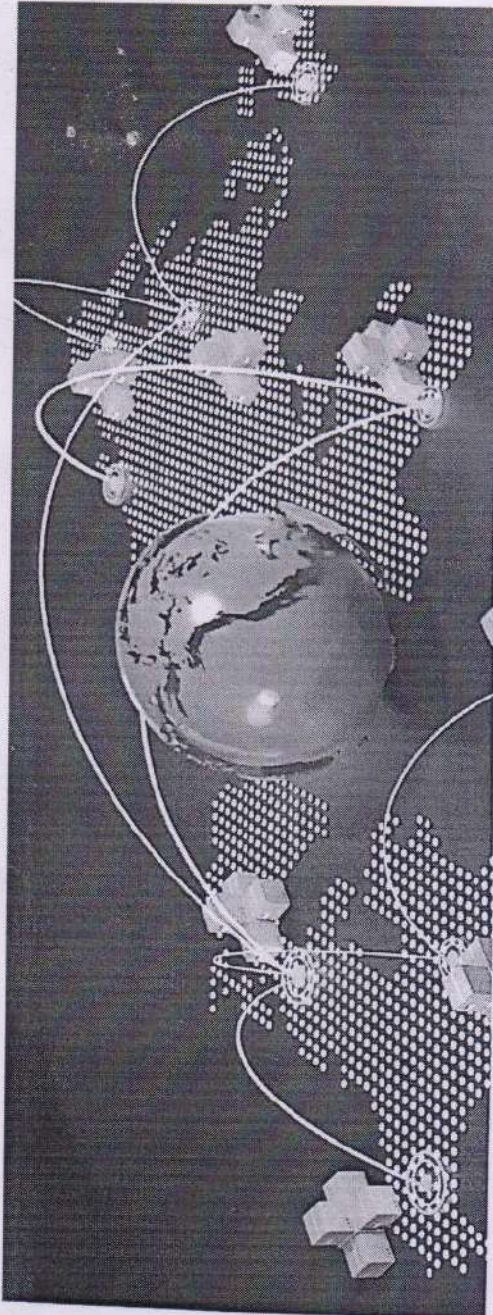
Introduction

Since the beginning of time, India has been renowned for its handcrafted goods, which have been a significant source of foreign exchange, new jobs, and economic expansion. India has a widespread handicraft industry. After the agricultural industries, it is the industry that generates the second most jobs. It is crucial to India's economy. This industry is present in almost all of the states in the union, each of which has its own culture and traditions. Products made by artisans

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STRESS MANAGEMENT AMONG IT EMPLOYEES IN HYDERABAD-A STUDY

– Dr.B. Surender*

*Assistant Professor R.G. Kedia College. Hyderabad

Abstract

Stress is the typical physiological response of the body to novel stimuli. People experience change and, therefore, stress in many different ways, including the daily grind and major life events like marriage, divorce, and the death of a loved one. Instead than striving to eliminate all stress, concentrate on effective stress management. Many people go through similar struggles, yet the particulars of those struggles vary widely from one person to the next. One common negative impact of stress is mental and physical fatigue brought on by having to constantly adapt to new demands. The appropriate amount of pressure may bring forth your best performance, but too much stress might have the opposite effect. Still, the stresses of getting to and from work, meeting deadlines, and paying the expenses may mount up and become too much to bear. Your brain has a warning system because it's concerned about your health and safety. When you're in a potentially harmful scenario, your body releases chemicals that increase your heart rate and blood pressure. The "fight-or-flight" reaction prepares the body for action in the face of danger. Once threat is no longer there, your body relaxes back to its usual state. Due to the pressures and expectations of contemporary society, some individuals may not always hear their alarms go off. It's possible that resetting and fine-tuning your alarm system via the use of stress management strategies might be beneficial. It might help you modify your thoughts and actions, which would be beneficial. Not getting it might cause your body to remain in a state of heightened alertness. Serious health problems may develop if stress is neglected for too long. Take action today to reduce your stress before it negatively impacts your health, relationships, and happiness later on in life. Learn how to deal with stress effectively right away by beginning your practise immediately. If you want to maximise efficiency in your tree care operations, you may choose from a wide variety of approaches. These diagnostic tests and pharmaceuticals are often used to facilitate regular activities. One might experience stress in a variety of ways, both physically and emotionally, and these can shift depending on the person and the circumstances. The negative impacts on mental and physical health range from sadness to fatigue, sleeplessness, and chest discomfort. The capacity to deal with stress is increasingly important to modern success and happiness. You may take care of yourself and cope with the stresses of life in a number of different ways.

Keywords: Stress Management, constant change, psychological signs, emotional and physiological response, stress-reduction strategies.

INTRODUCTION

The availability of a significant English-speaking, technically skilled workforce, competitive pricing, considerable productivity improvements, and scalability are all strong value propositions for the Indian software and services business. Several factors have aided the country's development as a prominent IT services outsourcing location. The scenario also continues to favour India. These inherent qualities and benefits offered Indian a competitive advantage in the developing ITeS-BPO industry, moving it beyond the domain of IT services. Traditional and non-traditional items are exported in order to provide a steady source of foreign exchange to a country like India. According to a research, non-traditional exports account for more than 90% of overall Indian exports. Needless to mention, non-traditional trade includes jewels and jewellery, leather, consulting services, software, and so on. Services, foreign joint ventures, engineering and capital products, and so forth. The deregulation of the Indian economy in the early 1990s had a significant effect in the expansion of the Indian IT industry. The measures of deregulation implemented by the Government of India has led to significant domestic investment and international capital inflows into this industry. High import taxes pushed IBM to depart India in 1970. Nonetheless, during the early 1990s, numerous major IT firms, including IBM, have established operations in India. Microsoft established itself as a software pioneer. The multinational corporation, which has institutions and colleagues all throughout the world, has been performing admirably. As a result, a corporation with talented people resources may prosper, persisting for decades together. TCS stands for Tata Consultancy Services (TCS), Infosys Technologies Ltd. and Wipro have made similar endeavours to internationalise their software services solutions. These organisations, which have cutting-edge infrastructure, including core competencies and brilliant young blood directly from educational institutions, can adequately train people to handle the difficulties of the global business climate. Employees are under a lot of pressure. For many professionals, it is inherent in the job, where difficult expectations and pressures are inescapable. The sheer volume of work, whether one is a business professional, social worker, academic, practitioner, or administrator, can be overwhelming at times. Everybody in our line of work understands, either through personal experience or from seeing coworkers, that stress may have catastrophic consequences. It may become a living nightmare of working faster and faster to stay in the same job, feeling unappreciated, unable to refuse any demand yet not working properly on anything.

NEED FOR THE STUDY

All industrialised nations throughout the world have acknowledged India's IT industry's export potential. India's IT and IT-enabled industries, internet enterprises, and software products are world-renowned for their quality and cost-effectiveness. Given its enormous development potential, India's information technology sector has emerged as a favourite investment region for global IT behemoths. Technology accounts for more than one-third of the country's economic growth. Financial Institutional Investors (FIIs) are ecstatic about investing a sizable amount of FDI into the industry as a result of increased profitability. Employees in the IT area, on the other hand, are multi-skilled and between the ages of 18 and 30. All of the staff are stressed for time in order to accomplish the assignment, or project

allocated to them primarily for the purpose of reaping a lucrative salary package. Needless to say, the compensation in software companies is quite competitive in comparison to other businesses in India.

STATEMENT OF THE PROBLEM

A majority of IT employees are facing heavy stress, the overwhelming of IT personnel suffer from health problems. A young employee works hard but has little time for social activities. A large stipend does not encourage young people to lead. Furthermore, family life is being crushed as most of them are required to work in the company. As previously said, information technology helps significantly to economic growth through foreign exchange and international trade, but it fails to preserve a positive organisational culture. Stress management, which has been promoted since the dawn of time, is not being appropriately channelled. The majority of IT personnel were depressed as a result of this circumstance. Furthermore, if stress management is handled appropriately, IT corporations are obligated to provide a substantial medical reimbursement. may alleviate the stress associated difficulties and make IT organisations very productive. As a result, in this environment, the study was developed to examine the causes, impact, and de-stressors in the selected IT organisations. The study's findings will assist IT organisations, HR managers, and executives in developing strategies to maintain the health of their businesses and personnel.

Objectives of the Study:

1. To Study the influencing factors has affected stress among the IT employees.
2. To analyze the extent of occupational stress experienced by IT employees.

Hypothesis of The Study:

H1: IT employees experience moderate level of occupational stress.

H2: IT employees with different age groups differ from their occupational stress.

Scope of The Study

The study focuses on the stress levels of non-management and managerial personnel working at chosen IT businesses in Hyderabad. Hyderabad has a considerable number of IT firms that are still operating. The industrial policy may entice several MNCs and indigenous firms to set up shop in Bangalore. The Telangana government is devoted to providing cutting-edge infrastructure, which has encouraged businesses to engage in a variety of economic activities. Hyderabad has the potential to become an IT powerhouse. Thousands of young people will likely be employed by the corporations who will be compelled to labour under duress. Stress management would be the formula for saving not just the younger generation, but also 's IT enterprise Hyderabad. As a result, the research focuses on employee stress. in IT organisations and stress management practises of the firm operating in Hyderabad.

RESEARCH METHODOLOGY

The descriptive research approach is used in this study to elicit data and analyse the gathered data. Primary and secondary data are used to analyse characteristics such as demographic, organizational, and other associated variables. Therefore, both studies rely on both primary and secondary data. There are three types of employees in IT companies: top level, middle level, and bottom level. These organisations work hard to drive IT firms towards improved productivity. As previously said, the researcher has selected five prominent IT organisations in Hyderabad to collect study data. The study was pilot research was done to determine the importance of the study, create data collecting equipment, and choose analytical tools for data processing. Throughout this investigation, the researcher individually interviewed 100 employees from each organisation who were chosen at random. This was done primarily to get insight into the predicament of personnel in chosen IT organisations who were subjected to excessive stress.

Data Analysis

Cadre	Name of the Companies	
	Wipro	Infosys
	Hyderabad	Hyderabad
Team Manager (Top Level)	10	10
Sr. Engineer (Middle Level)	15	15
Jr. Engineer (Bottom Level)	25	25
Total	50	50

A total of 100 workers were sampled from two different big IT firms in Hyderabad, with 50% of responses coming from each firm (Wipro, Infosys). the businesses are based in Hyderabad, and the researcher has selected fifty percent of the workforce from the Hyderabad office of Infosys and the same number from the office of Infosys in Bengaluru.

The study has included data from employees of different cadres 10% respondents are Managers, 15% respondents are Sr. Engineers and 15 respondents are Jr. Engineers 25%. The opinions expressed by the sample respondents have been presented in multi column tables to facilitate easy understanding of stress level among IT employees.

Level of Stress

Component		Levels of stress			Chi-square test	P value
		Low	Moderate	High		
Role overload	F	25	15	10	100.355	.001
	%	64.5	24.9	10.6		
Role Conflict	F	25	15	10	100.7	.001
	%	49.4	41.9	8.7		
Poor peer relations	F	25	15	10	100.0	.001
	%	71.4	17.3	11.3		
Strenuous working conditions	F	25	15	10	101.2	.001
	%	56.4	22.5	21.2		
Total occupational stress	F	25	15	10	101.732	.001
	%	64.2	33.70	2.10		

Role Overload In this component, it is found that a majority of the IT employees had moderate levels (24.9%) of stress, 15.9% of them experienced low levels of stress, and remaining 10.6% of them had high levels of stress. When chi-square test was applied to various frequencies of levels of role overload, a significant χ^2 value was observed ($\chi^2 = 100.355$; $P = .001$), further confirming that majority of the IT employees experienced moderate levels of stress. Role Conflict low level 49.4 moderate level 41.9 low level 8.7 ($\chi^2 = 100.7$; $P = .001$), Poor peer relations low level 71.4 moderate level 17.3 high level 11.3 ($\chi^2 = 100$; $P = .001$). Strenuous working conditions low level 56.4 moderate level 22.5 high level 21.2 Total occupational stress low level 64.2 moderate level 33.70 high level 2.10.

CONCLUSION:

Everything is in order and on track. IT professionals are continuously concerned about work deadlines; nevertheless, actual job demands do not cause stress; thus, employees have discovered temporary stress-relieving measures such as smoking, drinking, undereating, and physical aggression etc. These procedures will not produce a remedy, but will instead disrupt one's health and cause illness. As the researchers discovered, there are several sorts of stress, therefore knowing the stress and coping with it is the best technique. Everyone has a varied reaction to stress; a single solution will not work for everyone's situation thus; one must experiment with diverse tactics and strategies. Every employee should communicate their emotions and take charge of their surroundings; time management is the best stress-reduction strategy; and reframing One approach of preventing stress is to look at difficulties in a different light. If one cannot alter the circumstance, learn to accept it. Recession has gripped the world, particularly the IT sector, because the majority of IT firms have clientele in other countries. The great depression, which resulted in repercussions such as the demise of Lehman Brothers and Merrill Lynch, has exacerbated the level of uncertainty among IT personnel. Businesses are shrinking, which is another source of concern and stress. Most of the top IT firms are firing seasoned staff who have been with them for more than ten years.

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