

30 UNDER 30

YOUNG ENTREPRENEURS OF INDIA

Case Bank

Young Minds Paving the Way to Success



Prof. (Dr.) Ravikant Swami
Editors: Prof. (Dr.) Poorva Ranjan
Ms. Priyanshi Jain

30 Under 30 Young Entrepreneurs of India Case Bank

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Edited By:

Prof. (Dr.) Ravikant Swami

Prof. (Dr.) Poorva Ranjan

Ms. Priyanshi Jain

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PREFACE

The youth are the future of every nation and the inheritors of the country tomorrow. This statement is true in every sense. When a country has a healthy population of young people, you will find that the country is making progress in terms of overall development and progress. A country with a highly aging population and a lower population of young people has to deal with a lot of problems that can slow down its growth.

Entrepreneurship in any society is a sign of progress. IT entrepreneurship in the US has been the foundation of youth entrepreneurship and has produced stars and multi-millionaires from Bill Gates, Steve Jobs, Sergy Brin and Google's Larry Page, among many others. There are similar stories in other countries. However, the need of the day is to create many more stars and make opportunities available for every young person to dream big and try their hand at entrepreneurship.

Youth entrepreneurship has an impact on social, but also cultural and economic progress of society. Building an environment that supports creativity and provides opportunities for entrepreneurship requires the implementation of multifaceted strategies and engagement at all levels, including government, industry, political, social and educational sectors.

The book focuses on how the young entrepreneurs who are below the age of 30 are working to pave the way for a better future and progressive societies around the world.

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To the publisher, for seamless coordination.

Prof. (Dr.) Ravikant Swami

Prof. (Dr.) Poorva Ranjan

Ms. Priyanshi Jain

Table of Contents

Preface	IV
Acknowledgement	V
About the Contributors	VI - IX
Table of Contents	X - XIII

Sr. No.	Title of the Chapter	Page No.
1	TILAK MEHTA: FOUNDER OF PAPER N PARCELS Prof. (Dr.) Ravikant Swami and Anusha Jaiswal	1 – 2
2	RITESH AGGARWAL: FOUNDER OF OYO HOTELS AND HOMES Prof. (Dr.) Poorva Ranjan and Anusha Jaiswal	3 – 6
3	FARRHADACIDWALLA: FOUNDER OF THE FAMOUS WEB DEVELOPMENT FIRM CALLED CYBERNETIV DIGITAL AND ROCKSTAH MEDIA Dr. Shuchi Goel and Anusha Jaiswal	7 – 9
4	SHRAVAN AND SANJAY KUMARAN: AMAZING APP COMPANY CALLED 'GODIMENSIONS' Dr. Shalini Gautam and Anusha Jaiswal	10 – 11
5	KING SIDHARTH: ORGANIZES CONFERENCES FOR TEENAGERS BY THE NAME CREATEENS Dr. Rashmi Chawla and Anusha Jaiswal	12 – 14
6	RANVEER ARORA ALLAHBADIA: YOUTUBE CHANNEL IS BY THE NAME OF BEERBICEPS Dr. Pooja Sharma and Anusha Jaiswal	15 – 16
7	SREELAKSHMI SURESH: TINYLOGO AND EDESIGN, WHICH OFFER SERVICES ON WEB DESIGNING, SEO, AND OTHER WEB SERVICES TO VARIOUS WELL-KNOWN BRANDS Dr. Navya Jain and Anusha Jaiswal	17 – 19

8	DIVYA GANDOTRA TANDON: FOUNDER OF SCOOP BEATS PVT. LTD.	20 – 22
	Dr. Khushbu Khurana and Anusha Jaiswal	
9	TRISHNEET ARORA: TAC SECURITY SOLUTIONS	23 – 25
	Ms. Pooja Tripathi and Anusha Jaiswal	
10	AKHILENDRA SAHU: WORLD'S YOUNGEST SERIAL ENTREPRENEUR	26 – 28
	Ms. Roli Wadhwa and Anusha Jaiswal	
11	SUUMIT SHAH: FOUNDER OF DUKAAN APP	29 – 30
	Ms. Shanu Jain and Anusha Jaiswal	
12	ROHIT KASHYAP: MAYTREE SCHOOL OF ENTREPRENEURSHIP	31 – 32
	Mr. Bhupinder Singh and Anusha Jaiswal	
13	BHAVISH AGGARWAL: CO-FOUNDER OF OLA CABS AND OLA ELECTRIC	33 – 36
	Mr. Swaraj Manchanda and Anusha Jaiswal	
14	KUNAL SHAH: FOUNDER OF FREECHARGE AND CREED	37 – 39
	Ms. Priyanshi Jain and Anusha Jaiswal	
15	KAVITA SHUKLA: FOUNDER OF FRESHGLOW CO.	40 – 41
	Ms. Shirly Rex and Anusha Jaiswal	
16	HARSH AGARWAL: FOUNDER OF HARAGO	42 – 44
	Prof. (Dr.) Ravikant Swami and Diya Thapliyal	
17	ANUVRAT JAIN: FOUNDER OF LIGHTSPEED	45 – 47
	Prof. (Dr.) Poorva Ranjan and Diya Thapliyal	
18	NIYATI RAO AND SAGAR NEVE: FOUNDER OF EKAA	48 – 50
	Dr. Shuchi Goel and Diya Thapliyal	

19	MAYANK KALE, AMRIT SINGH: LOOP BUNDLES HEALTH INSURANCE COVERAGE FOR EMPLOYEES	51 – 53
	Dr. Shalini Gautam and Diya Thapliyal	
20	SIVA TEJA KAKILETI: NIRAMAI TEAM, WHICH PROVIDES SCREENING TO ENSURE EARLY DETECTION OF BREAST CANCER	54 – 56
	Dr. Rashmi Chawla and Diya Thapliyal	
21	PULKIT BALDEV: CO-FOUNDER, METALBOOK (MBOOK TECHNOLOGY PVT. LTD.)	57 – 58
	Dr. Pooja Sharma and Diya Thapliyal	
22	ARUN GEORGE, NIKHIL NP, RASHID K, VIMAL GOVIND MK: CO FOUNDERS OF GENROBOTICS	59 – 61
	Dr. Navya Jain and Diya Thapliyal	
23	KAUSHAL SHETTY: NOSTOS HOMES IS A NON-PROFIT THAT BUILDS MODULAR, LIGHTWEIGHT, AND EASILY TRANSPORTABLE SHELTERS	62 – 64
	Dr. Khushbu Khurana and Diya Thapliyal	
24	RAHUL RAI: CO-HEAD OF MARKET NEUTRAL AT BLOCKTOWER CAPITAL	65 – 66
	Ms. Pooja Tripathi and Diya Thapliyal	
25	RAJ SHAMANI: FOUNDER OF HOUSE OF X	67 – 68
	Ms. Roli Wadhwa and Diya Thapliyal	
26	NIKITA TIWARI, HARSH AGRAWAL: NEERX'S SMART SENSOR, ANALYSES SOIL HEALTH IN A COUPLE OF SECONDS TO EQUIP THE FARMER WITH REAL-TIME INFORMATION	69 – 71
	Ms. Shanu Jain & Diya Thapliyal	
27	UDIT SINGHAL: FOUNDER OF GLASS2SAND	72 – 73
	Mr. Bhupinder Singh and Diya Thapliyal	

28	AKSHAY MAKAR: FOUNDER OF CLIMATENZA SOLAR	74 – 75
	Mr. Swaraj Manchanda and Diya Thapliyal	
29	MISBAH ASHRAF: CO-FOUNDER AND CHIEF PRODUCT OFFICER, JAR	76 – 77
	Ms. Priyanshi Jain and Diya Thapliyal	
30	AASHTI MILLER: FOUNDER OF FOUNDER, MILLERINK	78 – 89
	Ms. Shirly Rex and Diya Thapliyal	
	REFERENCES	80 - 85

30 UNDER 30

YOUNG ENTREPRENEURS OF INDIA

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Entrepreneurship is the promotion of innovation by identifying opportunities and creating new ventures. The purpose of entrepreneurship is to fulfill the unsatisfied needs of society, thereby promoting sustainable growth of the economy. It has been found that entrepreneurial activities are directly related to the level of economic growth of the country.

There has been a consensus around the world that Entrepreneurship as a career option has been gaining massive attention and growth. People today are keener to start a new venture and be their own boss. This is especially true for young people who are below 30 years of age and exploring various avenues available to them.

The book discusses the journey of the top 30 entrepreneurs who are under 30 years of age and have dedicated their life to entrepreneurship. The book highlights the work, products, and journey of these young entrepreneurs which is not just amazing but inspiring too. The book is a valuable asset for budding entrepreneurs and future entrepreneurs who wish to create their own ventures.



Dr Ravikant Swami has a decorated and diverse educational background—a PhD in Management, MBA and Bachelors in Economics from prestigious universities in India, and certifications and trainings from B-schools like IIM Bangalore, IIM Calcutta and IIFT New Delhi. Dr Swami has an eclectic list of subjects at his command that credit him with the excellence of a multi-variate teaching style. He has published numerous research papers and supervised PhD thesis, dissertations at MPhil as well as MBA levels. He is the honorary director at Delhi Metropolitan Education and leads the management school with his guidance and inspiring style of teaching. He motivates a team of remarkable faculty to practise better teaching and assure better earning outcomes. His visionary attitude helps drive the institute a step closer to its mission each day.



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Advertising Gender *and* Social Media

Edited by
Dr Kiran Bala
Dr Ritika Saxena

ADVERTISING, GENDER AND SOCIAL MEDIA

Foreword

The ICAN conference is the flagship event of the DME Media School. Over the last four years, it has resulted in the publication of numerous research papers in the form of *Edited by* **Dr Kiran Bala** and **Dr Ritika Saxena** continuous partnership with other reputed organisations and resultant books.

International organisations like UNESCO, University, USA have added credibility to the event. Indian Institutions like Mahatma Jyotibha Phule National University of Journalism and Communication, Mumbai, Gujarat University, Gandhinagar, Ahmedabad University, Kolkata and U.A. Memorial University, Guwahati have also partnered with ICAN. ICAN always stands in front of education and research. Indian Institute of Mass Communication, Delhi, Centre for Study Education, Public Relations Society of India (P.S.I.) Delhi Chapter and Vigyan Prasar, Department of Science and Technology, Government of India have helped in the recognition of our annual conference as one of the most prestigious conferences of the world.

The fourth edition of the conference is supported by ICAN. This year, the participation has been exemplary and we are proud of it.

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Contents

<i>Foreword</i>	v
<i>Acknowledgement</i>	vii
<i>Preface</i>	xi

I ADVERTISING AND BRANDING

1. The Effectiveness of Story Narrative in Television Advertising with Reference to Psychographics in Viewers of Kolkata
Jyotirmay Deb 3
2. Consumer Buying Behaviour towards Apparel Brands: Advertisements and their Effects on Consumers
Yukta Prakash 29
3. Communication and Representational Trends in Condom Television Commercials: A Study of Indian Brands
Yashika Aggarwal 45

II WOMEN AND THIRD GENDER

4. The Delineation of Women in Media Coverage through Newspaper Extracts
Moumita De Das 65

5. The Role of Gender in Women Healthcare Communication:
A Study of a Primary Healthcare Center in Nagaur (Rajasthan)
Ritika Choudhary and Dr Suman Kumari 87
6. Coming Out of the Closet: Emerging Third Gender 'Hero' of the
Popular Hindi Films—Analysing New Narrative
Mihika Sengupta and Prof. (Dr) Maithili Ganjoo 99
7. An Ode to Rainbow—LGBTQ Rights
Moumita De Das and Shatakshi Ganguly 115

III SOCIAL MEDIA TOOLS

8. Social Media: The Tool for CAA+NRC Protests and
Social Justice
Aashish K. Shrivastava 135
9. A Study of Role of Social Media Influencers on Product
Consumption Pattern of College Students
Priyanshi Mehrotra 161

IV EDUCATION, HEALTH AND POLITICS

10. Mahatma Gandhi's Contribution in Changing the
Political History of India
Dr Zakia Tasmin Rahman 173
11. Board Examinations and the Concept of Pariksha Pe Charcha:
A Study
Dr Krishna Pandey 199
- List of Contributors* 209
- Index* 212



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Agro-Entrepreneurship Startup in India

Case Bank

Envisioning Innovative Future for Indian Agriculture



Editors: Prof. (Dr.) Ravikant Swami
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**Ravikant Swami
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Khushbu Khurana**

Table of Contents

Preface	IV
Acknowledgement	V
About the Contributors	VI - IX
Table of Contents	X - XII

Sr. No.	Title of the Chapter	Page No.
1	S FARMS INDIA: AN ONLINE WEB APPLICATION FOR FARMERS Prof. (Dr.) Ravi Kant Swami and Deepali Sharma	1 – 4
2	KHETIGAADI: THE WORLD’S FIRST PLATFORM WHERE ONE CAN BUY, SELL, RENT, COMPARE, AND REVIEW TRACTORS AND FARM MACHINERY Prof. (Dr.) Poorva Ranjan and Deepali Sharma	5 – 8
3	FARM 2 FARM: GROWS MICROGREENS FREE FROM PESTICIDES, HERBICIDES, AND CHEMICALS Dr. Shuchi Goel and Deepali Shama	9 – 12
4	CRO FARM: THE PLATFORM HAS OVER 10,000 FARMERS ON ITS NETWORK Dr. Shalini Gautam and Deepali Sharma	13 – 16
5	BOMBAY HEMP COMPANY: RESEARCH AND PROMOTE INDUSTRIAL HEMP Dr. Rashmi Chawla and Deepali Sharma	17 – 20
6	AARAV UNMANNED SYSTEMS: DRONE STARTUP THAT MANUFACTURES UNMANNED AERIAL VEHICLES Dr. Pooja Sharma and Deepali Sharma	21 – 24
7	AIBONO: FARMING- RELATED INTELLIGENCE, TECHNOLOGY, EXPERTISE, AND GADGETS TO FARMERS Dr. Navya Jain and Deepali Sharma	25 – 28
8	AGRICXLAB: ASSESS THE QUALITY OF AGRI-PRODUCE THROUGH ITS MOBILE APP Dr. Khushbu Khurana and Deepali Sharma	29 – 33

9	CROPIN: BUSINESS INTELLIGENCE ACROSS RURAL INDIA	34 – 36
	Ms. Pooja Tripathi and Deepali Sharma	
10	FASAL: AI-POWERED PLATFORM FOR THE AGRICULTURAL ECOSYSTEM	37 – 41
	Ms. Roli Wadhwa and Deepali Sharma	
11	GOLD FARM: MOBILE APP TO PROVIDE AGRICULTURE FARM EQUIPMENT'S THROUGH BOOKING FROM AGENTS	42 – 45
	Ms. Shanu Jain and Deepali Sharma	
12	NINJA CART: AGRICULTURE SUPPLY CHAIN COMPANY	46 – 49
	Mr. Bhupinder Singh and Deepali Sharma	
13	WAY COOL: FOOD DISTRIBUTION COMPANY THAT HAS NETWORK OF 35,000 FARMERS	50 – 54
	Mr. Swaraj Manchanda and Deepali Sharma	
14	INTELLO LABS: QUALITY ASSESSMENT OF FOOD COMMODITIES USING COMPUTER VISION AND AI	55 – 58
	Ms. Priyanshi Jain and Deepali Sharma	
15	AGROWAVE: AGRI TECH COMPANY THAT AIMS AT HELPING FARMERS	59 – 61
	Ms. Shirly Rex and Deepali Sharma	
16	BHARATAGRI: PERSONALIZED SERVICE FOR FARMERS	62 – 65
	Prof. Dr. Ravikant Swami and Lavanya Bhardwaj	
17	BIGHAAT: AGRI INPUT AND DIGITAL MARKETPLACE FOR FARMERS	66 – 69
	Prof. Dr. Poorva Ranjan and Lavanya Bhardwaj	
18	BIJAK: AGRI COMMODITIES EXCHANGE PLATFORM	70 – 73
	Dr. Shuchi Goel and Lavanya Bhardwaj	
19	CLOVER VENTURES: FARM NETWORKS IN KARNATAKA, TELANGANA, AND ANDHRA PRADESH	74 – 77
	Dr. Shalini Gautam and Lavanya Bhardwaj	

20	ERGOS: FACILITATES STORAGE FOR FOOD GRAINS AND PROVIDES DIGITIZED SOLUTIONS	78 – 81
	Dr. Rashmi Chawla and Lavanya Bhardwaj	
21	FRESHOKARTZ: ECOMMERCE MARKETPLACE FOR FARM-FRESH PRODUCE	82 – 84
	Dr. Pooja Sharma and Lavanya Bhardwaj	
22	DEHAAT: GOING THE WHOLE STACK	85 – 88
	Dr. Navya Jain and Lavanya Bhardwaj	
23	OTIPY: PLATFORM HELPING FARMERS DELIVER FRESH PRODUCE TO CONSUMERS	89 – 92
	Ms. Shirly Rex and Lavanya Bhardwaj	
24	APNA GODAM: POST-HARVEST SOLUTION COMPANY	93 – 96
	Ms. Pooja Tripathi and Lavanya Bhardwaj	
25	RESHAMANDI: SPINNING THE YARN	97 – 99
	Ms. Roli Wadhwa and Lavanya Bhardwaj	
26	VEGROW: A FRUITFUL PROPOSITION	100 – 102
	Ms. Shanu Jain and Lavanya Bhardwaj	
27	FYLLO: PRECISION AGRICULTURE SOLUTIONS FOR FARMERS	103 – 105
	Mr. Bhupinder Singh and Lavanya Bhardwaj	
28	ABSOLUTE: PRECISION TECHNOLOGY	106 – 109
	Mr. Swaraj Manchanda and Lavanya Bhardwaj	
29	MERAKISAN: ONLINE MARKETPLACE FOR A WIDE RANGE OF FRESHLY PRODUCED FARM PRODUCTS	110 – 112
	Ms. Priyanshi Jain and Lavanya Bhardwaj	
30	AGROSTAR: DIRECT TO FARMERS	113 – 115
	Dr. Khushbu Khurana and Ms. Lavanya Bhardwaj	
	REFERENCES	116 - 118

Agro-Entrepreneurship Startup in India

Case Bank

Agriculture is one of the most integral sectors which contribute almost 20% of the national GDP. Creation of the sustainable livelihood, especially in the times of pandemic has posed a major challenge for the rural economy. Entrepreneurial opportunities especially in and around the agriculture sector creates sustainable livelihood also ensuring employment opportunities for the local people.

The book honors the entrepreneurs who are working in the agriculture sector discussing the opportunities identified by them, challenges faced by them and their journey in the creation of their venture. The book will serve as a guide to the entrepreneurs working in the agriculture domain or wishes to be a part of the same. Involvement of the youth in contributing towards the agriculture domain is integral for the economic growth of the country.



Dr Ravikant Swami has a decorated and diverse educational background - a PhD in Management, MBA and Bachelors in Economics from prestigious universities in India, and certifications and trainings from B-schools like IIM Bangalore, IIM Calcutta and IIFT New Delhi. Dr Swami has an eclectic list of subjects at his command that credit him with the excellence of a multi-variate teaching style. He has published numerous research papers and supervised PhD thesis, dissertations at MPhil as well as MBA levels. He is the honorary director at Delhi Metropolitan Education and leads the management school with his guidance and inspiring style of teaching. He motivates a team of remarkable faculty to practise better teaching and assure better earning outcomes. His visionary attitude helps drive the institute a step closer to its mission each day.



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DME, NOIDA

1. What's on My Plate? A Study to Choose the Perspective of Over-Criminalization.....	1
Atankha Marwah	
Publisher: Thomson Reuters, Legal	
2. Child Labour (Prohibition and Restriction) Amendment Act, 2016: A Study.....	16
Sakshi Agarwal	
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3. The Right to Freedom of Religion in the Contemporary Indian Judicial Landscape: Tracing the Developments and the Essential Practice Doctrine.....	28
Aradhana Datta	
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6. National Sovereignty in the Age of Globalization.....	87
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7. Problematic of.....	87
Mansi Ramesh	



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CONTENTS

Table of Cases.....	vii
Notes on Contributors.....	xi
Acknowledgements.....	xiii
1. What's on My Plate? A Study of Right to Choose Food from the Perspective of Over-Criminalization.....	1
<i>Akanksha Marwah</i>	
2. Child Labour (Prohibition and Regulation) Amendment Act, 2016: A Study.....	16
<i>Sakshi Agarwal</i>	
3. The Right to Freedom of Religion in Contemporary Indian Judicial Landscape: Tracing the Developments around the 'Essential Religious Practice' Doctrine	32
<i>Swaril Dania</i>	
4. Social Exclusion of Muslim Minorities: A Case against the Citizenship Amendment Bill of 2019.....	46
<i>Bedapriya Lahiri</i>	
5. Analysing the Right to Be Forgotten in Context of Privacy Rights	59
<i>Aditya Verma</i>	
6. National Sovereignty in the Age of Global Village.....	78
<i>Raveena Sarao</i>	
7. Problematic of Silence and Memories: The Case of Kunan–Poshpora Mass Rapes	87
<i>Shabeeh Rahat</i>	

8. Rights of the Internally Displaced Persons and Their Recognition in International as Well as Domestic Laws 94
Shambhavi Mishra

9. A Child’s Constitutional Right to Healthy Attachments via Family Relations: With Focus on the Mental Health of Children of Incarcerated Parents 111
Shreya Mahajan and Ayushi Sharma

10. Legal and Institutional Framework Relating to Disaster Management in India 121
Souma Brahma Sarkar

11. The Recent Judicial Trend in Dowry Death Cases 134
Gunjan Agrahari

References 141

Index 145

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3. The Right to Freedom of Religion in Contemporary Indian Judicial Landscape: Tracing the Developments around the Essential Religious Practice Doctrine

Swaraj Datta

4. Social Exclusion of Muslim Minorities: A Case against the Citizenship Amendment Bill of 2019

Bedartha Jitendra

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Research is the backbone of the academia and intelligentsia of any nation. In the field of law, which is so homogeneously entwined with other disciplines, research becomes an important tool to gather all the areas within the umbrella of critical legal analysis. The decades of 2000–2020 have been undoubtedly eventful. The world has experienced more than ten years of globalization and more than ten years of anthropocentric environmental consciousness. More than ten years have passed since the Human Rights regime shifted its focus from mathematical universalism to diverse individuals and their culturally diverse rights. The time, therefore, is ripe to indulge in critical thinking about India's legal environment and study how these global changes have affected it in the past decades. With this vision in mind, the Delhi Metropolitan Education has attempted to bring together in *An Appraisal of the Contemporary Indian Legal Landscape*, a collection of essays which covers all interdisciplinary aspects of India's municipal laws and examines them with the global perspective gained following the turn of the millennium.

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Artificial Intelligence and Digital World

Edited by
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Mudita Raj



ARTIFICIAL INTELLIGENCE AND DIGITAL WORLD

Foreword

Edited by

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Contents

<i>Foreword</i>	v
<i>Acknowledgement</i>	vii
<i>Preface</i>	xi

I AI AND AR IN NEWS AND ADVERTISING

1. Artificial Intelligence: The Future of Journalism <i>Dr Niky Kumari</i>	3
2. Relevance of Augmented Reality in Animation and News <i>Abbin Joseph Thomas and Dr S. Rajesh Kumar</i>	12
3. Exploring Role of AI in Intelligent Advertising <i>Dr Manasvi Maheshwari</i>	20

II ARTIFICIAL INTELLIGENCE AND EDUCATION

4. Development of Media Education in the Rise of Artificial Intelligence (AI): Proposing Components of Coursework <i>Jenitta Sabu and Sanchita Chakraborty</i>	29
---	----

(xvi)

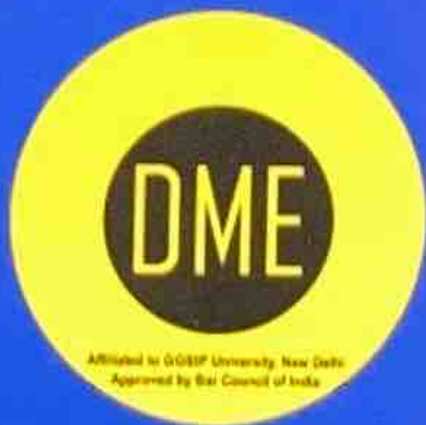
5. Role of Artificial Intelligence during the Covid-19 in
Textile and Apparel Industry
*Sapna Singh, Sushma Mishra, Yashasvi Rajawat
and Rasika Kaushal* 50

**III
ONLINE EVENTS
AND
DIGITAL STREAMING**

6. Online Events—Redefining Events Industry
Lakshita Kandpal 63
7. Studying the Perspective of Football Viewers with
Regard to Digital Streaming of Popular Football Tournaments:
A Survey-Based Study
Kausik Das 87

**IV
DIGITAL WAVE
AND
DIVIDE**

8. Open Web and the Future of Short Video Publishing
in TikTok Times
Soumitra Bose 105
9. Digital Device V/s. Digital Divide
Vijay Sharma 116
10. Governance of the Neo-Public Sphere:
Need and Implications of the New IT Rules for Social Media
Tarun Joshi 126
11. Parental Mediation of Smartphone Usage amongst
Teenagers of Bangalores
Patricia Michelle Mathias and Dr Amit Chawla 143
- List of Contributors* 161
- Index* 164



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अनुक्रम

अग्रलेख	v
आभार	vii
भूमिका	ix

भाग-1

पेड न्यूज, कानून और नैतिकता

1. पेड न्यूज और लोकतंत्र की चुनौतियां गीता यादव	1
2. पेड न्यूज के संदर्भ में भारतीय मीडिया का अध्ययन रीटा शर्मा	13
3. मीडिया में नैतिकता रमा सोलंकी	31
4. मानहानि समाचार-भारतीय कानून के विशेष संदर्भ के साथ निशा	37
5. भारतीय मीडिया: एक्टिविज्म से पेपराजी तक डॉ. रचना शर्मा	46
6. स्टिंग ऑपरेशन व फोन टैपिंग के कानूनी व नैतिक आयामों का एक अध्ययन चारु चंद्र पाठक	56
7. न्यायिक व्याख्याओं के आधार पर निजता के अधिकार की संवैधानिक स्थिति डॉ. अम्बरीष सक्सेना एवं डॉ. सुस्मिता बाला	66

भाग-2

वेब मीडिया और सोशल मीडिया

8. युवा सोशल मीडिया यूजर्स की सामाजिक बदलाव में भूमिका
सुमित कुमार पांडे 85
9. वेब मीडिया में अध्यात्म का बढ़ता स्पेस: समीक्षात्मक अध्ययन
डॉ. सुखनंदन सिंह 99
10. युवाओं का सोशल मीडिया में बढ़ता रुझान: एक अध्ययन
राहुल जोशी 107
11. धार्मिक पत्रकारिता के संदर्भ में समाचारपत्रों का
प्रबन्धनात्मक अध्ययन 114
आशुतोष कुमार दूबे
12. फेक न्यूज और सामाजिक प्रभाव 121
सुमन
13. डिजिटल दुनिया में फर्जी खबरों का बढ़ता दायरा 128
कमल पंत

भाग-3

मीडिया रिपोर्टिंग और मीडिया ट्रायल

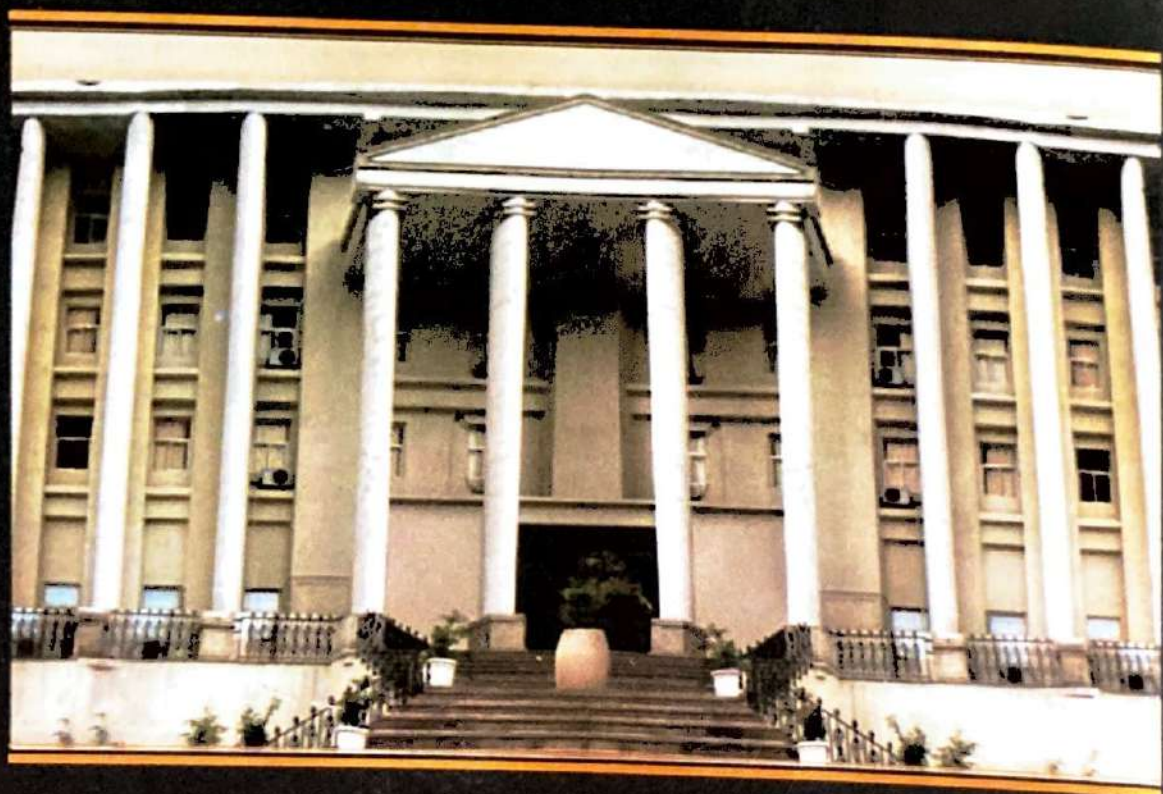
14. मीडिया ट्रायल: एक विश्लेषण 135
डॉ. गजेन्द्र प्रताप सिंह
15. खोजी पत्रकारिता आधारित समाचार-हाल के वर्षों में
बदला स्वरूप और चुनौतियां 143
कंचन रस्तोगी
16. खोजी पत्रकारिता: समाचार प्राप्ति की एक महत्वपूर्ण विधा 151
डॉ. विनोद कुमार पांडेय
17. टीवी समाचारों में रिक्रिएशन: जरूरत और जोखिम 158
विजय शर्मा
18. पाक उर्दू समाचारपत्रों का अंतर्वस्तु विश्लेषण 170
एस.बी. खान

19. गुजरात विधानसभा चुनाव 2017 के संदर्भ में चार राष्ट्रीय समाचारपत्रों का विषयवस्तु विश्लेषण 183
आदित्य ओझा एवं डॉ. राजेश अग्रवाल
20. छत्तीसगढ़ की ग्रामीण पत्रकारिता: संघर्ष और संवेदनशीलता 200
डॉ. सर्वेश दत्त त्रिपाठी
21. मीडिया रिपोर्टिंग: नया दौर, नई चुनौतियां, नए खतरे 212
डॉ. कपिल शर्मा एवं हेमंत कौशिक

भाग-4

मीडिया, समाज और हिन्दी सिनेमा

22. जेलें, मीडिया और समाज 221
डॉ. वर्तिका नन्दा
23. सिनेमा और समाज में अंतरसम्बन्ध: हिन्दी सिनेमा के विशेष संदर्भ में 231
संध्या कर
24. हिन्दी सिनेमा में गाँव 241
राहुल कुमार
- लेखक परिचय 253



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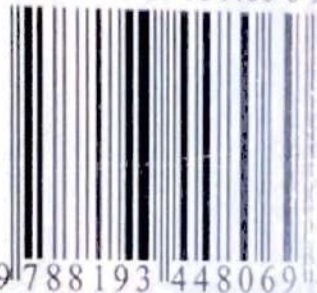
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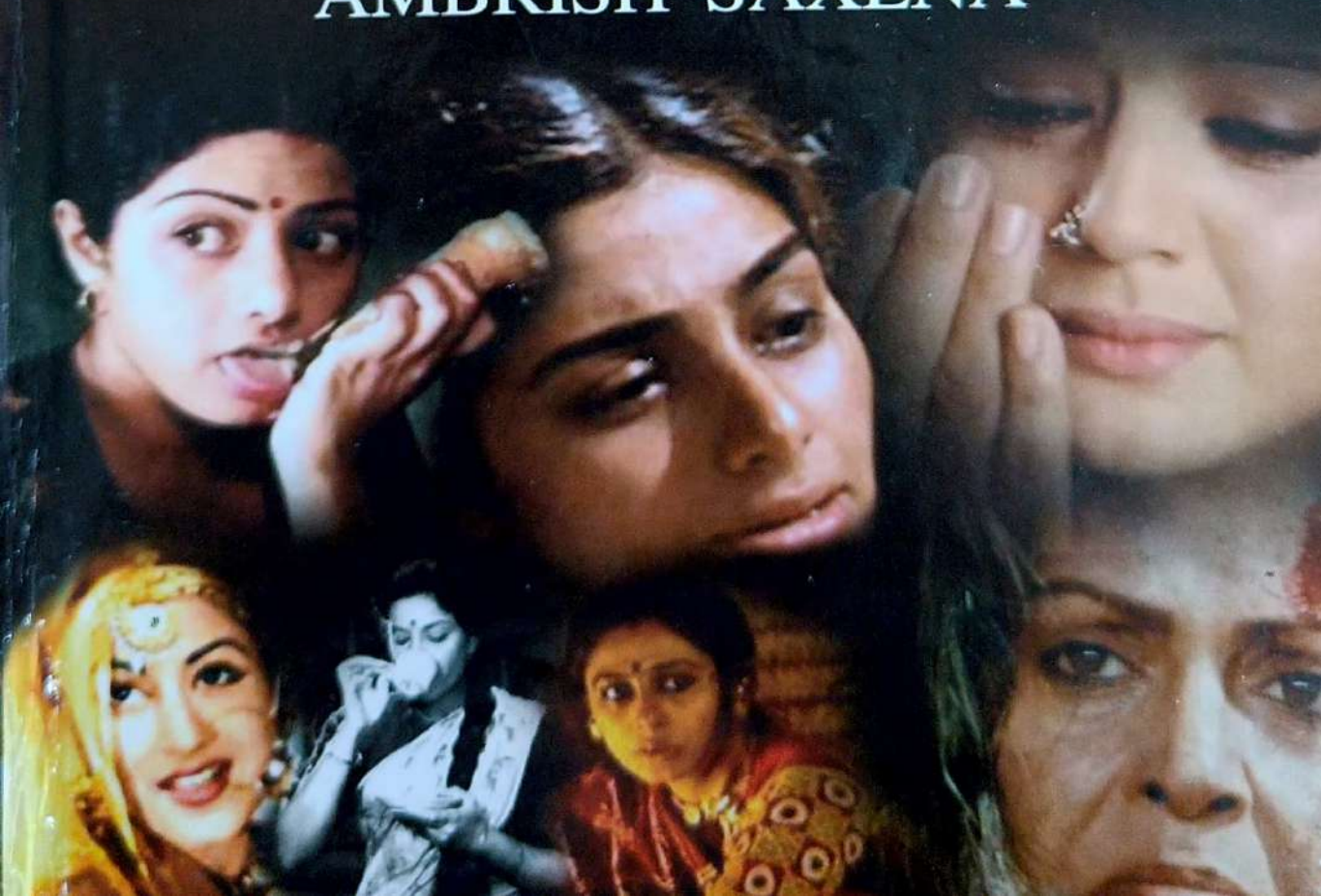
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Contents

<i>Foreword</i>	<i>v</i>
<i>Acknowledgement</i>	<i>vii</i>
<i>Preface</i>	<i>xi</i>

PART 1

Women Centric Films in Bollywood

1. Women-centric Films of Bollywood <i>Archana Chawla</i>	1
2. 2017-Year of Heroine: Women-centric Films of Bollywood <i>Aadil Yousf Bhat</i>	14
3. Women-centric Films in Bollywood <i>Divya Luther and Nikhil Grewal</i>	22
4. Women Portrayal in Bollywood during 19th and 21st Century <i>Ritika Puri</i>	28
5. Has Hindi Cinema Come of Age? Representation of Women Centric Issues in Contemporary Times <i>Bharti Chibber</i>	41

PART 2

Sex and Sexuality in Bollywood

6. Women Even in the Present Day Labelled “The Weaker Sex” in Bollywood <i>Aditi Panda</i>	54
--	----

7. Treatment of Sex and Sexuality in Deepa Mehta's *Fire* 69
Sudarshana Bishnoi and Dr. Sonu Shiva
8. Representation of Female Sexuality in Hindi Cinema:
A Study on Selective Hindi Movies 80
Navpreet Kaur
9. Role of Bollywood in Normalizing Stalking of Women 95
Richa Kashyap
10. Portrayal of Homosexuality in Bollywood, Beyond its
Stereotype and What has Changed in Last 20 Years:
Case Study of *Fire* (1996) and *Aligarh* (2016) 104
Deepa Zutshi
11. Cohabitation and Entertainment Medium 118
A.R. Vimal Raj

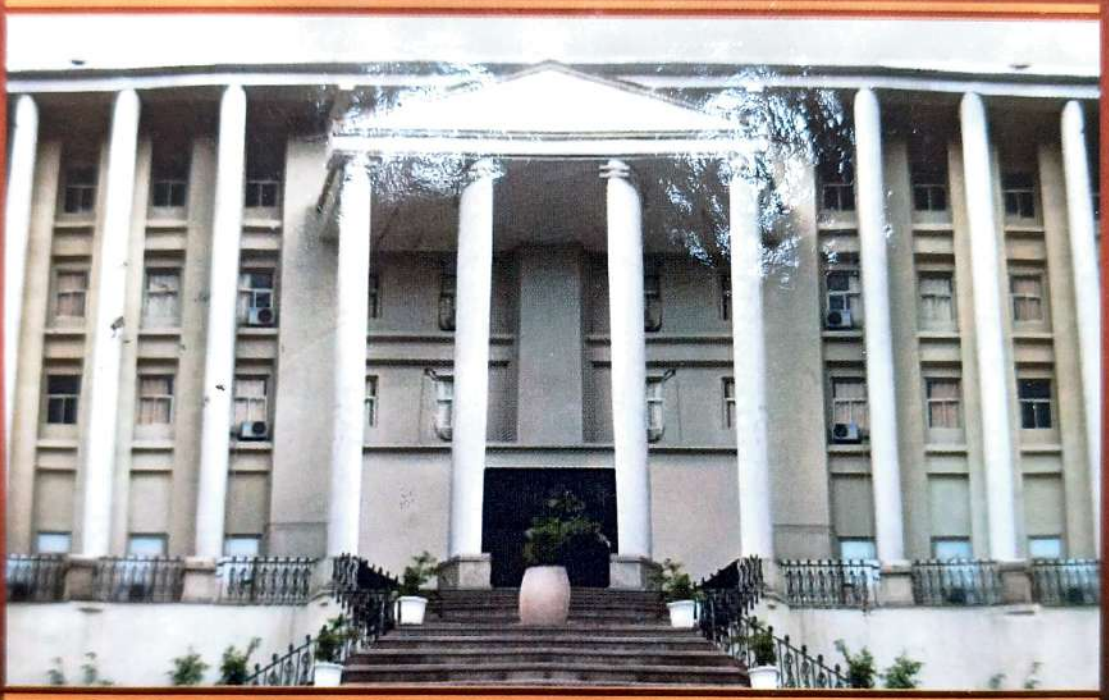
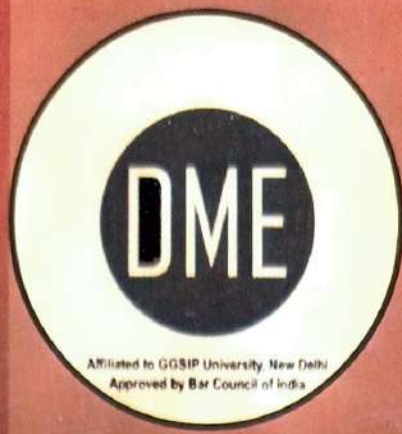
PART 3

Feminism and Liberation in Bollywood

12. Liberated Women of Bollywood: An Analysis of
'Coming of Age' Women-centric Films 125
Trinanjana Das
13. In the Cinema/City:
The Spatial Politics in the Parisian *Queen* 137
Parichay Patra
14. Bollywood and Social Transformation:
A Thematic Analysis of *Padman* 143
Malvika Singh
15. Hybrid Generic Movies Breaking Stereotypes:
Special Focus to *PK*, *Toilet Ek Prem Katha* and *Padman* 153
Vishal Kumar

PART 4**Social Equations in Bollywood**

- | | | |
|-----|---|-----|
| 16. | Bollywood and Social Transformation:
Impact Study of Top Five Rated Bollywood Movies
with Social Theme
<i>Navneet Sharma</i> | 161 |
| 17. | Role of Father in Hindi Cinema: Exploring Power
Relations in Indian Society through Cinematic
Lens of Bollywood
<i>Dr. Manasvini M. Yogi</i> | 174 |
| 18. | Impact of Action Bollywood Cinema on Children:
A Study amongst School Going Children in North Delhi
<i>Sumantra Sarathi Das</i> | 184 |
| 19. | Representation of Muslim Women in Bollywood:
A Study on Changing Construct and Characterization
of Female Protagonists
<i>Sonam Sultana Shah and Dr. Pooja Basnett</i> | 191 |
| 20. | Study of Dalit Representation, Ideological Construction
and a Confrontational Identity in Indian Films
<i>Dr. M. Srihari and A. Mushab</i> | 208 |
| | <i>List of Contributors</i> | 219 |
| | <i>Index</i> | 224 |



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Table of Contents

Preface	IV
Acknowledgement	V
About the contributors	VI-IX
Table of contents	X-XII

Sr.No.		Page No.
1	Introduction: Importance of the subject - Business Laws Prof. (Dr.) Ravi Kant Swami	1-10
2	Contract: Meaning, characteristics and kinds Prof. (Dr.) Poorva Ranjan	11-20
3	Essentials of a Valid Contract Dr. Navya Jain	21-30
4	Types of Contracts : Valid, Voidable and Void Agreements Dr Shalini Gautam	31-40
5	Performance and Discharge of Contract Dr Rashmi Chawla	41-50
6	Special Contracts - Guarantee, Indemnity, Bailment, Pledge and Agency Dr Pooja Sharma	51-60
7	The Sales of Goods Act Dr Navya Jain	61-70
8	Sale of Goods Act 1930 Dr Khushbu Khurana	71-80
9	Contract of Sale Ms Pooja Tripathi	81-90
10	Meaning and Difference between sale and Agreement to Sell Ms Roli Wadhwa	91-100
11	Hire Purchase Agreement Ms Shanu Jain	101-110
12	Conditions and Warranties Mr Bhupender Singh	111-120
13	Caveat Emptor Mr Swaraj Manchanda	121-130
14	Performance of contract of sale Ms. Priyanshi Jain	131-140
15	Unpaid Seller - Meaning and Rights Ms Shirly Rex	141-150
16	Buyers Remedies against Seller Prof. (Dr.) Ravi Kant Swami	151-160
17	Companies Act 2013 with amendments Prof. (Dr.) Poorva Ranjan	161-170
18	Essential Characteristics of a Company Ms. Priyanshi Jain	171-180
19	Types of Companies	181-190

	Dr Shalini Gautam	
20	MOA and AOA	191-200
	Dr Rashmi Chawla	
21	Prospectus	201-210
	Dr Pooja Sharma	
22	Shares - Kinds, Allotment and Transfer	211-220
	Dr Navya Jain	
23	Debentures	221-230
	Ms Shirly Rex	
24	Directors	231-240
	Ms Pooja Tripathi	
25	Essentials of a Valid Meeting	241-250
	Ms Roli Wadhwa	
26	Kinds of meeting	251-260
	Ms Shanu Jain	
27	Winding up of Companies	261-270
	Mr Bhupender Singh	
28	Prevention Of Oppression And Mismanagement Of A Company	271-280
	Mr Swaraj Manchanda	
29	Meaning of Negotiable Instruments	281- 290
	Ms Priyanshi Jain	
30	Characteristics of Negotiable Instruments	291- 300
	Dr Khushbu Khurana	
31	Bills of Exchange, Promissory Notes, Cheque	301-310
	Ms Roli Wadhwa	
32	Crossing of Cheques	311-320
	Mr Swaraj Manchanda	
33	Types of Endorsements	321-330
	Ms Shirly Rex	
34	Holder and Holder in Due course	331-340
	Ms Shanu Jain	
35	Dishonour of Instruments	341-350
	Dr Navya Jain	



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Table of Contents

Preface	IV
Acknowledgement	V
About the contributors	VI-IX
Table of contents	X-XII

Sr.No.		Page No.
1.	Formulation Phase – Vision, Mission, Environmental Scanning, Objectives and Strategy	1-10
	Prof. (Dr.) Ravi Kant Swami	
2.	Implementation Phase – Strategic Activities, Evaluation and Control	11-20
	Prof. (Dr.) Poorva Ranjan	
3.	Needs, Characteristics and categorisation of Environmental factor	21-30
	Dr. Navya Jain	
4.	Approaches to the Environmental Scanning Process	31-40
	Dr Shalini Gautam	
5.	ETOP - Diagnostic tool	41-50
	Dr Rashmi Chawla	
6.	Strengths and Weakness	51-60
	Dr Pooja Sharma	
7.	Resource Audit	61-70
	Dr Navya Jain	
8.	Strategic Advantage Analysis	71-80
	Dr Khushbu Khurana	
9.	Value-Chain Approach to Internal Analysis	81-90
	Ms Pooja Tripathi	
10.	Functional Area Profile	91-100
	Ms Roli Wadhwa	
11.	Resource Deployment Matrix	101-110
	Ms Shanu Jain	
12.	Strategic Advantage Profile	111-120
	Mr Bhupender Singh	
13.	SWOT analysis.	121-130

	Mr Swaraj Manchanda	
14.	Approaches to Strategy Formulation	131-140
	Ms. Priyanshi Jain	
15.	Strategy Options	141-150
	Ms Shirly Rex	
16.	BCG Model	151-160
	Prof. (Dr.) Ravi Kant Swami	
17.	Stop Light Strategy Model	161-170
	Prof. (Dr.) Poorva Ranjan	
18.	Directional Policy Matrix	171-180
	Dr Khushbu Khurana	
19.	Product/Market Evolution – PIMS Model	181-190
	Dr Shalini Gautam	
20.	Major Issues involved in the Implementation of Strategy	191-200
	Dr Rashmi Chawla	
21.	Concept and Nature of Strategy Implementation	201-210
	Dr Pooja Sharma	
22.	Barriers to Strategy Implementation	211-220
	Dr Navya Jain	
23.	Process of Strategy Implementation	221-230
	Ms Shirly Rex	
24.	Resource Mobilization and Allocation	231-240
	Ms Pooja Tripathi	
25.	Importance of Resource allocation	241-250
	Ms Roli Wadhwa	
26.	Approaches to resource allocation	251-260
	Ms Shanu Jain	
27.	Strategic Budgeting	261-270
	Mr Bhupender Singh	
28.	Factors influencing resource allocation	271-280
	Mr Swaraj Manchanda	

29. Problems in Resource Allocation	281-290
Ms Priyanshi Jain	
30. Interrelation between Strategy and Structure	291-300
Dr Khushbu Khurana	
31. Matching Structure with Strategy	301-310
Ms Roli Wadhwa	
32. Role of Leadership in Strategy Implementation	311-320
Mr Swaraj Manchanda	
33. Matching Leadership Style and Strategy	321-330
Ms Shirly Rex	
34. Developing Strategic Leaders	331-340
Ms Shanu Jain	
35. Dealin with Strategic Issues	341-350
Dr Navya Jain	



BUSINESS POLICY AND STRATEGY

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— BBA 211 —

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Table Of Contents

Preface	IV
Acknowledgement	V
About the contributors	VI-IX
Table of contents	X-XII

S/N	Chapter Title	Page No.
1	Business Research- Meaning and Objectives Prof. (Dr.) Ravi Kant Swami	1-10
2	Scope of Business Research Prof. (Dr.) Poorva Ranjan	11-20
3	Purpose of Research- Exploration, Description and Explanation Ms. Pooja Tripathi	21-30
4	Unit of Analysis-Individual, Organization, Groups, and Data Series Dr. Shalini Gautam	31-40
5	Conception, Construct, Attributes- Concept Dr. Rashmi Chawla	41-50
6	Variables and Hypotheses- Types and Computation Dr. Pooja Sharma	51-60
7	Research Process-An Overview Dr. Navya Jain	61-70
8	Problem Identification and Definition Dr. Khushbu Khurana	71-80
9	Selection of Basic Research Methods- Field Study, Laboratory Study Ms. Roli Wadhwa	81-90
10	Survey Method and Observational Method Ms. Shanu Jain	91-100
11	Existing Data Based Research and Longitudinal Studies, Panel Studies Mr. Bhupender Singh	101-110
12	Questionnaire- Meaning, types and Design Mr. Swaraj Manchanda	111-120
13	Measurement, Sampling & Hypothesis Testing-Brief overview Ms. Priyanshi Jain	121-130
14	Designing and writing Items Ms. Shirly Rex	131-140
15	Uni-dimensional and Multidimensional scales Prof. (Dr.) Ravi Kant Swami	141-150
16	Measurement Scales: Nominal, Ordinal, Interval, Ratio Prof. (Dr.) Poorva Ranjan	151-160
17	Ratings and Ranking Scale Ms. Pooja Tripathi	161-170

18	Thurston, Likert and Semantic Differential scaling Dr. Shalini Gautam	171-180
19	Basics of Paired Comparison Dr. Rashmi Chawla	181-190
20	Reliability and Validity Scale- Meaning and Relevance Dr. Pooja Sharma	191-200
21	Sampling- Steps, Types, Sample Size Decision Dr. Navya Jain	201-210
22	Secondary Data Sources- Examples and Types Dr. Khushbu Khurana	211-220
23	Hypothesis Testing-Tests concerning means and proportions Ms. Roli Wadhwa	221-230
24	ANOVA- Relevance and application in business research Ms. Shanu Jain	231-240
25	Chi-square test and other non-parametric tests Mr. Bhupender Singh	241-250
26	Report Preparation: Meaning, types and layout of research report Mr. Swaraj Manchanda	251-260
27	Steps in report writing Ms. Priyanshi Jain	261-270
28	Citations- Brief Explanation and its importance in research Ms. Shirly Rex	271-280
29	Bibliography and Annexure in report Prof. (Dr.) Ravi Kant Swami	281-290
30	JEL Classification Prof. (Dr.) Poorva Ranjan	291-300
31	Computerized Data Analysis: An overview Ms. Pooja Tripathi	301-310
32	Features and role of Computerized Data Analysis Dr. Shalini Gautam	311-320
33	Basic Concepts of Advanced Excel Dr. Rashmi Chawla	321-330
34	Overview of SPSS Dr. Pooja Sharma	331-340
35	Practical application of SPSS in research Dr. Navya Jain	341-350



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Contents

<i>Foreword</i>	v
<i>Acknowledgements</i>	vii
<i>Preface</i>	xi

PART-I

Issues of Migration, Refugees and Citizenship

1. Studying Issues of Migration and Citizenship in the Backdrop of Anti-CAA Movement in India <i>Dr. Ambrish Saxena and Dr. Susmita Bala</i>	1
2. A Study of Citizenship Laws in India in View of CAA 2019 <i>Bhawna Solanki</i>	28
3. Role of International Communities in Rohingya Issue: A Coverage Analysis of a National Daily of Bangladesh <i>Dr. Md. Nazrul Islam</i>	34
4. Forced Evictions; Integration or Assimilation of Culture: A Study <i>Vedhavarshini. T</i>	46

PART-II
Movement against CAA and
Media Coverage

5. Analysis of Citizen (Amendment) Act 2019–
Coverage in Foreign News Websites
Dr. Manasvi Maheshwari and Gaurav Sachdeva 54
6. Content Analysis of Videos Published by English News
Broadcasters on YouTube Channel:
A Study of Citizenship (Amendment) Act, 2019
Poorvi Sapra 73
7. The Role of National Hindi News Channels in
Policy Development and Implementation (A Study on the
Coverage of Citizen Amendment Act Conflict)
Deepa Rani 110
8. Studying Growth of Anti-CAA Movement in Shaheen Bagh
Hardik Dogra 126

PART-III
Coronavirus Impact: Health,
Cinema and News

9. Review of Socio-Economic Consequences in India
Due to COVID-19 Pandemic
Dr. Pooja Arora 137
10. Role of Social Media Platforms in Health Communication
Dr. Dhiraj Shukla 147
11. A Study of the Impact of Coronavirus Pandemic on
Indian Cinema
Yashavika Yadav 156
12. Analysing the Role of Media and Fake News
During COVID-19
Mohd. Kamil 169

(xvii)

PART-IV
Misinformation, Paid News
and Fake News

13. Agenda Setting and Localization:
Using Alternative Media against Misinformation
Dr. Moina Khan 176
14. Disinformation as a Tool of Statecraft and Destabilisation:
A Study
Krishna Pandey 185
15. Paid News and Propaganda in Digital Media:
A Survey Study
Shiv Dhawan 197
16. Tackling Fake News: Importance of Media Literacy and
Information Literacy with Special Reference to
Undergraduate Media Students and Teachers of Delhi NCR
Ritwik Ghosh 210
17. The Evolution of News Consumption:
Sensory Journalism and Gen Z
Deepika Dhawan 248

PART-V
Self-regulation in Broadcasting
and Business Ethics

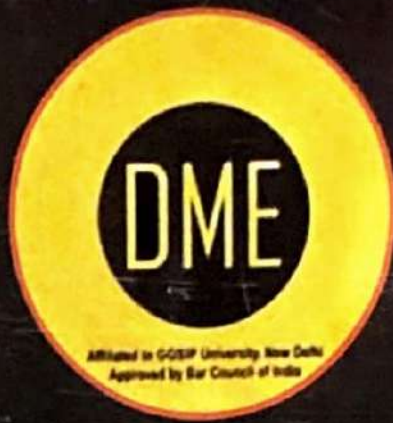
18. NBA Vs NBF: Split in Broadcast Media Industry and
Scope of Self-Regulation in India
Dr. Hemant Kaushik 264
19. Establishing the Reflection of Business Ethics in Society:
Corporate Responsibilities for Private Sector in
Modern Times and Years to Come
Maneet Dabas and Dr. Navita Mahajan 278

PART-VI
Popular Culture and
Consumer Behaviour

20. Popular Culture and its Influence on Consumer Behavior
Isha Dave and Shubhangi 304
21. Consumer Buying Behavior and Influencer Involvement
Program: A Micro Analysis
Dr. Atul Arora 322
22. Consumer Attitude and Perception towards
Digital Food App Services
Anushka Saigal and Pijush Dutta 327

PART-VII
Networked Society and
Impact of Technology

23. Networked Society and Changing Dynamics of
Media Communication: A Case Study of Public Discourse
During Delhi Riots 2020
Gagan Gera 344
24. Impact of Technology Aided Visual Communication:
Based on Students Perspective of Digital Film Revolution
Dr. Rajeev Kumar Panda 355
- List of Contributors* 365
- Index* 371



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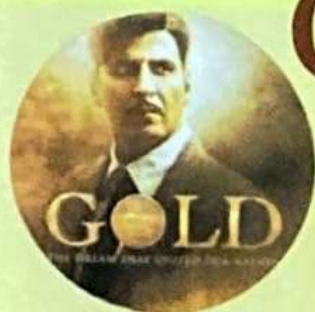
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CHANGING TRENDS *of* INDIAN CINEMA



Editor
SUSMITA BALA



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Contents

<i>Foreword</i>	<i>v</i>
<i>Acknowledgement</i>	<i>vii</i>
<i>Preface</i>	<i>xi</i>

PART 1

Urban Phenomenon and Marketing Trends in Indian Cinema

1. Changing Trend of Indian Cinema Revisit <i>Yogita Swami</i>	1
2. Multiplex Oriented Indian Cinema <i>Shruti Sharma</i>	8
3. Indian Cinema: A Study of Promotional Trends by Bollywood <i>Gurwinder Singh</i>	16
4. Indian Cinema and Covert Advertising: A Study of Symbolic and Technical Elements <i>Nitya Dhingra</i>	22

PART 2

Romance, Music and Dance in Indian Cinema

5. Transition of Romance in Hindi Cinema from 'Swiss Alps' to Dingy Lanes of Small Town India <i>Kanika Arya</i>	30
--	----

(xiv)

6. Punjabi Cinema: Changing Trends Over the Years 42
Muskan Sidana
7. Changing Trends of Indian Cinema Music:
A Study of Remix Songs 54
Samiksha Sharma
8. The Utilisation of Indian Folk Dance Forms in
Bollywood – Hybridisation or Exploitation? 62
Dr. Vikrant Kishore

PART 3

Biopics and Period Drama in Indian Cinema

9. Biopics as Source of Motivation amongst Youth:
A Study in Noida amongst Students at UG Level 89
Mohd. Kamil
10. Role of Biopic Films in Promoting Sportsmen
and Sports in India 99
Annu Sangwan and Dr. Manasvi Maheshwari
11. Distortion of History in Bollywood Period
Drama (Films) 115
Kritika Sati
12. Studying Approach of Indian Community towards
Indian Cinema of Different Periods 127
Nidhi Suryavanshi

PART 4

Regulation and Antagonism in Indian Cinema

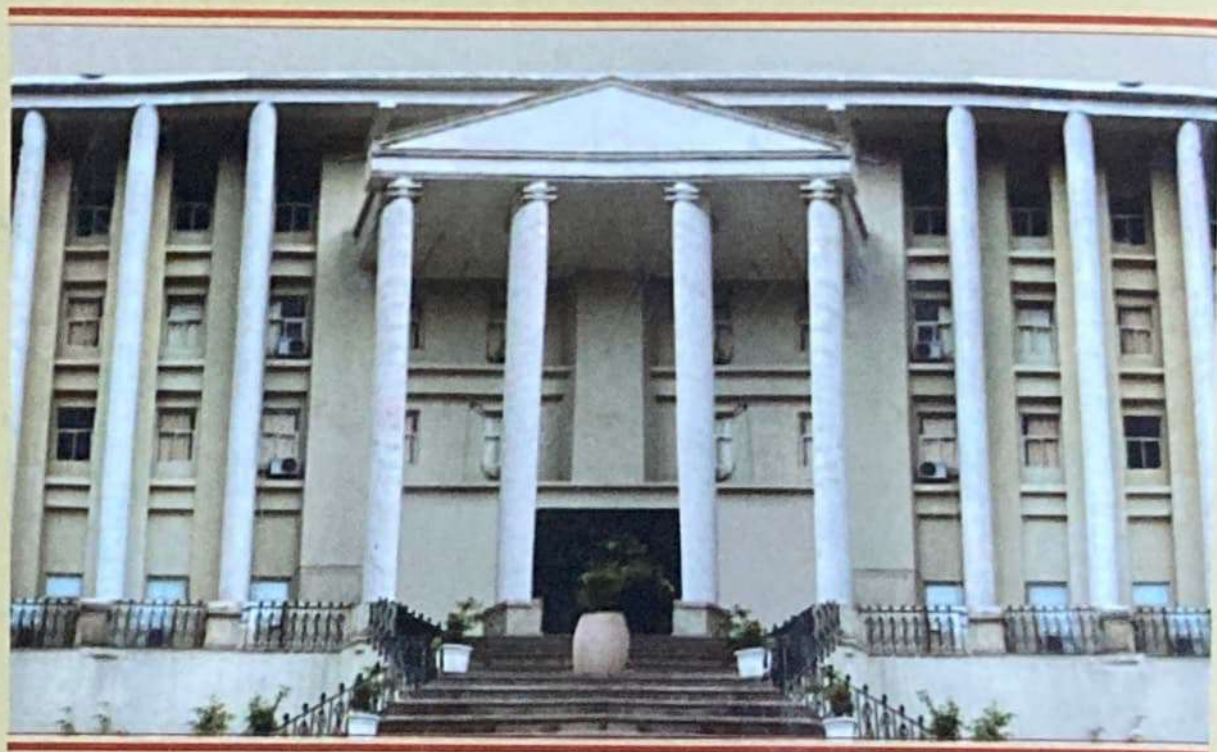
13. Freedom of Speech and Expression of
Filmmakers/Artists and Censorship 133
Kush Kalra
14. Indian Cinema: Role of Censorship in Indian Society 145
Dr. Radhika Mehta and Divya Khera
15. Dissecting Director G. Aravindan's
Classic-Kanchana Sita (1977) 152
Adv. Anand Kumar. V.

16. Antagonists the New Emerging Heroes of Bollywood 166
Shikha Sharma
17. Alluring yet Mysterious: Representation of
Femme Fatal in Hindi Noir Films 178
Neema Negi

PART 5

Film Analysis and Criticism Evaluation

18. Indian Art Cinema: The Sinking Ship 187
Sudhanshu Maheshwari
19. Effect of Watching 'A' Certified Movies on Children:
A Study 197
Smriti Bajaj
20. Film Analysis through a Web of Networks:
A Paradigm Shift on Writings about Regional Films 205
Manish Prakash
21. Through the Freudian Lens: Zindagi Na Milegi Dohara 212
Deepika Dhawan
22. Film Review: Elements of Film and Style of Writing 218
Dr. Ambrish Saxena
- List of Contributors* 227
- Index* 232



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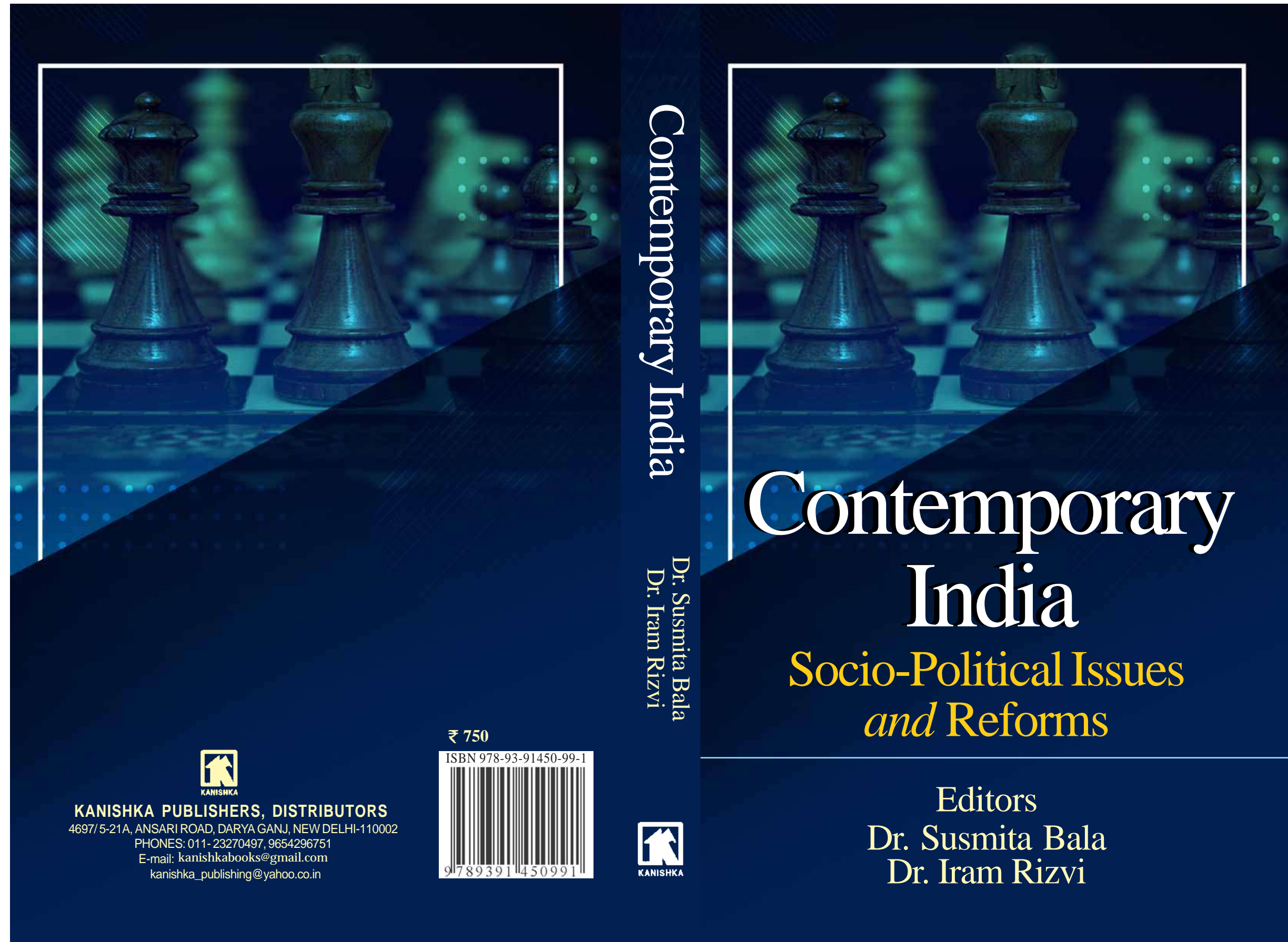
Dr. Susmita has close to 20 books to her credit as author, co-author, chapter contributor and editor. She has presented more than 20 papers in national-international conferences. She is a widely travelled person having participated in conferences in China, Australia, United States, Spain, France and Dubai.

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She has worked as a reporter in many local and national newspapers, like Greater Kashmir, The Daily Etalaat, and The Statesman. She is a regular columnist at People's Review, the Psychologists Magazine, and The Kashmir Times.



Contemporary India

Dr. Susmita Bala
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The textual matter of this book has been organised as per the prescribed syllabus of Contemporary India for undergraduate students pursuing a Bachelor of Journalism and Mass Communication. The entire book has been divided into twelve chapters. The book is aimed at creating awareness amongst the readers about history, culture, issues, policies, and economic issues and reforms.

Chapters 1 and 2 describe Indian history and culture and then describe the art forms, including music (classic and Carnatic), drama, and other art forms that originated in India. Then Chapter 3 focuses on the modern history of India and its struggle to achieve independence. Students pursuing their careers in media need to be open-minded and aware of the issues that India is still struggling with; thus, Chapter 4 identifies various issues like the caste system, illiteracy, superstition, regional disparities, and undiscovered tribal and agricultural concerns.

Chapters 5, 6, and 7 describe the Indian government, Indian Federalism, the Indian Constitution, and elections in India.

To understand the concepts related to the Indian economy, the authors have written chapters 8 and 9. These chapters provide a historical account of the Indian economy after independence, five-year plans to improve the economic status of India, and new economic initiatives introduced after 2014.

Every effort has been made to sensitise the students through chapters 10, 11, and 12 about the various issues like gender disparity, economic inequality, women's issues, health, and hygiene, and the role of the judiciary in addressing these issues by citizens of India through public interest litigation.

CONTEMPORARY INDIA
Socio-political Issues
and
Reforms

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Preface

Academicians as well as students continuously confront the challenge of identifying the major incidents that have shaped present-day India as a country, its society, and its policies. This may in turn raise a question while writing a book on the same topic for undergraduate students: “What might a course on India responsibly omit or include?” For example, if the focus is on political and economic challenges, to what extent should the teacher prioritise the modern versus ancient history of India? How are economic trade patterns shaping regional diplomacy? Should the focus be more on the arts or local culture? Every aspect of India merits examination in its full complexity.

This book is an attempt to address some of the basic concepts that undergraduate students should know. Students pursuing bachelor’s degrees in mass communication and journalism not only need to be aware of the achievements that India has made in the fields of technology, science, and media but also need to study the sociocultural composition as well as the glorious past that makes this country unique.

India is a country of diverse cultures, languages, and religions, and its rich history has influenced its present in many ways. As a result, understanding the complexities of Indian society is essential for anyone wishing to communicate effectively about the country. All scholars and students of media need to study and write about contemporary India to gain a deeper understanding of its past, present, and future and to share my insights with others.

(vi)

This book has been written in a student-friendly manner and with relevant matters as per the guidelines provided in the syllabus. Therefore, no effort has been spared to make the subject matter as per the current data and concisely supported with relevant examples.

This book has been supplemented with illustrations and informative data within the chapters. Every effort has been made to use simple and lucid language so that students belonging to various regional and educational streams can comprehend the subject matter without any difficulty.

Dr. Susmita Bala
Dr. Iram Rizvi

Contents

Preface

v

Unit-I

Indian History and Culture

1-75

1. Indian History & Culture
Author-Dr. Ambrish Saxena
 - 1.1 Epochs in Indian History
 - 1.2 Culture, Civilisation & Diversity
2. Models of Self Introspection
Author-Dr. Ambrish Saxena
 - 2.1 Drama & Importance of Sanskrit
 - 2.2 Indian Music Forms
3. Indian Independence Movement
Author-Dr. Ambrish Saxena
 - 3.1 Indian Nationalism
 - 3.2 Struggle against British
4. Contemporary Issues and Need for Scientific Temper
Author-Dr. Iram Rizvi
 - 4.1 Contemporary Issues
 - 4.2 Scientific Temper

(viii)

5. Concept of Government & Indian Federalism
Author-Dr. Iram Rizvi
5.1 State & Centre Relationship
5.2 Forms of Government

Unit-II

India Polity and Constitution

76-106

6. Indian Constitution
Author-Dr. Iram Rizvi
6.1 Fundamental Rights & Duties
6.2 Directive Principles
7. Election Process in India
Author-Mr. Pramod Kumar Pandey
7.1 Election in India
7.2 Election Reforms

Unit-III

Indian Economy

107-137

8. Nature of Indian Economy-
Author-Mr. Pramod Kumar Pandey
8.1 Indian Economy Personality
8.2 Five Year Plans
9. Indian Economic Plans-
Author-Mr. Pramod Kumar Pandey
9.1 Liberalization, Privatization and Globalization
9.2 NITI Ayog

Unit-IV

Social Movement and Activism

138-186

10. Socio-Economic Inequality
Author-Dr. Iram Rizvi
10.1 Social Exclusion & Marginalization
10.2 Gender Inequality

(ix)

- 11. Judicial Activism
 - Author-Dr. Iram Rizvi*
 - 9.1 Judicial Activism
 - 9.2 Public Interest Litigation
- 12. Indian Health System
 - Author-Dr. Iram Rizvi*
 - 10.1 Public Interest Litigation
 - 10.2 Health & Hygiene
 - 10.3 Initiatives by Government

Index

187

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BALAJI

EROS
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SON

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vii

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Contents

<i>Foreword</i>	v
<i>Acknowledgement</i>	vii
<i>Preface</i>	xi

I CINEMA AND SOCIAL TRANSFORMATION

1. Cinema and Social Transformation: An Analysis of the Depiction of Social Issues in Films <i>Dr Dhiraj Shukla</i>	3
2. Feminist Messages in Guru Dutt's Film: A Case Study of 'Pyasa' (1957) <i>Dr Sunayan Bhattacharjee</i>	13
3. Indian New Wave Cinema in Today's Perspective— A Comparative Analysis of Storylines <i>Noveena Chakravorty</i>	23

**II
VIEWERSHIP CHOICES
AND
CULTURE**

4. Film Controversies and Marketing Strategies:
An Exploration of Audience Behaviour
and Viewership Choices
Sabhya Singhal, Soumya Yadav and Dr Sonali Srivastav 37
5. Perception of Viewers on the use of VFX in Hindi Cinema:
A Study among College Students
Shubham Mandal 49
6. Impact of Mediatized Popular Culture on Tourism—
Understanding the Game of Thrones Phenomenon
Sruthi VS 63

**III
FREEDOM
AND
CENSORSHIP IN FILMS**

7. Law of Censorship and Film Making in India
Kush Kalra 79
8. Centre Acquiring Revisionary Powers on Films with
CBFC Certificate: An Assessment of Proposed
Amendment in Cinematograph Act
Dr Ambrish Saxena 89

**IV
OTT
AND
WEB SERIES**

9. Anxiety-Inducing Media:
Influence of OTT Content on Youth
Neha Bhushan and Rahul Kumar 107
10. Content on OTT Platforms:
A Study of Indian Web Series
Poorvi Sapra 120

(xvii)

11. Binge Watching on Over The Top (OTT) Platforms: Analysis of Emerging Media Trend among Youth <i>Somya Sharma</i>	154
12. Can OTT be a Platform for New Film Release: A Case Study on Increase in OTT Viewership during Lockdown <i>Shubham Mandal</i>	168
<i>List of Contributors</i>	184
<i>Index</i>	187

CINEMA
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SOCIAL TRANSFORMATION



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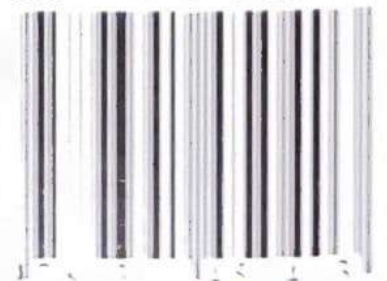
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CLAIM to FAME

INDIAN GEOGRAPHICAL INDICATIONS

From the warmth of Kashmiri Pashmina, invigorating Darjeeling Tea, calming Arabica (for the coffee lovers), absorbing artworks from Rajasthan and Gujarat, savories of Bengal and Odisha, this book pulls together something quite simple that still holds the power to enhance your knowledge about India, the country that boasts of such a rich culture.

We live in a world that is changing by the minute, and in this situation, it is a challenging task to know for sure, the heritage and origin of a particular food, an item of clothing or a beautiful piece of handicraft. It should be of great interest and pertinence for the progenitors that India has nearly 400+ Geographical Indications (GIs) with many already in the pipeline that provides legal rights to the people whose trade or craft become available only due to their geographical factors. GIs provide commercial security to our indigenous products and processes that are uncommon.

The book reflects the heritage of social norms, traditional knowledge, and economic enhancement. It unfolds the nuances of GIs in India by the standards of expanding TRIPS and WTO apparatus. Further, it is a combination of caselets of prominent GIs from the heartland of India covering handicrafts (paintings, toys, pottery, and embroidery), food products, handlooms, and agricultural products (beverages, fruits and spices, etc.). The implications for the stakeholders, opportunities and challenges, evidence from the experiences of artisans and farmers, consumer shopping patterns, the role of traditional and digital media marketing, and brand building aspects are also encapsulated. To be clear, the idea is quite simple, the research behind it was incredibly complex, and the ramifications are profound. With its interdisciplinary approach, the book will be invaluable for the producers, new age entrepreneurs, supply chain stakeholders, policymakers, researchers, academicians, and students from all domains, peculiarly of legal and management studies.



Prof. Dr Ravikant Swami has a decorated and diverse educational background—a Phd in Management, MBA and Bachelors in Economics from prestigious universities in India, and certifications and trainings from B-schools like IIM Bangalore, IIM Calcutta and IIFT New Delhi. Dr Swami has an eclectic list of subjects at his command that credit him with the excellence of a multi-variate teaching style. He has published numerous research papers and supervised PhD thesis, dissertations at M Phil as well as MBA levels. He is the honorary director at Delhi Metropolitan Education and leads the management school with his guidance and inspiring style of teaching. He motivates a team of remarkable faculty to practise better teaching and assure better learning outcomes. His visionary attitude helps drive the institute a step closer to its mission each day.



Prof. Dr Poorva Ranjan is the head of department, DME Management School. She has over sixteen years of rich and diverse teaching experience at premiere B-schools. She has an MBA in International Business and a Phd in Retail Marketing Management. Alongside, Dr Ranjan is a Google certified digital marketing and content management expert/ trainer. She has over thirty journal publications and also actively writes articles for various magazines. Entrepreneurship development, business plan writing and new venture strategies are her areas of expertise.



Ms Shanu Jain is currently associated with Delhi Metropolitan Education as an assistant professor, teaching management students. A postgraduate in Commerce from University of Delhi, she completed her M Phil from Department of Commerce, Delhi School of Economics, University of Delhi, in 2018 and is currently pursuing a Phd. She is passionate about teaching and research, especially in the areas of consumer behaviour and marketing, using qualitative and quantitative methods.

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INDIAN GEOGRAPHICAL INDICATIONS

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Contents

<i>Preface</i>	vii
<i>Acknowledgements</i>	ix
<i>About the Contributors</i>	xi
1. Demystifying Geographical Indications: Meaning, Scope, Nature and Role <i>Shalini Gautam & Shubham Sharma</i>	1
2. The Grandeur of Indian Handicrafts and Paintings <i>Poorva Ranjan & Anan Bhavit Sadh</i>	12
3. The Glorious Journey of Indian Handmade Toys <i>Swaraj Manchanda</i>	21
4. The Opulence of Indian Pottery <i>Roli Wadhwa & Dakshita Sharma</i>	32
5. The Glittering Future of Indian Embroidery <i>Rashmi Chawla & Khushbu Khurana</i>	43
6. The Ancient Culinary Crafts of India <i>Pooja Tripathi, Riya Mittal & Mitakshara Kapoor</i>	57
7. The Illustrious Catalogue of Manufactured Goods in India <i>Bhupender Singh, Rohit Kumar & Ritisha Bhattacharyya</i>	69
8. The Majestic Drapes of India <i>Seema Mam, Antas Deep & Devanshi Chaudhary</i>	82
9. The Luxurious Wool-Based Handloom Textiles of India <i>Shruti Auplish</i>	94
10. The Secrets of Aromatic Spices of India <i>Pooja Sharma, Lavanya Bhatt & Ishaan Aggarwal</i>	100
11. The Ambrosial Fruits of India <i>Monika Kadam & Rishika Chaurasia</i>	111
12. The Abundance of Great Granaries of India <i>Shuchi Goel & Ayush Dube</i>	120
13. Claim to Fame: Problems, Opportunities, and Prospects <i>Shanu Jain, Ayesha Khan & Ambika Sharma</i>	130
References	145
Author Index	161

Dr. Ambrish Saxena is a journalist turned media educator. As a media practitioner, he has worked on all media platforms – print, radio, TV, films and digital during his long career. As a media educator, he has worked in educational institutions of repute. At present, he is Dean in DME Media School at Delhi Metropolitan Education.

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Dr. Saxena is Secretary of Global Media Education Council (GMEC). He has visited several countries in 5 continents prominently the US, China, Australia, Spain, France, Portugal, UAE, Egypt and Maldives in pursuance of his academic interest.

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Dr. Kaur has written various research papers for National and International journals. She had also been part of Jury members for media fest in various media colleges. She is a member of International Association for Media and Communication Research (IAMCR) and Global Media Education Council (GMEC).



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COMMUNICATION CONCEPTS

Dr. Ambrish Saxena
 Dr. Manmeet Kaur

COMMUNICATION CONCEPTS

Theories, Models and Practices

Editors

Dr. Ambrish Saxena
 Dr. Manmeet Kaur



The book 'Communication Concepts: Theories, Models and Practices' deals with the communication aspects which are required for contemporary media education. The authors have chosen to write about the concept and historical aspect of communication, the processes and elements of communication, various barriers, and the criteria to overcome the barriers for effective communication

The representation of communication process in the form of models makes the understanding easier. The models like classical Aristotle model, Laswell Model, Shannon and Weaver Mathematical model and advanced models like George Gerbner model have achieved the relevance and applicability in today's contemporary communication patterns. All the models are applicable in print, electronic and digital modes of exchanging information.

This book also covers the theories of communication like normative that includes authoritarian, libertarian and Soviet communist theory and also social relevance theories like uses and gratification and cultivation theory which have significance for the effective sharing of information in all forms of media. The theories of communication have explained the process of communication in each aspect of social system.

The book is relevant not only for the students of mass communication but it has the significant content for academicians and researchers who have keen interest in investigating the various aspects of communication prevailing in our social structure.

COMMUNICATION CONCEPTS
Theories, Models and Practices

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Editors

Dr. Ambrish Saxena

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Preface

This book 'Communication Concepts: Theories, Models and Practices' is the result of collaborative efforts by a diverse group of individuals who are passionate about communication theories and practices. Each contributor has brought a unique perspective and expertise to the table, and together we aimed to create a comprehensive resource that would benefit anyone interested in the field of media and communication with special emphasis on the students of BAJMC studying in the first semester of GGSIP University.

In today's fast-paced world, where information is readily available, the ability to effectively communicate and convey messages has become a crucial skill. Whether you are a media student or a media practitioner, understanding communication theories and practices is essential to succeed in your respective fields. This takes us on a voyage where the resource gathering in itself becomes a cumbersome task. This book has been planned to provide a one stop solution where all the basics of communication related theory and practical aspects can be covered in a beneficial manner.

The book provides an in-depth analysis of various communication theories and practices, from traditional models to modern concepts. All authors have attempted to break down complex ideas into easily understandable terms, ensuring that even those new to the communication field will find the content easily accessible.

(vi)

As media and communication academics, we are fully aware of the rapidly changing media landscape. Therefore, we have included the latest trends and advancements, ensuring that readers are upgraded with the latest developments in communication research and field. We have also included case studies and real-world examples to provide practical insights into how these theories and practices are applied in the industry.

We would like to acknowledge the efforts of all those who contributed to this book. Without the collective efforts, this project would not have been possible. We hope that this book will serve as a valuable resource for anyone interested in the field of media and communication and inspire further research and discussion.

Dr. Ambrish Saxena
Dr. Manmeet Kaur

Contents

Preface v

Unit-I

Introduction to Communication 1-45

1. Introduction to Communication
Author-Dr. Manmeet Kaur
 - 1.1 Definition and Concept of Communication
 - 1.2 Historical Aspect of Communication
 - 1.3 Elements and Process of Communication
 - 1.4 Process of Communication
2. Process of Communication
Author-Dr. Yamini Khullar
 - 2.1 Process of Mass Communication
 - 2.2 Elements of Mass Communication
 - 2.3 Types of Communication
3. Effective Communication
Author-Ms. Ritika Bora
 - 3.1 7 C's of Communication
 - 3.2 Overcoming the Barriers to Communication

(viii)

Unit-II
Mass Communication **46-91**

4. Introduction to Mass Communication
Author-Dr. Sumedha Dhasmana
 - 4.1 Definition of Mass Communication
 - 4.2 Concept of Mass Communication
 - 4.3 Elements of Mass Communication
 - 4.4 Processes of Mass Communication
5. Mass Communication: A Tool to Achieve Commonality
Author-Dr. Susmita Bala
 - 5.1 Characteristics of Mass Communication
 - 5.2 Functions of Mass Communication
6. Means of Mass Communication
Author-Ms. Ritika Bora
 - 6.1 Mass Media Activism
 - 6.2 Folk Media
 - 6.3 Traditional Media
 - 6.4 New Media

Unit-III
Models of Communication **92-139**

7. Models of Communication
Author-Dr. Manmeet Kaur
 - 7.1 Introduction and Concept of Models of Communication
 - 7.2 Basic Models: Aristotle Classical Model and Laswell Model of Communication
 - 7.3 Shannon and Weaver Mathematical Model of Communication
 - 7.4 Wilbur Scrahmm Model of Communication
8. Advanced Models of Communication
Author-Dr. Manmeet Kaur
 - 8.1 Advanced Models of Communication: Newcomb's Model
 - 8.2 Westley McLean's Model of Communication
 - 8.3 Mccomb's Model of Communication

(ix)

- 8.4 George Gebner Model of Communication
 - 8.5 Spiral Silence Model of Communication
 - 8.6 Shaw's Agenda Setting Model of Communication
9. Relevance of Models of Communication
Author-Dr. Sumedha Dhasmana

Unit-IV

Theories of Mass Communication 140-185

10. Theories to Mass Communication
Author-Dr. Susmita Bala
- 10.1 Bullet Theory
 - 10.2 Two-Step, Multi Step Theory
11. Normative Theories of Press
Author-Ms. Ritika Bora
- 11.1 Authoritarian Theory, Libertarian Theory
 - 11.2 Soviet-Communist Theory,
Social Responsibility Theory
 - 11.3 Developmental Theory,
Democratic Participation Theory
12. Social Relevance Theory of Mass Communication
Author-Dr. Yamini Khullar
- 12.1 Cognitive Dissonance Theory
 - 12.2 Uses and Gratification Theory
 - 12.3 Cultivation Theory

Index

186



COURTROOM NO. 1 2018 AND 2019

A Periscopic Perusal of the Judgments from the
Bench of the Chief Justice of India

DME, NOIDA

Edited by
JUSTICE BHANWAR SINGH

COURTROOM NO. 1 – 2018 AND 2019

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Former Judge, High Court of Allahabad
Director General, DME, NOIDA

Chapter 1	State of Tamil Nadu and	1
Chapter 2	State of Tamil Nadu and	10
Chapter 3	State of Tamil Nadu and	20
Chapter 4	State of Tamil Nadu and	28
Chapter 5	State of Tamil Nadu and	47
Chapter 6	State of Tamil Nadu and	57



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Chapter 7	<i>Tehseen S. Poonawalla v. Union of India</i> [on 17-07-18].....	68
	<i>Akanksha Marwah</i>	
Chapter 8	<i>Justice K. S. Puttaswamy (Retd.) and Anr. v. Union of India and Ors.</i> , (2017) 10 SCC 1	85
	<i>Navjot Suri</i>	
Chapter 9	<i>Shyam Narayan Chouksey v. Union of India</i> [on 21-08-18]	100
	<i>Gunjan Agrahari</i>	
Chapter 10	<i>Shailesh Manubhai Parmar v. Election Commission of India</i> , (2018) 9 SCC 100 [on 21-08-18]	110
	<i>Ayushi Sharma</i>	
Chapter 11	<i>Navtej Singh Johar v. Union of India</i> 2018 (10) SCALE 386 [on 06-09-18]	120
	<i>Sakshi Agarwal</i>	
Chapter 12	<i>Social Action Forum for Manav Adhikar v. Union of India</i> (2018) 10 SCC 443 [14-09-18]	131
	<i>Upasana Singh</i>	
Chapter 13	<i>Jarnail Singh v. Lacchmi Narain Gupta: Reservation in Promotions: Another Miss in Its Interpretation</i> [on 26-09-18]	141
	<i>Shreya Mahajan</i>	
Chapter 14	No Publicity, No Justice? A Case Comment on <i>Swapnil Tripathi v. Supreme Court of India</i> [on 26-09-18]....	154
	<i>Priya Das</i>	
Chapter 15	<i>Joseph Shine v. Union of India</i> , Writ Petition (Criminal) No. 194 of 2017	165
	<i>Karan Sharma</i>	
Chapter 16	<i>Indian Young Lawyers Association v. The State of Kerala: The Reformative and Disruptive Judgment of Sabrimala</i> [on 28-09-18]	173
	<i>Neha Sharma</i>	

Chapter 17	<i>Romila Thapar v. Union of India: Case Analysis</i> [on 28-09-18]	182
	<i>Aditya Verma</i>	
Chapter 18	<i>Ashwani Kumar & Anr. v. The State of Punjab</i> [on 28-11-18]	193
	<i>Sreedurga T.N.</i>	
Chapter 19	<i>Jagdish Chand v. State of Haryana, 2019 SCC 10</i> [on 07-01-19]	207
	<i>Gayatri Kapur</i>	
Chapter 20	Circumstantial Evidence: Its Reliance and Elements from the Lens of <i>Devi Lal v. State of Rajasthan</i>, Criminal Appeal No. (S). 148 of 2010, Delivered on 08.01.2019 (Supreme Court).	221
	<i>Komal Kapoor</i>	
Chapter 21	Case Comment on <i>Varinder Kumar v. State of Himachal Pradesh</i>, Criminal Appeal No. 2450-2451 of 2010	232
	<i>Shipra Sinha</i>	
Chapter 22	<i>Parkash Chand v. State of Himachal Pradesh</i> [on 12-02-19]	239
	<i>Dr. Rajinder Kaur Randhawa</i>	
Chapter 23	<i>State of Maharashtra v. Surendra Pundlik Gadling</i> (2019) 5 SCC 178 [on 12-02-19]	249
	<i>Swaril Dania</i>	
Chapter 24	Case Comment: <i>Janhit Manch v. State of Maharashtra</i> (2019) 2 SCC 505 [on 08-03-19]	267
	<i>C.S. Priyansha Hajela</i>	
Chapter 25	<i>Prakash v. State: A Tale of Police Reforms and Federal Friction</i>	276
	<i>Aditya Verma</i>	

Chapter 26	<i>M Siddiq (D) ThrLrs v. Mahant Suresh Das & Ors. – Ayodhya</i>	Chapter 26
181	Verdict: Too Little Too Late.....	291
Chapter 27	<i>Upasana Singh and Shambhavi Mishra</i>	
Bibliography.....		309
Index.....		315
Chapter 19	<i>Jogesh Chand v. State of Haryana, 2019 SCC 3012</i>	Chapter 19
307	[on 07-01-19]	
Chapter 20	<i>Shashi Mahabhai Parmar v. Election Commission of India</i>	Chapter 20
311	Circumstantial Evidence: The Evidence from the Lens of Devi Lal v. State of Rajasthan, Criminal Appeal No. (S), 148 of 2010, Delivered on 08.01.2019	Chapter 20
315	[on 08-01-19]	
Chapter 21	<i>Case Comment on Varinder Kumar v. State of Punjab</i>	Chapter 21
323	[on 08-01-19]	
Chapter 22	<i>Dr. Rajinder Kumar Bhatnagar v. State of Punjab</i>	Chapter 22
329	[on 12-02-19]	
Chapter 23	<i>State of Maharashtra v. Suresh Kumar Pundlik Gadhing</i>	Chapter 23
335	[on 12-02-19]	
Chapter 24	<i>Case Comment: Janki Bhanu v. State of Maharashtra</i>	Chapter 24
341	[on 08-02-19]	
Chapter 25	<i>Prakash v. State: A Tale of Police Reforms and Federal Friction</i>	Chapter 25
347	[on 08-02-19]	
	<i>Neha Sharma</i>	

The position of the Chief Justice of India is not only one of the most coveted in the Parliamentary and democratic government structure of our nation state, but also, in fact, an institution in its own right. It is an office which derives its authority directly from the Constitution of India. There have been numerous discussions across the legal history of our country contemplating the appointment and stature of the Chief Justice of India symbolizing the idea of the "independence of judiciary," a component of the basic structure of our Constitution. Very little, however, has been said and written about the human component of the office of the Chief Justice of India. *Courtroom No. 1—2018 and 2019* attempts to understand the place of the Chief Justice of India within the Court and upon the Bench, not just as the administrator in chief of the Supreme Court, but also as an adjudicator of disputes and protector of the Constitution. With this vision, the Delhi Metropolitan Education (DME) has analyzed all the cases of 2018 and 2019 issued from the Bench of the Chief Justice of India to understand his impact over the proceedings and the subjective human component that plays a role in the making of a judgment.



JUSTICE BHANWAR SINGH, Honorary Chairman of the Tribunal of Arbitration, Dr. Ram Manohar Lohia National Law University, Lucknow, and former Judge of the Allahabad High Court, was born on 1 February 1945 in Meerut District. He completed his LL.B. (1967) and LL.M. (1969) from Meerut College, Meerut (UP). He stood first in LL.M. He was appointed as the Additional District and Sessions Judge in the UP Higher Judicial Service Cadre in December 1979, and later as the Registrar General of the Supreme Court of India. In November 1994, he was appointed as the District and Sessions Judge and continued in that post until 1998. Elevated as Judge of the Allahabad High

Court in March 1999, Justice Singh continued to preside over the High Court Bench at Lucknow until January 2007. He was appointed as the President of the UP State Consumer Commission, Lucknow, and later as the Chairman of the UP Judicial Training & Research Institute, Lucknow. Justice Singh is also associated with the Sunshine Educational & Development Society, Greater Noida, as its Director General.

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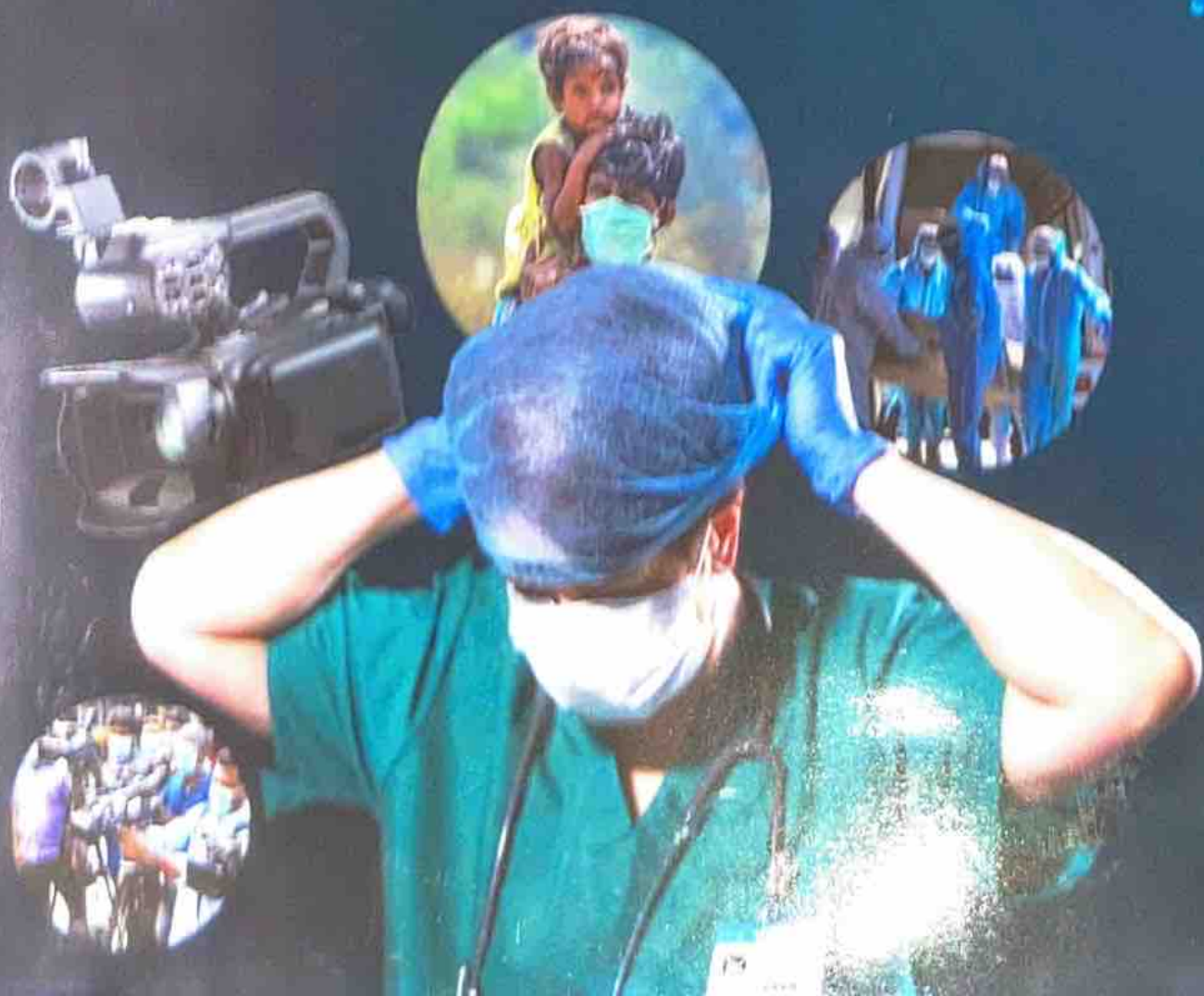
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Covid-19 Impact and Fake News

Edited by
Dr Ambrish Saxena
Dr Manasvi Maheshwari



COVID-19 IMPACT AND FAKE NEWS

Foreword

The ICAN conference is the flagship event of the DMB Media School. Over the last four years, it has resulted in the publication of numerous research papers in the form of books and e-books. The continuous partnership with other reputed organisations and resultant honours and awards have added to the credibility of the conference.

Edited by

Dr Ambrish Saxena

Dr Manasvi Maheshwari

International organisations like UNESCO, ICAAC and Ohio State University, USA have added credibility to our academic endeavour. Mahabadi Chaturvedi National University of Journalism and Communication, Bhopal, Garhwal University, Gorakhpur, Adamas University, Kolkata and K.R. Mangalam University, Gurgaon, have also partnered with ICAN for adding value to media education and research. Indian Institute of Mass Communication-IIMC, India Today Education, Public Relations Society of India (P.R.S.I) Delhi Chapter and Vigyan Prasthi, Department of Science and Technology, Government of India have helped in the recognition of our media conference as one of the most prestigious conferences of the world.

The fourth edition of the conference is supported by ICADR. This year, the participation has been exceptional.

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1

Contents

<i>Foreword</i>	v
<i>Acknowledgement</i>	vii
<i>Preface</i>	xi

I COVID-19 AND MEDIA

1. Effects of Mass Media Narratives on Public Perception During COVID-19 Pandemic <i>Manju Yadav, Dr Mehak Jonjua and Dr Poonam Gaur</i>	3
2. A Study on Media Coverage on the Situation of Street Vendors Before and After the Nationwide Lockdown <i>Akash Sinha</i>	23
3. Changing Trends of Information Dissemination Via Social Media: Post Covid Scenario <i>Saima Pervez</i>	39
4. Impact of Covid-19: Increased use of New Media Tools in Higher Educational Institutes <i>Swati Chandak and Dr Sharmila Kayal</i>	62

(xvi)

**II
MEDIA CONTENT
AND
CONSUMPTION**

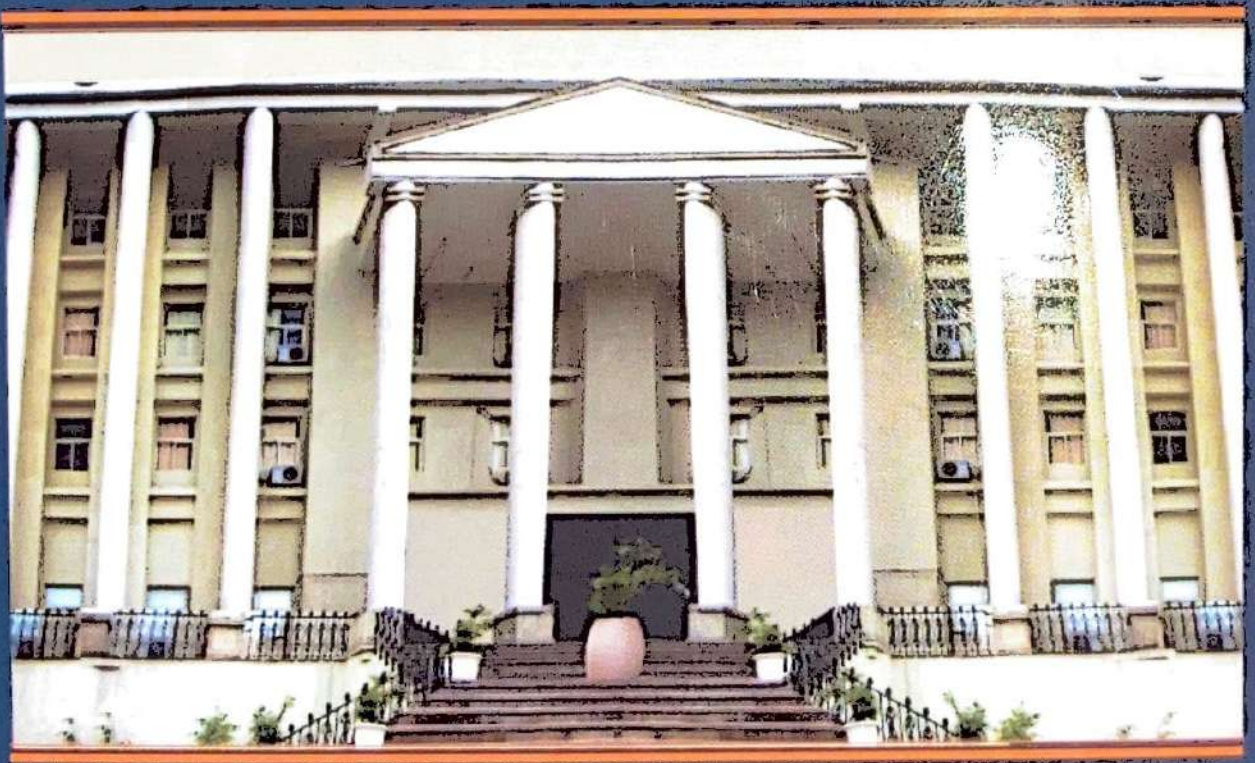
5. A Comparative Analysis of Prime Time News of Four Hindi News Channels During First Wave of COVID-19 Pandemic
Mohd. Kamil and Dr Suman Kumari 75
6. Media Consumption in Covid Times: An Analysis with Reference to Delhi/NCR Region
Arunesh Kumar 90
7. An Online Review of the Role of Media and its Impact on the Common Society During the Coronavirus Disease: A Special Reference to Delhi NCR
Rahul Joshi 101

**III
FAKE NEWS
AND
MEDIA**

8. Rise in Fake News During COVID-19 on Social Media
Sarvleen Kaur 113
9. The Spread of Fake News Surrounding the Pandemic
Dr Amit Channa and Ardima Bajpai 134
10. Comparative Study of Relevance of Election and Ethics in Times of Paid News
Nipunika Sarkar and Dr Ruhi Lal 152

**IV
MEDIA
OF
RESISTANCE**

11. Poetry, Ghazals and Art:
Use and Representation in Protests and News Media
Mudita Raj 163
12. Analysing Application of Sedition Law against Journalists in View of Judicial Interpretations: Case Study 2021
Dr Susmita Bala 171
- List of Contributors* 185
- Index* 189



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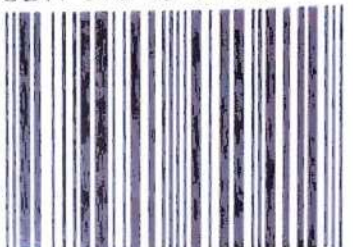
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Sustainable Development & Management: An Indian Perspective



**Center for Sustainable Development
DME Management School**

Sustainable Development & Management An Indian Perspective



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Contents

1. *Sustainable Development & Management: An Indian Perspective*
 - 1.1 Introduction 11
 - 1.2 Phase I: The introductory phase of industrialization: Pre 1945
 - 1.3 Phase II: Post 1945
 - 1.4 Phase III: Post LPG (1990)
 - 1.5 Phase IV: Predictive phase
 - 1.6 Conclusion

2. *Economics and Sustainable Development* 28
 - 2.1 Introduction
 - 2.2 Economics and Sustainable Development- Applications in Management
 - 2.3 Reduced Inequalities and Sustainable Development
 - 2.4 Reduced Inequalities: Implications for Firms
 - 2.5 Good Health and Well-Being and Sustainable Development
 - 2.6 Good Health and Well-Being: Implications for Firms
 - 2.7 Education and Sustainable Development
 - 2.8 Education: Implications for Firms
 - 2.9 Climate Change and Sustainable Development
 - 2.10 Climate Change: Implications for Firms
 - 2.11 Gender Equality and Sustainable Development
 - 2.12 Gender Equality: Implication for Firms
 - 2.13 Sustainable Cities and Communities and Sustainable Development

- 2.14 Sustainable Cities and Communities: Implication for Firms
- 2.15 Sustainable consumption and production and Sustainable Development
- 2.16 Sustainable consumption and production: Implication for Firms
- 2.17 Conclusion

- 3. *HRM and Sustainable Development*
- 3.1 Human Resource Management (HRM) 69
- 3.2 Linking HRM with Sustainable Development
- 3.3 Good Health and Well-being
- 3.4 Quality Education: (An employee development perspective)
- 3.5 Gender Equality
- 3.6 Decent work and economic growth
- 3.7 Reduced Inequalities
- 3.8 Conclusion

- 4. *Finance and Sustainable Development*
- 4.1 Introduction 104
- 4.2 Financial Inclusion
- 4.2.1 Why there is need for Financial Inclusion in India?
- 4.2.2 Financial Inclusion initiatives in India?
- 4.3 Financing of 17 SDG's
- 4.3.1 Financing of SDGs in India
- 4.4 Corporate Sustainability
- 4.4.1 Features of Corporate Sustainability
- 4.4.2 Example of ReNew Power
- 4.5 Green financial products and services
- 4.6 Sustainable financial system
- 4.6.1 Suggestions for sustainable financial system in India
- 4.7 Conclusion

5.	<i>Sustainable Development and Marketing Management</i>	
5.1	Introduction	134
5.2	Introduction to Marketing	
5.3	Evolution of Sustainable Marketing	
5.4	Consumer Behaviour and Sustainability Marketing	
5.5	Sustainability marketing Strategies	
5.6	Tools for sustainability Marketing	
5.7	Sustainable Product Strategies	
5.8	Conclusion	
6.	<i>Operations Management and Sustainable Development</i>	
6.1	Introduction to Sustainable Operations Management (SOM)	170
6.2	Sustainability – A need of the hour for India	
6.3	Green Supply Chain Management – A Necessity	
6.3.1	Benefits of Green SCM	
6.3.2	Savings	
6.3.3	Lower Risk	
6.3.4	Increase in Revenue	
6.3.5	Indirect yield	
6.4	Elements of a Green Supply Chain	
6.4.1	Green Procurement	
6.4.2	Green Design	
6.4.3	Reverse Logistics & Green Remanufacturing	
6.4.4	Waste Management	
6.5	Conclusion of the chapter	
7.	<i>Sustainable Development in Management: Summing up</i>	187
7.1	Introduction	
7.2	Sustainability approach in Marketing Management	
7.3	Sustainability approach in Financial Management	
7.4	Sustainability approach in Economics	
7.5	Step Taken by Indian Government	

- 7.5.1 Ratifying Paris Agreement
- 7.5.2 The Clean Development Mechanism comes in Asian country
- 7.5.3 State Action Plans on Climate Change
- 7.5.4 Coal Cess and also the National Clean Energy Fund
- 7.5.5 National Adaptation Fund for temperature change
- 7.5.6 Sustainability approach in Operations Management
- 7.6 Education for Sustainable Development
 - 7.6.1 Promotion and improvement of basic education
 - 7.6.2 Reorienting existing education programmers
 - 7.6.3 Developing public understanding and awareness of Sustainability

This book is an output of the research work done under the tutelage of "Center for Sustainable Development" at the DME Management School, a unit of Delhi Metropolitan Education (DME). This stream of work is a maiden attempt by the faculty members teaching a spectrum of functional areas and with a broad range of academic background, training and teaching experience. The function-wise handling and then the amalgamation of these functional aspects of sustainability is the hallmark of this book.

The book chapters present the thus far much debated issue of 'sustainable development' in a hitherto unexplored manner. The approach adopted by the authors is unique firstly because it a multi-functional contribution towards sustainable development in the functional areas belonging to General Management, Economics, Human Resources, Finance, Marketing & Operations Management. Secondly, the clichéd critical stance against sustainability, particularly in the context of India, has not been unnecessarily over emphasized. Rather, contours of this text have focused on the varied aspects of sustainable development and the solution of the problem of "non-sustainable economic development". Thirdly, the focus has been to shed away the "Impossible" attitude about sustainability and considering the avenues of how sustainability can be made a reality. Fourthly, the application aspect has been emphasized by the authors across all the functional areas of management.

The chapters of this book are woven around the seventeen Sustainable Development Goals with a view to providing solutions in each of the functional areas of management. From the perspective of the management thinkers, all problems on this earth can be solved through better management.



cyberbullying

The Dark Side of Social Media

The Story of Teenagers with Special Reference to India

Edited by
Dr Isha Jaswal
DME



The world we live in is now neatly divided into two realms: the real and the virtual. In recent times, the virtual world appears to be slowly, but markedly, overtaking the real one. Human interactions, be they personal, social or political, are shifting their domains. Opinions are voiced in 240 characters or less; popularity and adulation are counted in retweets and likes; everything is gauged from ratings and reviews. Love and affection are found in chats, website comments and messages. So are hate, derision and insecurities. The internet, unlike the ephemeral human memory of the real world, never forgets. The anxiety associated with the permanency of hate and sorrow is becoming a major psychological issue among people, especially teenagers.

Cyberbullying as a phenomenon, especially among young adolescents and teenagers, needs to be addressed distinctively from other aspects of the cyberworld and the internet. The Research Cell of the Delhi Metropolitan Education has undertaken an extensive study, including a survey-based research, to unpack the issue of cyberbullying and its effects on the social and psychological aspects of people, especially Indian teenagers. *Cyberbullying: The Dark Side of Social Media* tries to map the sociolegal response to cyberbullying in an Indian framework.



DR ISHA JASWAL is Associate Professor in Delhi Metropolitan Education College (Guru Gobind Singh Indraprastha University), India. She heads the Research Cell at Delhi Metropolitan Education and supervises nine multidisciplinary research centres. Dr Jaswal is also an Advisor at Infinite-Sum Modeling Inc. She has worked in reputed universities like Delhi University (NCWEB) and Amity University. She holds a doctorate from the Department of Economics, Jamia Millia Islamia, Central University, New Delhi. Dr Jaswal has published books,

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CONTENTS

Chapter 1—Understanding Social Media	1
1.1 ORIGIN OF COMMUNICATION.....	1
1.2 HISTORY OF SOCIAL MEDIA.....	2
1.3 ORIGIN OF THE TERM 'SOCIAL MEDIA'.....	4
1.4 WHAT MAKES SOCIAL MEDIA SO POPULAR.....	5
1.4.1 Opportunity to Meet New People.....	6
1.4.2 Networking with People Sharing Common Passions and Interests.....	6
1.4.3 Free-of-cost Socialising.....	6
1.4.4 Fast and Real-time News Consumption on the Go	7
1.4.5 Social Media Marketing Opportunities	7
1.5 SOCIAL MEDIA USAGE AMONGST YOUTH AND TEENAGERS...	8
1.6 SOCIAL MEDIA USAGE AMONGST INDIAN TEENAGERS	9
1.7 SOCIAL MEDIA USAGE BY TEENAGERS: A GENERAL PERCEPTION.....	11
1.7.1 Reckless Usage	11
1.7.2 Unproductive Usage.....	11
1.7.3 Driven by Keen Desire for Validation.....	11
1.7.4 Excessive Indulgence.....	12
1.7.5 Causal Usage	12
1.7.5.1 Depression and Anxiety.....	12
1.7.5.2 Cyberbullying	13
1.7.5.3 Fear of Missing Out (FOMO).....	13
1.7.5.4 Unrealistic Expectations	13
1.7.5.5 Negative Body Image	13
1.8 CONCLUSION	14

Chapter 2—Dark Side of Social Media: Cyberbullying	16
2.1 SOCIAL MEDIA: NOT JUST A BAG OF BOONS.....	16
2.2 UNDERSTANDING CYBERBULLYING.....	17
2.2.1 Groundwork for Cyberbullying: Bullying in Real world.....	17
2.2.2 Dissecting the Word 'Cyber'	21
2.2.3 Construction of Cyberbullying.....	24
2.2.4 Theories of Cyberbullying.....	26
2.3 SOCIAL MEDIA FUNCTIONALITY AND CYBERBULLYING.....	28
2.3.1 Conversations	29
2.3.2 Sharing.....	30
2.3.3 Presence	31
2.3.4 Identity.....	31
2.3.5 Relationships.....	31
2.3.6 Groups	32
2.3.7 Reputation.....	32
2.4 PLATFORMS FOR CYBERBULLYING	33
2.4.1 Text-Message Bullying	34
2.4.2 Email Bullying.....	35
2.4.3 Social Media Bullying	35
2.4.3.1 Social Networks.....	35
2.4.3.2 Social News	37
2.4.3.3 Media Sharing	37
2.4.3.4 Micro Blogging	37
2.4.3.5 Blog Comments and Forums.....	38
2.4.3.6 Social Review Sites.....	38
2.4.3.7 Community Blogs	38
2.4.3.8 Sharing Economy Networks	39
2.5 PARTIES TO BULLYING	39
2.5.1 Cyberbully.....	40
2.5.2 Victim	40
2.5.3 Victim-bully.....	41
2.5.4 Bystanders.....	

2.6	TYPES OF CYBERBULLYING.....	41
2.6.1	Flaming.....	41
2.6.2	Harassment.....	42
2.6.3	Dissing.....	42
2.6.4	Outing and Trickery.....	43
2.6.5	Exclusion.....	43
2.6.6	Cyber Stalking.....	44
2.6.7	Masquerading and Impersonation.....	45
2.6.8	Fraping.....	46
2.6.9	Trolling.....	45
2.7	TROLLING AS AN EMERGING THREAT.....	48
2.8	IDENTIFICATION AND MEASUREMENT OF CYBERBULLYING....	49
2.8.1	Identification through the Acts of Bullying.....	50
2.8.2	Identification of Vulnerable Groups.....	50
2.8.3	Identifying Incidents of Cyberbullying.....	51
2.8.3.1	<i>Identification of Cyberbullying from the Perspective of Victim.....</i>	52
2.8.3.2	<i>Identification of Cyberbullying from the Perspective of Bully.....</i>	52
2.9	CONCLUSION.....	53
Chapter 3—Bully and Bullied: Psychological and Physical Health.....		54
3.1	THE POWER GAME.....	54
3.2	UNDERSTANDING THE NOTION OF TRADITIONAL AND CYBERBULLYING.....	55
3.3	CYBERBULLYING VS CYBER HARRASSMENT.....	56
3.4	PEEKING INTO THE MINDS OF BULLIES.....	59
3.5	BULLY-VICTIM-BULLY: THE VICIOUS CYCLE.....	62
3.6	PLIGHT OF CYBERBULLYING.....	64
3.7	REPERCUSSIONS ON HEALTH, BEHAVIOUR AND SOCIAL ASPECTS: FURTHER INSIGHT.....	70
3.8	IMPACT OF BULLING ON BULLY.....	74
3.9	REAL-LIFE EXPERIENCES.....	75
3.10	CONCLUSION.....	78

Chapter 4—Cyberbullying: Global Scenario	79
4.1 INTRODUCTION.....	79
4.2 CYBERBULLYING: AUSTRALIA.....	84
4.2.1 Internet Usage in Australia.....	84
4.2.2 Prevalence of Cyberbullying in Australia.....	85
4.3 CYBERBULLYING: ASEAN.....	87
4.3.1 Malaysia: Trapped in Adverse Cyberspace.....	91
4.4 CYBERBULLYING: CHINA.....	94
4.4.1 Online Gaming and Cyberbullying.....	96
4.5 CYBERBULLYING: CANADA.....	99
4.6 CYBERBULLYING: UNITED STATES.....	103
4.7 CYBERBULLYING: LATIN AMERICA.....	105
4.8 CONCLUSION.....	108
Chapter 5—Cyberbullying: Indian Scenario	110
5.1 THE OVERVIEW.....	110
5.2 INSTANCES OF CYBERBULLYING IN INDIA.....	112
5.2.1 Bois Locker Room.....	116
5.3 SOFT TARGETS FOR CYBERBULLYING.....	118
5.3.1 Bullying at Workplace.....	119
5.3.1.1 <i>What Causes Cyberbullying at Workplaces?</i>	120
5.3.1.2 <i>Consequences of Cyberbullying at Workplace</i>	122
5.3.2 Cyberbullying on Adolescents.....	122
5.3.3 Cyberbullying in Schools.....	125
5.3.3.1 <i>Schools Are the Best Line of Defence against Cyberbullying</i>	126
5.3.3.2 <i>LGBT and Cyberbullying</i>	134
5.3.4 Online Trolling and Memes.....	135
5.4 INITIATIVES TO CURB CYBERBULLYING.....	138
5.5 REASONS BEHIND SURGE IN CASES OF CYBERBULLYING.....	139
5.6 THE WAY FORWARD.....	142

CHAPTER 6—Cyberbullying and the Lived Realities of the Teenagers – A Survey	143
6.1 INTRODUCTION	143
6.2 CONCLUSION	166
CHAPTER 7—Legal Perspective of Cyberbullying in India and the World	167
7.1 INTRODUCTION	167
7.1.1 Cyberbullying: How Is It perceived?	168
7.1.2 Is Cyberbullying an Actual Threat?.....	172
7.2 CYBERBULLYING: INTERNATIONAL LEGAL PERSPECTIVE.....	175
7.2.1 United Kingdom	175
7.2.2 United States of America	177
7.2.3 Philippines	179
7.2.4 Australia.....	180
7.2.5 New Zealand.....	180
7.2.6 Human Rights and Cyberbullying	181
7.3 INDIAN LAWS AND CYBER BULLYING	182
7.3.1 Provisions under IT Act, 2000	183
7.3.2 Provisions in Indian Penal Code, 1860	186
7.3.3 Protection of Children from Sexual Offences Act (POCSO), 2012.....	187
7.3.4 The Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013	187
7.3.5 Scheduled Caste and Scheduled Tribe (Prevention of Atrocities) Act, 1989	188
7.4 CRITICAL ANALYSIS OF EXISTING INDIAN LAWS TO TACKLE CYBERBULLYING	188
7.4.1 Why Specific Legislation Has Not Been Adopted to Address Cyberbullying in India: Challenges and Obstacles	190
7.4.2 We See the Elephant in the Room: Does the Issue Merit a Law?	193
7.5 CONCLUSION	197

Chapter 8	—Cyberbullying: The Policies and the Judicial Outlook.....	198
8.1	INTRODUCTION.....	198
8.2	CYBERBULLYING IN ANTI-RAGGING PROVISIONS.....	199
8.2.1	Ragging, Bullying and Cyberbullying: Mutation and Morphing of Definitions.....	201
8.2.2	UGC Regulations on Curbing the Menace of Ragging in Higher Educational Institutions, 2009.....	204
8.3	JUDICIAL STANCE ON RAGGING AND THE RAGHAVAN COMMITTEE REPORT.....	206
8.3.1	Judiciary and the Post 'Blue Whale Challenge' Scenario.....	209
8.3.2	Ragging, Cyber Bullying: Heading towards a Regime of Over-Criminalisation?.....	210
8.3.3	Cyberbullying vis-à-vis Cyber-Harassment.....	211
8.4	CYBERSPACE AND PRIVACY: AN ENIGMA.....	213
8.4.1	Historical Evolution of Right to Privacy.....	214
8.4.2	The Test of Proportionality and Procedure Established by Law.....	216
8.4.3	The Undecided Contours of Right to Privacy: Cyberbullying.....	217
8.5	POLICYMAKING, JUDICIAL DECISIONS, PRIVACY AND CYBERBULLYING: CONCLUDING REMARKS.....	219
Chapter 9	—Reconceptualising the Roles of Stakeholders in Combating Cyberbullying on Social Media.....	222
9.1	STUDIES ON THE ROLE OF PARENTS IN COMBATING CYBERBULLYING.....	223
9.2	STUDIES ON THE ROLE OF SCHOOLS IN COMBATING CYBERBULLYING.....	224
9.3	STUDIES ON THE ROLES OF THE LEGAL FRAMEWORK BY THE GOVERNMENT IN COMBATING CYBERBULLYING.....	227
9.4	STUDIES ON THE ROLES OF ALL THE MAJOR STAKEHOLDERS IN COMBATING CYBERBULLYING.....	228
9.5	PARENTS: THE SIGNIFICANT STAKEHOLDERS IN REDUCING THE RISK OF CYBERBULLYING.....	231
9.5.1	Survey Conducted to Check Parent's Perception and Awareness on Cyberbullying.....	234

9.6	ROLE OF SCHOOLS IN PREVENTING AND HANDLING THE CASES OF CYBERBULLYING	239
9.7	GOVERNMENT'S ACTION AGAINST LEADING CASES OF CYBERBULLYING	243
9.7.1	Roles That Can Be Taken Up by the Government to Combat Cyberbullying	248
9.8	PSYCHOLOGISTS AND COUNSELORS TAKE IN COMBATING CYBERBULLYING	248
9.8.1	Roles and Responsibilities of the Counsellors and School Psychologists	249
9.8.2	Analysis and Interpretation of Qualitative Interviews	253
9.9	CALL FOR ACTION BY SOCIAL MEDIA COMPANIES AND NON-GOVERNMENT ORGANISATIONS IN COMBATING CYBERBULLYING	258
9.9.1	Social Media and NGOs: A Combined Effort to Curb Cyberbullying	259
9.9.2	Non-profit Organisations of India Working against Cyberbullying	261
9.9.2.1	<i>Business Overview</i>	261
9.9.2.2	<i>Guidelines Stated in the National Academic Press of Washington DC for Social Media Companies</i>	262
9.10	CONCLUSION	263
	<i>Bibliography</i>	265
	<i>Index</i>	281

Demonetization: Demystified

Editors
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About the Book

About 18 months have passed since the currency notes were demonetized in India on November 8, 2016 and the mist around demonetization is now fairly clear. The world has observed the variegated ramifications of this step by the government. It was the right time to deliberate upon its effects on various segments of the Indian Economy. This task was undertaken by organizing a one-day National Conference by School of Management of Delhi Technical Campus (DTC), affiliated to GGSIP University.

In order to unravel full implications of demonetization measures, the sub-themes identified included:

- Effect of Demonetization on the Emergence/Growth of Cash-Less/Less-Cash Economy in India.
- Post-demonetization Effect on Indian Banking Sector.
- Demonetization and its Consequences for the Real Estate Sector of Indian Economy.
- After-effects of Demonetization on the Parallel Economy of India.
- Impact of Demonetization on Terror Funding.
- Ramifications of Demonetization on other Sectors of Indian Economy.

The fifty-six articles presented at the conference and forty-one finally selected, represent a panoramic view of the conference, dividing them into pro-demonetization, anti-demonetization and balanced-demonetization-view categories. Article contributors analyzed the ramifications of demonetization, on a wide spectrum of sectors, by utilizing primary and secondary data, and presented the same in the form of Time-Series as well as Trend. To verify their conclusions, they used a host of statistical tests and tools. The proceedings of the conference have been recorded in the book titled Demonetization: Demystified.



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DME

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— BBA 301 —

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Table of Contents

Preface	IV
Acknowledgement	V
About the contributors	VI-IX
Table of contents	X-XII
Sr.No.	Page No.
1. Digital Marketing meaning scope and important Prof. (Dr.) Ravi Kant Swami	1-10
2. Internet Vs Traditional Marketing Communication Prof. (Dr.) Poorva Ranjan	11-20
3. An introduction to Internet micro environment Dr. Pooja Sharma	21-30
4. Use of business to consumer, Business to business internet marketing Dr. Shalini Gautam	31-40
5. Internet marketing Strategy Dr. Rashmi Chawla	41-50
6. The Marketing Mix (7-Ps) in online context Dr. Pooja Sharma	51-60
7. Managing Online Customer experience Dr Navya Jain	61-70
8. Planning website design Dr. Khushbu Khurana	71-80
9. Understanding site user requirement Ms. Pooja Tripathi	81-90
10. Site Design and Structure Ms. Roli Wadhwa	91-100
11. Developning and Testing Content Ms. Shanu Jain	101-110
12. Integrated Internet Marketing Communications(IIMC) Mr. Bhupender Singh	111-120
13. Objectives and Measurement of Interactive Marketing Communication Mr. Swaraj Manchanda	121-130
14. An introductionto E-Mail Marketing Ms. Priyanshi Jain	131-140
15. An introduction to Opt-in-email-Permission Marketing Ms. Shirley Rex	141-150
16. An introduction to Online PR Prof. (Dr.) Ravi Kant Swami	151-160
17. An introduction to Interactive advertising Prof. (Dr.) Poorva Ranjan	161-170
18. An introduction to Online Partnership Dr. Navya Jain	171-180
19. An introduction to Viral Marketing, Blogs Dr. Shalini Gautam	181-190
20. Search Engines- Search Engine Marketing (SEM) Dr. Rashmi Chawla	191-200

21. A brief about Search Engine Optimisation Dr. Pooja Sharma	121-130
22. A discussion about Website Optimisation Dr. Navya Jain	131-140
23. Content Marketing introduction Ms. Shirley Rex	141-150
24. Social Media Marketing introduction Ms. Pooja Tripathi	151-160
25. Designing Content for Social Media Marketing Ms. Roli Wadhwa	161-170
26. Campaign Management introduction Ms. Shanu Jain	171-180
27. Tracing SMM Performance Mr. Bhupender Singh	181-190
28. Mobile Marketing- Advertising on Mobile Devices Mr. Swaraj Manchanda	191-200
29. Mobile App- development and advancement Ms. Priyanshi Jain	201-210
30. Tracking Mobile Marketing Performance Dr. Khushbu Khurana	211-220
31. Introduction to web analytics Prof. (Dr.) Ravi Kant Swami	221-230
32. Types of Web analytics Prof. (Dr.) Poorva Ranjan	231-240
33. Tools of Web analytics Dr. Khushbu Khurana	241-250
34. Key metrics of Web analytics Dr. Shalini Gautam	251-260
35. Building advantage in a network economy Dr. Rashmi Chawla	261-270



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Digital Start-Ups

Reshaping the Indian Landscape Post Covid-19

Centre for Management Research,
Delhi Metropolitan Education



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Digital Start-ups

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Contents

Acknowledgements

Introduction to Digital Start

Bhupender Singh

Insights into Government Policy and Procedures for Digital Startups

Institutional Support System Entrepreneurs and Start

Review of Government Banks for Support to Digital Entrepreneurs

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Byjus and Cue Math

Roli Wadhwa Anan Bhavit Sadh

The Curefit Success Story

BoloIndya: Successful Homegrown
Media App Redefining the Indian User
Content Sharing and Monetisation
and Anan Bhavit Sadh

Digital Start-Ups

Reshaping the Indian Landscape Post Covid-19



About the Book

The wave of Digital startups has gained unprecedented attention across the globe. Indian digital startups have been instrumental in the overall development of a digital economy. The disruptions induced by Covid 19 posed many challenges but the crisis also offered many opportunities to tech entrepreneurs. Digital transformation, tech adoption, and adaptation to the new normal are well underway. This book culminates the role and importance of digital startups in the Indian landscape. It traces the genesis and growth of digital startups along with their support ecosystem in the Indian entrepreneurial culture. By outlining the success stories of selected digital startups in India it gives a holistic and practical viewpoint to the readers. It serves as a reference to the practicing entrepreneurs to reflect the current and the future state of affairs. The book throws light on the role and expectations of various institutions which build and shape the future of digital startups and lay the foundations of a strong, and stable Digital India.

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Emerging Trends in Management Practices

Editor

Bindu Sharma

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Contents

vii

Preface

1. **A Study of Factors Affecting the Satisfaction Level in E-Banking** 1-5
Jaideep Sharma and Dr. V K Kaushik
2. **Blue Ocean Strategy (BOS): A Critical Analysis of Application on Indian Outsourcing Industry** 6-10
Anita Sharma
3. **A Comprehensive Analysis and Survey of the Development of Mutation Testing and Higher Order Mutatione** 11-17
Shivani Chauhan
4. **Analytical Study of Short Strangle Strategy for CNX Nifty Index Options of the National Stock Exchange (NSE), India** 18-27
Ms. Dikshita and Dr. Harjit Singh
5. **A Study to Know the Awareness of E-Tax Filing Among Woman Academicians: Delhi and NCR Region** 28-38
Laxmi Rani and Deepanshu Rawat
6. **Talent Management Strategies and Trends at WNS: A Trainee's Perspective** 39-47
Ms. Vidhi Bhardwaj
7. **To Examine if There is an Association Among the "Reasons for Brand Switching" Among Major Metro Cities in India** 48-58
Dr. Jaspreet Kaur and Mr. Mahtab Alam
8. **Impact of Training and Development on Employees Performance: A Comparative Study** 59-63
Swati Bansal and Deepak Bansal
9. **Banking Online Frauds: An Indian Perceptive** 64-69
Neha Dhawan
10. **E-commerce: Opportunities and Challenges** 70-79
Monisha and Jatinder Kaur
11. **A Study of Challenges of SME Business Financing: MUDRA Bank** 80-84
Kushagra Joshi, Poorva Ranjan and Chandan Kumar
12. **The Role of Packaging of any Product Reflects the Sales Promotion to Ultimate Sale** 85-92
Ashish Kumar Khanra
13. **Cyber Security and Cyber Law Topic-Cyber Warfare and Cyber Terrorism** 93-101
Mr. Kush Kalra
14. **An FMCG GAIN: Case Study of Patanjali Ayurveda Ltd.** 102-105
Ms. Pooja Tripathi

15. **Linking Emotional Intelligence and Work Life Balance- A Review of Literature** 106-112
Dr. Vandana Malviya and Dr. Shaily Saxena
16. **Tier II and Tier III Cities: Accelerators to Growth of Economy** 113-115
Dr. Charu Malhotra
17. **Abstract:**
- Rationale Behind to Promote Gender Diversity In Organizational Workforce** 116-116
Vikas, Vikas Kumar Tyagi and Akhil Sharma
- The Impact of Exchange Rate Volatility and its Effect on Foreign Direct Investment in India: Using VECM Approach** 117-117
Akhil Sharma, Vikas Kumar Tyagi and Vikas
- Cloud Computing: A Miraculous Technique Enhancing Business Efficiency** 118-118
Dr. Garima J. Chandra and Ms. Jasleen Kaur
- E-HRM the Emerging Trend in HRM** 119-119
Shagun Sood
- Social Entrepreneurship: An Emerging Trend In India** 120-120
Dr. Samridhi Tanwar (1st Author) and Dr. V.K. Kaushik (2nd Author)
- Shining Haryana: A Development of Investors in Haryana** 121-121
Trilochan Chorasia
- A Comprehensive Analysis and Survey of the Development of Mutation Testing and Higher Order Mutation** 122-122
Shivani Chauhan
- Children's Influence in Purchase Decisions in Indian Families** 123-123
Harikishni
- A Study of Work Life Balance in Private Organisations w.s.r. NCR** 124-124
Bindu Sharma
- Women Entrepreneurship: A Perspective of the Female Students in Greater Noida** 125-125
Megha Gaur and Nitika Sharma
- Human Resource Issues & Challenges in Mergers and Acquisitions** 126-126
Sanober Khan
- A Discriminant Analysis Approach for Linking Perceived Service Quality Customer Satisfaction and Word of Mouth Communication** 127-127
Dr. Samridhi Tanwar (1st Author) and Dr. V.K. Kaushik (2nd Author)
- A Study on Online Marketing Strategies used by E-Entrepreneurs in India: A Comparative Study of Flipkart and Amazon** 128-128
Ms. Nikita Goyal and Ms. Nikita Goyal

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ENTREPRENEURSHIP DEVELOPMENT

BBA 312

Editors:

Dr. Ravi Kant Swami
(Director, DME)

Dr. Poorva Ranjan
(Head - Management School, DME)

Table of Contents

Preface	IV
Acknowledgement	V
About the contributors	VI-IX
Table of contents	X-XII
Sr.No.	Page No.
1. The Entrepreneurship : The concept Prof. (Dr.) Ravi Kant Swami	1-10
2. The Entrepreneurship : Definitions Prof. (Dr.) Poorva Ranjan	11-20
3. Emergence of Entrepreneurial class Ms. Shanu Jain	21-30
4. Emergence of Entrepreneurial Class in India Dr. Shalini Gautam	31-40
5. Theories of Entrepreneurship Dr. Rashmi Chawla	41-50
6. Types of Entrepreneurs Dr. Pooja Sharma	51-60
7. Promotion of a venture Dr Navya Jain	61-70
8. Opportunity Analysis Dr. Khushbu Khurana	71-80
9. External Environment Analysis Ms. Pooja Tripathi	81-90
10. Economic, Social, and Technological Analysis Ms. Roli Wadhwa	91-100
11. Competitive analysis Ms. Shanu Jain	101-110
12. Legal Requirement for Establishing New Unit and Raising Fund Mr. Bhupender Singh	111-120
13. Venture Capital Sources and Documents required Mr. Swaraj Manchanda	121-130
14. Forms of Ownership Ms. Priyanshi Jain	131-140
15. Entrepreneurial Behavior Ms. Shirley Rex	141-150
16. Innovation & Entrepreneur Prof. (Dr.) Ravi Kant Swami	151-160
17. Entrepreneurial Behavior and Psycho Theories Prof. (Dr.) Poorva Ranjan	161-170
18. Social Responsibility & Role of EDP Mr. Swaraj Manchanda	171-180
19. Preparation of business plan Dr. Shalini Gautam	181-190

20. Government policy on entrepreneurship	191-120
Dr. Rashmi Chawla	
21. Why startups fail?	121-130
Dr. Pooja Sharma	
22. Role of MSME	131-140
Dr. Navya Jain	
23. Role of entrepreneur in economic growth	141-150
Ms. Shirly Rex	
24. Technology park	151-160
Ms. Pooja Tripathi	
25. Role of government in promotion of MSME	161-170
Ms. Roli Wadhwa	
26. Generation of employment opportunities	171-180
Ms. Shanu Jain	
27. Complimenting and supplementing economic growth	181-190
Mr. Bhupender Singh	
28. Social stability and balanced regional development of industries	191-200
Mr. Swaraj Manchanda	
29. Role of export promotion and import substitution	201-210
Ms. Priyanshi Jain	
30. Concepts related to Forex earnings	211-220
Dr. Khushbu Khurana	
31. Documentation required in new venture planning	221-230
Prof. (Dr.) Ravi Kant Swami	
32. A note on small business enterprises	231-240
Prof. (Dr.) Poorva Ranjan	
33. EDP's Critical evaluation	241-250
Mr. Bhupender Singh	
34. Emergence of entrepreneurship amongst the youth	251-260
Dr. Shalini Gautam	
35. Role of entrepreneur as an innovator	261-270
Dr. Rashmi Chawla	



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Contents

<i>Foreword</i>	v
<i>Acknowledgements</i>	vii
<i>Preface</i>	xi

PART-I **Development and** **Information Dissemination**

1. Role of Media in Communicating Sustainable National Development <i>Ramendra Nath Verma</i>	1
2. Reporting Developmental Distress in Television and its Positive Impact: Case Studies from Remote Areas of Odisha <i>Dr. Fakira Mohan Nahak</i>	15
3. Usage and Gratification of New Media for Agricultural Information among Farmers of Punjab <i>Sheetal Thapar and Ranjeet Kaur</i>	33
4. Population Growth and Over Exploitation of Natural Resources <i>Purvi Chauhan and Rishabh Kumar Sharma</i>	51
5. Impact of Poverty and Unemployment on Human Development in Indian Society <i>Aakriti Garg and Ayushi Lohiya</i>	64

PART-II
Environment, Climate Change and
Role of Media

6. Role of Print Media in Advocating Environmental Issues:
Case Study
Kritika Sati 75
7. Role of Print Media in Highlighting Environmental and
Developmental Issues in India
Mohit Kishore Vatsa 88
8. Status of Environment Journalism in India:
An Analysis of Media Coverage of Climate Campaign
“Friday for Future”
Arunesh Kumar 100
9. Role of Mass Media in Creating Environmental Awareness
among Youth: A Study on Youth of Kapurthala District, India
Mangla Sahni and Dr. Ekta Mahajan 113
10. Climate Change Imagery in India: A Content Analysis
Study of National English Dailies
Aakriti Taneja 126

PART-III
Public Health, Healthcare and
Medical Tourism

11. Portrayal of Public Health and Hygiene in Indian Cinema:
A Narrative Analysis
Dr. Sharmila Kayal 143
12. Mobile Health Applications and Youth:
Exploring the Usage and Outcomes
Sanchita Chakraborty 159
13. Exploring the Healthcare Industry and
Health Tourism in Indian Perspective
Dr. Zakia Tasmin Rahman and Rehena Jasmin Rahman 173

(xvii)

14. Potential of Healthcare Industry, Health Tourism in India at Global Level
Dr. Iram Rizvi 193
15. Changing Dynamics of Medical Tourism in India
Sonia Arora 212

PART-IV
Mental Health Issues and
Happiness

16. The Role of Social Media in Mental Health Promotion in Delhi Schools
Manmeet Kaur 222
17. Autobiographies and their Utilisation in Media: A Reflection on Mental Well-Being
Shivangi and Dr. Kanu Priya 231
18. How Happy are You? A Study of Subjective Happiness amongst the Youth of Delhi NCR
Mitasha Guglani 240
19. Factors Affecting the Success of Drug Prevention Advertisements: An Analytical Study
Nivedita 255

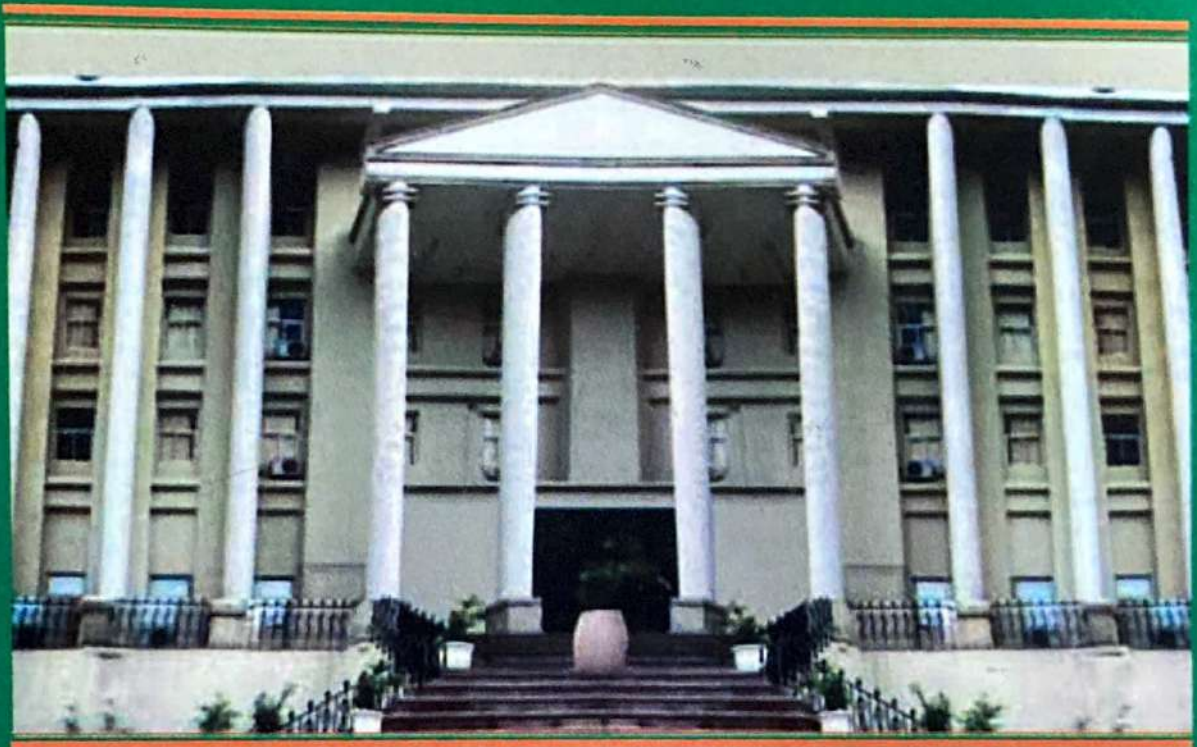
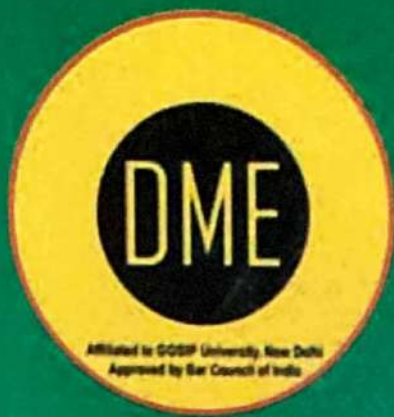
PART-V
Community Development,
Education and Media

20. Community and Role of Mass Media
Somya Bhaskar 270
21. Community and Role of Mass Media
Ayushmaan Datta 276
22. Digital Media Facilitating Education: Special Reference to MHRD's Swayam
Ravleen Kaur Kohli 287
23. Importance of Community Relations in Organisations
Suresh Gaur 299

(xviii)

PART-VI
Empowerment through
Community Radio

24. Role of Community Radio in Empowering Communities
(An Effort to Build Mathematical Temperament)
Priyanka Oberoi 310
25. Case Study of Community Radio: As an Emerging
Platform to Discuss Developmental Issues in Rajasthan
Amit Verma 320
26. Community Radio Strengthening the Voice of Voiceless:
A Case Study of Chala Ho Gaon Mein Community Radio
Pragati Pallavi 334
- List of Contributors* 345
- Index* 351



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NEWS

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NEWS**

**FAKE NEWS
PAID NEWS
— AND —
MEDIA TRIAL**

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Contents

<i>Foreword</i>	<i>v</i>
<i>Acknowledgement</i>	<i>vii</i>
<i>Preface</i>	<i>xi</i>

Part 1: Fake News and Sensationalism

1. Fake News in Post-Truth Era <i>Nehal Solanki and Sachin Kumar Jha</i>	1
2. Fake News, Real Impact: A Study Based on Delhi Youth <i>Dr. Ankit Sharma and Dr. Vaishali Billa</i>	15
3. Understanding Fake News: Reasons and Effects <i>Suruchi Shirish</i>	25
4. Sensational News: An Evolutionary Perceptive <i>Jagriti Basera and Shopita Khurana</i>	39

Part 2: Paid News and Yellow Journalism

5. Paid News: An Entrenched Disease in India <i>Shivani Jain and Bhavya Srivastava</i>	54
6. Paid News and Media Industry: Dynamics and Status <i>Rahul Joshi</i>	70

7. Studying Negative News in Media 82
Shishir Prashant
8. Yellow Journalism Plagues India's Freedom of
Speech and Expression 88
Priyanka Bisht
9. Yellow Journalism: Studying the Practice and
Measures to Combat 98
Harjeet Singh Kukreja

Part 3: Media Trial and Journalistic Ethics

10. Media Trials: A Special Reference to Ruchika
Girhotra Molestation Case 104
Manmeet Kaur
11. Media Trial: Coverage or Curb-age 119
Ritika Saxena and Dr. Kumar Rajyavardhan
12. Studying Effects of Media Trial in India 130
Samriddhi Srivastava
13. Evaluating Power and Menace of Trials in
Indian Media and Methods for their Regulation 137
Samreen Faiz
14. Media Trials in Criminal Cases 153
Archana Chawla
15. Impact of Media Trials on Public Perception
for a Subjudice Case 170
Richa Kashyap
16. Trial by Media: Detrimental to Fair Trial and
Journalistic Ethics 178
Ravleen Kaur Kohli

Part 4: Press Freedom and Reasonable Restrictions

17. Freedom of Press—Whose Freedom is it? 188
Dr. Neha Bahl and Dr. N.K. Bahl

18. Freedom of Expression and Reasonable Restrictions 195
Dr. Rachna Sharma
19. Freedom of Speech and Expression and Freedom
of Press in India 206
Kush Kalra
20. Contempt of Court in India 217
Priyanka Oberoi

Part 5: Journalism: Advertorials to Infotainment

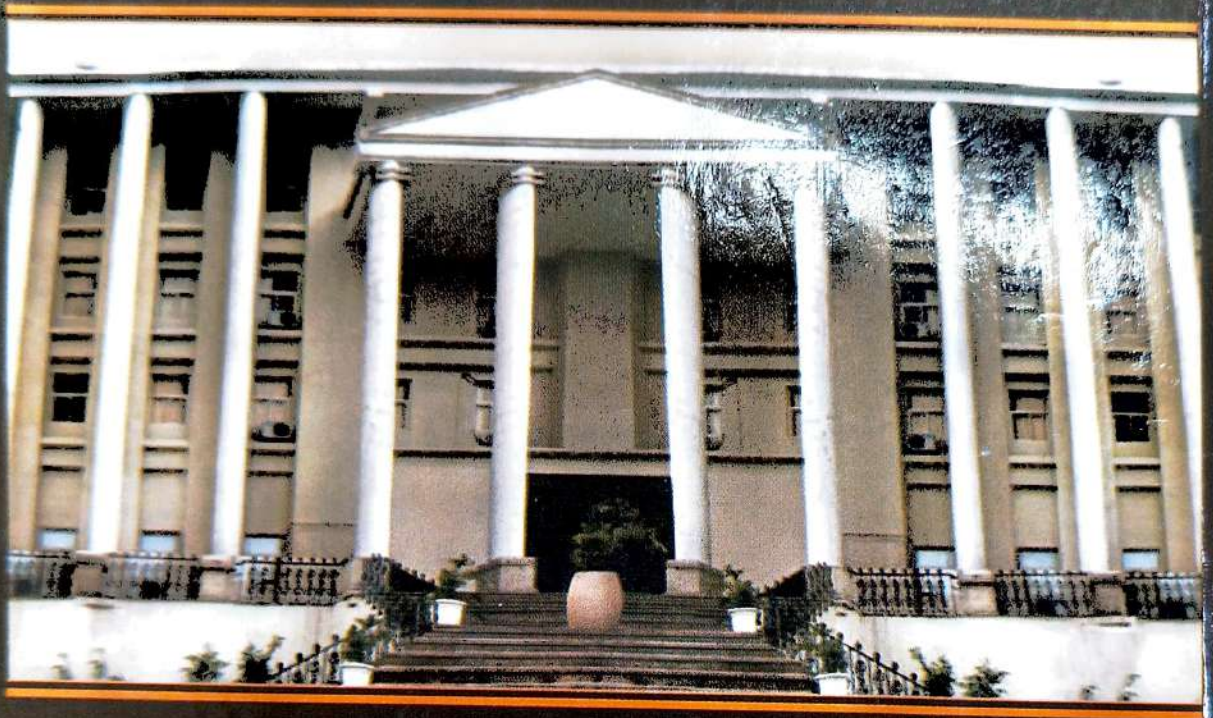
21. Professionalism in Journalism and Indicators
to Assess It 226
Dr. Nirmala Mani Adhikary
22. Advertorials: Need, Significance and Usage 258
Swati Singh
23. A Comparative Study on Advertorial and Advertisement
with Reference to Times of India Newspaper 264
Divya Rastogi
24. Infotainment News: A Perceived Erosion of
Journalistic Standards and Impact on Print Media 273
Ritika Puri

Part 6: News: Reporting to Marketing

25. Reporting Parliament in News 293
Manav Saini
26. Use of Anonymous Sources in Newspapers:
Extent and Types 305
Divya Jyoti Randev
27. How a Story Sells Well? Identifying 'Excitons' in
Mind and Media 320
Amaresh Jha and Dr. Aman Vats

Part 7: Diverse Facets of Journalism

28.	Corporate News through the Lens of a Journalist <i>Nehha Deepak Choudhary</i>	334
29.	India's Science Communication and Journalism: Issues and Challenges <i>Dr. Ruchi Singh Gaur</i>	340
30.	Using Social Media for Brand Management <i>Priyanka Ramesh</i>	350
31.	Social Journalism in Jharkhand: Importance and Effects <i>Dr. Ramesh Chandra Pathak</i>	364
	<i>List of Contributors</i>	381



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Food Entrepreneurship Startup in India

Case Bank I

Elevation of the Indian Food Industry



Prof. (Dr.) Ravikant Swami
Editors: Prof. (Dr.) Poorva Ranjan
Ms. Shirly Rex

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PREFACE

Traditionally, Indian culture and food are inter-related. The diversity in Indian culture is reflected in the number of cuisines that India is offering. At present, there is a heightened interest in eating nutritious and healthy food. The consumers are also open to check out new cuisines. This has opened the new opportunities for food entrepreneurs. They are able to offer not only healthy eating options to the consumers but also tickles their taste buds.

The present book has 32 case studies of Indian food entrepreneurs. Some of these entrepreneurs are already big brands, while few others are still looking for their moment of glory. The book traces the journey of these food entrepreneurs. It shows that it is not only important to offer the right set of food choices to the consumer, but it is equally important to have a good business sense to run a successful entrepreneurship venture.

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Table of Contents

Preface	IV
Acknowledgement	V
About the Contributors	VI - IX
Table of Contents	X - XII

Sr. No.	Title of the Chapter	Page No.
1	ZOMATO: IT AIMS TO BE A PLACE WHERE THE FOODIE'S HANGOUT Prof. (Dr.) Ravikant Swami and Sanya Pokhriyal	1 – 4
2	SWIGGY: INDIA'S MOST LOVED HYPERLOCAL PLAYER Prof. (Dr.) Poorva Ranjan and Sanya Pokhriyal	5 – 8
3	FRESHMENU: THE GO-TO NEIGHBORHOOD FOOD DELIVERY OPTION Dr. Shuchi Goel and Sanya Pokhriyal	9 – 11
4	FAASOS: AN ONLINE FOOD DELIVERY APP Dr. Shalini Gautam and Sanya Pokhriyal	12 – 14
5	BOX8: SERVE IRRESISTIBLE DESI MEALS IN A CONVENIENT, EASY-TO-CARRY BOX Dr. Rashmi Chawla and Sanya Pokhriyal	15 – 17
6	HUNGERBOX: A TECHNOLOGY-DRIVEN FOOD EXPERIENCE Dr. Pooja Sharma and Sanya Pokhriyal	18 – 20
7	MAGICPIN: TO DISCOVER RESTAURANTS, FASHION STORES, SPA, AND FITNESS CENTERS IN THE NEARBY AREAS Dr. Navya Jain and Sanya Pokhriyal	21 – 24
8	SWADHIKA FOODS: INNOVATION TO RESPECT AND RESTORE THE BOUNTY OF NATURE Dr. Khushbu Khurana and Sanya Pokhriyal	25 – 28

9	EAZYDINER: A PLATFORM THAT ENSURES “NO MEAL WITHOUT A DEAL	29 – 31
	Ms. Pooja Tripathi and Sanya Pokhriyal	
10	BEHROUZ BIRYANI: THE FAMOUS BIRYANI OF INDIA	32 – 35
	Ms. Roli Wadhwa and Sanya Pokhriyal	
11	OVEN STORY: AMAZING PIZZAS AT ECONOMICAL COST	36 – 38
	Ms. Shanu Jain and Sanya Pokhriyal	
12	CUREFOODS: A THRASIO-STYLE D2C STARTUP	39 – 43
	Mr. Bhupinder Singh and Sanya Pokhriyal	
13	CHAI POINT: A CHAIN OF CAFES	44 – 47
	Mr. Swaraj Manchanda and Sanya Pokhriyal	
14	BIRYANI BY KILO: AUTHENTIC TASTE OF HYDERABADI (KUTCHI) AND LUCKNOWI (PUKKI) BIRYANI	48 – 51
	Ms. Priyanshi Jain and Sanya Pokhriyal	
15	EATCLUB: A CLOUD KITCHEN COMPANY	52 – 55
	Ms. Shirly Rex and Sanya Pokhriyal	
16	FINGERLIX: READY-TO-COOK FOOD FOR FAMILIES	56 – 59
	Prof. (Dr.) Ravikant Swami and Himanshi Verma	
17	BLINKIT: DELIVERING GROCERIES IN THE BLINK OF AN EYE	60 – 64
	Prof. (Dr.) Poorva Ranjan and Himanshi Verma	
18	PEAR TECHNOLOGIES: DHARMIN VORA, DHRUVESH MEHTA, AND PARTH VORA	65 – 68
	Dr. Shuchi Goel and Himanshi Verma	
19	JUMBOTAIL: ONLINE B2B MARKETPLACE FOR FOOD & GROCERY THAT CONNECTS 30,000+ MOM & POP KIRANA GROCERY STORES	69 – 72
	Dr. Shalini Gautam and Himanshi Verma	
20	SID’S FARM: THE GOAL OF PROVIDING HEALTHY AND NATURAL DAIRY PRODUCTS	73 – 75
	Dr. Rashmi Chawla and Himanshi Verma	

21	SNACKIBLE: A HEALTHY SNACKS COMPANY Dr. Pooja Sharma and Himanshi Verma	76 – 78
22	HOLACHEF: OFFERS CHEF-CRAFTED FRESH MEALS TO CONSUMERS Dr. Navya Jain and Himanshi Verma	79 – 81
23	COOK GOURMET: AN ONLINE PLATFORM FOR ORDERING CHEF-CURATED RECIPE BOXES Dr. Khushbu Khurana and Himanshi Verma	82 – 84
24	EATONGO: NOT LET ANYONE MISS THEIR BREAKFAST Ms. Pooja Tripathi and Himanshi Verma	85 – 87
25	DINEOUT: DISCOVERING THE BEST AND MOST SUITABLE RESTAURANTS NEAR THEM Ms. Roli Wadhwa and Himanshi Verma	88 – 90
26	GOOD DOT: INTRODUCING PLANT-BASED PROTEINS Ms. Shanu Jain and Himanshi Verma	91 – 94
27	MISTER VEG: PLANT-BASED MEAT SUBSTITUTE START-UP Mr. Bhupinder Singh and Himanshi Verma	95 – 97
28	WAKAO FOODS: MEALS USING THE DELICIOUS FRUIT KNOWN AS JACKFRUIT Mr. Swaraj Manchanda and Himanshi Verma	98 – 100
29	VEZLAY FOODS: LOW-COST DELICIOUS VEGETARIAN FOODS Ms. Priyanshi Jain and Himanshi Verma	101 – 104
30	LIVE YUM: CREATING FOOD WITH A PURPOSE Ms. Shirley Rex and Himanshi Verma	105 – 108
	REFERENCES	109 - 116

Food Entrepreneurship Startup in India

Case Bank I



Food Entrepreneurship Start-Up in India is an essential guidebook for anyone who wants to start a food business in this exciting and dynamic market. With its rich culinary traditions and growing middle class, India offers unparalleled opportunities for food entrepreneurs, but navigating the complexities of the industry can be daunting. This book provides a comprehensive roadmap for building a successful food business from the ground up.

Drawing on their own experience as food entrepreneurs in India, as well as insights from experts in the field, the authors provide practical advice and real-world examples that will inspire and inform entrepreneurs at every stage of the journey. From identifying market opportunities and developing a winning product to branding and marketing, this book covers all the key aspects of building a successful food business in India.

Food Entrepreneurship Start-Up in India is an invaluable resource for anyone committed to building a successful and socially responsible food business in one of the world's most exciting and dynamic markets.



Dr Ravikant Swami has a decorated and diverse educational background—a PhD in Management, MBA and Bachelors in Economics from prestigious universities in India, and certifications and trainings from B-schools like IIM Bangalore, IIM Calcutta and IIFT New Delhi. Dr Swami has an eclectic list of subjects at his command that credit him with the excellence of a multi-variate teaching style. He has published numerous research papers and supervised PhD thesis, dissertations at MPhil as well as MBA levels. He is the honorary director at Delhi Metropolitan Education and leads the management school with his guidance and inspiring style of teaching. He motivates a team of remarkable faculty to practise better teaching and assure better earning outcomes. His visionary attitude helps drive the institute a step closer to its mission each day.



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Food Entrepreneurship Startup in India

Case Bank II

Elevation of the Indian Food Industry



Prof. (Dr.) Ravikant Swami
Editors: Prof. (Dr.) Poorva Ranjan
Dr. Shalini Gautam

Food Entrepreneurship Startup in India Case Bank- II

Elevation of the Indian Food Industry



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PREFACE

Traditionally, Indian culture and food are inter-related. The diversity in Indian culture is reflected in the number of cuisines that India is offering. At present, there is a heightened interest in eating nutritious and healthy food. The consumers are also open to check out new cuisines. This has opened the new opportunities for food entrepreneurs.

They are able to offer not only healthy eating options to the consumers but also tickles their taste buds. The present book has 32 case studies of Indian food entrepreneurs. Some of these entrepreneurs are already big brands, while few others are still looking for their moment of glory. The book traces the journey of these food entrepreneurs. It shows that it is not only important to offer the right set of food choices to the consumer, but it is equally important to have a good business sense to run a successful entrepreneurship venture.

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To the publisher, for seamless coordination.

Prof. (Dr.) Ravikant Swami

Prof. (Dr.) Poorva Ranjan

Dr. Shalini Gautam

Table of Contents

Preface	IV
Acknowledgement	V
About the Contributors	VI - IX
Table of Contents	X - XIII

Sr. No.	Title of the Chapter	Page No.
1	CLEAR MEAT: IS INDIA'S FIRST LAB-BASED MEAT COMPANY Prof. (Dr.) Ravikant Swami and Shikha Thakur	1 – 4
2	TEABOX: OFFERS ORGANIC TEA AND TEA-BASED PRODUCTS DIRECT FROM THE SOURCE Prof. (Dr.) Poorva Ranjan and Shikha Thakur	5 – 8
3	PETOO: IS ALL ABOUT QUICK AND CONVENIENT ACCESS TO INDIAN FOOD Dr. Shuchi Goel and Shikha Thakur	9 – 12
4	YUMLANE: INDULGENT MEALS AT REASONABLE PRICES Dr. Shalini Gautam and Shikha Thakur	13 – 15
5	GHOST KITCHENS: INNOVATIVE RESTAURANT BRAND CURATOR Dr. Rashmi Chawla and Shikha Thakur	16 – 18
6	WINGREEN FARMS: A FULLY INTEGRATED (FARM TO RETAIL) FOOD COMPANY Dr. Pooja Sharma and Shikha Thakur	19 – 21
7	NÜTY: NUTRITIOUS & TASTY Dr. Navya Jain and Shikha Thakur	22 – 24
8	HOI FOODS: A RANGE OF SUPER YUMMY MULTI-CUISINE MEAL COMBO Dr. Navya Jain and Shikha Thakur	25 – 27

9	SAMOSA SINGH: REINVENTING THE KING OF INDIAN SNACKS	28 – 30
	Ms. Pooja Tripathi and Shikha Thakur	
10	TGL CO.: TEAS WITH INFUSION OF REAL FRUITS AND FLOWERS	31 – 34
	Ms. Pooja Tripathi and Shikha Thakur	
11	CHARCOAL EATS FOOD: INDIAN RESTAURANT CHAIN	35 – 37
	Ms. Shanu Jain and Shikha Thakur	
12	BIRYANI BLUES: AN AMALGAMATION OF ARABIC, TURKISH AND MUGHLAI FLAVOURS	38 – 40
	Mr. Bhupinder Singh and Shikha Thakur	
13	HAPPILO: RANGE INCLUDES NUTS, BERRIES, TRAIL MIXES, ROASTERS AND SALTED MIXES	41 – 44
	Mr. Swaraj Manchanda and Shikha Thakur	
14	SIMBA: BREW THE KIND OF BEER WE WANTED TO DRINK	45 – 47
	Ms. Priyanshi Jain and Shikha Thakur	
15	BREW HOUSE TEA BREWING CO.: DEVELOPING BETTER-FOR-HEALTH, NEW-AGE FOOD & BEVERAGE PRODUCTS	48 – 51
	Ms. Shirley Rex and Shikha Thakur	
16	GOODWYN TEA: BLEND FOR GOOD	52 – 54
	Prof. (Dr.) Poorva Ranjan and Shikha Thakur	
17	TEAMONK: EXCLUSIVE QUALITY PURE AD NATURAL SPECIALTY TEAS	55 – 58
	Prof. (Dr.) Ravikant Swami and Mehek Kaur	
18	THE BEER CAFÉ: SUCCESSFULLY REVOLUTIONIZES THE BEER CULTURE	59 – 62
	Prof. (Dr.) Poorva Ranjan and Mehek Kaur	

19	TEA POST: THE IDEA OF SETTING UP TEA CAFES TO SELL TEA	63 – 65
	Dr. Shuchi Goel and Mehek Kaur	
20	BLUE TOKAI COFFEE ROASTERS: OUR GREAT TASTING COFFEE	66 – 69
	Dr. Shalini Gautam and Mehek Kaur	
21	VEEBA: LEADING CONDIMENTS & SAUCE COMPANY IN INDIA	70 – 73
	Dr. Rashmi Chawla and Mehek Kaur	
22	THE BELGIUM WAFFLE CO.: THE FIRST WAFFLE SPECIALTY STATIONS IN INDIA	74 – 77
	Dr. Pooja Sharma and Mehek Kaur	
23	DRUNKEN MONKEY: CREATING UNIQUE AND DELICIOUS SMOOTHIE BLENDS	78 – 81
	Dr. Navya Jain and Mehek Kaur	
24	CHAI SUTTA BAR: ON THE JOURNEY OF REVOLUTIONIZING THE BEVERAGES INDUSTRY	82 – 85
	Ms. Pooja Tripathi and Mehek Kaur	
25	MBA CHAI WALA INDIA: NOBLE DEEDS, VERSATILE VIBES, AND GARAM MASALENDAR CHAI	86 – 89
	Ms. Pooja Tripathi and Mehek Kaur	
26	VADHAM: THE WORLD’S FIRST VERTICALLY INTEGRATED ONLINE-FIRST TEA BRANDS	90 – 93
	Ms. Shanu Jain and Mehek Kaur	
27	SLURP FARM: BUILDING THE MOST LOVED HEALTH FOOD BRAND FOR CHILDREN	94 – 97
	Mr. Bhupinder Singh and Mehek Kaur	

28	THE MUMUM CO.: TO RAISE HEALTHY AND HAPPY CHILDREN	98 – 101
	Mr. Swaraj Manchanda and Mehek Kaur	
29	COOLBERG: AUTHENTIC TASTE AND SOME MAGICAL FLAVOURS	102 – 105
	Ms. Priyanshi Jain and Mehek Kaur	
30	PIPAL TREE BEVERAGES: THE START-UP HAS EXPERIENCED NUTRITIONAL EXPERTS TO HELP CUSTOMERS	106 – 109
	Ms. Shirly Rex and Mehek Kaur	
31	CHAAYOS: A CONTEMPORARY VERSION OF THE LOCALLY FOUND TEA STALLS	110 – 113
	Prof. (Dr.) Poorva Ranjan and Mehek Kaur	
32	BIRA 91: THE RAGE AMONGST URBAN MILLENNIALS OWING TO ITS DELICIOUS BEERS	114 – 118
	Dr. Shalini Gautam and Mehek Kaur	
	REFERENCES	119 – 124

Food Entrepreneurship Startup in India

Case Bank II



The Indian culture is rooted in their food. The Indian food habits are unique, not only in their taste but also in their cooking methods. It reflects the complexities of Indian culture. The diversity in Indian culture, in terms of religion, ethnicity, language, castes, etc, gets reflected in the diverse culinary skills and food consumption. Our festivals, occasions, and rituals, all are associated with different types of foods. With the advent of globalization, Indians have accepted various food items from across the globe and “Indianized” them in their unique way.

The present book is a collection of various food entrepreneurs which have developed in the country. These entrepreneurs range from organic tea, teas with an infusion of flowers and real fruits, nutritious snacks, authentic flavors, and healthy beverages to indulgent meals, a variety of samosas, restaurant brand curators, quick and convenient Indian food, and delicious beers. The present book shows the journey of thirty-two food entrepreneurs and the challenges faced by them. Some of the food entrepreneurs are already big brands and some are taking baby steps toward success. The book will be invaluable for not only for food entrepreneurs but also for entrepreneurs, in general.



Dr Ravikant Swami has a decorated and diverse educational background—a PhD in Management, MBA and Bachelors in Economics from prestigious universities in India, and certifications and trainings from B-schools like IIM Bangalore, IIM Calcutta and IIFT New Delhi. Dr Swami has an eclectic list of subjects at his command that credit him with the excellence of a multi-variate teaching style. He has published numerous research papers and supervised PhD thesis, dissertations at MPhil as well as MBA levels. He is the honorary director at Delhi Metropolitan Education and leads the management school with his guidance and inspiring style of teaching. He motivates a team of remarkable faculty to practise better teaching and assure better earning outcomes. His visionary attitude helps drive the institute a step closer to its mission each day.



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CONTENTS

Media Education in India: Meeting the Millennial Metamorphosis <i>Prof. (Dr.) K.V. Nagaraj</i>	11
Education Sector: Towards a Digital Future <i>Prof. K.G. Suresh</i>	29
Media Education and Challenges of Pedagogy in the Digital Ecosystem: A Perspective about the Reality and Dilemma for an Educator <i>Prof. (Dr.) B.P. Sanjay</i>	34
A Study of Shifting Trends in Perception of Media for Development in Karnataka in the Era of Digital Revolution <i>Prof. (Dr.) N. Usha Rani</i>	44
Media Education in the 21st Century – Changes and Challenges <i>Dr. V.L. Dharurkar</i>	62
100 Years of Media Education in India <i>Prof. Sanjay Dwivedi</i>	75

Quality Changes in Media Education and Research to Meet the Future Needs of the Media Industry <i>Prof. (Dr.) S. Nandakumar</i>	87
New Education Policy, Media Education and Gender Sensitivity <i>Dr. Ambrish Saxena</i>	101
Media Communication Education in India: History and Future Pathways <i>Prof. (Dr.) Mira K. Desai</i>	112
Dr. Nadig: A Pioneer in Journalism Education <i>Dr. A.S. Balasubramanya</i>	125
Future of Media Education in India <i>Dr. Shripad Bhalchandra Joshi</i>	130
Media Education in India: History and A Future Perspective <i>Dr. Narendra Kaushik</i>	144
Need for a New Version of Media Education <i>Prof. (Dr.) Dev Vrat Singh</i>	162
Doyens of Media Education in Punjab Region: A Biographical Perspective <i>Manash Pratim Goswami & Anita Chahal</i>	169
A Comparative Study of Adult Education under NPE 1986 and NEP 2020 <i>Dr. Kunjan Acharya and Gazal Singhal</i>	193

Media Education and Social Change in the Digital Age <i>Dr. Shekhar Magar</i>	201
Convergence of Media Studies and Multimedia <i>Dr. I. Arul Aram and Dr. R. Lavanya</i>	216
50 Years of Media Education and Contributions of University of Mysore: Indian Media Education <i>Dr. N. Mamatha and Yashavantha Kumar H C</i>	236
Designing an Ideal Module on Journalistic Ethics: An Attempt at Restructuring Journalism Education <i>Dr. Sunayan Bhattacharjee</i>	253
Convergent Media Education: The Click & Portal, Brick & Mortar Approach <i>Prof. Dr. Ananya Mehta</i>	271
Raja Rammohan Roy: His Contribution towards Women Education and Freedom of the Press <i>Debabani Mukherjee</i>	285
National Education Policy 2020: A Roadmap for Qualitative Changes in Indian Media Education <i>Dr. Rajesh Kumar and Neha Nandani</i>	295
Identification of an Ideal Curriculum for Public Relations Studies in India <i>Dr. Amrita Chakraborty</i>	309

Embracing Technology and Self-Reliance: The Focus on Pedagogy and Practice in Media Education <i>Aswathi Mary Varghese</i>	326
Perspectives on Equitable and Inclusive Education with Reference to National Education Policy-2020 <i>Dr. Moon Jana</i>	338
Finding a New Route Map to Journalism Education <i>Dr. Shabana Mansoor</i>	348
NEP 2020: Challenges before Mission of Gender and Social Equity <i>Fr. Carlos Luis SAC</i>	359
Media Education: Challenges and Prospects <i>Ashwini and Prof. Sapna M.S.</i>	371
100 Years of Media Education in India: History, Future Pathways with NEP 2020 <i>R. Saritha</i>	385
Media Education: Yesterday, Today & Tomorrow <i>Saikat Majumdar and Arindam Basu</i>	395
Media Education in India: The New Changing Scenario in the Age of Digital Era <i>Dr. Hari Krishna Behera and Indira Behera</i>	408
NEP 2020: Social Empowerment through Education <i>Smt. KV Vijayaveni</i>	422

Developing e-Learning Pedagogy for
Successful Realisation of NEP-2020's Vision
Shirin Verma and Prof. (Dr.) Suresh Chandra Nayak 432

NEP: How It Could Help Improve
Professional Media Skills
Rashmi Chouhan 445

Science and Environment Communication as a
Subject in Media Education: A Study of
Certificate Course in Science and Environment
Communication of Delhi University
Shweta Arya 455

Qualitative Changes in Media Education:
The New Perspective
Shantanu Dilip Watane 473

RTI in Journalism Education in Odisha: An Analysis
*Tikayat Nayak, Dr. Pravat Kumar Dash and
Dr. Bandita Kumari Panda* 489

New Education Policy, Media Education and Gender Sensitivity

-Dr. Ambrish Saxena

ABSTRACT

National Education Policy 2020 (NEP 2020) has been announced by the Ministry of Human Resource Development (MHRD) explaining in detail the changes that will be sought in the education sector after its implementation.

Media Education in India completed 100 years in 2020. There is no regulation governing Media Education in the country. Although there is a couple of academic programmes approved by the UGC (degree and certificate), little efforts have been made to standardize the media curriculum or to improve the quality of teaching and teachers. There is ambiguity in the process of admissions and no centralized testing agencies or tests are conducted. The process of admission is not standardized. Mass communication is still not treated as an independent discipline at places and mass communication and media studies are handled by language departments. In such a situation, media academics is

The book titled 'Future of Media Education' is a collection of selected papers and articles written by top media educators of the country. Featuring contributions from a diverse range of internationally-recognized experts and practitioners, this volume discusses recent developments in the media field in consonance with National Education Policy-2020. Offering a truly global perspective, the book focuses on media education, challenges of pedagogy in the digital ecosystem, shifting trends in perception of media for development, quality changes in media education and research, gender sensitivity, social change in digital age, convergence of media studies, journalistic ethics, developing e-learning pedagogy and science of communication etc.

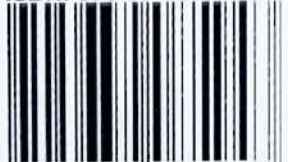
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Contents

<i>Foreword</i>	v
<i>Acknowledgements</i>	vii
<i>Preface</i>	xi

PART-I

Women Emancipation and Female Narratives

1	Studying Women Power in Socio-Political Movements: Inference Drawn from Shaheen Bagh <i>Dr. Ambrish Saxena and Dr. Susmita Bala</i>	1
2.	Rojava: A Female Narrative in a Strife-Torn Geopolitics <i>Dr. Anuja Bagchi</i>	31
3.	Female Delineation in Indian Advertisements <i>Shefalli Chhibber and Dr. Pavitra Shrivastava</i>	40
4.	To Study the Role of Twitter in Projection and Propagation of Feminism in India <i>Riddhi Bhargava and Amit Massey</i>	52
5.	Role of Advertisement in Women Empowerment <i>Shalini Kumari and Akansha Sharma</i>	63

PART-II
Media, Technology and
Women Empowerment

6. Mobile Health Information Seeking amongst Pregnant Women: Exploring the Mediating Role of Mobile Health Literacy and Trust
Dr. T.R. Gopalakrishnan and Devika Rani 92
7. A Comparative Study on the Usage of Social Media among Rural Women Population of Two Villages of Martinganj Tehsil of Azamgarh District
Neha Bhushan and Dr. Shashi Kant 106
8. Youtube as an Alternative Platform: A Case Study on Women Youtubers
Arya Haridas and Suguna K 129
9. Digital Literacy and Women Empowerment: Analysing Digital India
Dr. Navodita Pande 144

PART-III
Menstrual Health, Hygiene and
Environment

10. Discrimination against Women towards Menstrual Health and Hygiene: A Semiotic Approach
Dr. Ruhi Lal 154
11. Initiating Communication for Menstrual Health Management for Women in India: A Call for Media
Jenitta Sabu 173
12. Exploring the Role of Women as Environmental Activist in Conservation of Biodiversity in India
Dr. J.K. Panda, Ambris Tripathi and Ram Awtar Yadav 193

(xvii)

PART-IV
Sexuality, Human Rights and
LGBTQ Rights

13. Human Rights Violations against Sexual Minorities:
Problems and Perspectives
Khush Kalra and Surya Saxena 206
14. LGBTQ in Hindi Cinema:
A Paradigm Shift in Gay Representation
Mithi Singh 224
15. The Social Media Language Effect:
A Socio-Psychological Approach to Language Maintenance
Biswambhar Bose 237

PART-V
Misogyny and Sexual Crimes
against Women

16. Misogyny, Rape Culture and the Role of Media in the
Criminal Justice Procedure—A Study
Dr. Nandini Deb 245
17. Culture of Violence and Crime against Women
Manav Saini 253
18. Media Exposure on Sexual Crimes against Women and its
Impact—A Study of Families in Chennai
Suguna K and M. Shanbagam 263
19. Culture of Violence and Crime against Women
Aarti 272

PART-VI
Portrayal of Women in Cinema and
Web Series

20. Aparna Sen's 'Goynar Baksho' (2013):
A Detailed Case Study of Women Emancipation
through Cinema
Dr. Sunayan Bhattacharjee 284
21. Portrayal of Women in Domestic Roles by
Television Serials
Riya Yadav 290
22. Indian Web Series—A Study of Paradigm Shift in Gender
Roles and Traditional Television Viewing
Moumita De Das and Swati Chandak 296

PART-VII
Media Content, Impact on
Youth and Change

23. Consumption of News by Youth in Digital Age
Adarsh Sharma 310
24. Crime Web Series and their Impact on Teenagers:
A Case Study of Amazon Prime's Web Series Mirzapur
Nidhi Sahai 320
25. Effect of Educational Reservation in Indian Society
Pranav Ramesh Waidande and Harshita Anandani 334
26. Globalization and Role of Digital Media in
Social Development of Youth
Dr. Aanchal Sehgal 343
27. Social Media and its Effect on Youth
Pallavi Khurana 350
- List of Contributors* 355
- Index* 363



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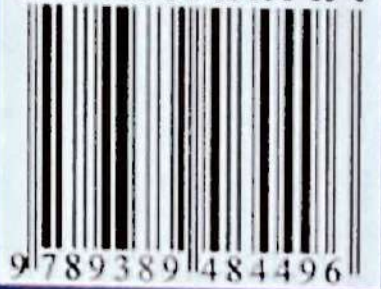
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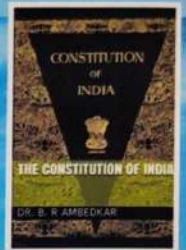


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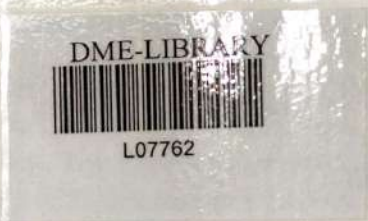
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TABLE OF CONTENTS

1.	70 VIS-A-VIS 35A: TALE OF 'SPECIAL' STATUS IN PURSUIT OF 'EQUALITY' <i>Ms. Meenakshi Kaushal</i>	3 13
2.	AWN AND DUSK OF ARTICLE 370: LIFE AND STRUGGLE OF ARTICLE 370 <i>Ms Kajal Gupta And Mr. Vighnesh Balaji</i>	D 25
3.	AWN AND DUSK OF ARTICLE 35A <i>Mr. Pankaj Jamtani</i>	D 35
4.	RTICLE 370 AND ARTICLE 35A : TOOTHLESS TIGER <i>Ms. Annapurna Chakraborty Tiwari</i>	A 46
5.	ECONSTRUCTING THE STATUS OF KASHMIR – FROM 'ACCESSION' TO 'INTEGRATION' <i>Ms. Charishma and Chaitanya Ganapati Hegde</i>	D 52
6.	BROGATION OF ARTICLE 370: IT'S IMPACT ON CIVIL AND POLITICAL RIGHTS OF WEST PAKISTAN REFUGEES <i>Dr. Kanika Sharma</i>	A 64
7.	STATUS OF J&K PRIOR TO THE ABROGATION OF ARTICLE 370 AND 35A" <i>Shivalika Sharma</i>	" 76
8.	ECONSTRUCTING THE STATUS OF JAMMU AND KASHMIR - FROM ACCESSION TO INTEGRATION? <i>Vijay Kumar Tyagi and Bhanu Pratap Singh Sambyal</i>	D 84
9.	HE COLOSSAL INTEGRATION OF JAMMU & KASHMIR WITH THE ABROGATION OF ARTICLE 370 OF THE INDIAN CONSTITUTION: A DETAILED ANALYSIS. <i>Yuvanshi Kulshreshtha and Ms. Shubhangi Saxena</i> ...	T 102

10.	A
	RTICLE 370: PARADISE OR PARADOX? <i>Dibya Prakash Lahiri and Divyam Sharma</i>	114
11.	J
	JAMMU AND KASHMIR: A FAILURE OF POLITICAL DISCOURSE <i>Ganesh Nair and Ankit Mishra</i>	125
12.	T
	THE ABROGATION OF ARTICLE 370: EXPLORING A CONSTITUTIONAL VALIDITY <i>Dr. Payal Jain</i>	138
13.	“
	ARTICLE 35A & 370: AS VIEWED BY FUTURE GENERATIONS” <i>Deepika Chaudhary and Abhishek Tiwari</i>	156
14.	R
	EVOCATION OF ARTICLE 370; INTEGRATION OF TERRITORY OR DISINTEGRATION OF HEARTS <i>Mr. Harshad Karad</i>	171
15.	C
	CONUNDRUM OF EARTH’S HEAVEN, JAMMU & KASHMIR: DISSIPATING HUMAN RIGHTS AMIDST UNHEARD VOICES <i>Divyanshu Chaudhary and Akansha Ghose</i>	180
16.	A
	ABROGATION OF ART 370: A CONTRACT LAW PERSPECTIVE THROUGH THE LEGAL LENS <i>Samiksha Gupta</i>	187
17.	A
	ABROGATION OF ARTICLE 370 AND 35A; A NEW ERA OF DEVELOPMENT IN THE UNION TERRITORY OF JAMMU AND KASHMIR <i>Shaeyuq Ahmad Shah and Ajaz Afzal</i>	198
18.	A
	ABROGATION OF ARTICLE 370: AN ANALYSIS OF ITS IMPACT ON THE INDO-CHINA RELATIONS AND ITS IMPLICATIONS ON BEIJING’S INTERESTS IN KASHMIR <i>Manav Bhatt</i>	209

19.	ARTICLE 370: A COMPROMISE THAT MADE A NEW NATION <i>Aayush Mayank Mishra and Simriti Bali</i>	A 223
20.	AMMU & KASHMIR : NEVER SAY DIE <i>Umar Ishfaq Wani and Aditya Singh</i>	J 235
21.	AMMU & KASHMIR AND THE POLITICS OF ARTICLE 370 <i>Taanvia</i>	J 249
22.	ABROGATION OF ARTICLE 370: IS A STEP TOWARDS CONSTITUTIONAL IMMORALITY OR A GREAT MILESTONE TOWARDS THE STRENGTHNING OF INDIA'S UNITY <i>Ms. Navjot Suri and Ms Megha Chaturvedi</i>	A 265
23.	ABROGATION OF ARTICLE 370: AN ANALYSIS. <i>Dr. Rajinder Kaur Randhawa and Vinay Joshi</i>	A 277
24.	ABROGATION OF ARTICLE 370: CONSTITUTIONAL CONUNDRUM AND LEGALITY OF KASHMIR LOCKDOWN <i>Mr. Mukesh Kalwani and Pareesh Virmani</i>	A 290
25.	THE INDIAN QUASI-FEDERAL STRUCTURE AND ARTICLE 370: A CONUNDRUM. <i>Gaurav Puri</i>	T 308
26.	DECLINE OF LIBERTY: HABEAS CORPUS AND ABROGATION OF ARTICLE 370 <i>Hartej Singh Kochher and Neelesh Shukla</i>	D 319
27.	ARTICLE 370 & 35A- ITS IMPACT ON UNITY & INTEGRITY OF INDIA <i>Nitin Kumar and Chandan Kumar</i>	A 332
28.	RIGHTS OF CITIZENS: IMPACT OF CIVIL AND POLITICAL RIGHTS OF KASHMIR CITIZENS <i>Akansha Singh and Nikhil Mogha</i>	R 341

29. D
RECONSTRUCTING THE STATUS OF JAMMU AND KASHMIR - FROM ACCESSION TO INTEGRATION? <i>Mr. Rhitam Chatterjee</i>	352
30. A
IN A MIRROR IN THE MIRROR OF CONSTITUTION—ABROGATION OF ARTICLE 370 <i>Dr. K B Asthana and Ms. Snehal Asthana</i>	372
31. P
PROS AND CONS OF ARTICLE 370 FOR THE PEOPLE OF J AND K- ARTICLE 370: INDIA'S NEMESIS OR A BENEFACATION FOR THE KASHMIRIS? <i>Gaurav Thapliyal And Reeya Mishra</i>	384
32. T
THE SUPPRESSED VOICES OF JAMMU AND KASHMIR <i>Sunaina Jain and Vidushi Arya</i>	393
33. G
GENESIS TO TERMINUS OF ARTICLE 370: SOCIO LEGAL PERSPECTIVES. <i>Uday Sharma and Saurabh Tyagi</i>	401
34. R
REVOCAION OF ARTICLE 370 - A STRUCTURAL ANALYSIS <i>Vaibhav Gupta and Sunanda Mohan</i>	411
35. D
DEFENTION OF KASHMIRI POLITICIANS- LAWLESSNESS OR LAW ENFORCEMENT? <i>Ms. Upasana Singh</i>	420
36. D
DEFENSIVE OFFENSE AND ABROGATION OF ARTICLE 370: EXAMINING PAKISTAN'S RESPONSE AND ITS DIPLOMATIC ISOLATION <i>Dr. Nishtha Kaushiki</i>	434

ABOUT THE BOOK

August 5, 2019 marked a historic day for Indian polity when the current government announced the abrogation of Article 370 of the Indian Constitution. Article 370, which accorded special status to the state of Jammu and Kashmir, right from its inception with the Instrument of Accession executed by Raja Hari Singh, has remained a controversial piece of legislation and has been the source of much political and academic comment. Similarly, Article 35A of the Constitution has always acquired a prominent focus in politico-legal discourse with there being repeated calls, time and again for its repeal. Now that the provision has been revoked, the discussions as to the ramifications of the move, have begun with renewed fervour and the entire country as also the international community has been closely monitoring the subsequent developments. This book is a compilation of the ideas presented in the one-day national conference. It aims at discussing the pre and post effects of scrapping this Special Status of the State of Jammu & Kashmir and the repercussions, if any on Indian politics, democracy, federalism and foreign relations. It also touches upon the various political, legal, socio-economic and constitutional aspects of this move to understand if it gives citizens of J&K, a ray of hope or pushes them into an impasse. Most importantly, it seeks to provide its reader a holistic and comprehensive idea about the issue by presenting a compilation of articles on the same.

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The conference, that resulted into this book, was organized by the DME Law School. The Law school offers 5-year integrated B.A., LL.B & B.B.A., LL.B programs and practices project-based pedagogy with a strong connect between the classroom teaching and evolving legal & corporate needs.



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GOODS AND SERVICE TAX

— BBA 301 —

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Table of Contents

Preface	IV
Acknowledgement	V
About the contributors	VI-IX
Table of contents	X-XII

S/N	Chapter Titles	Page No.
1	Comparison of Direct and Indirect taxes Prof. (Dr.) Ravi Kant Swami	1-10
2	Introduction to GST in India Prof. (Dr.) Poorva Ranjan	11-20
3	Constitutional provision of Indirect taxes Ms. Pooja Tripathi	21-30
4	Basic Concepts of Supply Dr. Shalini Gautam	31-40
5	Composite and Mixed Supply- Brief Concept Dr. Rashmi Chawla	41-50
6	Services under GST- Examples Dr. Pooja Sharma	51-60
7	Levy and charge of GST- Practical application Dr. Navya Jain	61-70
8	Registration under GST- Formalities and Guidelines Dr. Khushbu Khurana	71-80
9	Procedure of Registration- Format and Process Ms. Roli Wadhwa	81-90
10	Person and Taxable person under GST Ms. Shanu Jain	91-100
11	Payment of Tax- types Mr. Bhupender Singh	101-110
12	Assessment of tax-self-assessment, re-assessment, summary assessment, provisional assessment, and best judgment assessment Mr. Swaraj Manchanda	111-120
13	Tax invoice-Format and Rules Ms. Priyanshi Jain	121-130
14	Differentiation between Credit and debit notes Ms. Shirly Rex	131-140
15	Accounts and Records- Meaning and Comparison Prof. (Dr.) Ravi Kant Swami	141-150
16	Input Tax Credit under GST - Conditions to Claim Prof. (Dr.) Poorva Ranjan	151-160
17	Place of Supply Provisions under GST Ms. Pooja Tripathi	161-170
18	Time of Supply Provisions under GST Dr. Shalini Gautam	171-180
19	Valuation and exemption (General valuation rules)	181-190

	Dr. Rashmi Chawla	
20	Special Valuation Rules-GST Valuation and its Practical Issues Dr. Pooja Sharma	191-200
21	Job work-Impact of Goods and Services Tax on Job Work Dr. Navya Jain	201-210
22	Returns under GST-Rules and Procedures Dr. Khushbu Khurana	211-220
23	Steps to File Return under GST Ms. Roli Wadhwa	221-230
24	Due dates of return-GST Returns Filing Due Dates Ms. Shanu Jain	231-240
25	Tax Collection at Source (TCS)-Conceptual Background Mr. Bhupender Singh	241-250
26	Tax Deduction at Source (TDS)-Meaning and Concept Mr. Swaraj Manchanda	251-260
27	Demands and recovery under GST- Detailed Analysis Ms. Priyanshi Jain	261-270
28	Inspection, search and seizure under GST Ms. Shirly Rex	271-280
29	Provisions of Arrest under GST Prof. (Dr.) Ravi Kant Swami	281-290
30	Advance Ruling Mechanism in GST Prof. (Dr.) Poorva Ranjan	291-300
31	Appeal and Revision Mechanism under GST Ms. Pooja Tripathi	301-310
32	Audit under GST-General Rules Dr. Shalini Gautam	311-320
33	Offences under GST- Regulations Dr. Rashmi Chawla	321-330
34	Penalties under GST-Types and procedures Dr. Pooja Sharma	331-340
35	Cases on offences and penalties Dr. Navya Jain	341-350
36	Filing refund under GST-Format and Process Dr. Khushbu Khurana	351-360
37	Refunds under GST and its related issues Ms. Roli Wadhwa	361-370
38	Cases on Refunds-Real Examples Ms. Shanu Jain	371-380
39	Activities which are neither good nor supply Mr. Bhupender Singh	381-390
40	Role of GST Practitioner Mr. Swaraj Manchanda	391-400
41	Steps to become a GST practitioner Ms. Priyanshi Jain	401-410



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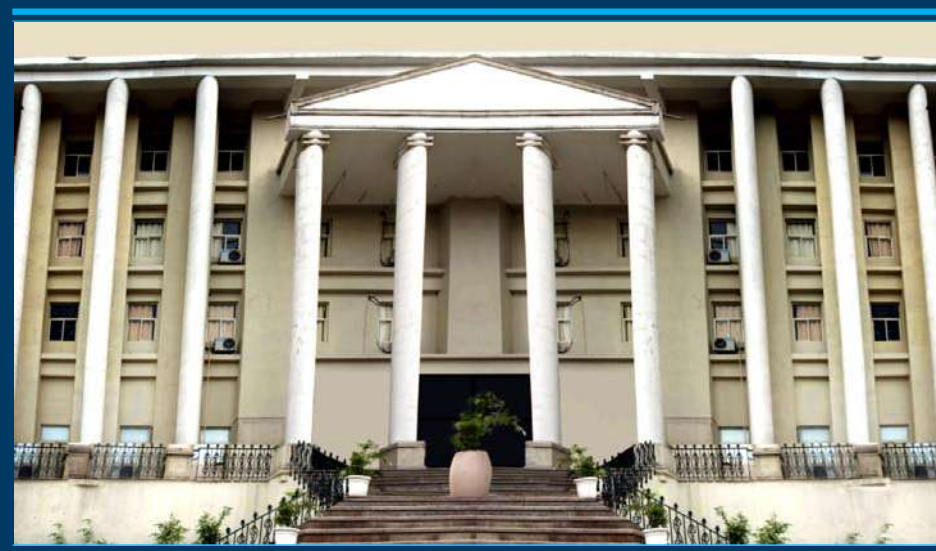
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GRIDS AND GUIDES OF DESIGN

Prof. Ashish Chatterjee
Prof. Ambrish Saxena



GRIDS AND GUIDES OF DESIGN

Editors
Prof. Ashish Chatterjee
Prof. Ambrish Saxena

The goal of this book is to introduce the fundamental ideas behind excellent graphic design, whether it is for print, the online, interactive media, or the environment. The visuals, which are a combination of student projects and professional design work, have been carefully chosen to highlight key teaching aspects.

The material has been written to reflect, in part, how the topic is taught in college design programmes. Many of the sections provide practical advice, step-by-step exercises and assignments, and references to additional resources.

A solid grasp of design principles should aid in the process of developing design works in response to briefs and issues, while leaving opportunity for independent experimentation and aesthetic flexibility, according to the book Principles.

You will learn to become visually aware and be able to communicate these design ideas into your future works as you are exposed to the fundamentals of research, typography, colour, photography, and composition.

Additionally, you will learn some of the vocabulary of visual literacy and how these principles are applicable across disciplines. Finally, a design education is a lifetime endeavour that may result in enormous personal fulfilment and fulfilment. Using this book as a starting point, you might discover a fresh perspective on the world and embark on a career path that will never cease to surprise and delight you.

**Grids
and
Guides of Design**

Grids and Guides of Design

Editors

Prof. Ashish Chatterjee

Prof. Amrish Saxena

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Preface

Whether we recognise it or not, design and graphics are essential components of our daily life. Design is all around us, from the commercials we see on the street to the logos on our favourite items. However, the significance of good design extends far beyond aesthetic considerations. It has the ability to convey messages, elicit emotions, and even impact conduct. In a world where first impressions are everything, it is critical to grasp design concepts and how to apply them successfully.

This book takes an in-depth look into the world of design and graphics. It covers everything from colour theory and typography to advanced strategies for generating visually attractive content. The book is presented in a straightforward and succinct style that makes it accessible to novices while also delivering significant insights to seasoned experts.

The practical approach to design is one of the book's standout aspects. Rather than simply addressing theory, the book includes hands-on activities and real-world examples to help readers put what they've learned into practice. This book includes something for everyone, whether you are a graphic designer, a web designer, or just someone who wants to enhance their visual communication abilities.

(vi)

Finally, this book stresses the significance of sustainable and moral design principles. Designers must take into account how their work will affect society and the environment since design has the potential to change the world around us. The book offers instructions on how to produce designs that are both attractive and ethical.

In conclusion, everyone interested in design and graphics will find this book essential. It covers everything from the fundamentals to the most recent trends and technology, with an emphasis on ethical and sustainable design practices. Readers will develop the skills and knowledge they need to produce outstanding visual material that communicates effectively and responsibly via practical exercises and real-world examples.

Prof. Ashish Chatterjee
Prof. Ambrish Saxena

Contents

Preface v

Unit-I
Understanding Design **1-40**

1. Understanding Design
Author-Prof. Ashish Chatterjee
 - 1.1 Basics of Design
 - 1.2 Basics of Graphics
 - 1.3 Elements of Design
 - 1.4 Principles of Design

2. Typography
Author-Dr. Susmita Bala
 - 2.1 Physical Form
 - 2.2 Aesthetics & Classification
 - 2.2 Letter Forms

Unit-II
Significance of Colour **41-101**

3. Significance of Colour
Author-Ms. Ritika Bora
 - 3.1 Physical Forms
 - 3.2 Colour Psychology
 - 3.3 Colour Schemes & Production

(viii)

- 4. Layout
Author-Prof. Ashish Chatterjee
 - 4.1 Understanding Layout
 - 4.2 Components of Layout
 - 4.3 Planning a Layout
- 5. Publication Design
Author-Dr. Susmita Bala
 - 5.1 Newspaper
 - 5.2 Tabloid
 - 5.3 Magazine
 - 5.4 Book
 - 5.5 Print Ads

Unit-III
Designing and Editing

102-143

- 6. Web Design
Author-Prof. Ashish Chatterjee
 - 6.1 Designing a Web Banner
 - 6.2 Examples of Web Banner
 - 6.3 Designing a Web Page
 - 6.4 Web Design Process
- 7. Corporate Design
Author-Mr. Madhav Sharma
 - 7.1 Image Editing
 - 7.2 Ethics of Image Editing
 - 7.3 Poster Designing
 - 7.4 Designing a Logo
 - 7.5 Designing a Corporate Brochure

Unit-IV
DTP and Printing

144-184

- 8. Pre-press
Author-Prof. Ashish Chatterjee
 - 8.1 History of Print Process
 - 8.2 Basics of Desktop Publishing
 - 8.3 Pre-Press Activities
 - 8.4 Paper & Finishing of Papers

(ix)

9. Press & Post Press

Author-Prof. Ashish Chatterjee

9.1 Contemporary Printing Methods

9.2 Letter Press

9.3 Offset Printing

9.4 Digital Printing

Index

185



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HUMAN RESOURCE MANAGEMENT

BBA 205

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Table of Contents

Preface	IV
Acknowledgement	V
About the contributors	VI-IX
Table of contents	X-XII
Sr.No.	Page No.
1. Concept & Importance of HRM	1-10
Prof. (Dr.) Ravi Kant Swami	
2. Functions of HR Manager	11-20
Prof. (Dr.) Poorva Ranjan	
3. Policies related to HRM	21-30
Ms. Roli Wadhwa	
4. Emerging Challenges of HRM & Work Force Diversity	31-40
Dr Shalini Gautam	
5. Welfare, Health & Safety	41-50
Dr Rashmi Chawla	
6. Downsizing & VRS (Voluntary Retirement Scheme)	51-60
Dr Pooja Sharma	
7. Employee Code of Conduct	61-70
Dr Navya Jain	
8. Work Life Balance (Flexi-Time)	71-80
Dr Khushbu Khurana	
9. HRIS (Human Resource Information System)	81-90
Ms Pooja Tripathi	
10. e-HRM	91-100
Ms Roli Wadhwa	
11. Job Analysis-Objectives, Uses & Steps	101-
110	
Ms Shanu Jain	
12. Job Description & Job Specification	111-120
Mr Bhupinder Singh	

13. Job Enlargement & Job Enrichment	121-130
Mr Swaraj Manchanda	
14. Methods & Techniques of Recruitment(e-Recruitment, Outsourcing & poaching) 131-140	
Ms. Priyanshi Jain	
15. Selection Process: Process,Techniques	141- 150
Ms Shirly Rex	
16. Selection Process: Tools	151- 160
Prof. (Dr.) Ravi Kant Swami	
17. Selection Process: Tests and Interviews	161- 170
Prof. (Dr.) Poorva Ranjan	
18. Concept and Importance of Training	171- 180
Ms. Pooja Tripathi	
19. Identifying Training & Development Needs	181-190
Dr Shalini Gautam	
20. Role Specific and Competency Based Training	191- 200
Dr Rashmi Chawla	
21. Training & Development	201- 210
Dr Pooja Sharma	
22. Training & Development-Techniques & Programs	211- 220
Dr Navya Jain	
23. Types of Training & Methods of Training - On -the-Job	221-230
Ms Shirly Rex	
24. Types of Training & Methods of Training - Off -the-Job	231- 240
Ms Pooja Tripathi	
25. Coaching & Mentoring	241-250

	Ms Roli Wadhwa	
26.	Management Development: Meaning, Process	251-260
	Ms Shanu Jain	
27.	Management Development Programs	261-270
	Mr Bhupinder Singh	
28.	Training Process Outsourcing	271-280
	Mr Swaraj Manchanda	
29.	Nature & Objectives of Performance Appraisal	281-290
	Ms Priyanshi Jain	
30.	Traditional Techniques of Performance Appraisal	291- 300
	Dr Khushbu Khurana	
31.	Modern Techniques of Performance Appraisal	301-310
	Ms Roli Wadhwa	
32.	Job Changes- Transfers & Promotions	311-320
	Mr Swaraj Manchanda	
33.	Compensation-Rules & Policies	321-330
	Ms Shirly Rex	
34.	Fringe Benefits, PLI, Employee Stock Option	331-340
	Ms Shanu Jain	
35.	HR Audit, Contemporary issues in HRM	341-350
	Dr Navya Jain	



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She completed her PhD in history from the University of Delhi in 2015. She specializes in medieval Indian history.

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Human Values and Ethics

Dr. Susmita Bala
Dr. Anupama Ghosh

Human Values and Ethics

Shaping the Professionals

Editors

Dr. Susmita Bala
Dr. Anupama Ghosh



This book has been designed especially for students who have chosen media and journalism as their chosen field of study. Considering that these students take the onus of shaping our public opinion, their understanding of themselves and that of the world is of utmost significance.

The book intends to put forth ideas and concepts that are essential for the all round development of the students as individuals and professionals. Basing its focus on ideas of human values, morals and ethics it shows through relevant examples the ways and the needs of becoming a considerate and compassionate individual.

Another focus of the book is on the ways and means is to put forth ideas of how to shine brightly as professionals, by inculcating the ideas of professional ethics, conduct and integrity.

Most importantly the book aims to facilitate the understanding to the students that they are part of a larger whole, and seeks to inspire them to be humane as a condition to be the best person and professional and lead a life that brims with their consideration and contribution to their families, societies, countries, the world and the nature.

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Shaping the Professionals

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Preface

The book 'Human Values and Ethics: Shaping the Professionals' is an endeavour to put forth the ideas of values, morals and integrity which help the students give a better direction to their being in every facet of their lives. The book is designed specifically for the students who have chosen the fields of media and journalism. It thus aims to inculcate in the students the ideas of what constitutes a better and considerate individual and shine brightly in their professional domains.

The first focus of the book is on making humane individuals who value their own lives and live out their lives based on principles of human values, ethics and morals. To make their understanding relevant to their chosen field of profession, relevant theories and examples have been incorporated.

The second aim of the book is to inculcate the appropriate principles to become professionals with the highest quality of conduct and professional integrity. The focus is not only the personal development of the self but including the ideas of common-good and that of the organization as a principal facet of such a development.

Keeping in mind that the book is designed for journalism and media students, who take the significant onus of shaping the public opinion, the book facilitates the ideas of brotherhood, peace and universal harmony. The idea of a self that is an integral part of the

(vi)

larger society and world is a dominant and ever-present theme of the book.

The book aims to provide the students with relevant ideas, examples and inferences of how each and every individual is part of a larger whole, and how being a better person, we not only do better for our own selves, but by inculcating the values, ethics, morals and principles of integrity, we make our families, societies, countries, world and nature a better and happier place.

Dr. Susmita Bala
Dr. Anupama Ghosh

Contents

Preface

v

Unit-I Human Values

1-40

Author-Dr. Yamini Khullar and Ms. Saima Pervez

- 1.1 What are Human Values ?
- 1.2 The Importance of Morals, Values, Ethics and Virtues in our Day-to-Day Lives
- 1.3 What are Morals?
- 1.4 Morality and its Issues-Moral Development Theories and Moral Issues
- 1.5 Moral Dilemma and Moral Autonomy
- 1.6 Ingraining the Ideas of Sensitivity and Caring
- 1.7 Honesty and Truth as Virtues in our Lives
- 1.8 Time Management–Valuing our Own Time and that of Others

Unit-II Professional Ethics

41-81

Author-Dr. Yamini Khullar and Dr. Ambrish Saxena

- 2.1 What are Professional Ethics?
- 2.2 The Different Models of Professional Ethics and the Accepted Code of Conduct

(viii)

- 2.3 Service Learning–Different Kinds of Service Learning
- 2.4 Ethical Theories and Professional Ethics–Theories about Right Action, Self-Interest and Common Good
- 2.5 Theories on Balance between Self-interest and Common Good
- 2.6 Building Consensus at the Work Place-Cooperation, Resolution of Conflict, Collective Approach
- 2.7 Resolution of Conflict at Workplace
- 2.8 The Idea of Collective Approach at Workplace

Unit-III

Professional Integrity 82-122

Author-Dr. Anupama Ghosh

- 3.1 What is Professional Integrity and its Significance
- 3.2 The Interconnectedness of Human Values and Professional Integrity and its Ethics
- 3.3 The Importance of Building Trust and Credibility at the Workplace
- 3.4 What Makes a Leader?- The Traits, Role and Leadership Style
- 3.5 The Various Theories of Leadership
- 3.6 Team and Team Building–The Need and Ways of Team Building
- 3.7 Good Decision Making–The Major Do's and Don't's
- 3.8 The Virtues of a Good Leader at Workplace–The Aspects of Good Personal and Professional Values

Unit-IV

Universal Peace and Harmony 123-163

Author-Dr. Anupama Ghosh


- 4.1 Idea of Brotherhood in Today's World–Based on Sensitivity, Caring and Sharing
- 4.2 Making a Stronger Self–Self-Exploration
- 4.3 The Idea of Natural Acceptance for Creating a Better Self

(ix)

- 4.4 Experiential Validation
- 4.5 Understanding and Respecting Relationships for Happiness and Prosperity
- 4.6 Self and Others—Peace and Happiness
- 4.7 Self and Others—The Idea of Co-existence and Interdependence of Self, Family, Society, Nation, World and Nature
- 4.8 India and the Idea of Vasudhaiva Katumbakam

Index

164



INDIA AND INTERNATIONAL LAW

Foreword by
Hon'ble Justice Bhanwar Singh
(Former Judge, High Court of Allahabad)

Editor-in-Chief
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India and International Law

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Contents

<i>Foreword</i>	vii
<i>Preface</i>	ix
<i>About the Book</i>	xv
Article 1: A Postcolonial Defence of India's Resistance to the NPT	1
<i>Aman Sahni</i>	
Article 2: International Law and Climate Change: The Challenges and Dilemma Faced by India	17
<i>Prof. (Dr.) Bhavish Gupta & Prof. (Dr.) Meenu Gupta</i>	
Article 3: Between the States, But Not Over It (India v. Pakistan)	31
<i>Dr. Neha Bahl & Dr. N.K. Bahl</i>	
Article 4: The Economic, Social and Cultural Marginalisation of India's Girl Child: An International Human Rights Perspective	39
<i>Charvi Kumar</i>	
Article 5: Role of ICJ in Development of International Law with Special Reference to Kulbhushan Jhadav Case	52
<i>Navjot Suri</i>	
Article 6: Derogation of Human Rights Under International Law	62
<i>Parul Gurudev & Sangya Negi</i>	
Article 7: Child Trafficking Laws in India Vis A Vis International Law: The Dualist Approach of A Sovereign State	74
<i>Karishma Sheikh</i>	
Article 8: Interim Measures Under the International Court of Justice	95
<i>Sunaina Mishra</i>	
Article 9: Need to Harmonize Public Policy Defence Under New York Convention	102
<i>Komal Kapoor</i>	
Article 10: Institutional and Legal Framework of Indian Food Safety Standards	117
<i>Souma Brahma Sarkar</i>	

Article 11: Foreign Arbitral Award : It's Recognition and Enforcement 137
Akansha Madan

**Article 12: Intellectual Property Rights in India and International Law
 Conventions: Copyright 151**
Tulika Narbar

**Article 13: International Court of Justice: Evolution, Establishment and
 Jurisdiction 159**
Gunjan Agrahari

Article 14: Prostitution Beyond Binaries 171
Avantika Tiwari

**Article 15: The Efficacy of International Law to Fight Against Piracy:
 Nature & Extent 184**
Kush Kalra

"Law is the essential foundation of stability and order both within societies and in international relations."

J. William Fullbright

This book throws a spotlight on contemporary issues under Indian law and their relevance to the international body of rules and principles. It is an extensive foray into questions of international relations, international dispute resolution, human rights, and commercial law.

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Contents

<i>Foreword</i>	<i>v</i>
<i>Acknowledgement</i>	<i>vii</i>
<i>Preface</i>	<i>xi</i>
<i>Indian Cinema-Filmic Content, Social Interface and New Technologies: An Overview!</i>	<i>xvii</i>

PART-1

Cinematic Gaze, Gender and Identity Conflict

1. **Condoning the Cinematic Gaze:
Addressing the Fountainhead of Sexism
and Gender Related Transgressions** 1
Dr. Kanwaljit Singh
2. **Content Evolution and Criticism: A Study based on
Women Centric Films of Bollywood** 12
Jenitta Sabu
3. **Woman and Burden of Post-Coloniality:
The Courtesan Film Genre (1960-1990)** 29
Dr. Nandita Banerjee
4. **Bollywood's Portrayal of Second Generation Diaspora
Residents: Cultural Hybridity, Multiculturalism and
Identity Conflict** 37
Mita Biswas

PART-2

Cultural and Political Interface of Indian Cinema

5. Reinventing Sunny Leone:
From a Porn Star to a Bollywood Star! 50
Dr. Vikrant Kishore and John Cumming
6. Impact of Indian Cinema and TV in Creating Fashion
Excitement in Bangladesh 73
Rajib Nandy and Trinanjana Das
7. Melodramatic Excess used to Persuade Dravidian/Self
Respect Thoughts through Tamil Cinema with Special
Reference to "Ratha Kanneer" 86
Subramanian N.
8. Indian Film Industry a Significant Vehicle of India's
Soft Power 97
Prof. Francis Arackal Thummy

PART-3

Depiction of Deprived and Minorities in Films

9. Representation of Caste in Indian Cinema:
A Comparative Study of Marathi Movie Sairat and its
Hindi Remake Dhadak 115
Amala T. Chacko and Dr. Nikhil Kumar Gouda
10. Representation of Muslim Minority in Mani Ratnam
Films: An Art of Visual Expressionism and its Impact 129
N. Nazini
11. Islamic Fundamentalism: Contextualizing Taslima
Nasreen in Indian Bengali Movie Nirbashito 139
Rajib Nandy
12. Reflection of Social Issues in Gulzar's Lyrics:
An Analytical Study 151
Mohd. Aleem Khan

PART-4**Cinema in the Digital Age**

13. Impact of Mobile Technology on Consumption of Hindi Cinema in Rural Areas 164
Dr. Amit Kumar and Dr. Poonam Gaur
14. Use of Social Media in Regional Movie Marketing: A Study of Two Contemporary Bengali Films 175
Dr. Debastuti Dasgupta
15. Film Criticism in Digital Age: A Study of Film Rating System in Bollywood 188
Bharti Shandilya
16. "Streaming Platforms as Stand-Alone Platforms"—A Cable TV Alternative: Analytical Study about Paradigm Shift of Economy of Indian Cinema 202
Dr. Sharmila Kayal and Ruma Saha
17. Tamil Movie Character Stickers in Social Media: Analysis of Self-Discourse and Metaphorical Context using Meipadu–Tholkappiyam (Tamil Literature) Framework 217
Malini Vasani

PART-5**Cinematic Content, Genres and Marketing**

18. From "Logic of Sensation" to "Distribution of Sensible": Identifying "Excitons" in Cinema and Senses 233
Dr. Aman Vats and Dr. Amaresh Jha
19. Over-the-top Media Content Usage: Influencing Family Ties 242
Pramod Kumar Pandey and Charu Chandra Pathak
20. Bollywood, Delhi Metro and the Culture of Mobility 250
Sonali Sharma

21. Reading the Royal Romance: A Semiotic Analysis of Holi Song from Hindi Film Padmaavat <i>Kartikey Goswami</i>	267
22. Product Placement in Hindi Movies: Innovative and Efficient Marketing <i>Navsangeet Saini</i>	285
<i>List of Contributors</i>	299
<i>Index</i>	304

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Contents

<i>Preface</i>	xi
Part 1: Education	
1. Space Law – A Growing Academic Discipline in India <i>Kumar Abhijeet</i>	3
2. ‘Sociodrama’ as Interdisciplinary Management Pedagogy: Relocating Convergence and Related Criticalities <i>Sonam Mansukhani & Rajneesh Choubisa</i>	11
3. Parenting Style and Academic Performance of Children <i>Sucheta Mandal & Vinita Sinha</i>	24
4. Determinants of Career Choice of Indian Engineering Students in Core Branches <i>Kanav Puri</i>	31
5. Policy and Practice in Teacher Education Sector: A Case of Quality Concern in the Context of Privatization <i>Bhanu Pratap Pritam</i>	40
6. Limitations of the Affirmative Action <i>Manish Kumar Thakur & Rishabh Aneja</i>	48
7. Finland’s Educational Innovation – Applicability in the Indian Context <i>Chaitanya P.V.S.K.</i>	54
8. Educational Reforms: Technical Intervention and Theory of Knowledge <i>Harika Srinivasan & Radhika Ramanujam</i>	64
9. Factors Affecting Performance of Secondary School Students <i>Riya Shah & Ateeksha Mittal</i>	71
10. Mapping the Road Towards Closing the Teaching Gap: An Exploration of What Matters <i>Aditya Vaish, Devansh Mishra & Vaibhav Ajmera</i>	81
11. Globalization and Teachers: A Quality Issue <i>Tanu Shukla & Divya Dosaya</i>	93

12. Using Multimodal Tools for Teaching Multiliteracies in Indian IIT Classrooms 98
Deepak Kumar & Pushp Lata

Part 2: Entrepreneurship, Economics and Finance

13. Entrepreneurial Intention of Post Graduate Students – A Comparative Study Among Commerce and Management Students 109
Gopu Vijayan & Mini Joseph
14. Consumer Endorsement: A Powerful Marketing Tool 119
Pooja, Khushbu Arora, Nancy Singhal & Shivangi Tiwari
15. Life Style Expectations and Banking Technology 125
R. Saji Kumar
16. An Exploration of Women Entrepreneurship and Associated Determinants 135
Bhawini Agarwal & T.K. Suryansh
17. Sustenance of Equilibrium between Rationale Preferences and Co-operation 143
Aditya Dhingra & Kartikeya Gupta

Part 3: Health

18. Empirical Validation of Emotional Intelligence in Health Settings 155
Vinith Bhandari, Mukesh Gupta & Tanu Shukla
19. Online Health Information: Usage and Effects 167
Gauri Chaturvedi, Naman Aggarwal, Shreya Maheshwari & Isha Joshi

Part 4: Media and Communication

20. Mass Media and Rural Developmental Coverage: Indian Experiences 177
Ram Pratap Singh
21. Linguistic Identity or Cultural Inclusivity – Perception and Preferences in Audio Visual Translation in India 185
Ravi Chaturvedi & Shruti Nagpal

22. Innovative Means of Film Financing in India <i>Rashmi Chaudhry</i>	196
23. Studying Mode of Delivery Preferred by Journalism Students in Institutions Promoted by Broadcast Media Houses <i>Ambrish Saxena & Susmita Bala</i>	205
24. Footprints of Dialogical Unconscious and Feminine Identity Incongruence: Critical Role of Media in Indian Culture <i>Anu Raj Singh & Nicky Naincy</i>	214
25. Nonlinear Storytelling Method for Interdisciplinary and Cross Expertise-Level Communication of Knowledge <i>Mika Letonsaari & Jukka Selin</i>	222
26. Product Placement in Bollywood Movies – How the Movies We Watch Effect What We Buy? <i>Gajendra Singh Chauhana, Akhil agarwal & Aditya Khandelwal</i>	229
27. Effectiveness of Advertising Viewability in Digital Ecosystem: How to Get the Best Out of the Money We Invest! <i>Gajendra Singh Chauhana, Resham Rathbi & Ketan Deore</i>	238
28. Mediated Democracy: A Growing Intrusion of Media into Political Domain <i>Nayan Jyoti Nath</i>	249
29. Impact of Social Messages through Advertising <i>Sangeeta Sharma</i>	256
 Part 5: Philosophy	
30. Sufism – An Epitome of Peace and Religious Heritage <i>Ajit Kumar</i>	265
31. Nyāya and the World of Harry Potter <i>Kamalpreet Kaur & Meenu A. Gupta</i>	272
32. The Neuroscience of Morality <i>Yamini Sahay</i>	280
33. The Essence of Bhartiya Vidya <i>Achala Nagar</i>	287

34. Infinite Memory Loop: Trapped in *The Cabinet of Dr. Caligari* 295
Shrija Srinivasan & Sushila Shekhawat
35. Reinterpreting the Idea of Ambivalence in the Ghazals by Mir Taqi Mir 304
Deepak Saroha
- Part 6: Psychological Studies**
36. Dynamics of Human Behaviour: An Analysis to Build Financial Capability 313
Aryasree M. & Mini Joseph
37. A Quantitative Study of Motivation in Researchers 322
Ankur Barsode
38. Degree and Institution: A Study on Undergraduate Students' Preferences 333
Nishant Gupta & Abhishek B. Chakravarthi
39. Psychological Roots of Game Based Foreign Language Learning 341
Chitra Dandawate & Asawari Bhave-Gudipudi
40. An Analysis of Structural Arrangements Through Government External Intervention from Policy Perspective 349
Ritik Rohit Bavdekar, V. Aravindan, V. Abishek Balaji, Kartikeya Aryan Agarwal & Archith Murali
41. A Perception Based Study on Gender Disparity in Research 357
Samarth Gupta, Aditya Agrawal, Aatman Borda & Siddharth Singh
42. The Link between Unemployment and Crime Rates 373
Lohit Gupta, Tarun Kumar, Avichal Jain & Jahnavi Tiwari
43. A Perfect Marketing Formula: A Psychological Perspective 383
Abhiram Sharma
44. Relationship Between Alexithymia and Well-being Among Youth 393
Vishnu N. Kucheria & Shrishti Singh

Part 7: Sustainable Development

45. Sustainable Development and Drawbacks: Assessing Progress of India towards Health Sustainability from Government Reports and Online News Platforms 407
Radhika Bhanja & Koel Roychowdhury
46. Anthropology and Disaster: A Case Study of 2017 Assam Floods 415
Sampurna Das
47. Narratives Surrounding Pottery: Studying the Potters of North India 422
Sangeeta Jawla
48. Urban Issues in Human Development: A Case Study of Udupi District in Karnataka State 430
Ashalatha K., Rakhesh Shetty & Sheetal Kumar
49. Drinking Water Projects in Rural India: A Case Study of Belapu Gram Panchayath 436
Ashalatha K., Rakhesh Shetty & Sheetal Kumar
50. Impact of Make in India Initiative in Neemrana Industrial Hub 444
Utkarsh Kumar
51. Challenges for Sustainable Development in South Asia: A Study of Female Poverty 453
Pooja Soni & Kanupriya Misra Bakhru

Part 8: Technological Intervention

52. Cross-Country Legal Framework for Behavioural Targeting: A Comparison between US, EU and India 463
Priyanka & Sadaf Siraj
53. Systematic Literature Review on Requirement Elicitation Technique in Software Projects 473
Panneerselvam, Ashalatha K., Sheetal Kumar M. & Rakhesh Shetty
54. Impact Assessment of Agricultural Technologies Over the Livelihood Status of Small and Marginal Farmers of Ranchi District, Jharkhand 481
Amit Kumar Mahto

55. Hedonic and Utilitarian Rationale of Indian College Students for Shopping of Apparels Online <i>Aditya Bhanja, Amisha Kothari, Neil Sarkar & Shrey Shah</i>	489
56. A Brief Review of Technology Indulgence and Student Well-being <i>Mounika Prashanthi Vavilala & Virendra Singh Nirban</i>	497
Author Index	505

Studying Mode of Delivery Preferred by Journalism Students in Institutions Promoted by Broadcast Media Houses

AMBRISH SAXENA & SUSMITA BALA

Delhi Metropolitan Education, DME Media School,
Sector 62, National Capital Region, Noida

Introduction

The strength of democracy is free press which acts as watchdog on the establishment while taking care of the people. Journalists working on different media platforms need to be knowledgeable, skilled and responsible in the discharge of their functions. This requires formal education and training in journalism and mass communication which is imparted by many universities and affiliated colleges at undergraduate and postgraduate level. In India, journalism education and training is also imparted by private institutions which include stand alone as well as institutions promoted by new media houses.

Media Colleges and University Departments

No official data is available with regard to the number of the universities and colleges imparting education in journalism and mass communication. According to Shiksha.com, there are 582 media colleges in India offering 1254 courses. This list includes central universities, state universities, private universities, deemed universities, university affiliated colleges, private colleges linked to foreign universities, autonomous institutions and institutes promoted by broadcast media and print media houses.

India Today 2018 Rankings includes the following 10 media colleges in India.

1. Indian Institute of Mass Communication, New Delhi
2. AJK Mass Communication Research Centre, Jamia Millia Islamia, New Delhi
3. Department of Communication, University of Hyderabad, Hyderabad

ABOUT THE BOOK

Interdisciplinarity is not a new concept and the merging of an extensive array of disciplines in humanities and social sciences in a social setting is a challenging task. Disciplinary distinctions propose diverse standpoints and the idea of interdisciplinarity emphasizes transgressing the unbending academic limits for promising knowledge creation. The distinctive task of the academic profession is the unification of research and teaching. Considering this, the edited volume is a comprehensive piece designed for readers interested in a variety of disciplines under the umbrella of humanistics and social sciences. The collection of the papers is based on the issues, questions, and problems of critical inquiry in the areas of education, psychology, philosophy, technology, health, entrepreneurship, business, sustainable development, media, and culture. The role of education in research is not just to provide skills that will allow doing research, but also to provide the critical appreciation of how research is to be done. The ideology of this book is constructed on the experienced phenomenon in the contemporary world. Thus, this book is an attempt for critical engagements leading to pragmatic solutions. The aim of the book is to help readers develop a comprehensive perspective on interdisciplinarity on knowledge, education, and research and not to take an ideological stance. The papers involve cultural variations including varied methodological perspectives having intrinsic originality of multiple disciplines. We hope to present the book to assist the researchers in order to utilize new perspectives offering immense insights to pursue research in the quantitative and qualitative analogy.

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ISSUES OF
VOTING *and*
MEDIA
USAGE *by*
YOUTH



Ambrish Saxena



Issues of Voting and Media Usage by Youth

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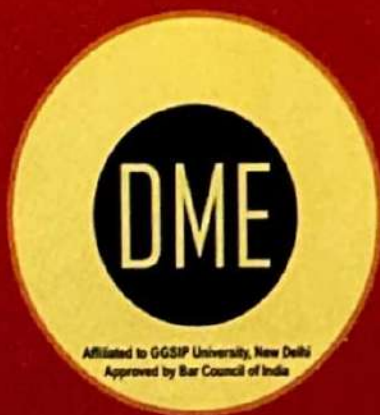
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Contents

<i>Foreword</i>	<i>v</i>
<i>Preface</i>	<i>vii</i>
<i>Acknowledgement</i>	<i>xi</i>
<i>Student Contributors</i>	<i>xv</i>
1. History, Functions and Conduct of Elections in India	1
2. Composition, Functions and Role of Elections Commission	17
3. Representation of People's Act and Conduct of Elections	28
4. Voting Behaviour and Legality of Opinion Polls in India	46
5. Review of Literature: Issues of Voting and Media Usage	55
6. Research Methodology for Collecting Opinion of Youth	76
7. Data Analysis: Finding out Issues of Voting by Youth	81

8. Data Analysis: News Consumption and Media Usage	130
9. Conclusion: Issues of Voting and Media Usage by Youth	140
10. Suggestions and Recommendations for Electoral Reforms	147
<i>APPENDIX</i>	
<i>Issues of Voting in General Elections 2019: Opinion of Youth in Lok Sabha Constituencies of Delhi</i>	149
<i>References</i>	155
<i>Index</i>	161



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IT APPLICATIONS IN BUSINESS

BBA 109



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Table of Contents

Preface	IV
Acknowledgement	V
About the contributors	VI-IX
Table of contents	X-XII
Sr.No.	Page No.
1. Components of IT Systems, Characteristics of Computers, Input-output Devices Prof. (Dr.) Ravi Kant Swami	1-10
2. Hardware-Software-Firmware: Meaning & Concepts Prof. (Dr.) Poorva Ranjan	11-20
3. Functions of different units of Computers Ms. Pooja Tripathi	21-30
4. Evolution/Generations of Computers, Since 1960's Dr. Shalini Gautam	31-40
5. Classification of computers: Based on usage, technology, data handling Dr. Rashmi Chawla	41-50
6. Computer Primary Memory: ROM , RAM Dr. Pooja Sharma	51-60
7. Secondary Memory: HDD, Optical Disk Dr Navya Jain	61-70
8. Cloud Computing : Basic Concepts & Cloud as a service (aaS) Dr. Khushbu Khurana	71-80
9. Types of Softwares Ms. Pooja Tripathi	81-90
10. Operating System: Basic Concepts Ms. Roli Wadhwa	91-100
11. Types of Operating Systems Ms. Shanu Jain	101-110
12. Functions of Operating Systems Mr. Bhupender Singh	111-120
13. Operating Systems: Latest trends & developments Mr. Swaraj Manchanda	121-130
14. Booting Procedure: Meaning, Start-up sequence Ms. Priyanshi Jain	131-140
15. Windows OS: GUI, Directory System Ms. Shirley Rex	141-150
16. Language Translators: Assembler, Interpreters & Compilers Prof. (Dr.) Ravi Kant Swami	151-160
17. Generations of Computer languages Prof. (Dr.) Poorva Ranjan	161-170
18. Introduction to Database Management Systems: Basic Concepts Dr. Khushbu Khurana	171-180
19. DBMS: Types an Applications Dr. Shalini Gautam	181-190

20. DBMS: ER Modeling	191-200
Dr. Rashmi Chawla	
21. DBMS: Different Keys, Referential Integrity	201-210
Dr. Pooja Sharma	
22. DBMS: Introduction to SQL- Basic Commands	211-220
Dr. Navya Jain	
23. Desktop Component: Word Processors & Presentation Software	221-230
Ms. Shirley Rex	
24. Excel: Introduction, features & applications	231-240
Ms. Pooja Tripathi	
25. Excel: Generic Functions & Formulas	241-250
Ms. Roli Wadhwa	
26. Excel: Creating tables, Graphs and Charts, Table formatting	251-260
Ms. Shanu Jain	
27. Excel: Worksheet management, sort and filter tools, subtotal.	261-270
Mr. Bhupender Singh	
28. Excel: Mathematical and Statistical functions	271-280
Mr. Swaraj Manchanda	
29. Excel: Financial, Date-time & Text functions	281-290
Ms. Priyanshi Jain	
30. Excel: Analyze data with Pivot Tables	291-300
Dr. Khushbu Khurana	
31. Advance Excel: What-if-Analysis (Goal Seek, Scenario Manager)	301-310
Ms. Roli Wadhwa	
32. Advance Excel: Vlookup, Hlookup, Match-Index	311-320
Ms. Shanu Jain	
33. Data Communication: Basic Concepts	321-330
Mr. Bhupender Singh	
34. Types of computer networks: Intranet, Extranet, Internet	331-340
Mr. Swaraj Manchanda	
35. Computer Networks: Topologies & Networking Devices	341-350
Ms. Priyanshi Jain	
36. Communication Standards: OSI Model	351-360
Dr. Khushbu Khurana	
37. Applications of IT: In Railways, Airlines, Banking, Insurance, Inventory Control, Financial Systems, Hotel Management, Education, Entertainment and Health.	361-370
Ms. Priyanshi Jain	
38. Cyber Security: Meaning, Aspects & Issues	371-380
Mr. Bhupender Singh	



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Contents

<i>Foreword</i>	<i>v</i>
<i>Acknowledgement</i>	<i>vii</i>
<i>Preface</i>	<i>xi</i>
Part 1: Development Issues and Role of Media	
1. Role of All India Radio Guwahati in Agriculture Development of Kamrup (Metro) in Assam <i>Malabika Kalita</i>	1
2. Development Message Dissemination and Media: An Overview of Challenges and Implications of Mass Media in 21st Century <i>Dr. Dhiraj Shukla</i>	12
3. Social Makeover of Rural India through Radio Programmes: A Study <i>Dr. Sunil Kumar Mishra and Dr. Amit Channa</i>	20
4. Health Awareness and Treatment through Digital Media: A Case Study on Ayurveda <i>Dr. Anuradha Mishra</i>	30
5. Development Communication: 'Kalyani' Making of a Revolution <i>Dr. Madhushree Dasgupta Chatterjee</i>	44
6. Media and Tax Reforms in India: A Study of Media Coverage of GST <i>Pramod Kumar Pandey</i>	53

Part 2: Issues of Women and Children in Media

7. Cyberfeminism-Feminist Communities Striving Online for Women Empowerment 61
Gayatri Rai
8. Globalisation, Gender and Media: A Study on Portrayal of Women in News in India 77
Bharti Chhibber
9. Sunita Gamit: Case Study of Women Empowerment 92
Utpal Bhatt
10. Parental Perception of News Based Advertisements on Child Development: A Study on Greater Guwahati Area of Assam 99
Minakshi Sarmah
11. Media Sensitisation to Child Rights: Child Marriage Violation to Human Rights 111
Priya Khanna Chadha
12. Usage of Television by Children: A Survey Based Study 123
Parul Malhotra

Part 3: Digital Journalism and Web Content

13. Growing Popularity of Digital Journalism among Youth 131
Dr. Charan Kamal Walia
14. Rise of Digital Journalism in India 144
Pallavi Khurana
15. Changing Aspects of Reporting on Whatsapp Groups: Case Study of "Ten News Daily" 151
Dr. Ramani Swarna
16. Portrayal of Indian Legends in Google Doodle: A Case Study 170
Prince Shadwal

Part 4: Cyber Media, Crime and Entertainment

17. Leadership and Decision Making Ability of Youth Active in Virtual Worlds 185
Shishir Kumar Singh
18. Cybercrime and Its Perception among University Students 200
Dr. Raghavendra Mishra
19. Web Series Content and its Acceptance among Youth in Reference to 4 Web Series 212
Neelam Nanda

Part 5: Social Media as Mobilize and Catalyst

20. Impact and Influence of Social Media on News Landscape 223
Divya Kapoor
21. Social Media Use and Perception among Women Professionals 237
Dr. Radhe Krishan
22. Social Media and Hashtag Activism 252
Dr. Manash Pratim Goswami
23. Social Media: The Great Movement Mobilise 263
Yashasvika Yadav and Ayushi Sachdeva
24. Social Media Advertising Impact in Rural Areas towards Online Shopping 278
Sehba Ali

Part 6: Age of Instagram and Twitter

25. Instagram and Twitter New Age News Disseminators: A Study 292
Sukriti Bahuguna
26. Is Social Media (Twitter) Spoiling Values of News? 301
Dr. Dilip Kumar

27.	Representation of Bankers on Twitter and Dainik Jagran Post-demonetisation <i>Mohit Kumar, Anjali Garg and S.B. Khan</i>	313
Part 7: Alternative Communication Strategies		
28.	Newspaper Cartoons as Medium of Communication: Content Analysis of Cartoons Published in Four National Dailies <i>Dr. Manasvi Maheshwari</i>	318
29.	A Descriptive Analytical Study: Election, Media and Religious Coverage <i>Utkarsh Mishra and Pradipta Kumar Ghosh</i>	330
30.	An Empirical Study: Election Campaign and Effectiveness of Media <i>Ashish Chatterjee and Pradipta Kumar Ghosh</i>	334
31.	Review of Communication Strategy for Sensitizing Towards Occupational Hazards in Cement and Construction Industry <i>Shweta Saxena and Dr. M.S. Parmar</i>	340
32.	Engage-Enable-Experience: A Recipe for Experiential Philanthropy <i>Deepika Dhawan</i>	351
	<i>List of Contributors</i>	360



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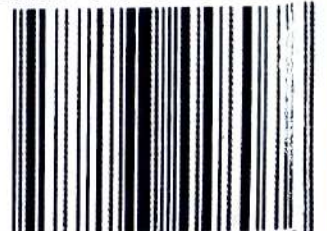
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He is Director at Delhi Metropolitan Education and leads the management school with his guidance and inspiring style of teaching. He motivates a team of remarkable faculty to practice better teaching and assure better earning outcomes. His visionary attitude helps drive the institute a step closer to its mission each day.

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COURSE BOOK 1

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- Business Mathematics
- Financial Accounting and Analysis
- Business Economics
- Computer Applications

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Management School, Delhi Metropolitan Education, Noida offers three-year degree programme Bachelor of Business Administration (BBA). Business Administration is a course that enables students in effective management of business and corporate aspects which are required to steer and supervise business operations.

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- Business Mathematics
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Preface

The aim of the book is to enlighten the readers with various management aspects. This book includes number of management topics such as Management Process and Organizational Behaviour, Business Mathematics, Financial Accounting and Analysis, Business Economics, and Computer Applications.

This book is segregated into two parts part I and part II that includes five units in total. Each unit presents a number of chapters that will be a comprehensive study material for the students to serve student learning and improvement in basic understanding of the management concepts.

In Part I there are two-and-a-half units that includes Management Process and Organizational Behaviour, Business Mathematics, Financial Accounting and Analysis whereas, Part II covers other half of the Financial Accounting and Analysis. It also includes Business Economics, and Computer Applications. Unit such as Management Process and Organizational Behaviour will help students understand both individual and group behaviour in workplaces. The book covers Math utilized by business undertakings to record and oversee business tasks and the basic understanding of computer applications as well.

(vi)

The subject matter experts of this book are the experienced and well qualified faculty members of the DME management school. These subject matter experts are the authors of this book. They draw on their extensive experience in the field of the academics and shared the same in this book. The chapters have been planned meticulously as we try to provide a comprehensive handbook to the students of BBA.

Dr. Ravikant Swami
Dr. Poorva Ranjan

Contents

Preface

v

PART-1

UNIT-1

MANAGEMENT PROCESS AND ORGANIZATIONAL BEHAVIOUR

1-138

1. Introduction to Management-Concept and Need
Mr. Bhupender Singh
2. Overview of Managerial Functions
Ms. Navya Jain
3. Classical Approaches to Management-Fayol
Ms. Parul Grover
4. Classical Approaches to Management-Taylor
Dr. Pooja Sharma
5. Classical Approaches to Management-Neo Classical
Ms. Pooja Tripathi
6. Human Relations Approaches to Management
Dr. Poorva Ranjan

(viii)

7. Neo Classical and Human Relations Approaches to Management
Dr. Ravi Kant Swami
8. Modern Approaches-Behavioural, Contingency and System Approach
Ms. Roli Wadhwa
9. Modern Approaches-MBO, Business Process Re-engineering
Dr. Seema Mam
10. Types of Plans, Environmental Analysis
Ms. Shanu Jain
11. Decision Making-Process and Techniques
Ms. Shruti Auplish
12. Concept and Process of Organizing-Overview
Mr. Swaraj Manchanda
13. Formal and Informal Organisation Structure
Mr. Bhupender Singh
14. Principles of Organizing
Ms. Navya Jain
15. Types of Organization Structure
Ms. Parul Grover
16. Emerging Organization Structure
Dr. Pooja Sharma
17. Personality-Meaning and Types
Ms. Pooja Tripathi
18. Different Learning Styles-Basics
Dr. Poorva Ranjan
19. Perception-Concept, Perceptual Process
Dr. Ravi Kant Swami
20. Perception-Importance, Factors Influencing Perception
Ms. Roli Wadhwa
21. Values and Attitudes-A Conceptual Background
Dr. Seema Mam
22. Concept and Types of Values: Components of Attitude
Ms. Shanu Jain

(ix)

23. Job Related Attitudes of Individuals
Ms. Shruti Auplish
24. Motivation-Concept and Importance
Mr. Swaraj Manchanda
25. Types of Motivation
Mr. Bhupender Singh
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Ms. Navya Jain
27. Discussing Famous Leaders and their Leadership Styles
Ms. Parul Grover
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Dr. Pooja Sharma
29. Extrinsic and Intrinsic Motivation
Ms. Pooja Tripathi
30. Conflict Rind Culture: Power and Conflict
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Ms. Roli Wadhwa
33. Determinants of Organizational Culture
Dr. Seema Mam
34. Concept and Determinants of Organizational Culture
Ms. Shanu Jain
35. Cases on Organizational Culture and Climate
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UNIT-2

BUSINESS MATHEMATICS

139-280

36. Concept of Factorial
Mr. Bhupender Singh
37. Principle of Counting
Ms. Navya Jain

(x)

38. Mathematical Induction: Principle
Ms. Parul Grover
39. Arithmetic Progression: Concept and Numerical Application
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40. Geometric Progression: Concept and Numerical Application
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Ms. Navya Jain
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Dr. Pooja Sharma
52. Depreciation Lapse Schedule
Ms. Pooja Tripathi

(xi)

53. Leontief I/O Model in Matrix Algebra
Dr. Poorva Ranjan
54. Permutation & Combination
Dr. Ravi Kant Swami
55. Derivative of a Parametric Function
Ms. Roli Wadhwa
56. Logarithmic Differentiation
Dr. Seema Mam
57. Derivative of an Inverse Function
Ms. Shanu Jain
58. Optimization using Calculus
Ms. Shruti Auplish
59. Point of Inflexion, Absolute and Local Maxima Minima
Mr. Swaraj Manchanda
60. Optimization in Case of Multivariate Function
Mr. Bhupender Singh
61. Lagrangian Multipliers in Differential Calculus
Ms. Navya Jain
62. Derivative as a Rate Measure
Ms. Parul Grover
63. Application of Differential Calculus in Business
Dr. Pooja Sharma
64. Introduction to Mathematics of Finance such as Annuities
Ms. Pooja Tripathi
65. Indefinite Integrals under Integral Calculus
Dr. Poorva Ranjan
66. Techniques of Integration
Dr. Ravi Kant Swami
67. Definite Integrals under Integral Calculus
Ms. Roli Wadhwa
68. Business Application of Integral Calculus
Dr. Seema Mam

(xii)

69. Producers' and Consumers' Surplus
Ms. Shanu Jain
70. Learning Curve in Integral Calculus
Ms. Shruti Auplish

UNIT-3

FINANCIAL ACCOUNTING AND ANALYSIS 281-335

71. Meaning and Scope of Accounting
Mr. Swaraj Manchanda
72. Objectives and Nature of Accounting
Mr. Bhupender Singh
73. Book Keeping and Accounting-Difference
Ms. Navya Jain
74. Inter-relationship of Accounting with other Disciplines
Ms. Parul Grover
75. Branches of Accounting-Cost, Financial and Management
Dr. Pooja Sharma
76. Advantages and Limitations of Accounting
Ms. Pooja Tripathi
77. Accounting Principles, Concepts and Conventions
Dr. Poorva Ranjan
78. Meaning and Significance of GAAP
Dr. Ravi Kant Swami
79. Introduction to AS Introduced by ICAI- Ind AS and other Standards
Ms. Roli Wadhwa
80. Overview of International Finance Reporting Standards
Dr. Seema Mam
81. Application of Journal Entries
Ms. Shanu Jain
82. Compound Journal Entries and Numericals
Ms. Shruti Auplish

(xiii)

83. Opening Journal Entries: Practical Aspect
Mr. Swaraj Manchanda
84. Cash Book: Types and Advantages
Mr. Bhupender Singh
85. Sales and Purchase Book
Ms. Navya Jain

PART-2

UNIT-3

CONT...

336-393

86. Trial Balance: Importance
Ms. Parul Grover
87. Company Final Accounts:
Preparation of Final Accounts without Adjustments
Dr. Pooja Sharma
88. Company Final Accounts: Preparation of Final Accounts with
Adjustments-Trading and P and L
Ms. Pooja Tripathi
89. Balance Sheet as per Schedule-III of the
New Companies Act 2013
Prof. (Dr.) Poorva Ranjan
90. Numerical Problems on Balance Sheet
Prof. (Dr.) Ravi Kant Swami
91. Concept of Depreciation, Causes of Depreciation and
Basic Features of Depreciation
Ms. Roli Wadhwa
92. Meaning of Depreciation Accounting and Objectives of
Providing Depreciation
Dr. Seema Mam
93. Method of Providing Depreciation and Recording Depreciation
Ms. Shanu Jain
94. Depreciation Policy as per AS-10 Revised and AS-6 Property,
Plant and Equipment
Ms. Shruti Auplish

(xiv)

95. Change of Method of Depreciation
(Both Current and Retrospective Effect)
Mr. Swaraj Manchanda
96. Contemporary Issues in Accounting
Mr. Bhupender Singh
97. Green Accounting in the Modern Era
Ms. Navya Jain
98. Social Responsibility Accounting
Ms. Parul Grover
99. Human Resource Accounting
Dr. Pooja Sharma
100. Use of Inflation Accounting in the Business World
Ms. Pooja Tripathi
101. Introduction to Joint Stock Company, Shares and Share Capital
Dr. Poorva Ranjan
102. Accounting Entries for Issue of Shares and
Case of Under-Subscription
Dr. Ravi Kant Swami
103. Oversubscription and Journal Entries
Ms. Roli Wadhwa
104. Treatment of Calls in Advance and Calls in Arrears
Dr. Seema Mam
105. Issue of Shares at Premium, Issue of Shares at Discount,
Issue of Shares at Par
Ms. Shanu Jain

UNIT-4

BUSINESS ECONOMICS

394-531

106. Nature, Scope, Definitions of Business Economics
Ms. Shruti Auplish
107. Difference between Business Economics and Economics
Mr. Swaraj Manchanda
108. Contribution and Application of Business Economics to Business
Mr. Bhupender Singh

(xv)

109. Micro vs. Macro Economics
Ms. Navya Jain
110. The Concept of Opportunity Costs with an Example
Ms. Parul Grover
111. The Fundamental Concept of Time Value of Money
Dr. Pooja Sharma
112. The Economic Principle of Marginalism
Ms. Pooja Tripathi
113. Incrementalism-The Decision Making Technique
Dr. Poorva Ranjan
114. Market Forces and Equilibrium
Dr. Ravi Kant Swami
115. Risk, Return and Profits
Ms. Roli Wadhwa
116. Cardinal Utility Approach: Diminishing Marginal Utility
Dr. Seema Mam
117. Law of Equi-Marginal Utility
Ms. Shanu Jain
118. Ordinal Utility Approach: Indifference Curves
Ms. Shruti Auplish
119. Marginal Rate of Substitution
Mr. Swaraj Manchanda
120. Budget Line and Consumer Equilibrium
Mr. Bhupender Singh
121. Theory of Demand, Law of Demand
Ms. Navya Jain
122. Movement along vs. Shift in Demand Curve
Ms. Parul Grover
123. Concept of Measurement of Elasticity of Demand
Dr. Pooja Sharma
124. Factors Affecting Elasticity of Demand
Ms. Pooja Tripathi

(xvi)

125. Income Elasticity of Demand, Cross Elasticity of Demand,
Advertising Elasticity of Demand
Dr. Poorva Ranjan
126. Demand Forecasting: Need, Objectives and Methods in Brief
Dr. Ravi Kant Swami
127. Meaning and Concept of Production
Ms. Roli Wadhwa
128. Factors of Production and Production Function
Dr. Seema Mam
129. Fixed and Variable Factors
Ms. Shanu Jain
130. Law of Variable Proportion (Short Run Production Analysis)
Ms. Shruti Auplish
131. Law of Returns to Scale (Long Run Production Analysis)
through the use of ISOQUANTS
Mr. Swaraj Manchanda
132. Concept of Cost, Cost Function, Short Run Cost,
Long Run Cost
Mr. Bhupender Singh
133. Economies and Diseconomies of Scale
Ms. Navya Jain
134. Explicit Cost and Implicit Cost, Private and Social Cost
Ms. Parul Grover
135. Pricing Under Perfect Competition
Dr. Pooja Sharma
136. Pricing Under Monopoly
Ms. Pooja Tripathi
137. Control of Monopoly: Measures to Curb the Growth of
Monopoly Power
Dr. Poorva Ranjan
138. Price Discrimination: A Pricing Strategy
Dr. Ravi Kant Swami

(xvii)

139. Pricing Under Monopolistic Competition
Ms. Roli Wadhwa
140. Pricing Under Oligopoly
Dr. Seema Mam

UNIT-5
COMPUTER APPLICATIONS **532-671**

141. Components of IT Systems, Characteristics of Computers, Input-output Devices
Ms. Shanu Jain
142. Hardware-Software-Firmware
Ms. Shruti Auplish
143. Functions of Different Units of Computers
Mr. Swaraj Manchanda
144. Evolution/Generations of Computers
Mr. Swaraj Manchanda
145. Classification of Computers: Based on Usage, Technology, Data Handling
Mr. Bhupender Singh
146. Computer Memory: ROM , RAM
Ms. Navya Jain
147. Secondary Memory: HDD, Optical Disk
Ms. Parul Grover
148. Concepts of Cloud Computing
Dr. Pooja Sharma
149. Types of Softwares
Ms. Pooja Tripathi
150. Operating System: Basic Concepts
Dr. Poorva Ranjan
151. Functions of Operating Systems
Dr. Ravi Kant Swami
152. Types of Operating Systems
Ms. Roli Wadhwa

(xviii)

153. Booting Procedure: Meaning, Start-up Sequence
Dr. Seema Mam
154. Start-up Sequence, Windows OS: GUI, Directory System
Ms. Shanu Jain
155. Translators & Languages:
Compilers, Interpreters and Assemblers
Ms. Shruti Auplish
156. Different Types of Computer Languages
Mr. Swaraj Manchanda
157. Important Concepts of Database
Mr. Bhupender Singh
158. Desktop Component: Word Processors &
Presentation Software
Ms. Navya Jain
159. Advance Excel: Introduction, Features & Applications
Ms. Parul Grover
160. Advance Functions of Excel
Dr. Pooja Sharma
161. Creating Tables, Graphs and Charts, Table Formatting
Ms. Pooja Tripathi
162. Worksheet Management, Sort and Filter Tools, Subtotal
Dr. Poorva Ranjan
163. Mathematical Functions, Statistical Functions, Date & Time
Functions, Text Functions
Dr. Ravi Kant Swami
164. Financial Functions, Analyze Data with Pivot Tables
Ms. Roli Wadhwa
165. Create and Manage Scenarios and Summaries
Dr. Seema Mam
166. Data Communications Concepts & Media Types
Ms. Shanu Jain
167. Concept of Computer Networks: Intranet, Extranet, Internet
Ms. Shruti Auplish

(xix)

168. Computer Network Topologies
Mr. Swaraj Manchanda
169. Types of Networking Devices
Mr. Bhupender Singh
170. Communication Standards: OSI Model
Ms. Navya Jain
171. IT & Society: Applications of IT in Railways, Airlines, Banking,
Ms. Parul Grover
172. IT & Society: Applications of IT in Insurance,
Inventory Control
Dr. Pooja Sharma
173. IT & Society: Applications of IT in Financial Systems, Hotel
Management, Education, Entertainment and Health
Ms. Pooja Tripathi
174. IT & Society: Education, Entertainment and Health
Dr. Poorva Ranjan
175. Security Issues in IT
Dr. Ravi Kant Swami

Index

672

Management Studies Course
Book-1
PART-1

Management Studies Course

Book-1

PART-1

- **Management Process and Organizational Behaviour**
- **Business Mathematics**
- **Financial Accounting and Analysis**
- **Business Economics**
- **Computer Applications**

Editors

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Preface

The aim of the book is to enlighten the readers with various management aspects. This book includes number of management topics such as Management Process and Organizational Behaviour, Business Mathematics, Financial Accounting and Analysis, Business Economics, and Computer Applications.

This book is segregated into two parts part I and part II that includes five units in total. Each unit presents a number of chapters that will be a comprehensive study material for the students to serve student learning and improvement in basic understanding of the management concepts.

In Part I there are two-and-a-half units that includes Management Process and Organizational Behaviour, Business Mathematics, Financial Accounting and Analysis whereas, Part II covers other half of the Financial Accounting and Analysis. It also includes Business Economics, and Computer Applications. Unit such as Management Process and Organizational Behaviour will help students understand both individual and group behaviour in workplaces. The book covers Math utilized by business undertakings to record and oversee business tasks and the basic understanding of computer applications as well.

(vi)

The subject matter experts of this book are the experienced and well qualified faculty members of the DME management school. These subject matter experts are the authors of this book. They draw on their extensive experience in the field of the academics and shared the same in this book. The chapters have been planned meticulously as we try to provide a comprehensive handbook to the students of BBA.

Dr. Ravikant Swami
Dr. Poorva Ranjan

Contents

Preface

v

PART-1

UNIT-1

MANAGEMENT PROCESS AND ORGANIZATIONAL BEHAVIOUR

1-138

1. Introduction to Management-Concept and Need
Mr. Bhupender Singh
2. Overview of Managerial Functions
Ms. Navya Jain
3. Classical Approaches to Management-Fayol
Ms. Parul Grover
4. Classical Approaches to Management-Taylor
Dr. Pooja Sharma
5. Classical Approaches to Management-Neo Classical
Ms. Pooja Tripathi
6. Human Relations Approaches to Management
Dr. Poorva Ranjan

(viii)

7. Neo Classical and Human Relations Approaches to Management
Dr. Ravi Kant Swami
8. Modern Approaches-Behavioural, Contingency and System Approach
Ms. Roli Wadhwa
9. Modern Approaches-MBO, Business Process Re-engineering
Dr. Seema Mam
10. Types of Plans, Environmental Analysis
Ms. Shanu Jain
11. Decision Making-Process and Techniques
Ms. Shruti Auplish
12. Concept and Process of Organizing-Overview
Mr. Swaraj Manchanda
13. Formal and Informal Organisation Structure
Mr. Bhupender Singh
14. Principles of Organizing
Ms. Navya Jain
15. Types of Organization Structure
Ms. Parul Grover
16. Emerging Organization Structure
Dr. Pooja Sharma
17. Personality-Meaning and Types
Ms. Pooja Tripathi
18. Different Learning Styles-Basics
Dr. Poorva Ranjan
19. Perception-Concept, Perceptual Process
Dr. Ravi Kant Swami
20. Perception-Importance, Factors Influencing Perception
Ms. Roli Wadhwa
21. Values and Attitudes-A Conceptual Background
Dr. Seema Mam
22. Concept and Types of Values: Components of Attitude
Ms. Shanu Jain

(ix)

23. Job Related Attitudes of Individuals
Ms. Shruti Auplish
24. Motivation-Concept and Importance
Mr. Swaraj Manchanda
25. Types of Motivation
Mr. Bhupender Singh
26. Leadership-Theories of Leadership
Ms. Navya Jain
27. Discussing Famous Leaders and their Leadership Styles
Ms. Parul Grover
28. Power and Conflict
Dr. Pooja Sharma
29. Extrinsic and Intrinsic Motivation
Ms. Pooja Tripathi
30. Conflict Rind Culture: Power and Conflict
Dr. Poorva Ranjan
31. Power Tactics-Concept and Role
Dr. Ravi Kant Swami
32. Organization Culture-Meaning and Types
Ms. Roli Wadhwa
33. Determinants of Organizational Culture
Dr. Seema Mam
34. Concept and Determinants of Organizational Culture
Ms. Shanu Jain
35. Cases on Organizational Culture and Climate
Ms. Shruti Auplish

UNIT-2

BUSINESS MATHEMATICS

139-280

36. Concept of Factorial
Mr. Bhupender Singh
37. Principle of Counting
Ms. Navya Jain

(x)

38. Mathematical Induction: Principle
Ms. Parul Grover
39. Arithmetic Progression: Concept and Numerical Application
Dr. Pooja Sharma
40. Geometric Progression: Concept and Numerical Application
Ms. Pooja Tripathi
41. Concepts of Function: Numerical Application
Dr. Poorva Ranjan
42. Introduction of Matrices: Definition of Matrices, Types of Matrices, Equality of Matrices
Dr. Ravi Kant Swami
43. Matrix Operations in Algebra
Ms. Roli Wadhwa
44. Transpose of a Matrix under Algebra
Dr. Seema Mam
45. Determinants in Matrix Operations under Algebra
Ms. Shanu Jain
46. Inverse of a Matrix under Algebra
Ms. Shruti Auplish
47. System of Linear Equations
Mr. Swaraj Manchanda
48. Properties of the Inverse Solution to a System of Equations by: Adjoint Matrix Method Gaussian Elimination Method
Mr. Bhupender Singh
49. Cramer's Rule in Matrix Algebra
Ms. Navya Jain
50. Rank of a Matrix, Rank of a System of Equations, Echelon Matrix
Ms. Parul Grover
51. Application of Matrices to Business Problems
Dr. Pooja Sharma
52. Depreciation Lapse Schedule
Ms. Pooja Tripathi

(xi)

53. Leontief I/O Model in Matrix Algebra
Dr. Poorva Ranjan
54. Permutation & Combination
Dr. Ravi Kant Swami
55. Derivative of a Parametric Function
Ms. Roli Wadhwa
56. Logarithmic Differentiation
Dr. Seema Mam
57. Derivative of an Inverse Function
Ms. Shanu Jain
58. Optimization using Calculus
Ms. Shruti Auplish
59. Point of Inflexion, Absolute and Local Maxima Minima
Mr. Swaraj Manchanda
60. Optimization in Case of Multivariate Function
Mr. Bhupender Singh
61. Lagrangian Multipliers in Differential Calculus
Ms. Navya Jain
62. Derivative as a Rate Measure
Ms. Parul Grover
63. Application of Differential Calculus in Business
Dr. Pooja Sharma
64. Introduction to Mathematics of Finance such as Annuities
Ms. Pooja Tripathi
65. Indefinite Integrals under Integral Calculus
Dr. Poorva Ranjan
66. Techniques of Integration
Dr. Ravi Kant Swami
67. Definite Integrals under Integral Calculus
Ms. Roli Wadhwa
68. Business Application of Integral Calculus
Dr. Seema Mam

(xii)

- 69. Producers' and Consumers' Surplus
Ms. Shanu Jain
- 70. Learning Curve in Integral Calculus
Ms. Shruti Auplish

UNIT-3

FINANCIAL ACCOUNTING AND ANALYSIS 281-335

- 71. Meaning and Scope of Accounting
Mr. Swaraj Manchanda
- 72. Objectives and Nature of Accounting
Mr. Bhupender Singh
- 73. Book Keeping and Accounting-Difference
Ms. Navya Jain
- 74. Inter-relationship of Accounting with other Disciplines
Ms. Parul Grover
- 75. Branches of Accounting-Cost, Financial and Management
Dr. Pooja Sharma
- 76. Advantages and Limitations of Accounting
Ms. Pooja Tripathi
- 77. Accounting Principles, Concepts and Conventions
Dr. Poorva Ranjan
- 78. Meaning and Significance of GAAP
Dr. Ravi Kant Swami
- 79. Introduction to AS Introduced by ICAI- Ind AS and other Standards
Ms. Roli Wadhwa
- 80. Overview of International Finance Reporting Standards
Dr. Seema Mam
- 81. Application of Journal Entries
Ms. Shanu Jain
- 82. Compound Journal Entries and Numericals
Ms. Shruti Auplish

(xiii)

- 83. Opening Journal Entries: Practical Aspect
Mr. Swaraj Manchanda
- 84. Cash Book: Types and Advantages
Mr. Bhupender Singh
- 85. Sales and Purchase Book
Ms. Navya Jain

PART-2

UNIT-3

CONT...

336-393

- 86. Trial Balance: Importance
Ms. Parul Grover
- 87. Company Final Accounts:
Preparation of Final Accounts without Adjustments
Dr. Pooja Sharma
- 88. Company Final Accounts: Preparation of Final Accounts with
Adjustments-Trading and P and L
Ms. Pooja Tripathi
- 89. Balance Sheet as per Schedule-III of the
New Companies Act 2013
Prof. (Dr.) Poorva Ranjan
- 90. Numerical Problems on Balance Sheet
Prof. (Dr.) Ravi Kant Swami
- 91. Concept of Depreciation, Causes of Depreciation and
Basic Features of Depreciation
Ms. Roli Wadhwa
- 92. Meaning of Depreciation Accounting and Objectives of
Providing Depreciation
Dr. Seema Mam
- 93. Method of Providing Depreciation and Recording Depreciation
Ms. Shanu Jain
- 94. Depreciation Policy as per AS-10 Revised and AS-6 Property,
Plant and Equipment
Ms. Shruti Auplish

(xiv)

95. Change of Method of Depreciation
(Both Current and Retrospective Effect)
Mr. Swaraj Manchanda
96. Contemporary Issues in Accounting
Mr. Bhupender Singh
97. Green Accounting in the Modern Era
Ms. Navya Jain
98. Social Responsibility Accounting
Ms. Parul Grover
99. Human Resource Accounting
Dr. Pooja Sharma
100. Use of Inflation Accounting in the Business World
Ms. Pooja Tripathi
101. Introduction to Joint Stock Company, Shares and Share Capital
Dr. Poorva Ranjan
102. Accounting Entries for Issue of Shares and
Case of Under-Subscription
Dr. Ravi Kant Swami
103. Oversubscription and Journal Entries
Ms. Roli Wadhwa
104. Treatment of Calls in Advance and Calls in Arrears
Dr. Seema Mam
105. Issue of Shares at Premium, Issue of Shares at Discount,
Issue of Shares at Par
Ms. Shanu Jain

UNIT-4

BUSINESS ECONOMICS

394-531

106. Nature, Scope, Definitions of Business Economics
Ms. Shruti Auplish
107. Difference between Business Economics and Economics
Mr. Swaraj Manchanda
108. Contribution and Application of Business Economics to Business
Mr. Bhupender Singh

109. Micro vs. Macro Economics
Ms. Navya Jain
110. The Concept of Opportunity Costs with an Example
Ms. Parul Grover
111. The Fundamental Concept of Time Value of Money
Dr. Pooja Sharma
112. The Economic Principle of Marginalism
Ms. Pooja Tripathi
113. Incrementalism-The Decision Making Technique
Dr. Poorva Ranjan
114. Market Forces and Equilibrium
Dr. Ravi Kant Swami
115. Risk, Return and Profits
Ms. Roli Wadhwa
116. Cardinal Utility Approach: Diminishing Marginal Utility
Dr. Seema Mam
117. Law of Equi-Marginal Utility
Ms. Shanu Jain
118. Ordinal Utility Approach: Indifference Curves
Ms. Shruti Auplish
119. Marginal Rate of Substitution
Mr. Swaraj Manchanda
120. Budget Line and Consumer Equilibrium
Mr. Bhupender Singh
121. Theory of Demand, Law of Demand
Ms. Navya Jain
122. Movement along vs. Shift in Demand Curve
Ms. Parul Grover
123. Concept of Measurement of Elasticity of Demand
Dr. Pooja Sharma
124. Factors Affecting Elasticity of Demand
Ms. Pooja Tripathi

(xvi)

125. Income Elasticity of Demand, Cross Elasticity of Demand,
Advertising Elasticity of Demand
Dr. Poorva Ranjan
126. Demand Forecasting: Need, Objectives and Methods in Brief
Dr. Ravi Kant Swami
127. Meaning and Concept of Production
Ms. Roli Wadhwa
128. Factors of Production and Production Function
Dr. Seema Mam
129. Fixed and Variable Factors
Ms. Shanu Jain
130. Law of Variable Proportion (Short Run Production Analysis)
Ms. Shruti Auplish
131. Law of Returns to Scale (Long Run Production Analysis)
through the use of ISOQUANTS
Mr. Swaraj Manchanda
132. Concept of Cost, Cost Function, Short Run Cost,
Long Run Cost
Mr. Bhupender Singh
133. Economies and Diseconomies of Scale
Ms. Navya Jain
134. Explicit Cost and Implicit Cost, Private and Social Cost
Ms. Parul Grover
135. Pricing Under Perfect Competition
Dr. Pooja Sharma
136. Pricing Under Monopoly
Ms. Pooja Tripathi
137. Control of Monopoly: Measures to Curb the Growth of
Monopoly Power
Dr. Poorva Ranjan
138. Price Discrimination: A Pricing Strategy
Dr. Ravi Kant Swami

(xvii)

139. Pricing Under Monopolistic Competition

Ms. Roli Wadhwa

140. Pricing Under Oligopoly

Dr. Seema Mam

UNIT-5
COMPUTER APPLICATIONS **532-671**

141. Components of IT Systems, Characteristics of Computers,
Input-output Devices

Ms. Shanu Jain

142. Hardware-Software-Firmware

Ms. Shruti Auplish

143. Functions of Different Units of Computers

Mr. Swaraj Manchanda

144. Evolution/Generations of Computers

Mr. Swaraj Manchanda

145. Classification of Computers: Based on Usage, Technology, Data
Handling

Mr. Bhupender Singh

146. Computer Memory: ROM , RAM

Ms. Navya Jain

147. Secondary Memory: HDD, Optical Disk

Ms. Parul Grover

148. Concepts of Cloud Computing

Dr. Pooja Sharma

149. Types of Softwares

Ms. Pooja Tripathi

150. Operating System: Basic Concepts

Dr. Poorva Ranjan

151. Functions of Operating Systems

Dr. Ravi Kant Swami

152. Types of Operating Systems

Ms. Roli Wadhwa

153. Booting Procedure: Meaning, Start-up Sequence
Dr. Seema Mam
154. Start-up Sequence, Windows OS: GUI, Directory System
Ms. Shanu Jain
155. Translators & Languages:
Compilers, Interpreters and Assemblers
Ms. Shruti Auplish
156. Different Types of Computer Languages
Mr. Swaraj Manchanda
157. Important Concepts of Database
Mr. Bhupender Singh
158. Desktop Component: Word Processors &
Presentation Software
Ms. Navya Jain
159. Advance Excel: Introduction, Features & Applications
Ms. Parul Grover
160. Advance Functions of Excel
Dr. Pooja Sharma
161. Creating Tables, Graphs and Charts, Table Formatting
Ms. Pooja Tripathi
162. Worksheet Management, Sort and Filter Tools, Subtotal
Dr. Poorva Ranjan
163. Mathematical Functions, Statistical Functions, Date & Time
Functions, Text Functions
Dr. Ravi Kant Swami
164. Financial Functions, Analyze Data with Pivot Tables
Ms. Roli Wadhwa
165. Create and Manage Scenarios and Summaries
Dr. Seema Mam
166. Data Communications Concepts & Media Types
Ms. Shanu Jain
167. Concept of Computer Networks: Intranet, Extranet, Internet
Ms. Shruti Auplish

(xix)

168. Computer Network Topologies
Mr. Swaraj Manchanda
169. Types of Networking Devices
Mr. Bhupender Singh
170. Communication Standards: OSI Model
Ms. Navya Jain
171. IT & Society: Applications of IT in Railways, Airlines, Banking,
Ms. Parul Grover
172. IT & Society: Applications of IT in Insurance,
Inventory Control
Dr. Pooja Sharma
173. IT & Society: Applications of IT in Financial Systems, Hotel
Management, Education, Entertainment and Health
Ms. Pooja Tripathi
174. IT & Society: Education, Entertainment and Health
Dr. Poorva Ranjan
175. Security Issues in IT
Dr. Ravi Kant Swami

Index

672

Prof. (Dr.) Ravikant Swami has a decorated and diverse educational background - a Ph.D. in Management, MBA, and Bachelor in Economics from prestigious universities in India, and certifications and training from B-schools like IIM Bangalore, IIM Calcutta, and IIFT New Delhi.

Dr. Swami has an eclectic list of subjects at his command that credit him with the excellence of a multi-variate teaching style. He has published numerous research papers and supervised Ph.D. thesis, and dissertations at MPhil as well as MBA levels.

He is Director at Delhi Metropolitan Education and leads the management school with his guidance and inspiring style of teaching. He motivates a team of remarkable faculty to practice better teaching and assure better earning outcomes. His visionary attitude helps drive the institute a step closer to its mission each day.

Prof. (Dr.) Poorva Ranjan is a PhD in Retail Marketing Management and MBA in International Business Management from Devi Ahilya Vishwavidyalaya, Indore [DAVV]. She is Google Certified Digital Marketer who also specializes in Social Media Marketing and Content Development.

Dr. Ranjan firmly believes in national development via and Skill Building of students. She works closely with students for Skill Enhancement purposes in various areas like Digital Marketing, ICT Tools, and Cyber Security, name a few. Her areas of teaching and research are Digital Marketing, Entrepreneurship Development, and Retail Management.

Dr. Ranjan passionately instils creativity, innovation, and entrepreneurial mindset in students and mentors them in nuances of idea generation, prototype building, and business plan development.



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MANAGEMENT STUDIES
COURSE BOOK 2

PART
1

Dr. Ravikant Swami
Dr. Poorva Ranjan



MANAGEMENT STUDIES COURSE BOOK 2

- Business Environment
- Business Communication
- Cost Accounting
- E-Commerce
- Quantitative Techniques

PART
1

Editors
Dr. Ravikant Swami
Dr. Poorva Ranjan



Management School, Delhi Metropolitan Education, Noida offers three-year degree programme Bachelor of Business Administration (BBA). Business Administration is a course that enables students in effective management of business and corporate aspects which are required to steer and supervise business operations.

The programme is divided into six semesters covering wide subjects Marketing Management, Human Resource Management, IT Applications, Management Process and Organizational Behaviour, Business Mathematics, Financial Accounting and Analysis, Business Economics, Computer Applications, Business Environment, Business Communication, Cost Accounting, E-Commerce, and Quantitative Techniques.

The aim of the book is the BBA course coverage of Semester II according to 2017 syllabus of GGSIP University. This is a comprehensive book for students pursuing BBA. The book includes number of chapters that contains a well-explained theory based on the new pattern. It includes number of management topics such as Business Environment, Business Communication, Cost Accounting, E-Commerce, and Quantitative Techniques.

The book will be of interest for the management students and professionals. The text is intentionally concise and covers business fundamentals without troubling students with unnecessary details.

Prof. (Dr.) Ravikant Swami has a decorated and diverse educational background - a Ph.D. in Management, MBA, and Bachelor in Economics from prestigious universities in India, and certifications and training from B-schools like IIM Bangalore, IIM Calcutta, and IIFT New Delhi.

Dr. Swami has an eclectic list of subjects at his command that credit him with the excellence of a multi-variate teaching style. He has published numerous research papers and supervised Ph.D. thesis, and dissertations at MPhil as well as MBA levels.

He is Director at Delhi Metropolitan Education and leads the management school with his guidance and inspiring style of teaching. He motivates a team of remarkable faculty to practice better teaching and assure better earning outcomes. His visionary attitude helps drive the institute a step closer to its mission each day.

Prof. (Dr.) Poorva Ranjan is a PhD in Retail Marketing Management and MBA in International Business Management from Devi Ahilya Vishwavidyalaya, Indore [DAVV]. She is Google Certified Digital Marketer who also specializes in Social Media Marketing and Content Development.

Dr. Ranjan firmly believes in national development via and Skill Building of students. She works closely with students for Skill Enhancement purposes in various areas like Digital Marketing, ICT Tools, and Cyber Security, name a few. Her areas of teaching and research are Digital Marketing, Entrepreneurship Development, and Retail Management.

Dr. Ranjan passionately instils creativity, innovation, and entrepreneurial mindset in students and mentors them in nuances of idea generation, prototype building, and business plan development.



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Delhi Metropolitan Education (DME) is an 'A' grade premier educational institute affiliated to Guru Gobind Singh Indraprastha University, New Delhi and approved by Bar Council of India. The institute offers state of the art infrastructure with strong academic facilities to provide a dynamic and clinical grounding for success. DME offers course in Law, Journalism and Management.



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MANAGEMENT STUDIES
COURSE BOOK 2

PART
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PART-1

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The subject matter experts of this book are the experienced and well qualified faculty members of the DME management school.

(vi)

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Dr. Ravikant Swami
Dr. Poorva Ranjan

Contents

<i>Preface</i>	v
PART-1	
UNIT-1	
BUSINESS ENVIRONMENT	
	1-158
1. Basics of Business Environment and its Types <i>Mr. Bhupender Singh</i>	
2. Type of Environment <i>Ms. Navya Jain</i>	
3. Understanding Socio-cultural Environment <i>Ms. Parul Grover</i>	
4. Exploring Competitive Structure of Industries <i>Dr. Pooja Sharma</i>	
5. Fundamentals of Environmental Analysis and Strategic Management <i>Ms. Pooja Tripathi</i>	
6. Exploring Roots of Managing Diversity-Part 1 <i>Dr. Poorva Ranjan</i>	
7. Exploring Roots of Managing Diversity-Part 2 <i>Dr. Ravi Kant Swami</i>	

(viii)

8. Understanding the Scope of Business
Ms. Roli Wadhwa
9. Characteristics of Business
Dr. Seema Mam
10. Exploring Process and Limitations of Environmental Analysis
Ms. Shanu Jain
11. Fundamentals of Economic Problems: Magnitude, Causes, Effects and Measurement Tool, Poverty-Part 1
Ms. Shruti Auplish
12. Fundamentals of Economic Problems: Magnitude, Causes, Effects and Measurement Tool, Poverty-Part 2
Mr. Swaraj Manchanda
13. The Inequality
Mr. Bhupender Singh
14. Understanding Unemployment
Ms. Navya Jain
15. Exploring the Concentration of Economic Power
Ms. Parul Grover
16. Capital Formation and the Industrial Sickness
Dr. Pooja Sharma
17. Ease of Doing Business Reforms-Part 1
Ms. Pooja Tripathi
18. Ease of Doing Business Reforms-Part 2
Dr. Poorva Ranjan
19. Understanding Swachh Bharat Abhiyan
Dr. Ravi Kant Swami
20. Diving Deeper in Swachh Bharat Abhiyan
Ms. Roli Wadhwa
21. Fundamentals of Macro-Economics
Dr. Seema Mam
22. The Macro-Economic Variables
Ms. Shanu Jain

(ix)

23. Circular Flow and Economics
Ms. Shruti Auplish
24. The Concept of Multiplier
Mr. Swaraj Manchanda
25. Exploring National Income
Mr. Bhupender Singh
26. Measurement of National Income in India
Ms. Navya Jain
27. Problems in Measurement of National Income
Ms. Parul Grover
28. Fundamentals of Macro Economic Framework
Dr. Pooja Sharma
29. Consumption Function
Ms. Pooja Tripathi
30. Dynamics of Saving, Consumption and Investments
Dr. Poorva Ranjan
31. Economic Environment
Dr. Ravi Kant Swami
32. Economic, Monetary and Fiscal Policies
Ms. Roli Wadhwa
33. Understanding FEMA
Dr. Seema Mam
34. Exploring FDI in Indian Landscape-Part 1
Ms. Shanu Jain
35. Exploring FDI in Indian Landscape-Part 2
Ms. Shruti Auplish
36. WTO-Part 1
Mr. Swaraj Manchanda
37. WTO-Part 2
Mr. Bhupender Singh
38. GATT-Part 1
Ms. Navya Jain

(x)

- 39. GATT-Part 2
Ms. Parul Grover
- 40. Occupational Structure and GDP
Dr. Pooja Sharma

UNIT-2
BUSINESS COMMUNICATION

159-275

- 41. Introduction to Business Communication
Ms. Shanu Jain
- 42. The Process of Communication
Dr. Pooja Sharma
- 43. Introduction to 7C's of Communication
Dr. Seema Mam
- 44. Basics of Spoken and Written English Skills
Dr. Ravi Kant Swami
- 45. Meaning of Effective Listening
Dr. Poorva Ranjan
- 46. Communication and Global World
Ms. Pooja Tripathi
- 47. Globalisation and Organisational and Multicultural Communication
Ms. Navya Jain
- 48. Culture and Global Communication
Mr. Swaraj Manchanda
- 49. Etic and Emic Cultural Approaches
Ms. Roli Wadhwa
- 50. Cross Cultural Dimensions of Business Communication
Dr. Seema Mam
- 51. The Technology and Communication
Ms. Pooja Tripathi
- 52. Ethical and Legal Issues in Cross Cultural Communication
Ms. Shanu Jain
- 53. Business Communication-Dimensions
Ms. Shruti Auplish

(xi)

54. Barriers in Cross Cultural Communication
Mr. Bhupender Singh
55. Introduction to Business Letters
Ms. Navya Jain
56. Functions of Business Letters
Ms. Parul Grover
57. Types of Business Letters
Mr. Swaraj Manchanda
58. Layouts of Business Letters
Ms. Shruti Auplish
59. Fundamentals of Employment Letters
Ms. Shanu Jain
60. Barriers in Formal Business Communication
Dr. Pooja Sharma
61. Understanding Departmental Communication
Mr. Bhupender Singh
62. Types of Departmental Communication
Ms. Navya Jain
63. Functions of Departmental Communication
Ms. Roli Wadhwa
64. Newsletter, Circular and Agenda of Meeting
Dr. Seema Mam
65. Notice, Office Memorandum and Office Orders
Ms. Pooja Tripathi
66. Minutes of the Meeting
Dr. Pooja Sharma
67. Basics of Project and Report Writing
Ms. Shruti Auplish
68. Effective Report
Mr. Swaraj Manchanda
69. Fundamentals of Presentation Tools
Dr. Poorva Ranjan
70. How to Effectively use Presentation Tools
Dr. Ravi Kant Swami

(xii)

UNIT-3
COST ACCOUNTING

276-356

71. Introduction to Cost Accounting
Mr. Bhupender Singh
72. Objectives of Cost Accounting
Ms. Navya Jain
73. Cost Centres and Cost Units
Ms. Parul Grover
74. Branches of Accounting
Dr. Pooja Sharma
75. Types of Costs
Ms. Pooja Tripathi
76. Material Controlling
Dr. Poorva Ranjan
77. Techniques of Material and Inventory Controlling
Dr. Ravi Kant Swami
78. Techniques of Material and Inventory Controlling-II
Ms. Roli Wadhwa
79. Valuation of Inventory-FIFO, LIFO and Weighted Average
Dr. Seema Mam
80. Economic Order Qty and Stock Levels-Numerical Problems
Ms. Shanu Jain
81. Introduction to Labour Costing-Attendance Procedures
Ms. Shruti Auplish
82. Overtime, Idle Time and Incentives to Labour
Mr. Swaraj Manchanda
83. Direct vs Indirect Labour
Mr. Bhupender Singh
84. Remuneration Systems and Incentive Plans
Ms. Navya Jain
85. Remuneration Systems and Incentive Plans-II
Ms. Parul Grover

(xiii)

- 86. Basics of Overheads
Dr. Pooja Sharma
- 87. Types of Overheads
Ms. Pooja Tripathi
- 88. Types of Overheads-2
Dr. Poorva Ranjan
- 89. Overhead Recovery Rate
Dr. Ravi Kant Swami
- 90. Under and Over Absorption of Overheads
Ms. Roli Wadhwa

PART-2

UNIT-3

CONT...

357-376

- 91. Fundamentals of Cost Sheet
Dr. Seema Mam
- 92. Layout of Cost Sheet
Ms. Shanu Jain
- 93. Numerical Problems of Cost Sheet
Ms. Shruti Auplish
- 94. Basics of Process Costing
Mr. Swaraj Manchanda
- 95. Normal Loss and Process Costing
Mr. Bhupender Singh
- 96. Numerical Problems of Normal Loss
Ms. Navya Jain
- 97. Abnormal Gain and Process Costing
Ms. Parul Grover
- 98. Numerical Problems of Abnormal Gain
Dr. Pooja Sharma
- 99. Abnormal Losses and Process Costing
Ms. Pooja Tripathi

(xiv)

100. Numerical Problems on Abnormal Losses
Dr. Poorva Ranjan
101. Job and Batch Costing
Dr. Ravi Kant Swami
102. Fundamentals of Contract Costing
Ms. Roli Wadhwa
103. Meaning of Escalation Clause
Dr. Seema Mam
104. Numerical Problem on Escalation Clause
Ms. Shanu Jain
105. Work in Progress AND Contract Costing
Ms. Shruti Auplish
106. Plants in Contract
Mr. Swaraj Manchanda
107. Final Accounts in Contract Costing
Mr. Bhupender Singh
108. Numerical Problems of Contract Costing
Ms. Navya Jain
109. Introduction to Operating Costing
Ms. Parul Grover
110. Numerical Problems of Operating Costing
Dr. Pooja Sharma

UNIT-4
E-COMMERCE

377-496

111. E-Commerce: Meaning, Nature, Concepts, Advantages & Disadvantages
Dr. Ravi Kant Swami
112. Reasons for Transacting Online
Dr. Poorva Ranjan
113. Types of E-Commerce
Mr. Bhupender Singh
114. E-Commerce Business Models
Ms. Navya Jain

(xv)

115. Challenges & Barriers in E-Commerce Environment
Ms. Parul Grover
116. E-Commerce Transition Challenges for Indian Corporate
Dr. Pooja Sharma
117. E-Commerce in India
Ms. Pooja Tripathi
118. Generic E-Commerce Challenges, India Readiness towards B2C
as per UN Index
Dr. Poorva Ranjan
119. HTML: Basic Elements
Dr. Ravi Kant Swami
120. HTML: Basic Structure of a HTML File, Tags
Ms. Roli Wadhwa
121. HTML: Basic & Advanced Text Formatting
Dr. Seema Mam
122. HTML: Multimedia Components in HTML
Ms. Shanu Jain
123. HTML: Designing a Web Page
Ms. Shruti Auplish
124. HTML: Document Layout
Mr. Swaraj Manchanda
125. HTML: Lists, Tables, Hyperlink
Mr. Bhupender Singh
126. HTML: Working with Frames
Ms. Navya Jain
127. HTML: Working with Forms
Ms. Parul Grover
128. HTML Controls
Dr. Pooja Sharma
129. Digital Payments: Meaning, System Requirements
Ms. Pooja Tripathi

(xvi)

130. Electronic Payment System (EPS): Basic Concepts
Dr. Poorva Ranjan
131. Types of EPSs
Dr. Ravi Kant Swami
132. Latest Trends in EPS: Cryptocurrency & Block Chain Technology
Ms. Roli Wadhwa
133. Electronic Fund Transfer: NEFT, RTGS, IMPS
Dr. Seema Mam
134. E-Commerce: Concept, Need & Issues
Ms. Shanu Jain
135. E-Commerce Security Environment
Ms. Shruti Auplish
136. Common Security Threats in E-Commerce Environment
Mr. Swaraj Manchanda
137. Data Encryption Techniques: Symmetric and Asymmetric
Mr. Bhupender Singh
138. Advanced Encryption Techniques: Hash Digest, Digital Signature, Digital Envelope
Ms. Navya Jain
139. E-Commerce Security Protocols: HTTP, HTTPs, SSL, VPN
Ms. Parul Grover
140. E-Commerce Applications in Various Industries
Dr. Pooja Sharma
141. Emerging Trends in E-Commerce
Ms. Pooja Tripathi
142. Mobile Commerce
Dr. Poorva Ranjan
143. Economic-Social Considerations in E-Commerce
Dr. Ravi Kant Swami
144. Technological Considerations in E-Commerce
Ms. Roli Wadhwa
145. Regulatory and Ethical Considerations in E-Commerce
Dr. Seema Mam

(xvii)

UNIT-5
QUANTITATIVE TECHNIQUES **497-681**

146. Introduction to Statistics
Mr. Bhupender Singh
147. Ways of Collection and Classification of Data
Ms. Navya Jain
148. Understanding Frequency Distribution
Ms. Parul Grover
149. Graphic Presentation of Frequency Distribution -The Graphs,
and Bars
Dr. Pooja Sharma
150. Graphic Presentation of Frequency Distribution 2-Histogram,
Frequency Polygon and Ogives
Ms. Pooja Tripathi
151. Fundamentals of Central Tendency-Understanding
Arithmetic Mean
Dr. Poorva Ranjan
152. Properties and Types of Arithmetic Mean
Dr. Ravi Kant Swami
153. Measures of Central Tendency 2-Understanding and
Exploring Median
Ms. Roli Wadhwa
154. Measures of Central Tendency 3-Understanding and
Exploring Mode
Dr. Seema Mam
155. Introduction to Partition Values-Understanding Quartiles,
Deciles and Percentiles of different data series
Ms. Shanu Jain
156. Understanding Measures of Variation-Range, Inter
Quartile Range and Quartile Deviation
Ms. Shruti Auplish

(xviii)

157. Understanding Measures of Variation 2-Mean Deviation of Data Series
Mr. Swaraj Manchanda
158. Understanding Measures of Variation 3-Standard Deviation of Data Series
Mr. Bhupender Singh
159. Understanding Measures of Variation-Variance and Correcting Incorrect Observations
Ms. Navya Jain
160. Exploring Lorenz Curve
Ms. Parul Grover
161. Meaning and Importance of Correlation
Mr. Bhupender Singh
162. Types of Correlation
Ms. Navya Jain
163. Measurement of Correlation using Karl Pearson's Coefficient of Correlation
Ms. Parul Grover
164. Measurement of Correlation using Karl Pearson's Coefficient Part 2
Dr. Pooja Sharma
165. Assumptions of Karl Pearson's Coefficient of Correlation: Understanding Coefficient of Correlation and Probable Error
Ms. Pooja Tripathi
166. Measurement of Correlation-Spearman's Rank Correlation (All Cases)
Dr. Poorva Ranjan
167. Understanding Regression Analysis
Dr. Ravi Kant Swami
168. Understanding Regression lines and Regression Equations
Ms. Roli Wadhwa

(xix)

169. Measurement of Regression-Ordinary Least Square Method
Dr. Seema Mam
170. Measurement of Regression-Ordinary Least Square Method
(Deviations taken from Arithmetic Mean)
Ms. Shanu Jain
171. Assumptions and Limitations of Correlation and
Regression Analysis
Ms. Shruti Auplish
172. Understanding Linear Programming Problem and
its Formulation
Mr. Swaraj Manchanda
173. Cases of Graphical Method of Solving LPP
Mr. Bhupender Singh
174. Cases of Graphical Method of Solving LPP Part 2
Ms. Navya Jain
175. Introduction to Simplex Method of Solving LPP
Ms. Parul Grover
176. Simplex Method-Maximization Case
Dr. Pooja Sharma
177. Simplex Method-Minimization Case
Ms. Pooja Tripathi
178. Simplex Method-Infeasible Solution and Degeneracy
Dr. Poorva Ranjan
179. Introduction to Transportation Problems
Dr. Ravi Kant Swami
180. Solving a Transportation Problem:
The North West Corner Rule
Ms. Roli Wadhwa
181. Solving a Transportation Problem: The Least Cost Method
Dr. Seema Mam
182. Solution to a Transportation Problem:
Vogel's Approximation Method
Ms. Shanu Jain

(xx)

183. Solution to a Transportation Problem: The MODI Method
Ms. Shruti Auplish
184. Solution to a Transportation Problem:
The Alternative Optimum Solution
Mr. Swaraj Manchanda
185. Solution to a Transportation Problem: The Unbalanced Problem
Mr. Bhupender Singh
186. Solution to a Transportation Problem: The Maximization Case
Ms. Navya Jain
187. Understanding Assignment Problems
Ms. Parul Grover
188. Exploring the Hungarian Assignment Method
Dr. Pooja Sharma
189. Understanding Alternate Optimum Solution in
an Assignment Problem
Ms. Pooja Tripathi
190. Understanding Maximization Case in an Assignment Problem
Dr. Poorva Ranjan
191. The Unbalanced Assignment Problem
Dr. Ravi Kant Swami
192. Exploring the Restrictions in Assignment Problem
Ms. Roli Wadhwa
193. Understanding the Travelling Salesmen Method
Dr. Seema Mam

Index

682

Management Studies Course
Book-2
PART-2

Management Studies Course

Book-2

PART-2

- **Business Environment**
- **Business Communication**
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Dr. Poorva Ranjan

Contents

Preface

v

PART-1

UNIT-1

BUSINESS ENVIRONMENT

1-158

1. Basics of Business Environment and its Types
Mr. Bhupender Singh
2. Type of Environment
Ms. Navya Jain
3. Understanding Socio-cultural Environment
Ms. Parul Grover
4. Exploring Competitive Structure of Industries
Dr. Pooja Sharma
5. Fundamentals of Environmental Analysis and Strategic Management
Ms. Pooja Tripathi
6. Exploring Roots of Managing Diversity-Part 1
Dr. Poorva Ranjan
7. Exploring Roots of Managing Diversity-Part 2
Dr. Ravi Kant Swami

(viii)

8. Understanding the Scope of Business
Ms. Roli Wadhwa
9. Characteristics of Business
Dr. Seema Mam
10. Exploring Process and Limitations of Environmental Analysis
Ms. Shanu Jain
11. Fundamentals of Economic Problems: Magnitude, Causes, Effects and Measurement Tool, Poverty-Part 1
Ms. Shruti Auplish
12. Fundamentals of Economic Problems: Magnitude, Causes, Effects and Measurement Tool, Poverty-Part 2
Mr. Swaraj Manchanda
13. The Inequality
Mr. Bhupender Singh
14. Understanding Unemployment
Ms. Navya Jain
15. Exploring the Concentration of Economic Power
Ms. Parul Grover
16. Capital Formation and the Industrial Sickness
Dr. Pooja Sharma
17. Ease of Doing Business Reforms-Part 1
Ms. Pooja Tripathi
18. Ease of Doing Business Reforms-Part 2
Dr. Poorva Ranjan
19. Understanding Swachh Bharat Abhiyan
Dr. Ravi Kant Swami
20. Diving Deeper in Swachh Bharat Abhiyan
Ms. Roli Wadhwa
21. Fundamentals of Macro-Economics
Dr. Seema Mam
22. The Macro-Economic Variables
Ms. Shanu Jain

(ix)

23. Circular Flow and Economics
Ms. Shruti Auplish
24. The Concept of Multiplier
Mr. Swaraj Manchanda
25. Exploring National Income
Mr. Bhupender Singh
26. Measurement of National Income in India
Ms. Navya Jain
27. Problems in Measurement of National Income
Ms. Parul Grover
28. Fundamentals of Macro Economic Framework
Dr. Pooja Sharma
29. Consumption Function
Ms. Pooja Tripathi
30. Dynamics of Saving, Consumption and Investments
Dr. Poorva Ranjan
31. Economic Environment
Dr. Ravi Kant Swami
32. Economic, Monetary and Fiscal Policies
Ms. Roli Wadhwa
33. Understanding FEMA
Dr. Seema Mam
34. Exploring FDI in Indian Landscape-Part 1
Ms. Shanu Jain
35. Exploring FDI in Indian Landscape-Part 2
Ms. Shruti Auplish
36. WTO-Part 1
Mr. Swaraj Manchanda
37. WTO-Part 2
Mr. Bhupender Singh
38. GATT-Part 1
Ms. Navya Jain

(x)

39. GATT-Part 2
Ms. Parul Grover
40. Occupational Structure and GDP
Dr. Pooja Sharma

UNIT-2
BUSINESS COMMUNICATION

159-275

41. Introduction to Business Communication
Ms. Shanu Jain
42. The Process of Communication
Dr. Pooja Sharma
43. Introduction to 7C's of Communication
Dr. Seema Mam
44. Basics of Spoken and Written English Skills
Dr. Ravi Kant Swami
45. Meaning of Effective Listening
Dr. Poorva Ranjan
46. Communication and Global World
Ms. Pooja Tripathi
47. Globalisation and Organisational and Multicultural Communication
Ms. Navya Jain
48. Culture and Global Communication
Mr. Swaraj Manchanda
49. Etic and Emic Cultural Approaches
Ms. Roli Wadhwa
50. Cross Cultural Dimensions of Business Communication
Dr. Seema Mam
51. The Technology and Communication
Ms. Pooja Tripathi
52. Ethical and Legal Issues in Cross Cultural Communication
Ms. Shanu Jain
53. Business Communication-Dimensions
Ms. Shruti Auplish

(xi)

54. Barriers in Cross Cultural Communication
Mr. Bhupender Singh
55. Introduction to Business Letters
Ms. Navya Jain
56. Functions of Business Letters
Ms. Parul Grover
57. Types of Business Letters
Mr. Swaraj Manchanda
58. Layouts of Business Letters
Ms. Shruti Auplish
59. Fundamentals of Employment Letters
Ms. Shanu Jain
60. Barriers in Formal Business Communication
Dr. Pooja Sharma
61. Understanding Departmental Communication
Mr. Bhupender Singh
62. Types of Departmental Communication
Ms. Navya Jain
63. Functions of Departmental Communication
Ms. Roli Wadhwa
64. Newsletter, Circular and Agenda of Meeting
Dr. Seema Mam
65. Notice, Office Memorandum and Office Orders
Ms. PoojaTripathi
66. Minutes of the Meeting
Dr. Pooja Sharma
67. Basics of Project and Report Writing
Ms. Shruti Auplish
68. Effective Report
Mr. Swaraj Manchanda
69. Fundamentals of Presentation Tools
Dr. Poorva Ranjan
70. How to Effectively use Presentation Tools
Dr. Ravi Kant Swami

(xii)

UNIT-3
COST ACCOUNTING

276-356

71. Introduction to Cost Accounting
Mr. Bhupender Singh
72. Objectives of Cost Accounting
Ms. Navya Jain
73. Cost Centres and Cost Units
Ms. Parul Grover
74. Branches of Accounting
Dr. Pooja Sharma
75. Types of Costs
Ms. Pooja Tripathi
76. Material Controlling
Dr. Poorva Ranjan
77. Techniques of Material and Inventory Controlling
Dr. Ravi Kant Swami
78. Techniques of Material and Inventory Controlling-II
Ms. Roli Wadhwa
79. Valuation of Inventory-FIFO, LIFO and Weighted Average
Dr. Seema Mam
80. Economic Order Qty and Stock Levels-Numerical Problems
Ms. Shanu Jain
81. Introduction to Labour Costing-Attendance Procedures
Ms. Shruti Auplish
82. Overtime, Idle Time and Incentives to Labour
Mr. Swaraj Manchanda
83. Direct vs Indirect Labour
Mr. Bhupender Singh
84. Remuneration Systems and Incentive Plans
Ms. Navya Jain
85. Remuneration Systems and Incentive Plans-II
Ms. Parul Grover

(xiii)

- 86. Basics of Overheads
Dr. Pooja Sharma
- 87. Types of Overheads
Ms. Pooja Tripathi
- 88. Types of Overheads-2
Dr. Poorva Ranjan
- 89. Overhead Recovery Rate
Dr. Ravi Kant Swami
- 90. Under and Over Absorption of Overheads
Ms. Roli Wadhwa

PART-2

UNIT-3

CONT...

357-376

- 91. Fundamentals of Cost Sheet
Dr. Seema Mam
- 92. Layout of Cost Sheet
Ms. Shanu Jain
- 93. Numerical Problems of Cost Sheet
Ms. Shruti Auplish
- 94. Basics of Process Costing
Mr. Swaraj Manchanda
- 95. Normal Loss and Process Costing
Mr. Bhupender Singh
- 96. Numerical Problems of Normal Loss
Ms. Navya Jain
- 97. Abnormal Gain and Process Costing
Ms. Parul Grover
- 98. Numerical Problems of Abnormal Gain
Dr. Pooja Sharma
- 99. Abnormal Losses and Process Costing
Ms. Pooja Tripathi

(xiv)

100. Numerical Problems on Abnormal Losses
Dr. Poorva Ranjan
101. Job and Batch Costing
Dr. Ravi Kant Swami
102. Fundamentals of Contract Costing
Ms. Roli Wadhwa
103. Meaning of Escalation Clause
Dr. Seema Mam
104. Numerical Problem on Escalation Clause
Ms. Shanu Jain
105. Work in Progress AND Contract Costing
Ms. Shruti Auplish
106. Plants in Contract
Mr. Swaraj Manchanda
107. Final Accounts in Contract Costing
Mr. Bhupender Singh
108. Numerical Problems of Contract Costing
Ms. Navya Jain
109. Introduction to Operating Costing
Ms. Parul Grover
110. Numerical Problems of Operating Costing
Dr. Pooja Sharma

UNIT-4
E-COMMERCE

377-496

111. E-Commerce: Meaning, Nature, Concepts, Advantages & Disadvantages
Dr. Ravi Kant Swami
112. Reasons for Transacting Online
Dr. Poorva Ranjan
113. Types of E-Commerce
Mr. Bhupender Singh
114. E-Commerce Business Models
Ms. Navya Jain

(xv)

115. Challenges & Barriers in E-Commerce Environment
Ms. Parul Grover
116. E-Commerce Transition Challenges for Indian Corporate
Dr. Pooja Sharma
117. E-Commerce in India
Ms. Pooja Tripathi
118. Generic E-Commerce Challenges, India Readiness towards B2C
as per UN Index
Dr. Poorva Ranjan
119. HTML: Basic Elements
Dr. Ravi Kant Swami
120. HTML: Basic Structure of a HTML File, Tags
Ms. Roli Wadhwa
121. HTML: Basic & Advanced Text Formatting
Dr. Seema Mam
122. HTML: Multimedia Components in HTML
Ms. Shanu Jain
123. HTML: Designing a Web Page
Ms. Shruti Auplish
124. HTML: Document Layout
Mr. Swaraj Manchanda
125. HTML: Lists, Tables, Hyperlink
Mr. Bhupender Singh
126. HTML: Working with Frames
Ms. Navya Jain
127. HTML: Working with Forms
Ms. Parul Grover
128. HTML Controls
Dr. Pooja Sharma
129. Digital Payments: Meaning, System Requirements
Ms. Pooja Tripathi

130. Electronic Payment System (EPS): Basic Concepts
Dr. Poorva Ranjan
131. Types of EPSs
Dr. Ravi Kant Swami
132. Latest Trends in EPS: Cryptocurrency & Block Chain Technology
Ms. Roli Wadhwa
133. Electronic Fund Transfer: NEFT, RTGS, IMPS
Dr. Seema Mam
134. E-Commerce: Concept, Need & Issues
Ms. Shanu Jain
135. E-Commerce Security Environment
Ms. Shruti Auplish
136. Common Security Threats in E-Commerce Environment
Mr. Swaraj Manchanda
137. Data Encryption Techniques: Symmetric and Asymmetric
Mr. Bhupender Singh
138. Advanced Encryption Techniques: Hash Digest, Digital Signature, Digital Envelope
Ms. Navya Jain
139. E-Commerce Security Protocols: HTTP, HTTPS, SSL, VPN
Ms. Parul Grover
140. E-Commerce Applications in Various Industries
Dr. Pooja Sharma
141. Emerging Trends in E-Commerce
Ms. Pooja Tripathi
142. Mobile Commerce
Dr. Poorva Ranjan
143. Economic-Social Considerations in E-Commerce
Dr. Ravi Kant Swami
144. Technological Considerations in E-Commerce
Ms. Roli Wadhwa
145. Regulatory and Ethical Considerations in E-Commerce
Dr. Seema Mam

(xvii)

UNIT-5
QUANTITATIVE TECHNIQUES **497-681**

146. Introduction to Statistics
Mr. Bhupender Singh
147. Ways of Collection and Classification of Data
Ms. Navya Jain
148. Understanding Frequency Distribution
Ms. Parul Grover
149. Graphic Presentation of Frequency Distribution -The Graphs,
and Bars
Dr. Pooja Sharma
150. Graphic Presentation of Frequency Distribution 2-Histogram,
Frequency Polygon and Ogives
Ms. Pooja Tripathi
151. Fundamentals of Central Tendency-Understanding
Arithmetic Mean
Dr. Poorva Ranjan
152. Properties and Types of Arithmetic Mean
Dr. Ravi Kant Swami
153. Measures of Central Tendency 2-Understanding and
Exploring Median
Ms. Roli Wadhwa
154. Measures of Central Tendency 3-Understanding and
Exploring Mode
Dr. Seema Mam
155. Introduction to Partition Values-Understanding Quartiles,
Deciles and Percentiles of different data series
Ms. Shanu Jain
156. Understanding Measures of Variation-Range, Inter
Quartile Range and Quartile Deviation
Ms. Shruti Auplish

157. Understanding Measures of Variation 2-Mean Deviation of Data Series
Mr. Swaraj Manchanda
158. Understanding Measures of Variation 3-Standard Deviation of Data Series
Mr. Bhupender Singh
159. Understanding Measures of Variation-Variance and Correcting Incorrect Observations
Ms. Navya Jain
160. Exploring Lorenz Curve
Ms. Parul Grover
161. Meaning and Importance of Correlation
Mr. Bhupender Singh
162. Types of Correlation
Ms. Navya Jain
163. Measurement of Correlation using Karl Pearson's Coefficient of Correlation
Ms. Parul Grover
164. Measurement of Correlation using Karl Pearson's Coefficient Part 2
Dr. Pooja Sharma
165. Assumptions of Karl Pearson's Coefficient of Correlation: Understanding Coefficient of Correlation and Probable Error
Ms. Pooja Tripathi
166. Measurement of Correlation-Spearman's Rank Correlation (All Cases)
Dr. Poorva Ranjan
167. Understanding Regression Analysis
Dr. Ravi Kant Swami
168. Understanding Regression lines and Regression Equations
Ms. Roli Wadhwa

169. Measurement of Regression-Ordinary Least Square Method
Dr. Seema Mam
170. Measurement of Regression-Ordinary Least Square Method
(Deviations taken from Arithmetic Mean)
Ms. Shanu Jain
171. Assumptions and Limitations of Correlation and
Regression Analysis
Ms. Shruti Auplish
172. Understanding Linear Programming Problem and
its Formulation
Mr. Swaraj Manchanda
173. Cases of Graphical Method of Solving LPP
Mr. Bhupender Singh
174. Cases of Graphical Method of Solving LPP Part 2
Ms. Navya Jain
175. Introduction to Simplex Method of Solving LPP
Ms. Parul Grover
176. Simplex Method-Maximization Case
Dr. Pooja Sharma
177. Simplex Method-Minimization Case
Ms. Pooja Tripathi
178. Simplex Method-Infeasible Solution and Degeneracy
Dr. Poorva Ranjan
179. Introduction to Transportation Problems
Dr. Ravi Kant Swami
180. Solving a Transportation Problem:
The North West Corner Rule
Ms. Roli Wadhwa
181. Solving a Transportation Problem: The Least Cost Method
Dr. Seema Mam
182. Solution to a Transportation Problem:
Vogel's Approximation Method
Ms. Shanu Jain

(xx)

183. Solution to a Transportation Problem: The MODI Method
Ms. Shruti Auplish
184. Solution to a Transportation Problem:
The Alternative Optimum Solution
Mr. Swaraj Manchanda
185. Solution to a Transportation Problem: The Unbalanced Problem
Mr. Bhupender Singh
186. Solution to a Transportation Problem: The Maximization Case
Ms. Navya Jain
187. Understanding Assignment Problems
Ms. Parul Grover
188. Exploring the Hungarian Assignment Method
Dr. Pooja Sharma
189. Understanding Alternate Optimum Solution in
an Assignment Problem
Ms. Pooja Tripathi
190. Understanding Maximization Case in an Assignment Problem
Dr. Poorva Ranjan
191. The Unbalanced Assignment Problem
Dr. Ravi Kant Swami
192. Exploring the Restrictions in Assignment Problem
Ms. Roli Wadhwa
193. Understanding the Travelling Salesmen Method
Dr. Seema Mam