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Environmental Accounting and Corporate Social Responsibility: Awareness, Benefits of selected Companies in Bangalore

Dr Ravikumar K

Associate Professor and Coordinator M com Course, St. Aloysius Degree College and Post Graduation Studies Centre Sarvagna Nagar, Cox Town, Bangalore (India)

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***Corresponding Author**
Email: profravikumar01[at]gmail.com

ABSTRACT

The social and environmental issues and the impact of them on the decision making process have been increasingly given attention to the financial reporting. Over time there are many studies about Social and Environmental accounting that have different views and arguments on the importance to the corporate report. In developed countries, the social and environmental accounting has joined the financial report and annual report; however it is still a new concept to Indian companies. The objective of this study is to assess the understanding of selected people on the social and environmental concept, their implementation on companies in Bangalore. In order to collect data for the research, questionnaire survey will be used as a helpful method. The finding uncovers that although most people understand the importance of social and environmental activities and having corporate social responsibility reports, few of companies is able to quantify the cost and benefits of social and environmental activities as in the financial report.

1. Introduction

The evolution of corporate social responsibility in India refers to changes over time in India of the cultural norms of corporations' engagement of corporate social responsibility (CSR), with CSR referring to way that businesses are managed to bring about an overall positive impact on the communities, cultures, societies and environments in which they operate. The fundamentals of CSR rest on the fact that not only public policy but even corporate should be responsible enough to address social issues. Thus companies should deal with the challenges and issues looked after to a certain extent by the states.Among other countries India has one of the richest traditions of CSR. Much has been done in recent years to make Indian Entrepreneurs aware of social responsibility as an important segment of their business activity but CSR in India has yet to receive widespread recognition. If this goal has to be realized then the CSR approach of corporate has to be in line with their attitudes towards mainstream business- companies setting clear objectives, undertaking potential investments, measuring and reporting performance publicly.

Environmental and social protection is the urgent task of each enterprise, each level, each sector, and each country. For any economic sector, the development is always linked to the sustainability of environment and society. In the long term, the responsibilities of the enterprises to the environmental and social issues shall be an important factor to increase the profit of these enterprises. Thus, the enterprises are required to balance between the economic benefits and social and environmental contributions, implementing the responsibilities of the enterprises to the environment through particular actions such as: environmental impact assessment, paying environmental tax, classifying and treating solid waste, minimizing the costs on materials, fuel and reducing the costs for waste. Especially in the background of international economic integration and globalization, the competition is fierce and fiercer, many enterprises only concern on their short-term benefits and have decisions and actions with negative impacts on the environment; as a result, they have to pay the penalty for their actions when the consumers and the society boycott.

2. Review of literature

Prof. SidhartaUtamain his Research paper stated that the role of regulator in promoting Corporate Social Responsibility (CSR) and b. identify and evaluate the infrastructures necessary for accountant able CSR reporting using the case of Indonesia. The essay suggests that regulator can promote CSR by creating conducive infrastructures for CSR. For CSR reporting these include a. the existence of globally accepted reporting standard/guidance on CSR reporting, b. the existence of globally assurance standard for CSR reports, c. the practice of good corporate governance, d. supportive regulation on CSR, and e. Public pressure on CSR. These infrastructures are applied to the condition in Indonesia.

Osemene, O .F (2012)his study on impact of corporate social responsibility (CSR) practices in the Nigerian telecommunication industry (2006 – 2011) by evaluating the factors influencing CSR adoption. Primary data were obtained from pretested questionnaire administered to 400 respondents (stakeholders and telecommunication staff) across the six geopolitical zones of Nigeria using a purposive sampling technique. Secondary data on the annual reports of the company (2007-2011) were examined. Data were analyzed using appropriate descriptive and inferential statistics at $P<0.05$ significant level. Results revealed that CSR impacted positively on the environment, telecommunication staff and stakeholders. Factors that influenced CSR practices were identified as X1(competition), X2(subscribers demands), X3(pressure from civil and human right group), X7(service quality), X9(legal requirements), and X10(infrastructural decay)

3. Statement of the Problem

Recently the public is watching closely to pressing cases of violating business ethics and destroying the environment and health at serious level such as waste chemicals are discharging untreated wastewater directly to Helemariyappa lake by Cipla Company in Bangalore. The wrong-or right of the above cases are clear. However, for the society and thousands of operating enterprises, the issue of Cooperate Social Responsibility (CSR) is set up and requires to be discussed seriously in terms of policy argument and practice. What should a company do to be evaluated by the society as a good company with sustainable development? What are the responsibilities of the state management agencies? Which level should the law regulate about the corporate social responsibility?

The issue is that how we can rely on the voluntary investment of the enterprises when there is lack of legal framework, regulations and necessary monitoring of the society and the community. Lessons show that the power of profit can make the enterprises blind and irresponsible by hiding their legal actions and the voluntary investment of the enterprises is very limited.

4. Objectives of Research

1) To investigate the Perception of Employees about CSR and Environmental and Social Accounting in selected companies;
2) To understand the current implementation of CSR and Environmental and Social Accounting in sample companies.

5. Hypothesis

1. There is a correlation between Environmental Accounting and Business Policy of the firm to achieve competitive advantage.
2. Conscious reduction in environmental costs, benefits and contingencies will enhance environmental performance of the organization

6. Research methodology

Both Primary data Secondary dataareused for the study.Primary data is new information collected by the researcher for a specific purpose. There are several ways to collect data such as through interview, questionnaire, case study, or observation. In this research, the questionnaire survey will be conducted to gather primary information define a questionnaire.

Secondary data may be taken from many sources such as company information (internal and external), government agencies, and internet-based resources. These data can be qualitative, quantitative, raw data, or complied data. In this research, the secondary data sources are collected through public materials such as books and journals in the library, internet, official company's website and government investigation reports. In this research, a sample is taken from respondents in Infosys, L&T, ABB, andKennametal (widia) Inc,Four big companies specializing in Software andManufacturing. They are leading companies in their sector, therefore, this sample can be considered as a representative for the study.

7. Result and discussion

The questionnaire is given to 200 respondents; however, there are only 108 people respond to the questionnaire, 92 other people refuse to answer. The filled-in questionnaire is going to be classified into categories of age, gender, and question's number bases.As the research's intention, this research will study about many selected companies in Bangalore. But in fact, as for the limitation in time and capacity, the research only studies two companies.This section is merely the description and analysis of the results collected and calculated. That is for the overall picture of the results which will help to explain the findings of this research in the next section.

1. Description of Respondents' information

When answering the questionnaire, respondents are asked to provide some personal basic information, which are Name, Age, and Gender. With 8 questions sent to 200 people such as managers, employees, customers, receiving 108 results. This information is gathered as follows:

1. Description of respondents' age

The chart below shows the frequency of respondents" age for the study

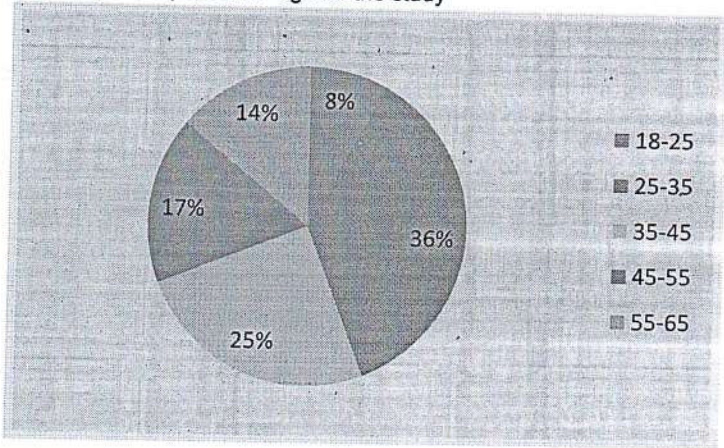


Figure 1: Age frequency of respondents

Based on collected data, respondents from 18 to 25 years old are 9 people, equal to 8.00 %; respondents who are from 25 to 35 years old are 39 people, hold 36.00 %. Other respondents are people from 35 to 45 years old, 27 people, as 25.00 %; from 45 to 55 years old, 18 people, equal to 17.00 %; and from 55 to 65 years old, 15 people, as 14.00 %.

2. Description of respondents' gender

The data of respondents" Gender can be illustrated in chart as follows:

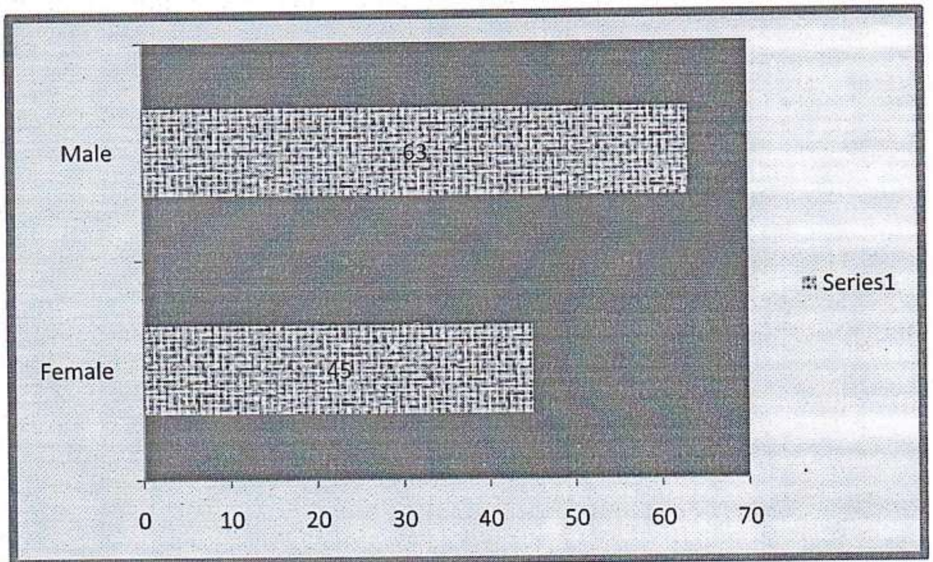


Figure2: Gender frequency of respondents

From the table and chart above, it is easily to see that among 108 respondents, 63 people are male, equals 58.00 %, and the rest, 45 people are female, equal 42.00 %.

2. Description and Analysis of respondents about the Awareness of Social and Environmental Accounting

The awareness of respondents about SEA is reflected in first three questions as follows:

2.1: The first question of SEA asking the respondents is: "I understand the meaning of "Social and Environmental accounting." This question is asked for making sure that the understanding of SEA concept in the real life situation.

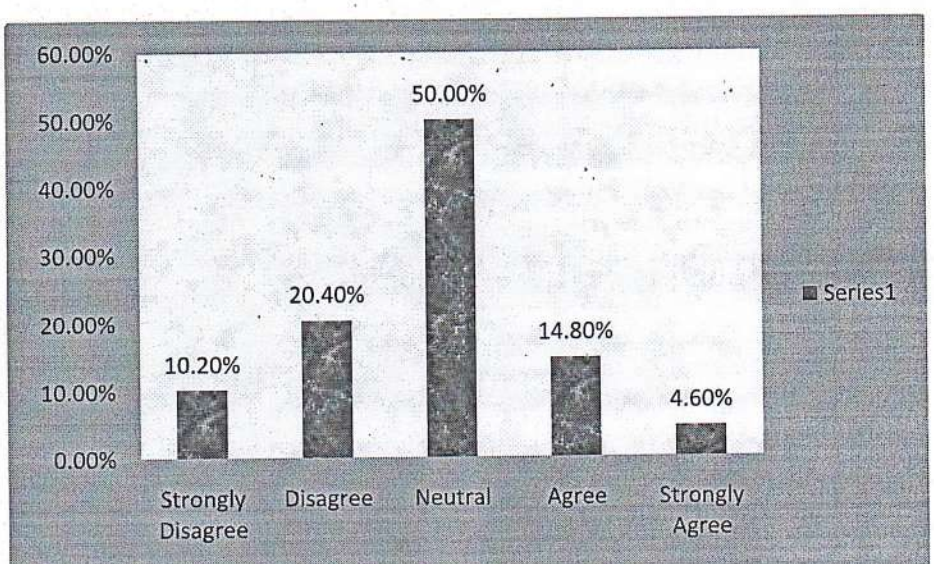


Figure 2.1: Understanding the meaning of "Social and Environmental Accounting"

Form the above diagram shows that most of the respondents have chosen: "Neutral". Among 108 respondents, only 5 people or 4.6 %, chose the answer of "Strongly Agree", 16 people chose the answer of "Agree" or 14.8 %, 54 people respondents "Neutral" equal 50.0 %, 22 people chose "Disagree" corresponding 20.4% and 10.2% or 11 people with the most answer is strongly disagree. It means that people in society have little awareness of SEA, which is the first stage to implement SEA to wider range of business. In developed countries, the social and environmental accounting has joined businesses" activities for a long time. In developing countries as Vietnam, the concept of SEA has not been introduced adequately; therefore it is quite new and not popular.

2.2 I am aware of the link between social and environmental accounting and Sustainable Development.

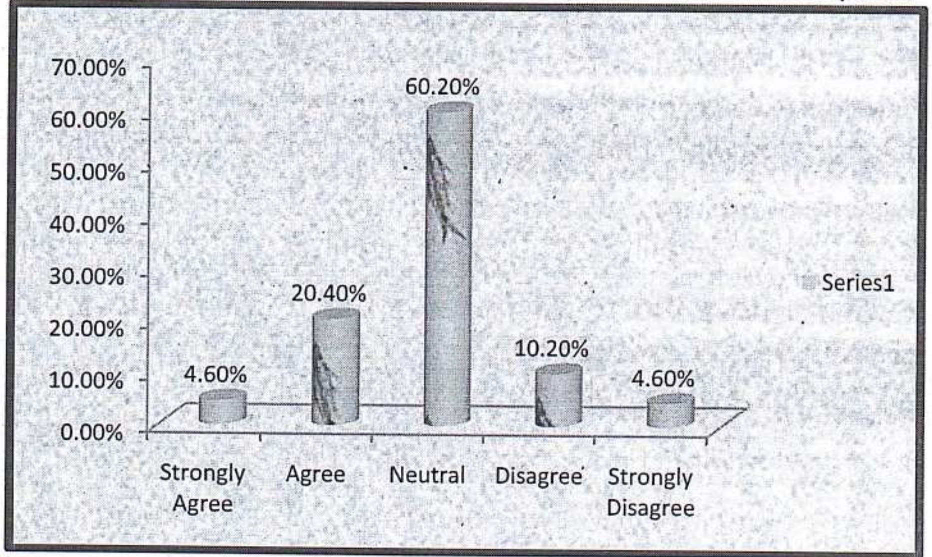
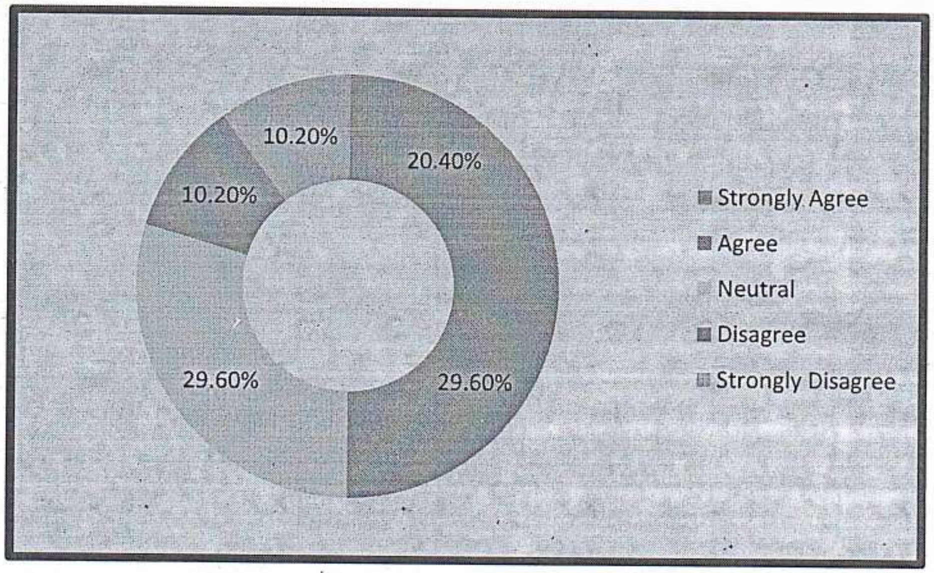


Figure 2.2

This question is asked for making sure that the understanding of SEA concept in the real enterprise situation. Even though the percentage of respondents choosing "Agree" and "Neutral" is higher than the ones choosing "strongly agree" and "disagree"; there is obvious that the number of respondents who have chosen "disagree" decreases compared to the previous question is 10% and no answer with "strongly disagree".

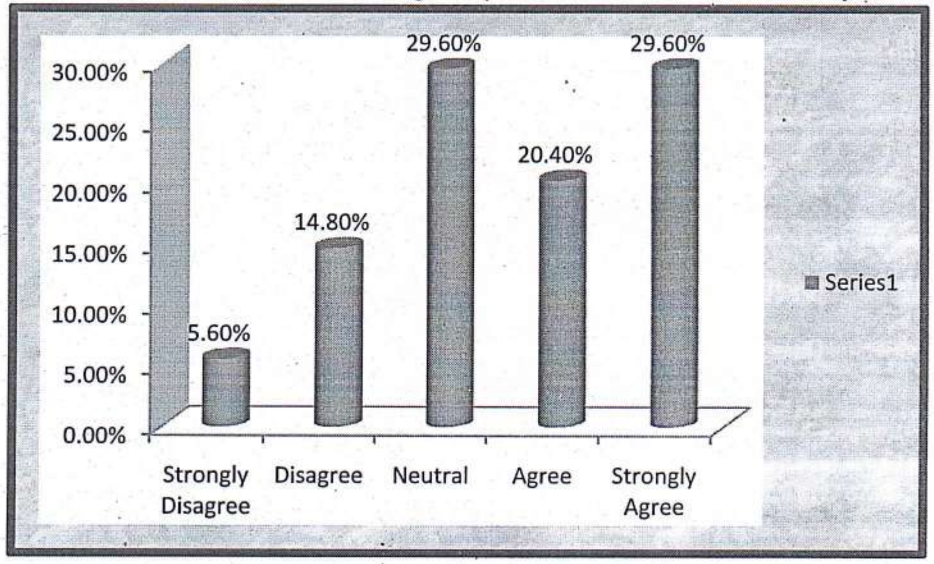
Question 3: "The cost and benefit of social and environmental issues should be quantified in the Social and Environmental report?"



From the above analysis stated that the respondents chosen among 108 respondents, 22 people or 20.4 % chose the answer of "Strongly Agree", 32 people chose the answer of "Agree" and 32 people respondents "Neutral" or 29.6 %, 11 people chose "Disagree" and 11 people with the most answer is strongly disagree or 10.2%. It is visible that a large number of respondents agree with this statement. The social and environmental activities are a part of their company's operation; however, there is lack of quantitative detail such as cost and benefit analysis for SEA.

3. Description and Analysis of respondents about the Implementation of Social and Environmental Accounting:

3.1"Implementing social and environmental accounting is important to the sustainable development of company."



Description of Result- Among 108 respondents, 32 people or 29.6 %, chose the answer of "Strongly Agree" and "Neutral", 22 people chose the answer of "Agree" or 20.4%, 16 people respondents "Disagree" equal 14.8 %, 6 people with the most answer is strongly disagree or 5.6%. Most respondents have the judgment of the importance of implementing SEA at their companies. However, a number of 29.6% respondents that has a neutral opinion mean that the implementation of SEA is not adequately taken into account in their company.

3.2: Company voluntarily involves in developing or supporting environmental and social programs

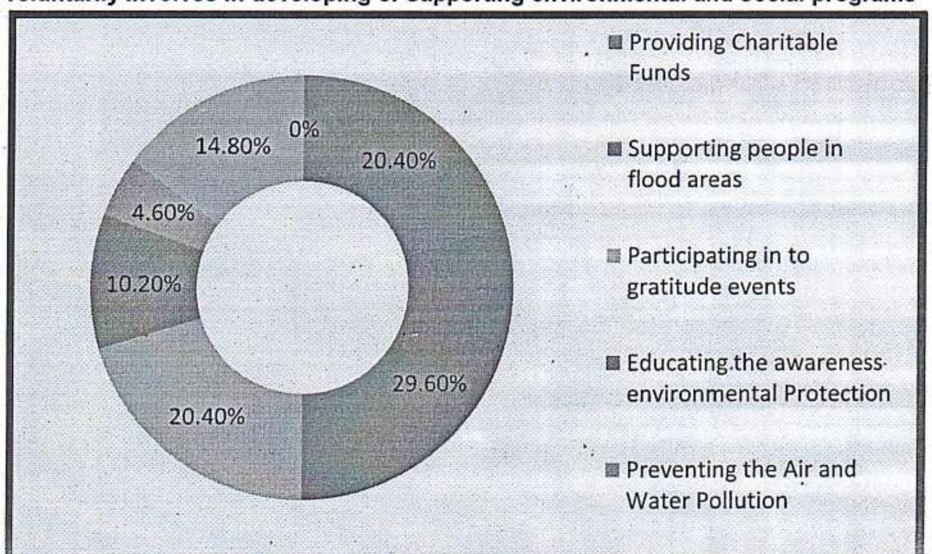


Figure 3.2: Description of Result – Question3.2

The result for this question of is that 22 people or 20.4 %, chose the answer of "Providing charitable funds" and "Participating into gratitude events", 32 people chose the answer of "Supporting people in flood areas" or 29.6 %, 11 people respondents "Educating the awareness of environmental protection" equal 10.2 %, 5 people chose "Preventing air pollution/ water pollution" or 4.6 % and 16 people with the most answer is "Collecting, recycling, reuse, and proper disposal of products" or 14.8%.

Question 3.3: Company has an accounting system to quantify the cost and benefit of social and environmental programs.

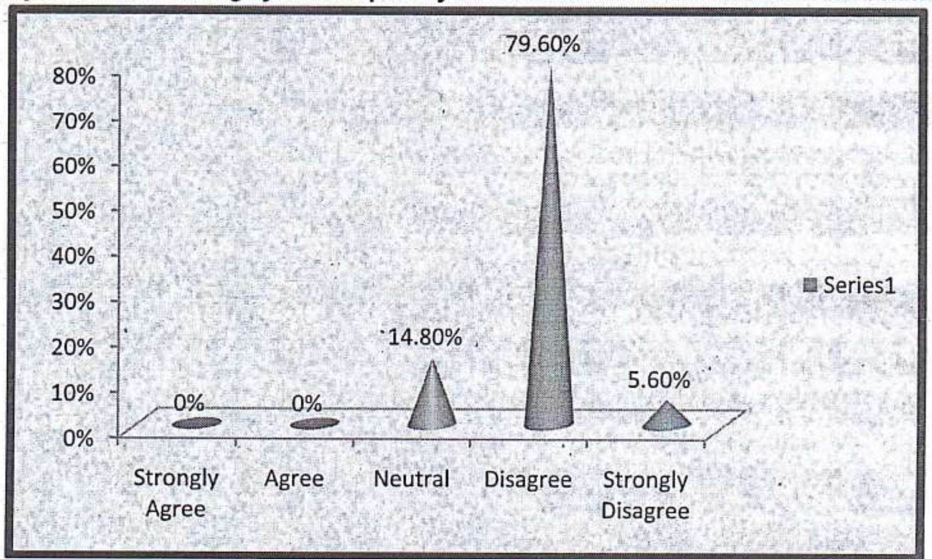


Figure 4.8: Description of Result – Question 3.3

Description of Result-There are 16 people or 14.8 %, chose the answer of "Neutral", 86 people chose the answer of "Disagree" or 79.6 %, 6 people respondents "Strongly disagree" equal 5.6 % and none of them chose "Strongly agree" or "Agree". The reason for this change is due to the changing customers" perceptions of eco-friendly products and major changes in societal conditions. In India, the enterprise does not have cost/benefit calculation that considers the contributions to social and environmental solutions for reducing social and environmental impacts and improving social equity and environmental conservation developments. The administration benefits take into account of the economic benefits from enhancing the customers" understandings of the company's effort to reduce social and environmental impacts that has not been applied.

Question 3.4:It is necessary to include the Social and Environmental report in the annual report or sustainability report

In this question, respondents were asked "It is necessary to include the Social and Environmental report in the annual report or sustainability report". The result for this question is that 32 people or 29.6 %, chose the answer of "Strongly Agree", 43 people chose the answer of "Agree" or 39.8 %, 22 people respondents "Neutral" equal 20.4 %, 11 people with the most answer is "Disagree" or 10.2% and none of people chose "Strongly disagree".

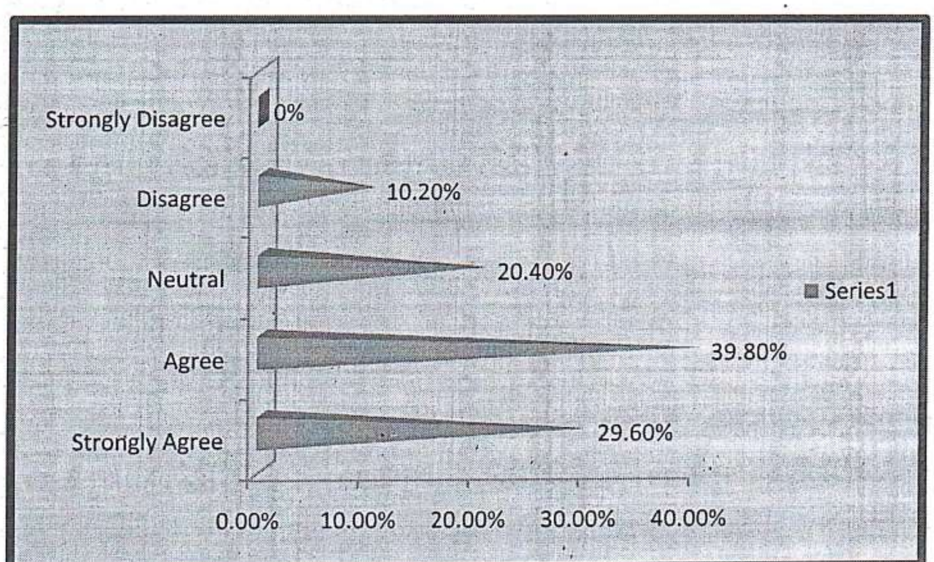


Figure 4.9: Description of Result – Question 4 – Part III

Description of Result -The results showed that most of selected managers questioned are aware quite clearly of the importance of CSR issues in the enterprise, as well as "Environmental and social accounting" that should be included in financial statements or annual report in the enterprise itself. It is also the rules of business ethics, and they perceive their roles beside the profit in business, they are responsible for the environment and society where the enterprise is operating. It is also found that they had become aware of long-term benefits and firm development of the enterprise in the future; there will be big contribution of SEA to accompany the products and services that the society recognizes that enterprise.

8. Findings

- Based on collected data, respondents from 18 to 25 years old are 9 people, equal to 8.00 %; respondents who are from 25 to 35 years old are 39 people, hold 36.00 %. Other respondents are people from 35 to 45 years old, 27 people, as 25.00 %; from 45 to 55 years old, 18 people, and equal to 17.00 %; and from 55 to 65 years old, 15 people, as 14.00 %.
- Most of the respondents have chosen: "Neutral". Among 108 respondents, only 5 people or 4.6 %, chose the answer of "Strongly Agree", 16 people chose the answer of "Agree" or 14.8 %, 54 people respondents "Neutral" equal 50.0 %, 22 people chose "Disagree" corresponding 20.4% and 10.2% or 11 people with the most answer is strongly disagree. It means that people in society have little awareness of SEA, which is the first stage to implement SEA to wider range of business
- Respondents chosen among 108 respondents, 22 people or 20.4 % chose the answer of "Strongly Agree", 32 people chose the answer of "Agree" and 32 people respondents "Neutral" or 29.6 %, 11 people chose "Disagree" and 11 people with the most answer is strongly disagree or 10.2%. It is visible that a large number of respondents agree with this statement.
- Among 108 respondents, 32 people or 29.6 %, chose the answer of "Strongly Agree" and "Neutral", 22 people chose the answer of "Agree" or 20.4%, 16 people respondents "Disagree" equal 14.8 %, 6 people with the most answer is strongly disagree or 5.6%. Most respondents have the judgment of the importance of implementing SEA at their companies. However, a number of 29.6% respondents that has a neutral opinion mean that the implementation of SEA is not adequately taken into account in their company.
- 20.4 %, chose the answer of "Providing charitable funds" and "Participating into gratitude events", 32 people chose the answer of "Supporting people in flood areas" or 29.6 %, 11 people respondents "Educating the awareness of environmental protection" equal 10.2 %, 5 people chose "Preventing air pollution/ water pollution" or 4.6 % and 16 people with the most answer is "Collecting, recycling, reuse, and proper disposal of products" or 14.8%.
- There are 16 people or 14.8 %, chose the answer of *"Neutral", 86 people chose the answer of "Disagree"* or 79.6 %, 6 people respondents "Strongly disagree" equal 5.6 % and none of them chose "Strongly agree" or "Agree". The reason for this change is due to the changing customers" perceptions of eco-friendly products and major changes in societal conditions.
- CSR issues in the enterprise, as well as "Environmental and social accounting" that should be included in financial statements or annual report in the enterprise itself. It is also the rules of business ethics, and they perceive their roles beside the profit in business, they are responsible for the environment and society where the enterprise is operating.

9. Suggestions

Environmental information to help make management decision on pricing, controlling overhead and capital budgeting, and external use, disclosing environmental information of interest to the public and to the financial community. Hence, it is suggested that environmental accounting concepts must be clysters cleared for the public, financial communities and others gain knowledge on environmental accounting and to know far it is useful to the stakeholders.

10. Conclusion

Within the macro view, the environmental protection, business growth and social efficiency, is always in conflict. Also for enterprise, growth pressure or business effect can transgress the environment protection, unless the authorities or consumers interfere. Each product selected by consumers can be considered as a vote for the enterprise. The more votes there are, the better it is for the growth of the enterprise. The problem is whether the consumers are aware of and use selecting right effectively or not.

11. Limitations of the Study

In this Article, some limits can affect the accurate and enough result for a Research Paper. Firstly, it can be mentioned that selecting business enterprise of executives are not ready to give information because of Company policy. Secondly, answers were only selected precipitately other than practical natural world. Or answers are to help, other than taking time for each situation. All above matters affect the survey result, small or big. Therefore, with those basic limitation and difficulties during researching, the research can give the best result in aspect of small research.

12. Scope for Furthers Research

Environment Accounting new to our India context, the above research topic, if it is carried out better in the future, there will be some more specific experiences as well as plans to improve and give more satisfactory 54 Result. Firstly, this research shall be widen more to enterprises, there will be more *time to collect survey data, and there will be more approaching* methods such as direct interview. In addition, questionnaire will be given more suitably for each subject, and it can be divided each question for each different knowledge level to related problems.

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Commerce

RISK AT VALUE: PARAMETRIC AND MONTE CARLO SIMULATION

Dr Ravikumar K Associate Professor, St. Aloysius Degree College & PG Studies Centre, Sarvagna Nagar, Cox Town, Bangalore 560 005

ABSTRACT The three main Value at Risk methodologies are historical, parametric and Monte Carlo Simulation. Cheung & Powell using a step-by-step teaching study, showed how a nonparametric historical VaR model could be constructed using Excel, thus benefitting teachers and researchers by providing them with a readily useable teaching study and an inexpensive and flexible VaR modelling option. This article extends that work by demonstrating how parametric and Monte Carlo Simulation VaR models can also be constructed in Excel, thus providing a total Excel modelling package encompassing all three VaR methods.

KEYWORDS : Value At Risk, Parametric Value At Risk, Monte Carlo Simulation, Finance.

INTRODUCTION

The major attraction of using a nonparametric approach, as argued by Cheung and Powell is avoiding the misspecification of probability density functions of risk factors in an era of frequent financial disturbance. If trading conditions are deemed to be normal then the VaR calculation can be simplified considerably if the distributions of the risk factors can be assumed to belong to certain parametric families, such as normal or gamma distribution. This leads to the use of the parametric method. Some researchers, especially those with a statistical background, may find the use of the parametric method to derive VaR rather restrictive and over-simplified, preferring instead that the probability distributions of the risk factors are derived empirically. This can be done by Monte Carlo simulation if the mechanisms of changes in the risk factors are known. In this paper, we assume that a stochastic process can model the mechanism of changes in asset returns, thus the asset returns are presented as a probability distribution rather than values. Moreover, we incorporate a self-contended pseudo-random number generator into our Monte Carlo simulation method, which as far as we know is a first in financial modeling using an Excel 2007 spreadsheet.

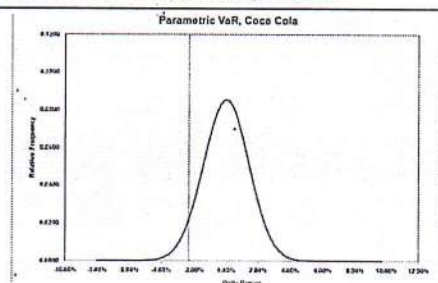
PARAMETRIC METHOD: SINGLE ASSET

Using the parametric method, the researcher specifies a probability distribution that characterises the likely values of a risk factor. Bachelier used the central limit theorem to derive a normal distribution for share price movements in the Paris Stock Exchange, and discovered that successive changes in share prices are approximately normal. This normality assumption for asset returns has been in place since then. However, in the Black-Scholes model, share prices are assumed log-normally distributed, consistent with continuous compounding.

The crucial step in the parametric method is to obtain the mean and standard deviation of the normal distribution from the historical data series. Once these values are obtained, we can proceed to calculate the 5% VaR return by entering 5% in the first argument of the Excel function *NORMINV* (probability, mean, standard deviation). The 5% VaR value is then calculated by multiplying the exposure by (1 – the absolute value of the 5% VaR return). To plot the parametric VaR diagram, we construct a table with 80 bins for the calculation of the relative frequencies of the normal distribution. In Excel, the probability density function of a normal distribution is calculated by *NORMDIST* (x, mean, standard deviation, cumulative) where x is the x-coordinates showing the daily returns, mean and standard deviation are the parameters of the normal distribution, and cumulative = FALSE for the probability density function. The execution of this procedure is presented as a screenshot

Figure 1 Parametric One-day 5% VaR, Coca Cola

This shows the histogram of Coca Cola returns and the corresponding 5% VaR line using the parametric method. Data is contained in Cell F25:H84 of Table 1 where the x-coordinates representing the returns are listed in Cells F23:F83, the absolute frequencies in Cells G23:G83, and the resulting relative frequencies in Cells H23:H83. The insertion of the 5% VaR return line is thoroughly discussed in Cheung and Powell and will not be repeated here.



MONTE CARLO SIMULATION METHOD: SINGLE ASSET

Monte Carlo simulation relies heavily on probability theory to drive the simulation process. It involves conducting repeated trials of the values of the uncertain input(s) based on some known probability distribution(s) and some known process to produce a probability distribution for the output. That is, each uncertain input or parameter in the problem of interest is assumed to be a random variable with a known probability distribution. The output of the model, after a large number of trials or iterations, is also a probability distribution rather than a numerical value. In the context of VaR, the uncertain input is the one-step-ahead asset returns and the uncertain outputs are the 5% VaR return and value. The process linking the inputs with the output is the geometric Brownian motion process.

PARAMETRIC METHOD: MUTIPLE ASSET PORTFOLIO

Assume our investor increases their portfolio holdings by purchasing \$1.5 million shares in Bank of America (BoA). The investor now has a portfolio of \$2.5m with \$1m (40%) Coca Cola and \$1.5 million (60%) BoA. When additional assets are introduced into the portfolio, we need to account for correlation and covariance between the assets before calculating the VaR. We use the variance-covariance matrix, which is the approach used by RiskMetrics (J.P. Morgan & Reuters 1996), who introduced VaR. We start with a two asset portfolio. The steps involved are shown in Table 5, and further reading on this approach can be obtained in 2004.

CONCLUSION

The study, together with the prior work shows how a complete range of VaR models, encompassing all three main VaR methods, can be constructed in Excel. The step-by-step teaching study approach allows teachers, students and researchers to build inexpensive VaR models. These range from simplistic parametric methods suitable for normal trading conditions through to more complex historical and (most complex) Monte Carlo models not dependent on a normal distribution assumption and more suited in times of frequent financial disturbance. The Excel models are highly flexible and easy to change as well as offering a range of modelling techniques such as the real or pseudo random number generators.

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 # 35, Opposite to RV College of Engineering, Mysore Road, Bangalore - 59

वैश्वीकरण के दौर में हिंदी भाषा के विभिन्न आयाम

भूमंडलीकरण का दूसरा नाम ही वैश्वीकरण । भारत में वैश्वीकरण का आगमन उन्नीस सौ नब्बे के दशक से शुरूआत होता है। वैश्वीकरण और आर्थिक उदारीकरण के इस युग में जहाँ हर तरफ विभिन्न कंपनियों में गलाकाट प्रतियोगिता चल रही है, उसमें विज्ञापन एक ऐसा हथियार बनकर सामने आया है जिसकी जितनी धार होगी वह उतना ही अपना असर दिखलाएगा। इसी रेस में आगे निकलने की होड़ में अश्लीलता परोसने में लगे हुए है। विज्ञापन आज के समय में कमाई का बहुत बड़ा अड्डा भी बन चुका है। मिनटों-मिनटों में आने वाले एड सेकेंडों के करोड़ों रुपए लेते हैं। सारा खेल अब टी आर पी का हो चला है। पहले इतना सब कुछ नहीं था, पहले के विज्ञापनों जहां ध्यान आकर्षित करते थे, हमें सूचित करते थे, वहीं आज के अधिकांश विज्ञापन ध्यान भटकाने का ही कार्य मुख्य रूप से कर रहे हैं।

नब्बे के दशक में तकनीक उपलब्धता, फैलते बाजार तथा सरकार की उदारीकरण की नीतियों के कारण देश में हिंदी के दर्जनों खबरिया चैनलों का प्रवेश हुआ | हिंदी अखबारों की भाषा पर इन चैनलों का खासा प्रभाव दिखता है |अस्सी के दशक के किसी भी अखबार की सुर्खियाँ स्पष्ट, वस्तुनिष्ठ और अभिधापरक हुआ करती थी| अखबार की सुर्खियों से खबरों का आभास अच्छी तरह मिल जाता था| अंग्रेजी के उन्हीं शब्दों का इस्तेमाल होता था जो सहज और सरल हो, जिससे पूरी पंक्ति के प्रवाह में बाधा नहीं पड़ती हो| प्रभाष जोशी, राजेंद्र माथुर और सुरेंद्र प्रताप सिंह जैसे पत्रकारों ने इस दशक में ऐसी भाषा का प्रयोग शुरू किया जिसकी पहुँच हिंदी के बहुसंख्य पाठकों तक थी| इन पत्रकारों ने बोलियों और लोक से जुड़ी हुई भाषा का इस्तेमाल किया जिससे अखबार की भाषा लोगों के सरोकारों से जुड़ी |

आज वैश्वीकरण के दौर में हिन्दी पत्रकारिता की चुनौतियाँ न सिर्फ बढ़ गई हैं वरन उनके संदर्भ भी बदल गए हैं। पत्रकारिता के सामाजिक उत्तरदायित्व जैसी बातों पर सवालिया निशान हैं तो उसकी नैसर्गिक सैद्धांतिकता भी कठघरे में है। वैश्वीकरण और नई प्रौद्योगिकी के घालमेल से एक ऐसा वातावरण बना है जिससे कई सवाल पैदा हुए हैं। इनके वाजिब व ठोस उत्तरों की तलाश कई स्तरों पर जारी है। वैश्वीकरण व बाजारवाद की इन चुनौतियों ने हिन्दी पत्रकारिता को कैसे और कितना प्रभावित किया है इसका अध्ययन किया जाना अत्यंत महत्वपूर्ण है।

वैश्वीकरण ने विगतदशकों में भारत जैसे विकासशील देश के समक्ष जो नई चुनौतियाँ खड़ी की हैं उनमें सूचना विस्फोट से उत्पन्न हुई अफ़रा-तफ़री और उसे सँभालने के लिए भाषा माध्यमों के पल-प्रतिपल बदलते रूपों का महत्वपूर्ण स्थान है। इसमें संदेह नहीं कि वर्तमान संदर्भ में वैश्वीकरण का अर्थ व्यापक तौर पर बाज़ारीकरण है।

"वैश्वीकरण की बात शुरु की जाए तो सबसे पहले हम भाषा का ही सवाल ले लें– अंग्रेजी और भारतीय भाषाओं का अंतरसंबंध। जब मैकॉले ने भारत में अंग्रेजी शिक्षा की शुरूआत की थी, तब वैश्वीकरण का सवाल नहीं था। अंग्रेजी सत्ता हमें विश्व-नागरिक बनाने के लिए अंग्रेजी नहीं पढ़ा रही थी। उपनिवेशवादी दौर में उन्हें अपने लिए अंग्रेजी पढ़े-लिखे कारकुन चाहिए थे। इंग्लिस्तान के विधि-विधान और कानून को देश में लागू करने के लिए न्यायाधीश और वकील चाहिए थे। भारत में वकीलों का तबका ही पहला अंग्रेजी पढ़ा-लिखा तबका था। तब की अंग्रेजी शिक्षा और आज की अंग्रेजी शिक्षा में अंतर है। आज भारत की अंग्रेजी हमें अपने ही देश में व्यक्तित्वहीन बनाती है और साथ ही हमें विश्व-बाजार में विश्व-नागरिक बनाती है। वैश्वीकरण की स्पर्धा में यह हमारी सहायक भी है।

लेकिन वैश्वीकरण से अलग जब राष्ट्रीयकरण का सवाल आता है तो अंग्रेजी के कारण हमारा संपर्क और संबंध अपने ही देश के दलित, शोषित और अशिक्षित वर्ग से टूट जाता है, इतना ही नहीं सभी भारतीय भाषाओं में हमारी सोच का प्राकृतिक प्रवाह बाधित होता है। |कहे-अनकहे तरीके से, यहीं से हमारा सांस्कृतिक संकट शुरू होता है। हम विभाजित व्यक्ति बन जाते हैं। खुद अपने सांस्कारिक स्रोतों, आस्था के प्रतीकों, अपने आस-पास की संवदेनाजन्य ध्वनियों और अपने जन-सामान्य से कट जाते हैं। सच्चाई यही है कि वैश्विक बाजार की पूरी परिकल्पना उस अमीर को लेकर की गई है जो साधन-सम्पन्न है। उसे ही इस बाजार में 'मानव' होने का दर्जा दिया गया है। उसी के अधिकार मानवाधिकार हैं। मानव मूल्य अब गौण हो गए हैं।

इस बाजारवाद का गरीब देशों और उसके गरीब से कोई लेना-देना नहीं है। सही अर्थों और संदर्भों में यदि इस बाजारवाद और वैश्वीकरण को देखा जाय तो यह पूंजीवादी देशों के अमीरों की क्रांति है। जब इसका अपने ही देशों के गरीबों से कुछ लेना-देना नहीं है, तो हम जैसे गरीब देशों से उसका क्या सरोकार हो सकता है?

लेकिन सरोकार है ! उसका सरोकार है हमारे बाजार से। हमारा वह बाजार जो गरीबों ने अपने पुश्तैनी धंधों और श्रम से तैयार किया है। पुश्तैनी धंधों और खेतीबाड़ी के सहारे हमारा स्वदेशी बाजार निर्मित हुआ। इसी स्वदेशी बाजार के मुनाफे पर जीने वाले वर्गों और अंग्रेजी शिक्षा के सहारे हमारा भारतीय मध्यवर्ग पैदा हुआ। यही कुलीन नौकरशाह मध्यवर्ग हमारी नीतियों और जीवित रहने के सिद्धांतों को तय और लागू करता है। यही वर्ग है जो आज वैश्वीकरण का स्वागत कर रहा है। जन्मना भारतीय होते हुए भी यह कर्मणा भारतीय नहीं है। मां-बाप यदि जीवित भी हुए, तो भी वे मध्यवर्गीय बाबुओं के बंगलों या कोठियों में नहीं मिलेंगे। वे गांव या कस्बे में अपनी वृद्धावस्था काट रहे होंगे। सांस्कृतिक दृष्टि से यदि देखें तो इससे हमारे पारिवारिक और सामुदायिक संबंधों के पैमाने बदल गए हैं। हमारी क्षमा, दया और करुणा के आयाम परिवर्तित हुए हैं। जिस घटना-दुर्घटना, अनाचार या अत्याचार पर बूढ़ी दादी के आंसू निकल पड़ते हैं, उसी घटना-दुर्घटना पर नातिन या पोतिन के आंसू नहीं निकलते, पोतिन या नातिन को वो आंसू तर्कसंगत नहीं लगते। इस वैश्वीकरण की दुनिया में क्षमा, धीरज और बर्दाश्त जैसे मूल्य तिरोहित हो गए हैं। दया अब कहां है? करुणा के लिए हमारे मानस में जगह कहां रह गई है |यही है संस्कृति का वीभत्स विरूपण ! वैश्वीकरण लगातार हमारी संस्कृति को विकृत करता जा रहा है। हमारे सदियों पुराने मानवीय सरोकारों और संस्कारों को तोड़ता जा रहा है। वैश्वीकरण के साथ आई है स्पर्धा, मुनाफे की संस्कृति और मानवाधिकारों का मसला। सवाल यह उठता है कि मानवाधिकार किस मानव के ? स्पर्धा किसकी और किसके साथ ? मुनाफा कहां से और किसके लिए ? अभी कुछ दिन पहले अपने उत्तर भारत में यह हुआ था कि 'ड्रॉप्सी' नामक बीमारी एकाएक फैली थी। इस बीमारी का नाम तक पहले नहीं सुना गया था। डॉक्टरों के पास उसका कोई इलाज नहीं था। विशेषज्ञ और प्रयोगशालाएं उस बीमारी का निदान नहीं खोज पाई थीं। तब एकाएक स्वदेशी बाजार में यह खबर फैली थी कि यह मारक बीमारी सरसों के तेल के सेवन के कारण फैली है। सरसों का तेल पूरे उत्तर भारत और बंगाल का मुख्य खाद्य तेल है। शहरों में यह तेल गांवों से आता था। इसे तत्काल प्रतिबंधित किया गया। विदेशी बाजार से तेल आयात किया गया और कहा गया कि यह वैश्वीकरण का नतीजा और फायदा है कि फौरन विदेशी खाद्य तेलों से घरेलू बाजार की आपूर्ति होगई। आज विदेशी खाद्य तेलों ने एक झटके में अपने पैर उत्तर भारत के बाजारों में जमा लिए

हैं। आप कहेंगे कि यह तो बाजारी व्यवसाय का मामला है, इससे संस्कृति का क्या लेना-देना है ? दरअसल अब जरा बात करते हैं विज्ञापन की जिसे प्रसिद्ध संचार वैज्ञानिक एचजीवेल्स ने शायद सबसे सटीक तरीके से परिभाषित किया है "क़ानूनी तौर पर झूठ बोलने को विज्ञापन कहते हैं"।विज्ञापन और भाषा का दिलचस्प रिश्ता है। उसकी भाषा में ऐसा लचीलापन है कि गतिशीलता और संभावना की अनचीन्ही परतें दिखाई पड़ती हैं। विज्ञापन-भाषा अपने निश्चित सीमांतों को तोड़कर नित नए मुहावरों में ढलती है। जैसे कवि अपनी कविता में शब्द की अनेक अर्थ-व्यंजनाएँ निर्मित करता है वैसे ही विज्ञापन भी अपने मूल संदेश को सपनों का जामा पहनाकर शब्दों की गलियों से हम तक पहुँचता है। यह भाषा केवल शब्दों की अर्थ-क्रिया से ही नहीं बँधी, यह मीडिया की विशिष्ट प्रकृति से भी जुड़ी है। मीडिया में अर्थ-ग्रहण केवल शब्द के आधार पर नहीं होता। माध्यम की प्रकृति के अनुसार अर्थ-संप्रेषण का आधार – शब्द, ध्वनि, संगीत, चित्र या दृश्य कुछ भी हो सकता है।

एक दौर था जब विज्ञापनों का प्रयोग प्रायः सामाजिक हित, मान मर्यादाओं को ध्यान में रखकर किया जाता था । किन्तु बाजारीकरण के इस अंधी दौड़ में इन सारी बातों को ताक पर रखते हुए अब विज्ञापनों का मुख्य उद्देश्य केवल पैसा कमाना ही होता जा रहा है ।

पिछले कुछ दसकों में पूँजी के असीम विसतार और संचार साधनों के अभूतपूर्व विकास ने विशव बाज़ार और आर्थिक भूमंडलीकरण की जो भूमिका रची है, उसमें मुनाफा आधारित उतपादन प्रणाली को दुनिया के नये बाज़ारों की ज़रूरत है। बंद दरवाजे खुल रहे हैं। सीमाएँ टूट रही हैं, प्रतिबंध समापत हो रहे हैं। शीतयुद्ध की समाप्ति के बाद बीसवीं सदी के अंतिम दशक में बदली हुई राजनीतिक स्थितियों और संचार उपकरणों में आयी क्रांति ने देशों के बीच भौगोलिक दूरियों और राषट्रीय सीमाओं को अप्रासंगिक बना दिया है। नयी बाज़ार संसकृति इस आर्थिक भूमंडलीकरण का एक अनिवार्य हिससा है। विशव बाज़ार अब तक सवायतत रहे समाजों और संसकृतियों के रहन-सहन, भाषा-भूषा, दैनिक जीवन, आचरण और मूलय-बोध का अपने तरीके से अनुकूलन कर रहा है।

अंततः यह कहना भी कोई त्रुटीपूर्ण नहीं होगा कि हिंदी भाषा की निर्मिति बाज़ार में हुई है लिकिन यह हमेशा सिर्फ और सिर्फ बाज़ार के लिए और बाज़ार में हीं नहीं। बाज़ार में कुछ ख़ास ज़रूरतों के तहत मनुष्य एक दूसरे से जुड़ते हैं। उनके संबंध विकसित होते हैं। भाषा के रूप बनते हैं। बाज़ार में भाषा चीज़ों को परिभाषित करती है, चीज़ें भाषा को परिभाषित करती हैं। गाँव की हाट से जिले की मंडी तक, जिला मंडी से प्रांतीय बाज़ार तक और वहाँ से राषट्रीय बाज़ार और अनतर्राषट्रीय नेटवर्क तक बाज़ार के विकास के साथ-साथ मनुष्य संबंधों की अनेक सतरीय यात्राएँ भी हैं। ये यात्राएँ बोलियों के परम्परागत रूप से प्रांतीय भाषाओं तक की यात्राएँ हैं। बाज़ार बदलते रहते हैं और भाषा भी। मनुष्य व्यवहारों के साथ भाषा हर क्षण बदलती रहती है। उसकी यह गतिशीलता ही उसकी जीवन्तता है।

प्रस्तुतकर्ता
सीबालकृष्णा .
शोधार्थी विभाग हिन्दी ,
बेंगलूर विश्वविद्यालय ,बेंगलूर, कर्नाटक
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DIVERSE TRENDS IN HUMAN TRAFFICKING DURING COVID-19 PANDEMIC

Authored by

DEEPA. V
Assistant Professor in Social Work
PG Department of Social Work
St Aloysius Degree College and Centre for Post Graduate Studies
Cox Town, Bengaluru-560005

ABSTRACT

The Purpose of the study is to explore the Diverse trends in Human trafficking during the pandemic. The COVID-19 pandemic is a global health emergency with far-reaching consequences for human rights and economic development, including human trafficking. COVID-19 created conditions that increased the number of persons vulnerable to human trafficking and disrupted ongoing and planned anti-trafficking efforts. Governments around the world diverted resources to combat the pandemic, frequently at the expense of anti-trafficking operations, resulting in fewer security measures and services for victims, a reduction in prevention efforts, and delays in trafficking investigations and trials. Simultaneously, human traffickers adapted quickly to take advantage of the pandemic's exposed and heightened vulnerabilities. The article sheds light on the new trends in human trafficking and highlights most vulnerable groups and the reasons for the same.

Key Words: **Pandemic, COVID-19, Human Trafficking, Recruitment**

INTRODUCTION

Human trafficking exists in every civilization on the planet, and it is intensified in times of crisis. People can be trafficked either transnationally or domestically It affects men, women, boys, and girls of all ages, but it has a significant gendered component, with women and girls accounting for the majority of victims/survivors. Human trafficking is a serious violation of human rights and a major security concern. Many variables increase the risk of human trafficking during and after disasters. The global pandemic of Covid-19 is no exception; it not only exacerbates existing vulnerabilities within a society, but it also puts others who may not have been considered vulnerable at the time at risk.

Enforced quarantine, curfews and lockdowns, travel restrictions, and restrictions on economic activities and public life are among the unusual measures taken to flatten the infection curve of the Pandemic. While these enforcement tactics and heightened police presence at the borders and on the streets appear to deter crime at first glance, they may really drive it deeper underground. Criminals involved in human trafficking are adapting their business models to the 'new normal' caused by the pandemic, particularly through the use of current communications technologies. When dealing with the pandemic, we must not neglect the actual and immediate dangers that this unprecedented scenario poses to vulnerable individuals and groups who are not often well-represented in our cultures.

REVIEW OF LITERATURE

United Nations Office on Drugs and Crimes, ‘ The effects of COVID-19 Pandemic on trafficking in Persons and response to the challenges, a global study on emerging evidence (2021) illustrates that women, children, and migrants were highlighted as being particularly vulnerable to recruitment and exploitation during the COVID-19 pandemic. This also speaks about the systemic and deeply ingrained economic and societal inequities, which are among the core causes of human trafficking, have been exacerbated and forced to the forefront by the pandemic. Human trafficking is the outcome of our societies' and economy' failure to protect the most vulnerable and uphold national laws. During times of need, they should not be 'punished' any further.

The Trafficking In Persons (Prevention, Care And Rehabilitation) Bill (2021) highlights human trafficking bill as to prevent and combat human trafficking, particularly of women and children, to provide care, protection, and rehabilitation to victims while respecting their rights and creating a supportive legal, economic, and social environment for them, and to ensure the prosecution of offenders, as well as for matters related to or incidental to these goals.

Maria Grazia Giammarinaro, in her study on the impact and consequences of COVID-19 pandemic on trafficked and exploited persons (2020) analyses how the socio economic consequences of the pandemic aggravates the exposures to trafficking posing a challenge to the victims and also those at the high risk of being trafficked. The current crisis heightens possibilities to exploitation long term sustainable policies are necessary to combat this heinous crime. If policies and programs are not effectively implemented then it will question human rights of societies and individuals.

Saratkumar Sharma, in his child trafficking in the Indo-Myanmar region: A case study in Manipur (2016) observes that Human trafficking has grown into a major global concern of unprecedented scope in the twenty-first century. Human trafficking is increasingly being referred to as "modern-day slavery" due to its nature of exploitation, which has prompted the rapid proliferation of international, regional, and national anti-trafficking laws, as well as states to devote enormous financial and bureaucratic resources to its abolition.

The International Federation of Red Cross and Red Crescent Societies (IFRC) in its factsheet on COVID-19 Impact on Trafficking in Persons -A Protection, Gender & Inclusion (PGI) works as a reference instrument to support National Societies to ruminate how the Covid-19 global pandemic may place communities at amplified threat of trafficking, how it may influence trafficked persons and offer assistance on concrete actions that can be taken to respond and diminish threats.

Elisabeth Rosenstock on delivering the Trafficking in Persons Report (2021) discusses how the epidemic increased the number of persons who were vulnerable to human trafficking and disrupted ongoing and planned anti-trafficking efforts. From international organisations to local NGOs, governments, and survivor leaders, the report highlights examples of leadership, resilience, and adaptability in the anti-trafficking community.

Harsha Parakh observes that there has been an increase in cases of human and organ trafficking. This issue requires immediate attention since it jeopardises the fundamental human rights to which all citizens are entitled. It discusses the current situation, in which people are being infected with the Covid 19, while a segment of the population is becoming a victim of human and illicit organ trafficking.

OBJECTIVES OF THE STUDY:

1.To study the impact of pandemic on human trafficking.

2.To study the factors on recruitment of the victims.

RESEARCH METHODOLOGY

This is an analytical study; data collected through secondary source.

RESULTS AND DISCUSSION

The study begins with the analysis of human trafficking in India during the COVID- 19 Pandemic, progressing towards the discussion on the factors influencing such as socio economic aspects and the high risk group to be trafficked. The most vulnerable population to trafficking is also discussed in a detailed manner. The Pandemic has influenced the trends in the recruitment of trafficked victims which is highlighted followed by recommendations to end this modern day slavery.

TRAFFICKING IN INDIA DURING THE PANDEMIC

The pandemic highlighted and exacerbated India's systematic and deeply established socio-economic disparities, amplifying the country's susceptibility and marginalisation. Disruptions in economic activity across sectors, a major increase in unemployment, and a lack of other means of income have placed a large portion of India's population in a precarious position. Since the pandemic, almost 230 million Indians have fallen under poverty line. The vulnerable population in such a state of desperation is the ideal recipe for exploitation. Between March and August 2020, the Ministry of Women and Child Development received 27 lakh distress calls. Over 9,000 children were rescued from human traffickers between April 2020 and June 2021.

On March 24, 2020, the Indian government enforced the world's strictest lockdown on its 1.4 billion people, leaving millions of migrant labourers and daily wage workers unemployed. Faced with a grim future, these hordes of people travelled hundreds of kilometres to return to their native places. According to studies, children's susceptibility increases when their family are financially insecure. Traffickers prey on such vulnerable families by falsely promising a new job, increased income, improved living conditions, and financial assistance. It's no surprise that child labour continues to thrive throughout large swaths of India, with industry studies estimating that over eight million youngsters aged five to fourteen toil in fields, dangerous factories, shops, and houses.

Girls in India are increasingly being exploited on social media as children spend more time online during the pandemic and child marriages rise, making them vulnerable to traffickers. As families have lost their jobs and children – particularly girls – have dropped out of school, reports of child marriage and sexual assault have grown by up to 52 % in some of the states of India.

Between April 2020 and March 2021, authorities in the southern Indian state of Telangana intervened to prevent 1,355 child weddings, a 27 % rise over the previous year.

SOCIO – ECONOMIC ISSUES DURING COVID- 19

The pandemic's economic and social distress, as well as accompanying mitigation attempts, enhanced risks for poor and marginalised people. Women and children, those affected by travel restrictions and stay-at-home orders, communities in food-insecure areas, survivors of trafficking, and people directly and indirectly affected by the disruption of economic operations and decreased livelihood possibilities were among those who were affected. Some children were deprived of education, shelter, and/or food due to school closures. During the crisis, survivors of human trafficking were at a higher risk of re-victimization due to financial and emotional challenges. . A survey by the Office of Security and Co-operation in Europe's OSCE Office for Democratic Institutions and Human Rights (ODIHR) and UN Women highlights that COVID-19 had a significant financial impact on nearly 70% of trafficking survivors from 35 nations, and more than two-thirds ascribed a loss in mental health to government-imposed lockdowns recalling memories of exploitative conditions. Due to lockdowns, several survivors were forced to close their businesses or leave their positions, and some were pressed by former traffickers when alternative employment opportunities dried up. Some survivors were forced to sell their cellphones in order to buy food, further isolating them from caseworker support.

COVID-19 mitigation tactics, such as stay-at-home orders and travel restrictions, also raised rates of gender-based violence and substance misuse, both of which put people at greater risk of being exploited by human traffickers. Foreigners were stigmatized as carriers and spreaders of the virus, putting them at higher risk of exploitation and violence. Individuals in underserved communities faced barriers to accessing healthcare, while foreigners were stigmatized as carriers and spreaders of the virus, putting them at higher risk of exploitation and violence. Significant changes in financial circumstances, such as wage and work-hour reductions, workplace closures, rising unemployment, and reduced remittances, combined with rising living costs and disruptions to social safety networks, created newly precarious situations for those who were not previously vulnerable and even more precarious situations for those who were already vulnerable.

Despite the significant setbacks to efforts to combat Human trafficking, the challenges identified by COVID-19 are enormous and may be long-term, necessitating long-term collaboration among governments, civil society organizations, private sector leaders, survivor leaders, and other anti-trafficking actors to adjust and respond appropriately to overcome these challenges. As a result, the introduction to this year's TIP Report focuses on human trafficking challenges related to COVID-19, with a particular emphasis on how anti-trafficking stakeholders reacted in fast changing contexts. It considers what practitioners have learned and gives suggestions for regaining momentum through coordinated anti-trafficking measures.

PEOPLE AT THE RISK OF BEING TRAFFICKED

Poverty has long been recognized as a factor that makes people more vulnerable to human trafficking. According to the World Bank, the COVID-19 outbreak will cause 40-60 million people to fall into extreme poverty, "with our best estimate being 49 million." 2 The COVID-19 outbreak has resulted in catastrophic income loss and layoffs, with the two billion people who labour in the informal sector bearing the brunt of the effect. Informal workers typically lack fundamental social protections, such as access to health services, and when they lose their primary source of income for an extended length of time, they are more likely to fall into poverty, which may push them to seek risky or exploitative labour.

COVID-19 has an impact on the entire population, although the effects vary depending on pre-existing physiological disparities, health problems, socioeconomic inequalities, and gender and cultural norms. Some people may be more prone to the hazards of trafficking and exploitation if they have any of the following qualities, which are linked to the variables stated below:

People who are now living in humanitarian crises situations.

- People with limited economic or employment options
- Children with limited or no access to education
- People with disabilities or learning difficulties
- People with mental health issues
- People with drug and alcohol addiction
- Refugees, asylum seekers, and stateless individuals are all examples of migrants.
- Migrant workers with irregular immigration status
- Female domestic workers
- Sexual and gender minorities
- Ethnic or religious minorities
- Homeless persons or those in difficult living situations

MOST VULNERABLE POPULATION TO TRAFFICKING

Women and girls have been recruited for sexual exploitation, often locally or online, especially in private residences. Youngsters have been severely affected: out of school and unable to support parents who have lost their jobs, children have become increasingly targeted by human traffickers on a local and international basis. They've been trafficked for a variety of reasons, including sexual exploitation, forced marriage, forced begging, and forced criminality. There is substantial evidence of rising demand for child sexual exploitation materials (CSEM), which has exacerbated child exploitation worldwide. Many migrants have lost their jobs in the destination country and are unable to return home as a result of the pandemic. After failing to renew their residence and/or work permits, some of them ended up with an irregular status in their destination countries.

Women have been accidentally exposed to higher risk as a result of the efforts used to stop the spread of COVID-19. Restriction on travel, school closures, and financial constraints may increase the likelihood of gender-based violence (GBV) increase household stress, resulting in higher levels of substance addiction, which may lead to more substance abuse.

The pandemic's consequences on children have been far-reaching, with minors being trafficked for sexual exploitation. Exploitation, labour, forced marriage, forced begging, and forced criminality are all examples of forced criminality.

COVID-19 has had a significant impact on the migration status of workers, particularly seasonal workers who have lost their jobs or have had their movements restricted in order to reach harvest areas, or because the activities in which they were employed have ceased to operate or are operating with restrictions. Despite the fact that several nations have promoted steps to regularize migrants and/or extend their work permits10, many of them are or have been left without protection, making them vulnerable to human traffickers. The risk of being victimized is twofold: if they lose their job, they may not only find themselves without a regular permit, making them more vulnerable to exploitative situations, but they may also be unable to return home due to prolonged travel restrictions, forcing them to seek alternative or illegal means of subsistence. Even if restrictive measures are loosened in some countries, irregular migrants will continue to be vulnerable to human trafficking and labour exploitation.

CHANGING TRENDS IN RECRUITMENT

Traffickers used social media and other online platforms to recruit new victims, taking advantage of people's loss of livelihoods during the epidemic and the rising amount of time both adults and children spent on the Internet. The recruitment of victims has migrated online during the epidemic, according to 37% of stakeholder survey respondents. Due to the shutdown of bars, clubs, and massage parlors (due to lockdowns, curfews, and other steps to restrict the spread of COVID-19), traffickers have moved adult and child sexual exploitation to private houses and apartments.

Due to the closure of brothels, clubs, and massage parlors as a result of the pandemic, traffickers moved sexual exploitation underground. Women and girls are increasingly being exploited in private residences, according to survey and interview responses from throughout the world. Exploitation has also gone online, according to 31% of survey respondents who said that victim exploitation has shifted to internet techniques.

Traffickers have taken advantage of the pandemic by establishing new trafficking routes and modes of transportation. Participants in the study noted that these routes are often more complicated, lengthier, and riskier than those utilized before to the pandemic. Furthermore, some of the interviewees. Traffickers are increasingly using land travel to transport trafficked adults and children, according to reports. Due to the pandemic, police and immigration authorities would not inspect automobiles or drivers' licenses or documentation of identification.

While it is too early to assess specific increases or decreases in the scale of human trafficking during the year, Domestic trafficking has surged since the epidemic, according to experts, and traffickers have adapted to the 'new normal' by expanding recruitment strategies and moving operations deeper underground. As a result of the pandemic, internet recruitment and online sexual exploitation have surged, according to reports.

RECOMMENDATIONS

In order to stop COVID-19 from spreading over the world and save lives, rigorous control measures have been implemented in many countries on a scale never seen before in peacetime. When dealing with the epidemic, we must keep in mind the real and immediate dangers that this unprecedented scenario poses to vulnerable individuals and groups that are not often visible in our cultures. The impoverished and needy should not and must not be left out of the much-needed effort on reducing the economic burden of the COVID-19 pandemic.

- Despite the expected economic slowdown caused by COVID-19 and the accompanying demands on national budgets, countries must continue to support anti-trafficking efforts and adjust their assistance programmes to the new and unusual circumstances presented by the epidemic and its aftermath.
- Even if there is no evidence of trafficking, assume it is happening. Evidence suggests that human trafficking exists in every community on the planet, even if it is not always evident.
- Human rights must continue to be at the heart of anti-trafficking efforts, and everyone should have equal access to health care and social support.
- In order to meet the requirements of their communities, service providers must remain flexible and adapt to an ever-changing environment.
- The impact of COVID-19 on human trafficking necessitates comprehensive data collection and analysis. No country is immune to the pandemic, and because COVID-19 does not affect all regions at the same time, knowledge gained in one country could be useful in others.
- Collect disaggregated data by gender, age, and disability, and analyze the differences in impacts, impediments, and hazards encountered by different groups.

CONCLUSION

Concurrently, victims of human trafficking in many regions and nations have had more difficulty in obtaining essential services such as shelter, health care, legal assistance, and basic necessities. Because of the increased number of people in need of social assistance and support during the pandemic, as well as travel restrictions and a lack of technology and reliable Internet in many parts of the world, trafficking victims have been unable to access essential services in some countries and regions at different times during the pandemic. Many issues, such as human trafficking and exploitation, are taking a back seat as governments in many parts of the world focus more on health. However, to effectively tackle human trafficking at the national and international levels, we must embrace a shared approach. To make a positive difference, governments and civil society must collaborate.

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GREEN ACCOUNTING AND BUSINESS STRATEGIC DECISION OF INDIAN FIRMS

Dr RAVIKUMAR K Post Doctoral Fellow College of Management & Commerce Srinivas University, Managalore :: profravikumar01@gmail.com
Dr. P S Aithal, Vice Chancellor, Professor College of Management & Commerce Srinivas University, Managalore :: psaithal@gmail.com

ASTRACT
The purpose of the research article is to explore the linking business strategy and organisationl perfomance of selected enterprises in indian context, It is known that there are limited resources available for the use of all species on the earth and the enormous damage is done to the environment due to the activities of the business enterprises. In fact, the industrial and business activities are directly and indirectly responsible for birth of incidences like the Bhopal Chemical Leak (1984), Tsunami in India (2004). Objectives of the study is to examine the green accoutning perfomance of the companies, It may be noted here that the Green degradation and pollution spoil human health, reduce economic productivity and lead to loss of amenities. The developing countries like India are facing twin problems of protecting the Environment and promoting economic development. A trade-off between Green protection and development is required. A careful assessment of the benefits and costs of Green damages is necessary to find the safe limits of Green degradation and the required level of development.

Key words: Green accounting, Green impact, Economic development, Business operation

INTRODUCTION

Green Accounting is an important tool for understanding the role played by the business enterprises in the economy towards the Green safety and welfare. It provides data highlighting both the contribution of business enterprises to economic wellbeing and the costs imposed in the form of pollution or resource degradation. Every business has an overriding responsibility to make the fullest possible use of its resources - both human and material. An enterprise is a corporate citizen. Like a citizen, it is judged by its actions in relation to the environment and society of which it is a member as well as by its economic performance. As far as Indian corporate sector is concerned, it is sad but true that it has not been performing as a good citizen. There are many laws that have been enacted and amended from time to time to make the corporate sector to fulfill its social responsibility for better development of Indian environment and economy. Therefore, recent years have witnessed rising concern for Green degradation which is taking place due to increasing industrial activities. It may be noted here that the Green degradation and pollution spoil human health, reduce economic productivity and lead to loss of amenities. The developing countries like India are facing twin problems of protecting the Environment and promoting economic development. A trade-off between Green protection and development is required. A careful assessment of the benefits and costs of Green damages is necessary to find the safe limits of Green degradation and the required level of development.

Objectives of the Study:

1. To study the green accounting perfomance of organisationa
2. To offer a few suggestive measures based on the findings of the study.

IMPLICATIONS OF GREEN ACCOUNTING IN ECONOMICS

Green Accounting does great service to the welfare concept of economics. It helps us understand actual Green impact of businesses and helps take compensative measures to give back to the society. Businesses need to take responsibility for their influence on environment in the past, present and future. They are accountable for the damages caused by them before, during and after the production process, by this we imply that even the Green costs incurred as a result of usage of the product should be accounted for. And they need to give quantitative analysis of these influences in order to be able compare the results from time to time and keep taking active measures to keep minimizing them. If we want to calculate actual costs during computation of national income and measuring development in a country, we cannot ignore Green costs, though these might not directly involve monetary costs, they influence development and hence must be accounted and considered. If a business cuts down a large chunk of a forest and makes huge profits from it, the money income definitely rises but the damage done to forest will have severe effects on the ecological Balance.

GREEN ACCOUNING PRACTICE IN INDIA

1. The first announcement regarding this green accounting was made in the year 1991.
2. The Ministry of Environment and Forests has proposed that “Every company shall, in the Report of its Board of Directors, disclose briefly the particulars of steps taken or proposed to be taken towards the adoption of clean technologies for prevention of pollution, waste minimization, waste recycling and utilization, pollution control measures, investment on Green protection and impact of these measures on waste reduction, water and other resources conservation.”
3. The Union Ministry of Environment and Forests has issued various instructions in to prepare environment statements.
4. It is mandatory in the country to get an Green clearance for all new projects that concerns both the Union Ministry of Environment and Forests and the corresponding State Government department of environment. There are various guidelines in this regard and all such projects are expected to obtain Green and antipollution clearance before they are actually set up.

It can be observed through their accounts that mainly the following set of information is disclosed.

A. Type of devices installed to control pollution
B. Steps taken for energy conservation.
C. Optimum utilization of resources.
D. Steps for decomposition of waste.
E. Steps taken for improving quality of the product.

In this environment statement, the concerned industry is required to provide information on:

A. Water and raw material consumption.
B. Pollution generated
C. Impact of pollution control measures on conservation of natural resources.
D. Nature of hazardous and solid wastes produced and disposal practices adopted
E. Measures taken for Green protection F. Steps taken to popularize the benefits of Green accounting and reporting among the corporate sector.

LEGAL FRAMEWORK FOR GREEN ACCOUNTING IN INDIA

While industrial licensing has been abolished for all practical purposes, Green clearance from various government authorities has now taken the center stage. Increasing concern with the protection of the environment and taking anti-pollution measures have become major concern all over the world in the last two decades. India also set up the Central Ministry of Environment with the object of coordinating among the states and the various ministries, the Green protection and anti-pollution measures. Necessary legislation has also been passed.

The various laws relevant to the Green protection are as under:

1. Directly related to the Green protection:
   I. Water (Prevention and Control of Pollution) Act,1974.
   II. Water (Prevention and Control of Pollution) Cess Act,1977.

III. The Air (Prevention and Control of Pollution) Act, 1981.
IV. The Forest (Conservation) Act, 1980.
V. The Environment (Protection) Act, 1986.
2. Indirectly related to the Green protecting:
VI. Constitutional provision (Article 51A)
VII. The Factories Act, 1948.
VIII. Hazardous Waste (Management and Handling) Rules, 1989.
IX. Public Liability Insurance Act, 1991.
X. Motor Vehicle Act, 1991. (11) Indian Fisheries Act, 1987.
XI. Merchant of shipping Act, 1958.

According to the Annual Report of the Ministry 1997- 98, out of 1551 large and medium industries identified in the 17 categories of highly polluting industries, 1261 have installed the requisite pollution control facilities and 165 units are in the process of installing such facilities. 125 units have been closed down. As a result of notices issued by the Central Board 2137 units which did not have requisite effluents treatment systems, 480 units have been closed down and 1457 units are about to be closed. 106 units have set up such systems and 94 units have been granted extension of time. During the year 1997-98 around 680 complaints regarding various types of pollution air, water, noise and soil have been received and attended to. The concern of the Ministry for protecting the environment in the coastal waters and the coastal belt has led to the imposition of a no-construction belt of 300 meters beyond the high water tidal limit on the Indian coast line. This has affected the beach hotels and coastal resorts.

Literature Review

Green accounting, also known as green accounting, is to measure, record and disclose the impacts of corporate Green activities on its financial status through a set of accounting systems. The definitions of green accounting in different countries are similar, as shown in Table 1.

Table 1. Definitions of green accounting in different countries (compiled by this study).

Country and name	Regulations or definitions
Denmark, 1995 Green Accounts Act [8]	About 1200 high-pollution enterprises must announce green accounting report. Besides, 200 enterprises voluntarily provide the reports.
Netherlands, 1999 Green Management Act [8]	About 260 enterprises are compelled to disclose the Green report. Besides, 40 enterprises voluntarily provide the reports.
U.S. Green Protection Agency, 1995 An Introduction to Green Accounting As A Business Management Tool [9]	Green cost accounting means adding Green cost information to the current cost accounting system, identifying hidden Green cost and allocating it to proper products or manufacturing.
UN Division for Sustainable Development 2001 Green Management Accounting (EMA) [10]	Regarding corporate cost, product design production and investment decision-making, EMA can provide immediate and visionary information. EMA is also the decision-making and support tool. The information system allows the firms to manage Green lifecycle and economic information and to
	acquire better information and Green protection strategies.

International Federation of Accountants, 2005 Green Management Accounting Guidelines [11]	Green management accounting manages Green and economic performance by development and execution of a proper Green accounting system, including reports and auditing of corporate information and Green management accounting. Generally speaking, it includes lifecycle accounting, total cost accounting, an effective process and strategic planning of Green management.
Ministry of the Environment, Japan, 2005 Green Accounting Guidelines [12]	Green accounting is a quantitative assessment of the cost and effectiveness of enterprises in Green protection activities. Enterprises are required to have systematic records and reports and are guided to maintain a positive relationship with ecological environment to implement effective and efficient Green activities. The final goal is to accomplish sustainable development.
Green Protection Administration, Taiwan, 2008 Industrial Green Accounting Guidelines	By measurement, records, analyses and explanation, enterprises' resources invested in Green improvement and protection and executive outcomes are completely and consistently reorganized, and the outcomes are provided to stakeholders of enterprises.

GREEN POINT OF VIEW BIODIVERSITY PROFILE IN INDIA

India occupies 2.4% of the world's area and is host to 7% of the global biodiversity, accounting for 8% of the world's mammals, 13% birds, 6% reptiles, 4% amphibians, 12% fish, and 6% flowering plants. It is one of the 12 mega-diversity hot spots of the world, the other countries being Bolivia, Brazil, China, Colombia, Ecuador, Indonesia, Mexico, Peru, South Africa, USA, and Venezuela.

In addition, India also has many endemic plants and vertebrate species. Among plants, species endemism is estimated at 33% (BSI 1983). Endemism among mammals and birds is relatively low. Areas rich in endemism are north-east India, the Western Ghats, and the north-western and eastern Himalayas. A small pocket of local endemism also occurs in the Eastern Ghats. The Gangetic plains are generally poor in endemics, while the Andaman and Nicobar Islands contribute at least 220 species to the endemic flora of India (BSI 1983). However, India is losing biodiversity at a rapid rate. Around 39 species of mammals, 72 species of birds, and 1336 species of plants are considered vulnerable and endangered, as these species have not been sighted during the last 6–10 decades (see Appendix I for the IUCN [The World Conservation Union] categories). Among the higher plants, about 20 species are categorized as 'possibly extinct' and about 3120 species are categorized as endangered under different threat categories (Table 1). The major factors threatening species and genetic diversity are habitat destruction, overexploitation, poisoning by pollutants, introduction of exotic species, and the imbalances in community structure, epidemics, floods, droughts, and cyclones.

GREEN ACCOUNTING PRACTICES IN INDIA

Over the past decade's companies have recognized the benefits of Green reporting. As a result, there was dramatic increase in the number of companies reporting in numerous ways. Early reporters are quick to realize that Green disclosure is more of a governance and strategic issue than a simple reporting tool (Roome, 1992; Parker, 1997; Parker, 2000a). Regardless of the medium of reporting, companies are bound to satisfy country specific/ international reporting standards and requirements. It is important to understand as to how far standard setting improves credibility in reporting through major surveys. However, most studies are based on content analysis of annual reports. A study of 80 executives of different industries was carried out by Dr. B. B. Padhan and Dr. R. K. Bal which revealed that corporate world is fully aware of the requirements of Green reporting. They are also aware of the Green issues. The corporate executives have also expressed their views in favor of Green reporting by the industries. Despite their awareness and consent over Green reporting, the result is very poor. It is so inadequate that very little information is found in the annual reports.

In the words of Jond Seo Choi, research studies have examined the extent to which companies produce social information, of which Green information would be part. A general theme that emerges from this include the following.

a. The proportion of companies disclosing the extent of that disclosure is small and the quantity is low.

b. There is some variety in disclosure over time between countries and between industries.

c. There is a very definite size effects in those larger companies are more likely to disclose than smaller companies.

d. Very little disclosure would qualify as information under any normal criteria and very little of it indeed will contain numbers, financial or otherwise.

It was also revealed that most of the companies disclose the environment information in descriptive manner rather than to financial type i.e., no account is made for the degradation of natural capital when calculating corporate profits.

Like this, many studies have been undertaken and completed in the past by the researchers. However, this initial survey of available literature revealed that no work focused on the evaluation of Green Accounting Practices by Indian Companies.

CONCLUSION

Green accounting is in preliminary stage in India and whatever shows in the accounts in this regard is more or less compliance of relevant rules and regulation in the Act. Actually, unless common people of India are not made aware towards Green safety, development of accounting in this regard is a little bit doubtful. It is the call of the time that corporates prepare a firm Green policy, take steps for pollution control, comply with the related rules and regulations, and mention adequate details of Green aspects in the annual statements. For sustainable development of country, a well-defined Green policy as well as proper follow up and proper accounting procedure is a must.

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INFLUENCE OF MENTORING FUNCTION ON EMPLOYEE RETENTION IN IT SECTOR: THE MEDIATING ROLE OF JOB SATISFACTION

Carol Fortunata. **D**, Research Scholar, University of Mysore (ISBR) :carolfd1490@gmail.com
Dr. Poornima SC, Professor, ISBR, Bangalore

Abstract
In the current era of fourth industrial revolution the organizations are changing in a plethora of ways. There is upskilling of labour required and on the other hand the issue of employee retention has been on the rise. This is particularly the concern of IT firms which are highly exposed to employee attrition. With the millennials forming the majority of the workforce, effective strategies needs to be formulated to retain them. Many monetary and non-monetary measures have been adopted to retain employees. However, the role of mentoring has not been highlighted as much as it deserves. This study aims at finding out the influence mentoring has on employee retention. The contribution of job satisfaction has also been examined.
***Keywords**: Mentoring, Job Satisfaction, Employee Retention, Millennials*

Introduction

For organizations today, maintaining and retaining its talented and valuable employees poses a significant challenge. While management can make strides to improve employee retention rates in a great deal, it can't completely eliminate resignations without any effort. It poses a number of challenges. There are a number of challenges in employee retention, including salary dissatisfaction, high job opportunities, no rotation of jobs, and some unrealistic expectations.
The Employee Experience is more important than ever before for organizations. A company's employee experience includes all of the events an employee experiences, whether predicted or not, that become pivot points in the organization. A company's leaders, the brand, and the employee's overall success within the organization are the products of an employee's experiences.
Numerous strategies have been devised and adopted to retain employees. These include both monetary and non-monetary measures. This study focuses on the role of mentoring and job satisfaction in retaining employees.

Mentoring refers to providing assistance and advice to a less experienced or younger person at work, or it may be seen as training to those individuals who need suggestions or guidance and ongoing support and guidance to help them to develop their skills along the way. In this way, people may gain skills and knowledge from other employees who have more company experience.
Mentoring has grown significantly in the past three decades. In the beginning, mentoring was only used in educational institutions, but in recent years, it has been introduced in workplaces as a mentoring program for newcomers. Currently, mentoring has become the norm. Mentoring can be found in every field, and is a basic need. Mentoring has evolved from one-to-one mentoring to e-mentoring and has gained a significant amount of recognition in every industry
"Job satisfaction" (Hoppock, 1935) is defined as any combination of psychological, physiological, and environmental factors that cause a person to honestly state that they are satisfied with their job.
In the 21st century, job satisfaction has been defined as a set of positive and negative emotions associated with employees' view of their work (Karatepe, Uludag, Menevis, Hadzimeh medagic, & Baddar, 2006).
A reliable predictor of employee retention is employee job satisfaction. Having good working relationships with employees improves employee satisfaction because employees generally think that their skills are being utilized and their service is valued. As a result, higher job satisfaction is generally associated with higher employee retention levels.
In order for workers to be satisfied, they must feel that the company appreciates their effort and diligence. Nevertheless, if they do not feel that in how things are done or how they are being handled, this becomes one of the biggest reasons why employees leave.

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Mentoring Millennials in Industry 4.0: does Motivation and Self esteem Contribute for Employee Retention?

Carol Fortunata . D[1] and Dr. Poornima SC[2]

[1] *Carol Fortunata . D*

Research Scholar

University of Mysore (ISBR)

Email: carolfd1490@gmail.com

[2] *Dr. Poornima SC,*
Professor, ISBR, Bangalore

Abstract

Today, organizations are undergoing a multitude of changes due to the fourth industrial revolution. Moreover, it has become increasingly difficult for employers to retain their employees due to up skilling. A particular concern is employee attrition in IT firms, where turnover is high. A retention strategy that is effective for millennials is required because they are the majority in the workforce. Companies have employed numerous monetary and non-monetary retention strategies. Mentoring is still underrepresented in this debate, even though it should be. Mentoring can significantly influence the retention of employees through career development, providing job satisfaction, career advancement opportunities, knowledge transfer and other factors. This sudy aims to determine whether mentoring has an impact on employee retention through motivation and self esteem of employees.

Keywords: *Mentoring, Millennials, Employee Retention, Motivation, Self esteem*

Introduction

An enormous seismic shift is taking place in the global workforce. Millennials, i.e., people born between 1977 and 1997, will make up nearly half of the workforce in four years.

Many debates have been raised regarding the adaptability, approach, and attitude of the younger generation of employees. Millennials are no different from other generations when it comes to understanding the values and perspectives of life. Job promotions at a rapid pace, frequent pay increases not related to performance, etc., are among the values that set the present generation apart from the older generation in the job market. This is why Mentoring is a ray of hope to most of the industries and, in fact, is the easiest and most accessible way to deal with generational differences in attitudes.

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Authored by :

Carol Fortunata . D

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Mentoring Millennials in Industry 4.0: does Motivation and Self esteem Contribute for Employee Retention?

Carol Fortunata . D[1] and Dr. Poornima SC[2]

[1] *Carol Fortunata . D*

Research Scholar

University of Mysore (ISBR)

Email: carolfd1490@gmail.com

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Abstract

Today, organizations are undergoing a multitude of changes due to the fourth industrial revolution. Moreover, it has become increasingly difficult for employers to retain their employees due to up skilling. A particular concern is employee attrition in IT firms, where turnover is high. A retention strategy that is effective for millennials is required because they are the majority in the workforce. Companies have employed numerous monetary and non-monetary retention strategies. Mentoring is still underrepresented in this debate, even though it should be. Mentoring can significantly influence the retention of employees through career development, providing job satisfaction, career advancement opportunities, knowledge transfer and other factors. This sudy aims to determine whether mentoring has an impact on employee retention through motivation and self esteem of employees.

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Mentoring is a form of guidance and advice given to a young or less experienced employee. It can also be explained as training provided to selected individuals who require guidance and advice in both learning and developing the job process. In this way, people can learn from their managers who are experienced at the organization.

Mentoring is essentially about developing mutual trust, maintaining regular contact, believing in the process, and helping each other to grow.

Over the past three decades, mentoring has seen significant growth. The mentoring program was initially restricted to educational organizations but was later introduced to workplaces as a mentoring program for new hires. Nowadays, mentoring has become the norm. The benefits of mentoring can be seen in every field. Mentoring has evolved from one-to-one mentoring to e-mentoring and has gained a significant importance in every area.

Nowadays, there is a lot of competition in the market for employees. Businesses everywhere are expanding and hiring new employees. Hence, it is of importance for organizations to retain their most talented employees by offering them the best benefits. This is beneficial to both the employees and the organization in the long run. HR plays an important role here since they need to keep the right employees in the right jobs as well as acknowledge them as the organization's capitalists.

The new revolution is led by manufacturing techniques and the integration of smart systems with people and organizations. This is called Industry 4.0 or the Fourth Industrial Revolution.

This era of Industry 4.0 changes the way working environments are affected: it impacts processes in purchase, production, manufacturing, sales, and maintenance - creating extraordinary opportunities for growth and competitive advantages for all industries. Due to these developments, employees have to cope with transformed work processes and business models as well as with new technologies. A changing work environment is changing job profiles, resulting in an increased need for employees who are equipped with a variety of skills. As a result, employees' responsibilities for their own employability need to be strengthened, supported appropriately. Qualifying employees is a key challenge for employers, and they should take decisive action. As the industry becomes more digitalized, the skills need to be more pronounced.

Providing mentoring is also an effective way to gain digital skills in the workplace, not least by creating bridges between young learners and their senior colleagues and instructors. While Industry 4.0 is the future because it will allow companies to combine productivity with rapid response times to the market, it is clear that if they want to avoid being left behind, they will need to invest in their employees' competencies.

Review of literature

There is a high correlation between mentorship and overall job performance and task performance in Indian millennial. Studies recommend creating more such mentoring programs for millennials in order to help Indian organizations improve and be more effective. **S. (Chatterjee, A. K. Dey and H Chaturvedi (2021))**

It has also been observed that workplace mentoring has been an effective and efficient means of learning in achieving the strategic objective. (**Marie-Line Germain (2020))**

Mentoring directly impacts Gen Y employees' intention to stay, as well as perceived support from the organization and affective commitment mediating the relationship between both. Studies have highlighted the underlying mechanism by which mentoring can influence an employee's decision to stay, especially for young employees**. (Mohammad Faraz Naim&Usha Lenkaa (2017))**

There are different factors contributing to high millennial turnover in organizations. Millennials are less loyal to organizations that do not give them the opportunity to grow and demonstrate their potential, whereas a clear career path and career development leads to an environment where they feel appreciated, leading to employee satisfaction and a healthy workplace. The employees are able to perform better, which leads to achieving the organization's goals at the earliest opportunity. (**Sista Mayang darastri and Khanifatul Khusna (2020))**

It has been observed that millennials prefer peer coaching and support. According to researchers, the most important components of happiness are life satisfaction, positive elation, self acceptance, and alertness. Creating such a happy ecosystem in an organization will enable it to gain lower attrition rates because employee engagement is directly related to happiness. As a result, the organization becomes more committed. According to the author, in the Indian Information Technology Industry organizations must acquire policies that are different from their global peers and implement them accordingly. (**N Indhira (2017))**

Paul Lim (2015) has observed that there is a high employee turnover rate that can negatively affect any organization's administration costs, productivity, and functions. Millennial proteges without mentors do not have lower turnover intentions, but it is also shown that those with mentors and high organizational commitment have lower turnover intentions regardless of formal or informal mentoring styles.

Lindsay S Nolan (2015), has explored the high cost of employee turnover on businesses and millennial employee dissatisfaction at work. The authors suggest a retention strategy that includes work-life balance, internal branding and meaningful duties, as well as the usage of perks to motivate development, advancement, and managing training programs for both millennial and senior employees.

Canedo et al., (2017) carried out a study aiming to bring on recent thinking related to research and practice related to workplace change and the implementation of information technology.

Mutiple studies have been conducted to understand the role of motivation**.** It has been observed that employee retention is influenced by extrinsic motivation and perceived organizational support, with the latter mediating the relationship between the two. ***(*Mahpara Shah, Muzaffar Asad (2018))**

The contribution of employee self esteem has also been researched. Although it needs to be studied extensively**.**

Ingrid L. Potgieter & Lemakatso Mawande (2017), have reported on self-esteem, employability attributes, and job retention factors of employees. Their results indicate overall self-esteem, employability attributes, and age to significantly and positively predict job retention factors of employees within the financial services industry. The self-esteem psychological aspects of general self-esteem, social self-esteem, and personal self-esteem, uniquely predicted job retention factors.

Objectives:

- To determine if motivation has a significant influence on employee retention.
- To examine the role of self esteem in retaining millennial IT employees.

Methodology of study

- Type of research: The study is descriptive as well as analytical in nature.
- Data collection: Both primary and secondary data is used for the study.

Secondary data is collected from journals, magazines, text books and reports.

Primary data is collected using the questionnaire method. The questionnaire was self administered. The first part of the questionnaire included questions relating to the personal factors of the employees from whom the data was captured. Second section included the data pertaining to the construct motivation which used 5 item scale (Ishita Adhikari, 2017). Self esteem was measured using a 10 item scale (Rosenberg, 1965) Employee retention was measured using 7 item scale (Abdoulaye B.A & Ravishankar, 2018). The five point rating Likert scale is used to capture the responses.

- Sampling: The population was stratified based on the IT parks in different geographic locations in Bangalore. From each of the IT park the millennial employees working in different IT firms formed a part of the sample. The sample size is 120.
- Variables of the study: Motivation and Self esteem are the independent variables and Employee retention is the Dependent Variable.

- The correlation between mentoring and the variables used in the study is tested as given below. The construct used for mentoring function is Career function (CF) and Psychosocial function (PS) (Kram K. E, 1985)

Correlation matrix among the constructs in the study

	CF		PS		M		SE		ER
CF	—								
PS	0.759	***	—						
M	0.460	***	0.434	***	—				
SE	0.469	***	0.441	***	0.510	***	—		
ER	0.368	***	0.371	***	0.329	***	0.351	***	—

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Analysis & discussion

- DEMOGRAPHIC PROFILE OF THE RESPONDENTS

		Number	Percentage
Gender	Male	77	64%
	Female	43	36%
Age	< 25 years	30	25%
	25 to 30 years	54	45%
	30 to 35 years	24	20%
	35 to 40 years	12	10%
Marital Status	Married	51	42.5%
	Single	69	57.5%
Education	Graduate	81	67.5%
	Post graduate	39	32.5%
Total work experience	< 5 years	64	53%
	5 to 10 years	36	30%
	> 10 years	20	17%

- **Objective 1:** To determine if motivation has a significant influence on employee retention.

Motivation
There were five items which measured motivation. The average of all the items measuring was found to be ±3.90 with the standard deviation of is it a ±0.96. This gives a clear indication that

on an average the respondents expressed that they agreed upon the statements towards motivation.

1) H0: There is no significant influence of motivation on employee retention.
H1: There is significant influence of motivation on employee retention.

To test the significant influence of Motivation on employee retention, PLS- Bootstrapping results were considered. The path from Motivation -> Employee Retention gave t value of 0.611 and p value of 0.54. Since the p value was found to be greater than 0.05, we accept the null hypothesis and hence the results were insignificant at 5% level of significance. i.e., this indicates that there is no significant influence of Motivation on employee retention**.**

- **Objective 2**: To examine the role of self esteem in retaining millennial IT employees.

Self Esteem

The opinion towards the Self Esteem is created because of mentoring. There were ten items which measured Self Esteem. The average of all the items measuring was found to be ±2.70 with the standard deviation of is it a ±0.77. This gives a clear indication that on an average the respondents expressed that they moderately agreed upon the statements towards Self Esteem.

2.) H0: There is no significant influence of self-esteem on employee retention.
H1: There is no significant influence of self-esteem on employee retention.

To test the significant influence of Self Esteem on employee retention, PLS- Bootstrapping results were considered. The path from Self Esteem -> Employee Retention gave t value of 1.018 and p value of 0.31. Since the p value was found to be greater than 0.05, we accept the null hypothesis and hence the results were insignificant at 5% level of significance. i.e., this indicates that there is no significant influence of Self Esteem on employee retention**.**

Conclusion

In today's business, it is increasingly difficult and challenging for executives to attract and retain workers. Currently, employee turnover is high due to a lack of professional development at the business as well as unsuccessful mentoring programs. In order for a mentoring program to be successful, it must be run by mentors who are committed to developing protégés. Having mentees who are focused and dedicated towards their professional growth with proper mentoring results in them being more loyal towards the company, which results in them understanding the company's value better.

This study has found out that motivation and self esteem do not contribute in retaining the millennial employees in the IT sector. Hence, there is a need to examine other variables that would impact employee retention through mentoring. This could include job satisfaction, career development, knowledge transfer and the like.

On the contrary, numerous studies have highlighted the effect of motivation and self esteem of employees. It is observed that motivation plays an important role in employee satisfaction and eventually employee retention. Employees who have performed exceptionally well should be appreciated immediately. Highlighting, rewarding and recognizing top performers will make the employee feel indispensable for the organization. The employee must feel motivated and have the zeal to work, which benefits the organization as well.

Employees with more self-esteem are typically happier and more loyal to their employers. Particularly when the manager demonstrates care for the employees and their needs. An employee with a high level of self-esteem is more likely to trust his/her thinking and judgment, making better decisions. Additionally, this leads to more effective interpersonal and work relationships and, ultimately, a more comfortable working environment.

Thus a mentoring program which focuses on these aspects should be effectively implemented to retain the employees.

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NEED ASSESSMENT STUDY OF THE VICTIMS OF TRAFFICKING

DEEPA. V
Assistant Professor, Social Work
PG Department of Social Work
St Aloysius Degree College and Centre for Post Graduate Studies
Cox Town, Bengaluru-560005
Email: deepafdcc@gmail.com

ABSTRACT

The purpose of this study is to assess the needs of the victims of trafficking and to have an in-depth knowledge regarding their needs at the time of rescue and rehabilitation. Human trafficking is a grave violation of human rights and a global issue that affects millions of individuals, often leaving them physically and emotionally scarred. Victims of trafficking endure unimaginable suffering and are in desperate need of comprehensive support to rebuild their lives. It is imperative that we recognize and address their diverse needs to facilitate their recovery and reintegration into society. Victims of trafficking are often in immediate danger. They require protection from further harm, including safe housing, legal assistance, and security measures to shield them from traffickers and those who might wish to harm them. This article sheds light on the various needs of the victims of trafficking.

Key Words: victims of trafficking, needs of victims, rehabilitation, trauma

INTRODUCTION

Trafficking of adults and children is often described as modern slavery. Human trafficking law is divided into three types: labour trafficking, child trafficking and adult sex trafficking. The majority of victims are women, although about a third to a quarter are men. The level of suffering caused by human trafficking is inversely proportional to our level of suffering current ability to identify victims. Human trafficking is often referred to as modern-day slavery. Outbreaks on a large scale in the United States and around the world, but only a fraction of them victims of human trafficking are now being identified and the provision of victim services is hampered. Prosecute traffickers. Despite increasing attention to the problem of human trafficking, in the United States, this phenomenon is not widely understood. No trafficking signs detected victim identification is not widespread and victims tend to remain hidden living in fear. Victim identification is not performed because it did not exist before a trusted tool or protocol for frontline use by social service providers, lawyers and healthcare workers. and law enforcement officials are usually unprepared to even identify trafficking victims when I met them. properly identifying victims of human trafficking means important: service providers and law enforcement don't understand what makes people special traffickers may mistakenly consider and treat the person as a criminal instead of a criminal. Victims deny services and benefits to which they are entitled. also, if there are victims treated as a criminal and deported or imprisoned, unable to be heard as a witness in criminal proceedings lawsuits against human traffickers.

The lack of knowledge and understanding about human trafficking among service providers, law enforcement, and even victims themselves—who frequently do not believe or understand that they are victims of crime—is one of the most prevalent and frustrating challenges mentioned by law enforcement and service providers. Because of this, victims frequently go unrecognised and untreated.

For service providers as well, a barrier is a lack of awareness and comprehension of the services that are offered. The fact that many service providers express misunderstanding about the services that their clients are entitled to and are able to access emphasises the importance of effective case management, which was outlined in a prior Issue Brief. When asked to identify the requirements of human trafficking victims, social providers and law enforcement officials frequently replied, "What don't they need?" The replies provided by the service providers taking part in the study are displayed in the table on the following page. 1 All those who work with victims have agreed that the victims' requirements for safety come first. Law enforcement and service providers claim that every assessment they make includes a check for safety requirements (for both the victims and the service providers).

REVIEW OF LITERATURE

Heather J. Clawson in his article on Addressing The Needs Of Victims Of Human Trafficking: Challenges, Barriers, And Promising Practices (Clawson, 2006) highlights that the needs of victims of human trafficking, whether they are domestic or international, can be described as complex, necessitating comprehensive services and treatment that cover the full spectrum of care, from immediate needs to longer-term support. However, there are now more services available for victims of human trafficking than ever before thanks to cooperation between organizations, including non-governmental organizations, shelter providers, healthcare providers, law enforcement, and others in communities across the nation. Although there is still room for improvement, especially in regards to adult domestic victims, the services available to those who have been victims of human trafficking seem to be more specifically catered to their needs than in the past.

Michèle Clark from Secretariat of the United Nations in the report on An Introduction to Human Trafficking: Vulnerability, Impact and Action Needs of the victims (Clark, 2008) , this paper analyzes current practices in the prevention of human trafficking in order to comprehend why human trafficking continues to be noted as a growing phenomenon. Despite numerous prevention initiatives and significant funding, a preliminary conclusion is that current prevention practices do not reflect the comprehensive approach embodied in definitions of the term "crime prevention" in general or in the illustrative definition of "prevention" in article 9 of the United Nations Convention against Transnational Organized Crime.

Elaine Pearson in Human Rights and Trafficking in Persons: A Handbook (Pearson, 2000) speaks about the international community is becoming increasingly concerned about the issue of human trafficking. To stop human trafficking, international organizations, regional organizations, and national governments are developing new programs, policies, laws, and regulations. The fundamental rights of trafficking victims must be a concern for those who work with these individuals. They must recognize the need to change the dominant working paradigm from one of criminal punishment to one of human rights advocacy. To make sure that no action they take does not further violate the rights of those who have been trafficked, activists working on the issue of trafficking need to be familiar with the fundamental human rights principles, as well as international agreements and mechanisms.

Nattasuda Taephant in IOM Training Manual on Psychosocial Assistance for Trafficked Persons (Taephant, 2010) enlightens that even though those who have been victims of other crimes, like domestic violence, have some of the same needs, those who have been victims of trafficking need additional services. Age, physical and mental health, background, social and family life, culture, length of exploitation, and perceptions of the harm done to their present and future as a result of having been trafficked are some important factors in rehabilitation, recovery, and reintegration. Depending on their specific needs, extended psychosocial and health care services, as well as educational and employment opportunities, may be part of the long-term recovery, rehabilitation, and reintegration of trafficked individuals.

OBJECTIVES OF THE STUDY

- To have a in-depth knowledge regarding the needs of the trafficked victims at the time of rescue and rehabilitation
- To understand the existing facilities for the victims

RESEARCH METHODOLOGY

This is an analytical study; data collected through secondary source.

RESULTS AND DISCUSSION

The study begins with the analysis of human trafficking's human and social implications ranging, psychological needs of victims, physical assault and torture of victims to psychological and emotional distress, as well at the economic and political ramifications of lawlessness. Unlike most other forms of violent crime, human trafficking frequently results in long-term and repeated trauma. Abuse of men, women, and children occurs under particular exploitative settings, resulting in short- and long-term physical impairments, disabilities, and fatalities. This also elaborately speaks about the psychological effect of victimization on women and children.

HUMAN TRAFFICKING'S HUMAN AND SOCIAL IMPLICATIONS

Human trafficking has far-reaching human and social consequences. The consequences for individuals and society are undeniably negative, ranging from physical abuse and torture of victims to psychological and emotional suffering, as well as the economic and political consequences of unrestrained crime. Human trafficking is a crime against people, and the victims are the ones who suffer the most.

PSYCHOSOCIAL NEEDS OF THE TRAFFICKED PERSONS

Trafficking is a multifaceted, complex phenomenon. To gain a psychosocial perspective on the trafficked person, one must take into account their personal history, previous encounters with violence and abuse, socioeconomic limitations, and any behavioural changes they made to cope with the exploitation at work. In addition to long-term assistance programs aimed at assisting the participants to achieve reintegration and inclusion, psychosocial assistance addresses the immediate needs of the trafficked person, such as safe shelter and their means of subsistence. It can begin with appropriate social protection and assistance structures. These could include, among other things, secure housing, medical care, legal support, and educational and vocational opportunities.

A thorough needs analysis of the trafficked person is required before designing any Interventions and techniques known as psychosocial supports help people cope better in their own contexts and achieve personal and social well-being. This strategy includes a timeline, safeguards, and a range of activities that guard individuals in distressing and challenging circumstances, such as those faced by victims of human trafficking, and give them access to supportive relationships, a safe environment for introspection and participation, and useful skills and tools to effect change. These elements work together to help people regain their sense of self-respect and their capacity to overcome anxiety, hopelessness, and other interconnected social and psychological vulnerabilities. The main goals of psychosocial support programs are to improve coping mechanisms, healing processes, and capacity in both individuals and communities, as well as to lessen the effects of stress and emotional distress on people assistance programs.

Physical and material needs

When the subsequent priority need for (safe) emergency housing is taken care of, safety needs are frequently met. Other urgent requirements include food, clothing, and translation services for victims from other countries to prevent feelings of isolation and to make it easier to communicate about other needs.

Legal needs

After immediate necessities are taken care of, subsequent demands that arise in the short- and long-term must be satisfied. These include housing (temporary and permanent for adults, foster care or permanent placement for children), legal support (such as guidance in understanding legal rights, legal representation), and transportation.

Health care needs

The majority of victims also require health screenings (for tuberculosis, sexually transmitted illnesses, pregnancy), immunisations, medical care for physical injuries, and dental care, according to service providers and police enforcement. Child care (for both adults and minors with children), education (GED assistance, enrollment in school, technical training/certification), life skills training (including helping some international victims with operation of basic household appliances, using public transportation, using a telephone, mailing a letter, etc.), job training, finding employment, financial management, and where appropriate, family reunification or repatriation, are additional service needs.

Care providers report that all victims of trafficking have some kind of mental health need in addition to the aforementioned service needs. Particularly for domestic minor victims, care providers noted that they frequently require anger management, conflict resolution, and family counselling as a result of the trauma they have suffered.

Variations in Needs

Even though the demands are mostly the same whether a victim is a domestic or an international victim, an adult or a child, one thing is certain: the severity of these needs changes for each victim based on his or her circumstances.

For instance, compared to domestic victims, victims from other countries frequently indicate a larger and more urgent need to find employment. According to reports, they did this in order to send money home to assist their families. Additionally, it is crucial for victims from other countries to have some sort of identification or legal documentation on hand, even though getting identification documents (like passports, birth certificates, and driver's licences) is said to be a necessity for all victims in order to access services. One service provider related an instance where a client was taken off public transit and put in detention because they were missing their certification letter proving they were a victim of human trafficking and had no identity on them. The client's circumstances worsened as a result of this encounter, necessitating continuous legal support.

Another area where there are disparities in the type or degree of need between domestic and international victims is legal help. Both victims have legal needs, but international victims—who are frequently present in the country illegally—have more complicated legal requirements typically connected to their immigration status. This covers the requirement for legal counsel at deportation hearings, help with T visa and derivative visa applications, and renewal applications.

Service providers note that domestic victims frequently appear with major substance abuse difficulties, albeit this is not necessarily unique to them. International victims need assistance with similar issues as well, according to some service providers, but they are less likely to disclose it due to embarrassment, fear of stigma, or a denial that their substance addiction is a problem. Some service providers are reluctant to acknowledge this as a need of victims who are abroad for fear that access to treatment data will be demanded and used against the victim in court (criminal, civil, or immigration).

Regardless of the victim, law enforcement and care providers underline that it is more the length of services needed to satisfy each victim's requirements than it is the difficulty of accessing such services.

Mental health and wellbeing

In times of crisis, mental health and psychosocial issues are intricately linked, but they tend to be social or psychological in nature. Although these recommendations are geared toward emergency situations, they contain fundamental ideas that can be used to provide services in other contexts, such as human trafficking. The designation of someone as "at risk" does not imply that they are a helpless victim. People who are at risk frequently possess skills and social networks that allow them to support their families and stay involved in social, religious, and political life. These groups have access to resources that promote their psychosocial and mental health. Age, gender, the socio-cultural context, and the emergency environment can all affect the kind and degree of resource accessibility and availability. When addressing issues of mental health and psychosocial wellbeing, it's common to overlook these resources and concentrate solely on deficits, such as the group's weaknesses, suffering, and pathology.

Cultural needs

People who have been trafficked have extremely varied backgrounds and many social, cultural, economic, racial, and linguistic distinctions. A person may have been trafficked between several nations and distant areas compared to where they are treated. People who have been trafficked may have little memory of the places they were when they were being exploited, and once they are in a clinical setting, they may not know where they are. Care that is delivered in a manner that is sensitive to the various ways in which people from different backgrounds experience and express illness as well as how they react to treatment is known as culturally sensitive care.

Language and literacy barriers are only two important factors that affect how a person experiences illness and reacts to care. Other important factors include communication styles, levels of mistrust, varying expectations of the health care system, gender roles and traditions, and spiritual beliefs.

A person's behavior will be influenced by their social, cultural, and socioeconomic background, as well as by their education and experiences as trafficking victims. People who have been trafficked exhibit a severe fear of authority figures and institutions, including the medical community. They might also feel guilty about being victims of trafficking. People's worries and reluctance are frequently made worse by ignorance of the supportive services available at the destination.

To ensure that the patient can communicate needs and that those needs are understood, culturally appropriate communication necessitates adjusting approach and identifying appropriate resources, such as interpreters. Choosing the right interpreter is crucial, as is working with interpreters. Use of children, minors, or individuals traveling with the victim of trafficking as interpreters is strictly prohibited. Language barriers must be quickly overcome with the right interpreting assistance. Misunderstandings and erroneous presumptions may be a factor in incorrect diagnoses, poor treatment compliance, and subpar overall results. It might be difficult for trafficked individuals to communicate their concerns and for providers to evaluate symptoms and needs when there are significant differences between the backgrounds and levels of knowledge of the trafficked individual and the providers.

Services available for human trafficking victims

Prior to the passage of the Trafficking Victims Protection Act of 2000, law enforcement and service providers claim they had difficulty putting together the extensive assistance that victims of human trafficking in other countries need due to a lack of funding. The TVPA designated HHS as the agency in charge of assisting these human trafficking victims in becoming eligible for benefits and services, and money was allotted for the provision of such benefits and services. When adult victims of trafficking who are not U.S. citizens or legal permanent residents (LPRs) are discovered, one of HHS's responsibilities is to certify them. Adult foreign victims are now eligible to access the same benefits and services as refugees thanks to this certification. Domestic victims of trafficking who are U.S. citizens or LPRs are not required to be certified in order to obtain benefits. Citizens are already qualified for various benefits and services that they could require. LPRs do not have the same eligibility limits as undocumented immigrants, which is typically the situation of international adult victims when they are first recognised, despite the fact that they have more benefit restrictions than American citizens have.

OBSTACLES AND RESTRICTIONS TO FULFILLING VICTIMS' NEEDS

Even while there appears to be consistency between the services that trafficking victims require, are eligible for, and the programmes in place to offer them, there are still many obstacles that need to be overcome before they can receive these services. Free clinics are not always free, as one provider observes. You wait a long time to be seen, and the majority of services come with a lot of unforeseen fees. This is reportedly especially true for therapy for substance abuse and mental health services.

With the exception of a few service providers in rural areas, most service providers say that receiving basic medical services (physicals, gynaecological exams, screenings, etc.) is not a problem. However, acquiring specialist medical treatment proved hard. Particularly, specialised care for acute, long-term needs, including medicines that are part of the therapy, was frequently cost prohibitive and in some cases exhausted programme resources, such as diabetes, cancer, and other illnesses.

Law enforcement and service providers also indicate that housing is a limited service. While obtaining emergency housing for women and girls is typically not a challenge, doing the same for men and boys might be challenging. Everyone has a housing shortage, but domestic minors with criminal records and victims who struggle with mental illness or substance misuse face this problem more than others.

Some service providers see a difficulty with the broad accessibility of resources for domestic abuse victims. If you only look at what domestic victims are qualified for on paper, it appears promising, as one provider puts it. But trying to use those services is a different matter. Examples include service providers and law enforcement referring children to child welfare organisations, only to learn that the organisations would not meet the domestic violence victims since the abuse did not happen "at the hands of a parent or legal guardian." In such situations, care providers and law enforcement claim that juveniles fail to receive services because they fall between the gaps in the mainstream system. Minors were occasionally returned to their abusers and "sent back out on the streets."

SUGGESTIONS

- On the basis of the victims' informed consent, all services should be offered to trafficked individuals.
- Whenever a person is being rescued or a group of persons are rescued a need assessment to be conducted for the benefit of the victims.
- A trafficked person has the right to access and knowledge of social services, legal counsel, and other assistance from government and private sectors, whether or not they cooperate with the law.
- Such assistance to be extended to trafficked persons who have voluntarily chosen to return home.
- Regarding victim repatriation, safety and ongoing support must be taken into account. To stop the trafficked individuals from being exploited or victimized again, organizations should be available to support repatriation and reintegration into society.
- If there is a reason to think that the victims' repatriation would put them in danger or at great risk, there should be other options available.

CONCLUSION

The wide range of resources available to victims of trafficking might be problematic, according to some support providers. If you simply consider the benefits domestic victims are eligible for, as one provider puts it, it seems good. However, attempting to use those services is another story. Examples include reporting children to child welfare organisations after receiving a referral from service providers or law enforcement, only to discover that the organisations will not assist victims of domestic violence since the abuse did not occur "at the hands of a parent or legal guardian." In such cases, care providers and law enforcement believe that adolescents fail to obtain treatment because they fall between the gaps in the mainstream system.

PSYCHOLOGICAL EFFECTS OF HUMAN TRAFFICKING ON WOMEN AND CHILDREN

DEEPA. V
Assistant Professor, Social Work
PG Department of Social Work
St Aloysius Degree College and Centre for Post Graduate Studies
Cox Town, Bengaluru-560005
Email: deepafdcc@gmail.com

ABSTRACT

The Purpose of the study is to explore the psychological effect of human trafficking on the victims. Human trafficking is becoming more widely acknowledged as a problem, and it has emerged as a frontier social work everywhere.. Human trafficking survivors frequently experience emotional, psychological, and physical agony, and they need fundamental living necessities such as shelter, food, legal assistance, social support, and psychological care. Human trafficking has an influence on the people who are victims in every aspect of their lives. Physical, sexual, and psychological abuse and assault, deprivation and torture, the forced use of narcotics, manipulation, and economic exploitation can all occur at any point of the trafficking process. Working and living conditions that are exploitative and harmful. Unlike the majority of other violent crimes, Human trafficking is frequently associated with long-term and recurring trauma. This article sheds light on the psychological effect of human trafficking on victims.

Key Words: Human Trafficking, psychological, victims of trafficking, trauma

INTRODUCTION

The prevalent modern exploitation of men, women, and children is repugnant to people of conscience all around the world. Traditional approaches to human trafficking prevention, protection and assistance for trafficked individuals, and criminal prosecution have had a modest but considerable influence on the global scourge. Even one young person denied the benefits of childhood, one young woman subjected to the brutal humiliation of sexual exploitation, and one man sold into slavery by a cruel taskmaster in another country are clear signals that we must renew both our resolve and our initiatives to protect the vulnerable.

Human traffickers prey on the impoverished, the isolated, and the defenseless. Policies and practices that marginalize entire groups of people, putting them at risk of being trafficked, result in disempowerment, social exclusion, and economic vulnerability. Natural disasters, conflict, and political turmoil weaken social safety nets that are already shaky. Individuals are vulnerable to human trafficking not only because of circumstances in their own nations, but also because of circumstances in other countries. The allure of opportunity, the unquenchable demand for low-cost goods and services, and the prospect of a stable income lead people into potentially dangerous situations where they are exploited.

REVIEW OF LITERATURE

James A. Levine in his study on 'Mental health issues in survivors of sex trafficking' (2017) illustrates that fully comprehend the implications of human trafficking, it is necessary to first comprehend the circumstances in which victims frequently find themselves. Many victims have been held captive or imprisoned indoors, in secure complexes, or even in car trunks. In public, they are typically accompanied or guarded, allowing interactions to be watched and controlled.

United Nations Office on Drugs and Crimes – Global initiative to fight human trafficking in its 'Anti-human trafficking manual for criminal justice practitioners' (2009) Victims may be physically harmed or threatened with bodily harm, such as rape, beatings, sexual assault, and/or torture, in order to create a permanent state of fear and compliance. Victims may also be concerned of physical retaliation, death, arrest, or harm to their friends and family.

United Nations Office on Drugs and Crimes – Global initiative to fight human trafficking in the background paper on 'An Introduction to Human Trafficking: Vulnerability, Impact and Action' (2008) speaks about Traffickers employ a variety of psychological techniques to foster compliance and reliance. By fabricating lies and demonstrating a lack of strong community support against human trafficking, they may persuade victims that no one really wants to help.

Yvonne Rafferty in her 'The Impact of Trafficking on Children: Psychological and Social Policy Perspectives' (2008) illustrates that the victims are frequently isolated in order to establish a climate of complete reliance on the trafficker and to eliminate any good support system the victim may have. Victims may develop a bond with the trafficker as a result of Stockholm syndrome.

In 'Psychological Impact of Human Trafficking and Sex Slavery Worldwide: Empowerment and Intervention'(2015) **Leah Kaylor** illustrates that the traffickers also keep the victim dependent by supporting the victim's long-term drug addiction or providing financial assistance to create debt bondage. The majority of debts created by traffickers are unrepayable due to interest or other expenses. Victims may develop a sense of hopelessness and resignation as a result of this.

OBJECTIVES OF THE STUDY:

1. To study the impact of human trafficking on victims
2. To study on the psychological effect of trafficking on children
3. To study the psychological effect of trafficking on women

RESEARCH METHODOLOGY

This is an analytical study; data collected through secondary source.

RESULTS AND DISCUSSION

The study begins with the analysis of human trafficking's human and social implications ranging , from physical assault and torture of victims to psychological and emotional distress, as well as the economic and political ramifications of lawlessness. Unlike most other forms of violent crime, human trafficking frequently results in long-term and repeated trauma. Abuse of men, women, and children occurs under particular exploitative settings, resulting in short- and long-term physical impairments, disabilities, and fatalities. This also elaborately speaks about the psychological effect of victimization on women and children.

HUMAN TRAFFICKING'S HUMAN AND SOCIAL IMPLICATIONS

Human trafficking has far-reaching human and social consequences. The consequences for individuals and society are undeniably negative, ranging from physical abuse and torture of victims to psychological and emotional suffering, as well as the economic and political consequences of unrestrained crime. Human trafficking is a crime against people, and the victims are the ones who suffer the most. While human trafficking is a global phenomenon with no international borders, its extensive and far-reaching effects are recognized inside particular countries and societies. More than 130 countries are affected by human trafficking. Human trafficking has significant social, political, and economic effects, as well as policy implications in each of these areas.

CONSEQUENCES OF HUMAN TRAFFICKING

People who are victims of human trafficking are affected in every part of their existence. During the trafficking process, physical, sexual, and psychological abuse and assault, deprivation and torture, the forced use of narcotics, manipulation, economic exploitation, and unfavorable working and living conditions can all occur. Human trafficking, unlike most other forms of violent crime, typically leads in long-term and recurring trauma. Men, women, and children are abused in certain exploitative conditions, and the resulting short- and long-term physical impairments, disabilities, and fatalities are affected.

For a variety of reasons, those who have been trafficked are at a significant risk of developing HIV. Human trafficking causes symptoms such as post-traumatic stress disorder, anxiety, sadness, estrangement, bewilderment, anger, and difficulty concentrating. Trauma intensifies during the trafficking process, according to research, and can endure long after the torture is over. Child victims are especially vulnerable to trafficking, abusive practices that may, for example, impede their physical development, and protracted victimization as a result of attachment, developmental, and social issues because of their age, immaturity, and lack of experience.

Third parties may struggle to grasp trafficking victims' behavior, and victims may struggle to comprehend what has happened to them, let alone relate or explain it to others. To those around them, including supporters, victims may appear uncooperative, impatient, argumentative, violent, or ungrateful. It has been discovered that the stigma attached to them as victims has had a significant and long-term impact on their lives, including traumatic experiences and the possibility of physical rejection by family and/or community.

The psychological impact of victimization may be more severe than the physical violence. Victims of sexual slavery usually appear with a variety of psychiatric symptoms and mental diseases, including the following:

- Post-Traumatic Stress Disorder (PTSD)
- Depression
- Anxiety
- Panic disorder
- Suicidal ideation
- Stockholm Syndrome
- Substance abuse

PSYCHOLOGICAL EFFECTS OF TRAFFICKING ON CHILDREN

Commercial sexual exploitation (CSE) and human trafficking are serious socioeconomic issues. In a multibillion-dollar industry that works with virtual impunity, children are frequently sold as commodities. CSE is the most well-known form of child trafficking, and girls are disproportionately affected because heterosexual prostitution remains the most common and profitable form of CSE. Every year, two million girls between the ages of 5 and 15 are introduced to the commercial sex business. In addition to pedophile abuse, sexual tourism, child pornography, and prostitution, an increasing number of boys are being trafficked. Girls who are recruited to work in factories or domestic work but later sold into brothels are examples of children trafficked into one sort of labour and then sold into another. Abuse and exploitation of trafficked children frequently go undetected, and those crimes that are recorded rarely result in the offenders being prosecuted.

Girls who are recruited to work in factories or domestic work but later sold into brothels are examples of children trafficked into one sort of labour and then sold into another. Abuse and exploitation of trafficked children frequently go undetected, and those crimes that are recorded rarely result in the offenders being prosecuted. Children are frequently imprisoned for unlawful border crossings, being undocumented migrants, and offences related with prostitution, whereas traffickers, pimps, and customers are generally free and unpunished. Because they are rarely identified as victims, they are rarely given the assistance they require.

Attachment, biological integrity, emotional regulation, dissociative adaptations, behavior, cognitive functioning, and self-concept are all at risk in children who have been subjected to complex trauma such as protracted physical abuse, sexual abuse, emotional abuse and neglect, violence, and torture.

Educational issues

Children who are trafficked are deprived of the little educational possibilities they have and, as a result, of the opportunity to enhance their future economic condition. According to related study, educational deprivation has negative consequences for victims of neglect (psychological and emotional) and abuse (physical and sexual). Developmental delays, language and cognitive issues, speech and memory deficiencies, low academic performance, and grade retention are all possible outcomes.

Physical problems

Child trafficking victims are subjected to horrible living conditions, poor nutrition and hygiene, beatings and abuse, neglect, and denial of their basic human rights to health care and protection, all of which lead to long-term health issues. Unsafe sexual practices put victims of CSE at greater risk of unwanted pregnancies, unsafe abortions, complications from multiple high-risk pregnancies, and sexually transmitted diseases including HIV/AIDS. Children who have been trafficked are more likely to contract HIV/AIDS and other sexually transmitted infections. Children who have been abused, maltreated, or victimized have a range of negative health outcomes, according to study.

Emotional issues

The psychological effects of being a victim of human trafficking can be long-lasting. Children suffer physical and mental trauma as a result of being taken from their families, homes, and communities; their subsequent interactions include significant physical, emotional, and sexual abuse. Although no empirical research have examined the psychological repercussions of child trafficking, case studies have revealed sadness, hopelessness, guilt, shame, flashbacks, nightmares, loss of confidence, lower self-esteem, and anxiety among trafficked children. They may have sentiments of self-blame as a result of the negative messages they get on a regular basis. Psychological abuse that is accompanied by continuing threats, isolation, and watching others' abuse has a negative impact on one's self-concept, personal aspirations, and interpersonal relationships, putting one's emotional well-being in jeopardy.

Children who have been subjected to physical or sexual abuse are more likely to develop negative emotional outcomes such as anxiety and sadness, low self-esteem, social isolation, PTSD symptoms, substance misuse, and suicide. Children who have been sexually assaulted can develop significant psychological problems such as post-traumatic stress disorder (PTSD) and depression. Finally, many childhood experiences of victimization raise the chance of mental disease and psychiatric problems in adults who were abused as children.

Behavioral problems

Adverse behavioral effects have been recorded in children who have been trafficked, including attachment difficulties, mistrust of adults, antisocial behavior, and difficulties relating to others. Several research imply that CSE is a risk factor for sexualized behavior, and that some adolescents may turn to prostitution or other forms of sexual activity because they feel worthless, that their lives have been ruined, and that they have nothing left to lose. Suicidal behavior, emotional problems, and difficulties relating to peers are common in children who have been physically or sexually abused. They're also more prone to substance abuse. Adults who were neglected as children are more likely to engage in violent behavior, antisocial behavior, and other issues.

PSYCHOLOGICAL EFFECTS OF HUMAN TRAFFICKING ON WOMEN

Trafficking has several dimensions: it is a form of abuse against women, a case of major human rights breaches, an economic and development issue with ramifications for entire areas and civilizations, and, finally, a criminal matter in which the traffickers, not the women, are the culprits.

Migrant women are particularly vulnerable to sexual exploitation and the health effects of sexual violence because they have migrated outside of their usual social and cultural safety nets into places where they are unfamiliar with the language and behavioral patterns. As a result, their lives are frequently twisted into excessive dependency, with secretive and promiscuous living situations.

From a physical and psychological standpoint, traffickers manage their victims in a violent and manipulative manner. To coerce victims of trafficking (or VoT) to accept their rules and demands, they use rape, beatings, torture, malnutrition, physical exhaustion, isolation, deception, and death threats.

The experience of human trafficking infringes on a person's autonomy at the level of basic bodily integrity. The VoT is denied the right to choose when and if she eats, when and if she can relax, and her body is continually damaged and invaded. The most humiliating component of the trauma is typically described as the loss of control. In many situations, this dehumanizing procedure includes removing the victim's personal documents and replacing them with a new identity. It cannot be overstated that the victim's perspective is not taken into account at all in the context of human trafficking.

The VoT is forced to accept anything because of the relentless degree of brutality and emotional strain they are subjected to. All of their methods and abilities to respond to or face danger are destroyed, and human traffickers utilize these techniques to force women into sexual exploitation. As a result of their traumas and concerns, the VoT is unable to trust anyone. The victims' perception of reality is skewed, and they begin to mistrust themselves and others. As a result, making a drastic decision like stopping the cycle of violence and seeking aid to return home becomes extremely tough for them.

While trafficked, women and men are frequently subjected to significant trauma, including physical and sexual violence and threats, and there is a substantial risk of HIV infection among those trafficked for sexual exploitation. However, there is a scarcity of data on the nature of psychological illnesses among human trafficking survivors. Some studies have found high levels of depression, anxiety, and post-traumatic stress disorder (PTSD) among women survivors of human trafficking, but these studies have been hampered by the use of screening scales rather than diagnostic instruments, the inclusion of women at various stages of trafficking, and the mixing of populations of different ethnicities, all of which limit internal validity. The type and severity of violence used in the trafficking trauma will have an impact on how long it takes to recover from mental illness. The length of time spent in trafficking may be used as a proxy for hardship, as it is linked to prolonged and frequent exposure to violence, exploitation, and limited freedom.

The form of chronic trauma experienced by the VoT is not restricted to a single disruptive incident because of the nature of the trafficking phenomenon; rather, the trauma is spread out over a much longer period of time. As a result, the longer the VoT are under their traffickers' control, the more intense and long-lasting the repercussions of their trauma become.

The VoT's feelings of vulnerability and emotional distress, typically compounded by a history of childhood abuse and mistreatment, play a key impact in the occurrence and severity of acute reactions.

Acute stress reaction: This is a severe transitory disorder that arises in reaction to extreme physical and/or emotional stress. A subjective experience of numbness, detachment, a loss in awareness, trouble interpreting stimuli, confusion, marked anxiety symptoms leading to difficulties sleeping, impatience, and fatigability were described by the victims. These symptoms usually emerge quickly after a person has been exposed to a traumatic incident and dissipate within two to three days. It's possible that you'll have partial or complete amnesia of the incident.

Post-traumatic stress disorder (PTSD) is a type of anxiety illness that occurs. Within six months of being exposed to a traumatic experience, the sufferer frequently develops post-traumatic stress disorder. Episodes of recurring recollections of the traumatic incident ("flashbacks"), involving images, thoughts, perceptions, and/or recurrent painful dreams of the event, are common symptoms seen in the VoT.

Dissociation and intentional self-harm are two types of self-harm. Victims undergo dissociation, or a split in awareness, which is an innate response that allows them to avoid processing or integrating painful and unwanted memories. Razor cuts, cigarettes burns, striking or bruising oneself, and swallowing various sedatives or poisons have all been documented instances of self-injury by VoT. Self-injury can be used by victims to cope with mental discomfort or to put an end to painful memories.

Depression: Depressed mood, dark and pessimistic views of the future, poor sleep and impaired appetite, and decreased energy leading to loss of interest/enjoyment in usual activities are all common symptoms. Other signs and symptoms include a decreased ability to concentrate and pay attention, low self-esteem and confidence, and feelings of shame and unworthiness.

Women who have been trafficked have a high risk of suicide in the long run. Some of them claim to have decided to commit a suicidal act (such as ingesting sedatives, cutting their veins, or voluntarily intoxicating themselves with various poisons) in order to be hospitalized and leave the cruel atmosphere in which they are held captive.

Because the VoT never knows what will happen next; when the next outburst or violent incident will occur, the trafficking experience comprises numerous instances of extreme abuse with no mental respite or period of "normalcy or serenity."

PHYSICAL REACTIONS

- Aches and pains such as headaches, backaches, and stomach aches
- Sudden sweating and/or heart palpitations
- Sleep and appetite changes
- Increased susceptibility to colds and diseases (weakened immune system)
- Increased alcohol or drug usage, as well as overeating

Psychological reactions

- Shock and terror
- Disorientation and cognitive disorientation
- Irritability and restlessness
- Worrying or ruminating - intrusive trauma thoughts
- Nightmares and flashbacks of the events
- Attempts to avoid anything linked with trauma
- Loss of a sense of order or fairness in the world; expectations of doom and fear of the future
- Difficulty trusting and/or feelings of betrayal
- Feelings of helplessness, panic, and loss of control
- Diminished interest in everyday activities
- Loss of a sense of order or fairness in the world; expectations of doom and fear of the future

Some of these reactions, such as shock, disorientation, confusion, and pronounced anxiety symptoms, are frequently not reported by victims who have endured long-term trafficking experiences, because they perceive these reactions as "obvious" and "predictable," and thus do not feel compelled to bring them up.

These physical and psychological symptoms have been recorded by victims who have recently undergone the early phases of the trafficking cycle, such as the transit and transfer phase. The traumatic experience is still fresh in their minds, and as a result, their negative reactions have not yet become "obvious" or "typical."

CONCLUSION

If survivors of human trafficking have access to proper and culturally sensitive treatments and resources, they can and do heal physically and psychologically. In reality, victims are frequently the strongest tools in the battle against human trafficking because they have essential information about how to combat the crime and the most efficient strategies to assist victims.

Many of the health and social needs of trafficked persons stem directly from their traumatic experience and the brutal reality of unrelenting threats or actual physical and sexual violence. Meeting these needs, particularly by providing trauma and mental health services, is not without challenges. Service providers report the following barriers and challenges to getting help for survivors dealing with their trauma.

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Significant insights and importance of shopping habits of Generation Z consumers with reference to online businesses in present context

Zeena Premila Cutinha[1], Dr. S Sriranjani Mokshagundam[2]
[1]Research Scholar, University of Mysore
[2]Faculty of Management
Sri Jagadguru Balagangadhara College of Management Studies (SJBCMS), Bangalore
Corresponding author- Zeena Premila Cutinha
Email: zeenapremilalobo@gmail.com

Abstract:

This study looks at the shopping habits of Generation Z customers at specific online businesses. Understanding the elements that affect Generation Z's engagement and loyalty towards e-retailers is essential for businesses looking to effectively target this demographic in light of the proliferation of digital technology and the importance of online purchasing. In-depth interviews and a survey were both used in the study's mixed-methods technique to gather information from a sample of Generation Z consumers. The results show that convenience, cost, product quality, brand reputation, and social media impact are important elements affecting Generation Z's purchasing behavior when it comes to online merchants. The study also shows that when choosing e-retailers, Generation Z customers give priority to individualized experiences, social participation, and ethical considerations. These results have significant ramifications for e-retailers as they create strategies to draw in and keep Generation Z customers. E-retailers may effectively engage this significant consumer category by tailoring their offers and marketing initiatives to suit their interests and motives. To further understand the extra elements and trends influencing Generation Z customers' purchasing decisions in the fast changing e-retail environment, more research is required. In order to shed light on the variables driving Generation Z consumers' engagement and loyalty in the quickly developing digital marketplace, this study examines how Generation Z customers interact with a chosen group of e-retailers. Often said to as tech-savvy, socially concerned, and connected, Generation Z is a sizable consumer group with enormous purchasing power. For e-retailers looking to effectively target this generation and create enduring partnerships, it is imperative to understand their tastes and motivations. Additionally, Generation Z customers value social interaction and personalized experiences. They look for interactive aspects that encourage a sense of community and facilitate social sharing, as well as personalized offers, recommendations, and interactive features. Online merchants who employ data-driven personalization techniques and foster social engagement are more likely to appeal to this generation. The study's conclusions have significant ramifications for e-retailers hoping to successfully court Generation Z customers. E-retailers may more effectively draw in and keep Generation Z customers by putting an emphasis on convenience, competitive pricing, high-quality products, brand recognition, and social media participation. E-retailers may better satisfy the changing needs of this significant consumer sector by customizing their marketing strategies, user experiences, and product offerings by having a thorough understanding of their tastes and motivations. It is necessary to do more study to examine additional trends and factors influencing Generation Z customers' purchasing decisions in the complex world of online retail. Ongoing research will help us understand Generation Z's tastes and assist e-retailers in staying on the cutting edge of this always shifting market as technology develops and consumer expectations change.

Keywords: Generation Z consumers, e-retailers, data-driven personalization techniques, , brand recognition, social media participation, consumer expectations

Introduction:

The expansion of e-commerce and the popularity of online shopping have changed the retail environment, bringing both opportunities and difficulties for firms. The generation born between the middle of the 1990s and the beginning of the 2010s has become one of the major consumer groups. Digital natives, also known as Generation Z customers, are well-versed in technology, have extensive digital connectivity, and have certain shopping preferences. Businesses looking to effectively target and engage this significant consumer category must understand the shopping habits of Generation Z customers towards online shops. The long-term success of e-retailers depends on understanding the elements that affect this generation's engagement and loyalty because it has significant purchasing power and distinctive consuming habits. Previous studies have shed light on Generation Z's buying behaviour, emphasising their preference for digital channels and the influence of social media on their purchase choices. However, there is a need for more thorough research that focuses specifically on the shopping habits of Generation Z customers at certain online stores. Studying this phenomenon will help researchers understand the underlying variables that influence Generation Z's purchasing decisions and will help e-retailers develop tactics that will successfully entice, engage, and keep these customers. This study seeks to close this knowledge gap by examining the purchasing patterns of Generation Z customers at particular online merchants. It aims to investigate the major variables that affect consumers' choices of and interactions with e-retailers, as well as the elements that encourage their loyalty and repeat business. This study seeks to give e-retailers insightful information and practical suggestions for successfully marketing to Generation Z customers by exploring these topics. The results of this study have important ramifications for online merchants. E-retailers can adjust their marketing tactics, user experiences, and product offerings to match the preferences and expectations of this consumer category by knowing the variables that motivate Generation Z's involvement and loyalty. With the use of these information, e-retailers can provide personalised experiences for Generation Z customers, increase brand loyalty, and establish long-term partnerships. Overall, this study adds to the body of knowledge on Generation Z consumer behaviour and offers useful recommendations for e-retailers hoping to capitalize on the potential of this significant customer group. This study intends to arm businesses with the knowledge and tools necessary to succeed in the dynamic and changing e-commerce ecosystem by analysing the purchasing habits of Generation Z customers towards specific e-retailers. With the development of digital technology and the widespread use of e-commerce, the retail sector has undergone a transformation, providing customers with ease and access to an enormous variety of goods and services never before possible. Generation Z, which includes people born between the middle of the 1990s and the beginning of the 2010s, has emerged as a key consumer group within this dynamic environment. Generation Z is the first generation that was fully born into the digital world, and as such, they have distinct traits and preferences that affect how they interact with online shops. Businesses that operate in the digital market must comprehend how Generation Z customers behave when they shop at particular e-retailers. E-retailers must understand how Generation Z makes decisions, why they choose to interact with particular e-retailers, and what inspires their loyalty and repeat business. E-retailers may create efficient strategies to draw in, engage, and keep Generation Z customers by acquiring insight into these factors.

Existing research has illuminated Generation Z's preference for digital platforms, their reliance on social media, and their propensity for personalised experiences. But more in-depth research is required to examine how Generation Z customers behave while shopping at particular online stores. These studies can shed light on the dynamics and underlying variables that shape consumers' decisions, giving e-retailers crucial information for enhancing customer happiness and marketing efficiency.

The purpose of this study is to ascertain how Generation Z consumers behave while choosing which e-retailers to patronise. The study aims to answer the following research issues by concentrating on this particular aspect:

1. What are the main variables affecting Generation Z customers' selection of online retailers?
2. What impressions and assessments do Gen Z customers have of certain e-retailers' performance?
3. What part do convenience, cost, product selection, brand reputation, and social media activity play in Generation Z's purchasing decisions when it comes to online retailers?
4. How do trust, social influence, and personalised experiences affect Generation Z's loyalty to and repeat business with e-retailers?

Employing these insights, e-retailers may construct marketing plans that are more relevant to Generation Z's preferences, improve their online platforms, and provide personalised experiences for each customer. In the end, this study adds to our understanding of Generation Z customer behaviour and provides useful recommendations for e-retailers looking to engage and serve this significant consumer group in the rapidly changing digital market.

Major objectives of the study:

1. To study the factors influencing Generation Z’s preference for specific e-retailers and their patronage behaviour in the digital marketplace
2. To understand the preferences and behaviours which can help e-retailers tailor their strategies to effectively target and engage with influential consumer segment
3. To study the valuable insights to e-retailers seeking to effectively target and engage Generation Z consumers
4. To know the impact of demographic variables such as gender, income and education level on patronage behaviour

Factors influencing Generation Z’s preference for specific e-retailers and their patronage behaviour in the digital marketplace

Depending on a number of important characteristics, factors affecting Generation Z's preference for particular e-retailers and their purchasing patterns in the digital market can change. Here are a few of the significant variables that research and empirical studies have revealed to be important:

1. **Online presence and user experience:** Generation Z values seamless and user-friendly online experiences because they are digital natives. Online merchants with well-designed websites, simple navigation, quick page loads,

and mobile optimisation are more likely to draw in and keep Generation Z customers.

2. **Product Variety and Quality:** Generation Z buyers look for a large variety of goods to satisfy their vast range of preferences and tastes. E-retailers that provide a wide range of premium goods, including uncommon and trendy items, are more likely to win their business and loyalty.
3. **Competitive Pricing and Discounts:** For Generation Z consumers, price awareness is crucial. This consumer demographic is more likely to be drawn to e-retailers with competitive prices, frequent discounts, special offers, and clear pricing systems.
4. **Influence of social media:** Generation Z is very reliant on social media for news, advice, and trends. Generation Z is more inclined to pay attention to and trust e-retailers who actively engage with their target audience on well-known social media sites, work with influencers, and create good online buzz.
5. **Brand honesty and Social Responsibility:** Generation Z likes brands that show their dedication to environmental and social causes as well as their honesty and transparency. E-retailers are more likely to draw in and keep Generation Z customers if they are consistent with their beliefs, support moral behaviour, and support sustainable projects.
6. **Reviews and ratings from customers:** Generation Z heavily relies on reviews and ratings from customers to make wise purchasing decisions. Positive comments, endorsements, and ratings from other customers can have a big impact on how they feel about a certain e-retailer.
7. **Seamless Checkout and Payment Options:** For Generation Z customers, a simple and secure checkout procedure is important. They are more likely to trust and remain loyal to e-retailers who provide a variety of payment choices, secure transactions, and easy checkout processes, including guest checkouts and speedy order confirmations.
8. **Customization & Personalization:** Generation Z values unique buying experiences. With this consumer group, e-retailers are more likely to succeed if they offer specialized advice, personalised product suggestions, and customization choices. The opinions and suggestions of their peers and social media influencers have a big impact on Generation Z. This is known as social proof and influencer marketing. E-retailers may successfully attract the interest and business of Generation Z consumers by utilising influencer marketing and user-generated content to display their goods and services.
9. **Convenience and Quick Delivery:** Generation Z is concerned with comfort and demands prompt, dependable product delivery. It is more likely that e-retailers will satisfy the needs of this time-constrained customer sector if they provide options like same-day or next-day delivery, hassle-free return policies, and trackable shipments.
10. **Preferences and behaviours which can help e-retailers tailor their strategies to effectively target and engage with influential consumer segment**
11. E-retailers can take into account the following preferences and behaviours to successfully target and interact with the crucial Generation Z consumer segment:
12. **Mobile Optimization:** Generation Z heavily relies on mobile devices for their online activities, which is known as mobile optimisation. Online merchants should make sure their applications and websites are completely mobile-friendly and offer a fluid customer experience on all screen sizes.
13. **Social media integration:** Members of Generation Z are quite engaged on a number of social media sites. To interact with this audience, e-retailers should use social media channels. This includes posting product updates, launching targeted marketing campaigns, and working with influencers to market their name and goods.
14. **Fast and Reliable Delivery:** Generation Z places a high importance on authenticity and honesty. E-retailers should be clear and consistent in how they convey their brand values, mission, and environmental activities. To foster trust and loyalty, this entails offering transparent product information, sourcing information, and ethical business practises.
15. **Customization & Personalization:** Generation Z values unique experiences. Based on customer preferences and browsing habits, e-retailers can use data and technology to provide personalised product recommendations, targeted promotions, and specialized shopping experiences.
16. **User-Generated Content:** Members of Generation Z look to their peers for advice and trust them. To demonstrate social proof and create a sense of community around their business, e-retailers might encourage user-generated material, such as reviews, ratings, and testimonials.
17. **Influencer Marketing:** Experiences that are gamified and interactive are popular among Generation Z. To boost engagement and

encourage brand loyalty, e-retailers can integrate Gamification components into their platforms, such as rewards schemes, loyalty points, tests, and challenges.

18. **Social Responsibility and Cause Marketing:** Social media influencers who Generation Z admires have a big impact on them, according to influencer marketing. To market their items genuinely and reach a larger audience, e-retailers might work with relevant influencers. The opinions and recommendations of influencers have a significant impact on Generation Z's purchase choices. Generation Z is enthusiastic about social and environmental issues, which is why they value social responsibility and cause marketing. E-retailers can demonstrate their commitment to sustainability, diversity, and social responsibility and tie their brand with important causes. This aligns with the values of Generation Z and enhances the likelihood that they will support the brand.
19. **Seamless Checkout and Payment Options:** They also anticipate flexible payment options. To reduce friction and cart abandonment, e-retailers should provide safe and convenient payment methods, guest checkouts, and straightforward forms.
20. **Delivery Services:** Generation Z places a high importance on timely and dependable delivery. To guarantee on-time deliveries, e-retailers should streamline their operations and work with trustworthy shipping companies. Express or same-day delivery alternatives might further improve the client experience.
21. **Valuable insights to e-retailers seeking to effectively target and engage Generation Z consumers:**
    The following helpful insights can help e-retailers target and engage Generation Z customers:
22. **Mobile-friendly strategy:** Since Generation Z is largely focused on mobile devices; e-retailers should give mobile optimisation for their websites and applications top priority. Make sure your website has a responsive design, quick loading times, and an easy-to-use user interface for a seamless purchasing experience on tablets and smartphones.
23. Generation Z places a high importance on authenticity and honesty. E-retailers should make explicit the principles, goals, and moral standards that guide their brand. Build confidence and credibility with this sophisticated consumer niche by providing detailed product information, including ingredients, sourcing, and production procedures.
24. **Social Media Activity:** Members of Generation Z are active on a number of social media sites. E-retailers should be active on social media sites like Instagram, TikTok, and Snapchat and communicate with their followers by posting eye-catching images, interactive postings, and behind-the-scenes photos. To promote a sense of connection, actively respond to remarks, emails, and other communications.
25. **Collaborations with Influencers:** Working with relevant influencers that have a sizable fan base among Generation Z can greatly expand a brand's credibility and reach. Work together with influencers to produce unbiased content, testimonials, and advertising that appeals to their audience. Consumers in Generation Z benefit from the awareness and trust that influencer-generated content may promote.
26. **User-Generated Content and Reviews:** When making decisions about purchases, Generation Z mainly relies on user-generated content and reviews. Encourage customers to publish reviews, testimonials, and other user-generated content about your company's name and products. Use this content to show off social proof and promote a sense of community across all of your channels.
27. **Customization & Personalization:** Generation Z values unique experiences. Offer individualised advice, product recommendations, and targeted advertising using data-driven insights. Based on surfing habits, purchasing trends, and demographic data, customize website experiences and email marketing campaigns.
28. **Sustainability and social reasons:** Generation Z is fervently committed to environmental and social problems. E-retailers should demonstrate their commitment to sustainability, diversity, and ethical practises and match their brand with important initiatives. To appeal to Generation Z's beliefs, openly promote eco-friendly packaging, responsible sourcing, and support for charitable organisations.
29. **Smooth Checkout and Payment Options:** Generation Z is concerned about efficiency and convenience. Reduce friction at checkout by providing guest checkouts, a variety of safe payment methods, and auto fill capabilities. Create a user-friendly interface that makes it possible to shop easily and quickly.
30. **Gamification and Interactive Experiences:** Experiences that are gamified and interactive are popular among Generation Z. To boost engagement and foster fun and excitement around your business, incorporate gamification components such as loyalty programmes,

incentives, challenges, and interactive quizzes into your website or mobile app.

31. **Fast and Reliable Delivery:** Delivery that is prompt and dependable is something that Generation Z expects. Improve your logistics processes to enable tracking choices and timely deliveries. To meet their deadline-driven expectations, provide flexible delivery options like same-day or next-day delivery.

Impact of demographic variables such as gender, income and education level on patronage behaviour:

The demographic factors like income, education level, and gender can affect the patronage behaviour. Here is a summary of how various factors may affect customer behaviour:

Gender:

1. **Shopping Preferences:** Gender can have an impact on purchasing habits and product selection. For instance, research points to the possibility that preferences for particular product categories vary between men and women.
2. **Buying Motivations:** Gender may also have an impact on the reasons why people make purchases. Gender differences may exist in aspects including societal influences, self-expression, and pragmatism.
3. **Shopping Habits:** Gender might affect a person's purchasing patterns, preferred distribution channels (online vs. offline), and decision-making techniques.
4. **Income:**

Spending Power: Income has a direct impact on a consumer's purchasing capacity. Higher earners might be more willing to make larger purchases or shop at upscale stores since they have more discretionary income.

Value Perception: Consumers' perceptions of value may vary depending on their income level. Lower-income people might place a greater emphasis on cost and discounts, whilst higher-income people might prioritise quality and premium features.

Brand Affinity: Income might have an impact on brand preferences. Higher earners can be more inclined to identify with luxury brands, whilst people with lesser incomes might look for less expensive solutions.

5. **Education Level:**

Information processing: A consumer's degree of education may have an impact on how they interpret and assess information. People with greater education may conduct in-depth product research, weigh different sources of information, and make better purchase judgments'.

Brand Perception: Brand awareness and perception are both influenced by education level. People with more education may be more familiar with brands, their reputations, and their social responsibility programmes.

Price Sensitivity: Education level might have an impact on price sensitivity. People with higher levels of education may be more value-driven, price-conscious, and price-comparison-savvy.

While demographic factors might offer broad insights, it's crucial to remember that people's preferences and behaviours can still vary within each group. Additionally, personality attributes, lifestyle choices, and societal influences might affect patronage behaviour. To create targeted marketing strategies and customize their goods to fit the unique demands and preferences of various consumer categories, e-retailers should take into account a combination of demographic and psychographic criteria.

Discussion:

A study on the purchasing patterns of Generation Z customers at specific online shops offers insightful information on the tastes and driving forces of this significant consumer group. For e-retailers looking to effectively target and engage Generation Z and spur business growth in the digital marketplace, understanding their behaviour is essential. The study looks into a number of variables that affect Generation Z's choice for particular online merchants and their purchasing patterns. These elements may include brand authenticity and social responsibility, user experience and online presence, product quality and selection, competitive pricing and discounts, social media influence, customer reviews and ratings, easy checkout and payment options, personalization and customization, social proof and influencer marketing, convenience and quick delivery. The study offers insights into the main factors influencing Generation Z's choice of e-retailers by examining these elements. It reveals the value of social media interaction, authentic brand communication, and mobile optimisation in grabbing their attention and earning their confidence. The survey also emphasises how important influencer partnerships, user-generated content, and personalised experiences are in influencing consumers' purchasing decisions. The survey also looks at how sustainability and social responsibility efforts affect the purchasing habits of Generation Z. In order to encourage customer loyalty and involvement, it emphasises the necessity for e-retailers to align with their values and exhibit ethical practises. The impact of demographic factors on patronage behaviour, such as gender, income, and education level, is also taken into account in the study. It acknowledges that these elements may affect Generation Z consumers' shopping habits, driving forces, and brand perceptions. Overall, the survey offers useful information for e-retailers looking to engage and target Generation Z customers efficiently. It highlights the significance of social media integration, authenticity, personalization, and social responsibility as well as the value of convenient shopping experiences. E-retailers may improve consumer satisfaction, foster brand loyalty, and propel success in the cutthroat digital market by adjusting their tactics based on these data.

Conclusion:

To sum up, the study on Generation Z consumer patronage behaviour towards specific online retailers offers insight on the variables influencing their choices and behaviours in the digital market. The research shows how important mobile optimisation, social media interaction, authenticity, personalization, and ease are for successfully attracting and interacting with this powerful consumer group. The report emphasises how crucial an e-retailer's online presence, user experience, and social media integration are to winning over Generation Z's interest and trust. It highlights the requirement for streamlined, mobile-friendly systems that provide a customised and engaging buying experience. To create a sense of community and social proof, e-retailers should make advantage of social media platforms, work with influencers, and promote user-generated content. The research paper also emphasises the importance of transparency and sincerity in brand communication. E-retailers with social responsibility and sustainability activities as well as ideals that reflect Generation Z are more likely to cultivate customer loyalty and involvement. The demographic factors that affect Generation Z's patronage behaviour include gender, income, and educational attainment. When adjusting their tactics to fit the unique demands and preferences of various client segments, e-retailers should take these factors into account. E-retailers can improve customer experiences, optimize their online platforms, and refine their marketing tactics by utilising the study's conclusions. By doing this, they may successfully engage Generation Z consumers, forge lasting bonds, and promote business growth in the fast-paced, cutthroat digital market.

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Water Crisis: The Case of Poor Communities in Doddigunta Slum, Bengaluru City

Mr. Hemanth Kumar
Assistant Professor, Commerce & Management
St. Aloysius Degree College,
Cox Town, Bengaluru - 560005.
e-mail: hemanth73503@gmail.com

Abstract

Slums are a typical feature of developing countries such as those in India, and the denial of basic rights to slum dwellers is well documented. Slum-dwellers have long struggled with water scarcity and lack of access to potable drinking water. Based on interviews with residents of Doddigunta slums, this report tried to identify topics such as the severity of the water crisis, and its origins. The study focuses on portraying the entire picture of the slum residents' water crisis situation, particularly through their own interpretations and experience.

Keywords: Water scarcity, Poverty, Slum dwellers.

Statement of the Problem

Due to the increase in population, random contamination of surface and ground water, lack of comprehensive water sharing with neighbouring states, mismanagement in preserving rain water, and the failure of the state to take initiatives to provide safe water and sanitation to its citizens, acute water crisis has become one of the most pressing problems for developing countries like India. Because of the increasing migration rate from rural to urban regions and the state's incapacity to supply them with adequate housing, the number of urban people is increasing day by day, resulting in the emergence of more and more slums. Water supplies, much alone safe water sources, are in short supply for this growing population. These slum dwellers are constantly affected by a scarcity of water, and the water crisis has an impact on their lifestyle, health, and socioeconomic conditions. The absence of adequate drinking water in Doddigunta packed slums poses a fatal threat to young children.

Aim of the Study

The study's goal is to analyse the problem of water scarcity in urban Doddigunta slum from a sociological perspective in order to give it new energy and bring to light those numerous aspects of water scarcity and safe water shortage in Doddigunta slum that have been overlooked or disregarded thus far. It went on to investigate the reasons and repercussions.

Research Questions

What is the status of Bengaluru City water crisis in Doddigunta Slum?

What factors contribute to the scarcity of urban water?

What impact does the water problem have on the lives of those living in needy urban areas?

Review of Literature

Hanjra, M. A., & Qureshi, M. E. (2010). Food policy should benefit humanity by helping to achieve the noble aims of ending severe poverty and famine. Emerging challenges such as climate change, water shortages, the energy crisis, and the credit crisis have recently put these aspirations in jeopardy. The total role of these dynamics, as well as population increase, in redefining global food security, is examined in this research. The study focuses on worldwide water availability and demand, as well as the connections between water supply and food security. According to the analysis, the water for food security issue is complex and could become dangerous if no action is taken.

Cronin, Prakash, A, et al, (2014). Despite increased funding, a large resource base (but with noteworthy regional and temporal diversity), and a big land resource, India continues to struggle with water resource development. Water resource professionals face hurdles as India's population grows and demand rises, implying that the country will continue to struggle to meet its water needs. To provide insights on the way forward, a detailed analysis of the water industry was conducted. The pressures and drivers in the sector were investigated based on an exhaustive examination of secondary literature and five regional meetings with key players.

Gulati, A., & Banerjee, P. (2016). India is one of the world's most water-stressed countries, and it will run out of water in the near future. Unfortunately, water shortage is exacerbated by its poor usage rather than its actual scarcity. Agriculture currently consumes around 78 percent of India's water. Water demand for competing applications is expected to rise sharply as a result of rising urbanisation and industrialisation. As a result, it is critical that issues relating to agricultural water use be addressed as soon as possible. These issues are summarised as follows: more than half of agricultural land still relies on rainfall for production; irrigation water and power pricing remain appallingly low; water use efficiency in irrigation practises is low; surface irrigation costs are high; and ground water is rapidly depleting.

Annala, L., Sarin, A., & Green, J. L. (2018). Because of the rising role of market actors in the provision of drinking water, issues of affordability have become more important. The concept of frugal innovation offers special promise in resource-constrained contexts since it emphasises increasing affordability without sacrificing quality. In this research, we investigate the utilisation of reverse osmosis (RO) technology in low-cost household water filters in Ahmedabad, India. Using mixed methods research, we discovered that the citizen is an active participant – a co-producer – in the frugal innovation process, which allows small-scale, local entrepreneurs to tailor their products and services to their customers' requirements and price expectations.

Chowdhury, K., Behera, B, (2021). Growing water scarcity's negative consequences on impoverished people's lives and livelihoods have been a key policy concern in India in recent years. This research evaluates the efficacy of macro-level strategies for rainwater conservation as well as micro-level local community organisations for the long-term management of traditional water sources. Using Ostrom's design principles and qualitative data from three different multipurpose tanks, the study concludes that local management decisions have benefited a small number of influential members of the community while denying a large number of poor households' access to resource uses, rendering local institutions ineffective.

Koner, K., & Samanta, G. (2021). In light of the current global and local water crises, rethinking how to resuscitate historic water sources is critical. Darjeeling, in the eastern Himalayan region, is blessed with a plethora of natural springs, which have long been used as daily water sources. However, the so-called growth process of city-making is continually threatening these indigenous water practises. Many natural springs have already dried up, and many more are in the process of drying out. The municipal water supply system, which was established by the British in the early nineteenth century, is currently insufficient for the entire city and is also out of reach for residents of all socioeconomic strata.

Research Methodology

The data collected for the study has been classified and consolidated using Google Forms was subject to statistical analysis such as classification and table representation.

The analysed data has been presented hereunder in the form of tables for the purpose of the Presentation to provide better understanding and clarity to the readers and end users of the presented information.

For the purpose of data analysis SPSS software, frequency and Percentage tools were used.

Sampling

Non-probability purposive sampling technique was used to draw the sample from the target population.

Data Analysis and Interpretation

Table - 1
Education Qualification

Education Qualification	Frequency	Percent
Postgraduate	2	2.0
PUC	23	23.2
SSLC	3	2.0
Undergraduate	72	72.7
Total	100	100.0

From the table above and the summery there under, it has been observed that, out of the 100 respondents, only 2.0 percentage of people are having postgraduate educational qualification and 2.0 percentage population are studied SSLC and 23.2 percentage of populations are studied PUC and the remaining that is, 72.7 percentage of population are having Undergraduate qualifications.

Table - 2
Gender of respondent

Gender of respondent	Frequency	Percent
Female	22	21.2
Male	78	78.8
Total	100	100.0

It has been observed from the table that, out of the 100 respondents only 21.2 respondents are female and the majority of the respondents are male that is 78.8 percentage.

Table - 3
Type of family

Type of family	Frequency	Percent
Joint family	33	32.3
Nuclear	67	67.7
Total	100	100.0

It has been observed that the majority of the respondent's type of family is Nuclear. Nearly 67.8 percentage of respondent's families are nuclear family. 32.3 percentage of populations are from joint family.

Table – 4

Family Monthly Income

Family Monthly Income	Frequency	Percent
1000 Rs	3	3.0
1001-2500 Rs	16	16.2
2501-5000 Rs	11	11.1
5001-10000 Rs	32	31.3
Above 10000 Rs	38	38.4
Total	100	100.0

It has been observed from the table that 3.0 percentage of respondent's family monthly income is less than 1,000. It has also been observed that 16.2 percentage of respondents are having the family monthly income between 1,001 to 2,500 and among 100 respondents it has been seen that only 11.1 percentage of respondents are having the monthly family income between 2,501 to 5,000 also among the respondents nearly 31.3 percentage are having the monthly family income in the range of 5,001 to 10,000 and the remaining 38.4 percentage of respondents are having the monthly family income more than 10,000.

Table - 4

Main source of Drinking Water

Main source of Drinking Water	Frequency	Percent
Lake	2	2.0
Bore well/ hand pump	14	13.1
Household water supply/ piped	46	46.5
Open well	4	4.0
Other	14	14.1
Public tap	20	20.2
Total	100	100.0

It has been observed that the majority of the respondent's main source of drinking water is Household water supply/ piped, nearly 46.5 percentage are depended on it. 20.2 percentage of respondents are consuming water through public tap. It has been also observed that nearly 14.1 percentage of respondents are depended on other way of consuming the water also 13.1 percentage of respondent's main sources of drinking water is Bore well/ hand pump and 4.0 percentage of respondents are consuming water through open well. However, only 2.0 percentage of respondents are depended on lake for consumption of water

Table - 5

Is the quantity of water that you receive from your main source of water adequate?

Is the quantity of water that you receive from your main source of water adequate?	Frequency	Percent
No	23	23.2
Yes	77	76.8
Total	100	100.0

Of the total 100 respondents that were studied, only 23.2 percentage of respondents are expressed that the water is adequate and the remaining 76.8 are expressed that the water is not adequate.

Table - 6

Did you fall sick after drinking the water?

Did you fall sick after drinking the water?	Frequency	Percent
No	77	77.8
Yes	23	22.2
Total	100	100.0

The above table shows the illness after drinking the water which are preferred by the respondents. Nearly 77.8 percentage of respondents are expressed that they are not fall sick after consuming the water. Hence, only 22.2 percentage of respondents are causing for sickness after drinking the water.

Table - 7

If yes What kind of decease

If yes What kind of decease	Frequency	Percent
Cold and Cough	69	69.6
Fever	2	2.0
Throat Infection	3	3.0
Skin allergy	2	2.0
Other	10	9.4
No decease	15	15.0
Total	100	100.0

The table above shows the kind of decease that the respondents are undergone after drinking the water. It has been observed from the table above that 69.6 percentage of respondents are infected with cold and cough, 9.4 percentage of respondents are said that they didn't infect with any decease after consuming the water. Nearly 2.0 percentage of respondents are infected with skin allergy, 3.0 percentage of population have infected with throat infection and 2.0 percentage of respondents are infected with fever. However, only 15.0 percentage of respondents are not infected with any kinds of decease after consuming the water.

Table - 8

Who carries the water usually?

Who carries the water usually?	**Frequency**	**Percent**
Men	47	47.5
Women	53	52.5
Total	100	100.0

It is evident from the above table that, out of the 100 respondent's majority of the respondents that is 52.5 percentage are women that they carry the water. Nevertheless, only 47.5 percentage are men who carries the water to the home from public tap.

Table - 10

Are you experiencing water shortages in the area where you live?

Are you experiencing water shortages in the area where you live?	**Frequency**	**Percent**
Maybe	31	31.3
No	33	33.3
Yes	36	35.4
Total	100	100.0

The table above presents the shortage of water during the year. It has been understood that nearly 35.4 percentage of respondents are expressed the shortage of water and 33.33 percentage of respondent are said that they are not facing any shortage of water during the year. However, only 31.33 percentage of respondents are expressed that shortage of water may or may not happen in their area.

Table - 11

Generally, how does the water smell

Generally, how does the water smell	Frequency	Percent
1- No smell	85	84.8
2- Foul smell	15	15.2
Total	100	100.0

It has been understood from the above table, among the 100 respondents nearly 84.8 percentage of respondents are expressed that the water doesn't smell. However, only 15.2 percentage of respondents are saying that the water has foul smell.

Table - 12

Generally, how does the water have a taste

Generally, how does the water have a taste	Frequency	Percent
Yes	44	44.4
No (tasteless)	56	55.6
Total	100	100.0

It can be observed from the above table, out of the 100 respondents nearly 55.6 percentage of respondents are experienced that the water which they consume is doesn't have any taste and 44.4 percentage of respondents are said that water is taste.

Table - 13
Generally, what does the water look like

Generally, what does the water look like	Frequency	Percent
Clear	78	78.8
Cloudy/ dirty	21	21.2
Total	99	100.0

From the above table its clear on opinion about the appearance of the water. Nearly 78.8 percentage of respondents are expressed that the water is clear and 21.2 percentage of respondents are expressed that water is cloudy and dirty.

Table – 14
Do you pay for water?

Do you pay for water?	Frequency	Percent
No	12	12.1
Yes	88	87.9
Total	100	100.0

From the table above and the summery there under, it has been observed that, out of the 250 respondents, only 12.1 percentage of respondents are expressed that they do not pay for water and the remaining 87.9 percentage of respondents said that they pay for water every month.

Table – 15

How much do you pay a month?

How much do you pay a month?	Frequency	Percent
500 - 1000	9	9.1
1001 - 1500	6	6.1
1501 - 2000	6	6.1
2,001 – 2,500	42	41.4
2,501 – 3,000	30	30.3
Above 3,000 Rs	7	7.1
Total	100	100.0

It has been detected from the table that 41.4 percentage of respondents are paying in the range of Rs. 2,000 to 2,500, out of the respondents nearly 30.3 percentage of population said that they pay in between of 2,501 to 3,000, 7.1 percentage of respondents are expressed that they pay water bill above 3,000, 6.1 percentage of respondents are paying in between of 1,501 to 2,000 and 1,001 to 1,500 and 9.1 percentage of respondents are paying in line of 500 to 1,000 for the water.

Table - 17

Have you made a complaint related to your drinking water service?

Have you made a complaint related to your drinking water service?	Frequency	Percent
Yes	34	34.3
No	66	65.7
Total	100	100.0

The above table shows the complaint raised on water services. 65.7 percentage of respondents are not been raised any complaint with regard to drinking water service and 34.3 percentage of respondents are raised complaints on the quality of drinking water services.

Table - 18

To whom did you complain

To whom did you complain	Frequency	Percent
Area Counsellor	25	25.3
Distract Magistrate	6	6.1
MLA	14	14.1
Others	55	54.5
Total	100	100.0

It has been understood from the above table, among the 100 respondents nearly 54.5 percentage of respondents are complained to other kinds of officials and 25.3 percentage of respondents are complained to area counsellor. However, 6.1 percentage of respondents are raised the complaint to district magistrate and 14.1 percentage of respondents are informed to MLA.

Table - 19

What was their result of their complaint?

What was their result of their complaint?	Frequency	Percent
Prompt action taken	20	20.2
Delayed action taken	32	32.3
No action taken	47	47.5
Total	99	100.0

From the above table that we can interpret that, out of the 100 respondents nearly 20.2 percentage of respondents are said that there was a prompt action was taken on the issue and 32.3 percentage of respondents are felt that there was delay in action on the problem. However, only 47.5 percentage of respondents are expressed that there was not action was taken on the problem.

Conclusion

The slum dwellers were more cooperative in terms of responding to the survey. Most of the people have expressed the difficulty that they face in terms of drinking water especially in summer season. Very few research projects have been undertaken on this area. This paper clearly presents the problem that the slum dwellers undergone on water crisis, health condition and how it is impacted on the daily life the poor communities in Doddigunta slum, Bengaluru city.

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"HUMAN RESOURCES MANAGEMENT IN INCREASING THE QUALITY OF ACADEMICS IN SELECTED HIGHER EDUCATION INSTITUTIONS (HEI'S) IN BENGALURU CITY"

Mr. Hemanth Kumar, Assistant Professor, St. Aloysius Degree College, Cox Town, Bengaluru, Karnataka, India
Mr. Syed Salman, Assistant Professor, St. Aloysius Degree College, Cox Town, Bengaluru, Karnataka, India

Abstract:

Human Resource Management is crucial for every organisation. Were it promoting the quality of the work in line with the organisational objectives. However, Human Resource Management is also playing vital role in the higher education institutions in enhancing the quality of education by selecting the quality lecturers who are having the research culture, innovative method of teaching, learning and evaluation. Giving good training & development to the existing staff in knowing the latest information & communication technology (ICT) for effective teaching and learning. Quality in education brings social transformation among the student's community and that will happen through effective human resource management. This study reveals that how the higher education institutions promoting the quality of education by adopting human resource management. For the purpose of the study the researcher has used descriptive research (Qualitative). The source of data in this study is the governing body members, principals, teachers and employees. The techniques of data collection are participant observation, interviews and documentation. The quality in education can be seen through the development, like on the job training, Off the job training, teaching training, workshops, attending seminars, presenting the papers, religious development and teachers working groups. These development aims in improving the quality in education and lecturer's competency.

Keywords: Human Resource Management, Higher Education Institutions (HEIs), Information & Communication Technology (ICT).

Introduction

The procedures and actions that higher education institutions (HEIs) engage in produce and apply knowledge. The number of HEIs in India has expanded over the past ten years, which has boosted competition and pressure to perform better. This has made it necessary for institutions to realise the value of knowledge management (KM) activities, which are crucial Mamta Bhusry, Jayanthi Ranjan et. al (2012). There is a large gap on Human Resource Management in higher education, whether it be conceptual or empirical. Few institutions have regularly used the components of human resource management, despite the fact that many have acknowledged their value Alwiya Allui & Jolly Sahni (2016). However, Maslow's hierarchy theory also very much important in order to obtain productive work from the employees in the higher education institutions. The NAAC, UGC, AICTE & NBA also plays a very important role in human resource management in HEIs.

Statement of the Problem

There was a huge growth in knowledge-based economy in the 21st century which resulted in increase of higher education institutions in India. However, both private & government HEIs are not able to fill the vacant teaching & non-teaching post which leads to poor performance in the quality education in HEIs. It was also observed that few of the HEIs are not encouraging the research culture, effective teaching, learning and lack of promoting faculties wellbeing. There is a frequent change in human resource management personnel and also shift in the management structure equally affecting the quality in higher education. Frequently resigning the job by well qualified experienced faculties is also one of the major reasons for reducing the quality in education.

Objective of the Study

1. To know how effectively human resource management contributing for the growth of higher of education.
2. To understand the training & development which are followed in the HEI's.
3. To know how the teaching faculties wellbeing is promoted in HEIs to retain the faculties.

Review of Literature

Allui, A., & Sahni, J. (2016). In this paper the Strategic human resource management is used by high-performing business companies, according to recent studies. However, there is a large gap in research on SHRM in higher education that is either conceptual or empirical. In the Arab world, this divide is more pronounced. Few institutions have regularly used the components of strategic human resource management, despite the fact that many have acknowledged their value. The study's objective was to investigate how institutional strategies and HRM can be combined by looking at strategic HRM practises at Saudi universities.

Khasawneh, S. (2011). In this paper it is observed That the goal of this study was to ascertain how higher education faculty members felt about applying Senge's (1990) proposed learning organisation disciplines in a university setting. One of Jordan's top public colleges, Hashemite University, had 202 of its faculty members participate in the study. The participants in this study's faculty acknowledge that they have a sufficient grasp of learning through professional development, that they challenge their mental models and presumptions to enhance educational practises, that they have an individual vision that is in line with the organisational vision, that they collaborate in teams, and that they value systems thinking. The article concludes with a number of theoretical and practical suggestions.

Kooli, C., & Abadli, R. (2022). The purpose of this study was, to determine whether quality audit evaluation might enhance the practises and procedures of private higher education institutions' human resource management (HRM). To further understand the effects of quality audit on HRM, a quantitative analytical technique was used. In this study, 26 private higher education institutions (HEIs) in the Sultanate of Oman that have already finished the first stage of the national accreditation procedure had their 26 reports examined. Researchers were able to identify specific instances where the personnel and staff support had a good influence. As a result of some assessment sub-areas receiving harsh criticism and numerous improvement recommendations being made, only minimal progress has been seen.

Rahmi, E., Patoni, A., & Sulistyorini, S. (2020). It was found that the management of Islamic academic institutions is most reliant on its human resources. The competency of human resources who have knowledge and skills will be able to cope with environmental changes, thus the quality of human resources is vital right now. The success of educational institutions rests on the shoulders of the teachers. The effectiveness of instructors and staff will contribute to the competitiveness of schools, good or bad. Based on this occurrence, this study illustrates how the Excellent Islamic Elementary School in Bukittinggi City has developed its educational staff and increased its competitiveness.

Susanj, Z., Jakopec, A., & Doric, A. (2020). This study investigates the requirement to modify current human resource management procedures in Croatian higher education. In the worldwide project "Modernization of Higher Education Institutions by Enhancement of Human Resources Management Function," higher education institutions in Austria, Croatia, and Finland provided fresh empirical data that were collected. The effectiveness and utilisation of specific strategies to manage the professional development of academics are managed at significantly various stages of development, according to descriptive indices of contemporary human resource management practises in higher education institutions. This article examines the function of human resources in higher education institutions as well as the potential applications of particular human resource development programmes created for the various academic job roles.

Szelągowska-Rudzka, K. (2018). This study analysed the majority of the surveyed universities claim that the development of employees and their recruitment—particularly the rise in the hiring of research and teaching staff—are of strategic importance. They claim that this is because employees' knowledge and abilities are always expanding. The sub-process of hiring new employees is complex. Issues with development take on a more generic form (such as recruiting top academic personnel), and they do not offer specific methods or resources for achieving the main goals. They frequently discuss the involvement of staff members in research at the institution and in collaboration with other centres.

Research Methodology

For the purpose of study, the researcher has used descriptive research approach which is qualitative in nature were no statistical tool was used in the study. Describing the event that is happening in the higher education institutions by collecting the data through participative observation, In-depth interview, Documentation and counselling the faculties, governing body members, principal's and head of the institutions. In this paper the snowball technique is being used, researchers are not limiting the number of informants (Snowball sampling) targeted at increasing the accuracy of data regarding Human Resource Management in raising the standards and competitiveness of higher educational institutions.

Result and Discussion

Human Resource Management is very much important as it builds the quality in the higher education intuitions through increasing the standards of the faculties by upgrading their skills in research, teaching and learning. The following diagram helps the reader to understand better how Human resource Management plays an important role in enhancing the quality in Higher Education Institutions in Bengaluru city.

Source: AIHR, Academy to Innovative HR

Recruitment & Selection: It was observed that there will be quality in higher education by selecting the quality faculties who are inline with the University Grants Commission (UGC), NAAC, & AICTE guidelines and also with good academic background including research activities. It was also noted that by the head of the institutions to select the staff who are more familiar with the use of Information & Communication Technologies which are trending in higher education institutions.

- **Performance Management:** It was analyzed performance management becomes crucial once the workforce has been brought on board. The second fundamental of HR is performance management. It entails assisting individuals in being their best personalities at work, increasing the bottom line of the institutions.

  Faculties typically have a certain set of responsibilities that they must do. Faculties can receive feedback on their performance through students, enabling them to give their best effort. Evaluating the faculties performance by the students is also one if the criterion by the NAAC.
- **Learning & Development:**

It is very important for the faculties to upgrade themselves in changing technologies in the education sector and the current affairs for productive teaching and learning. However, the HRM make sure that the faculties are given proper training & development in adopting the technology and research.

- **Succession Planning:** The process of creating backup plans in case important personnel leave the organization. It was understood during the interview, the HRM must be able to select the right staff in order to replace the outgoing staff. So that the institutions should not see the decrease in quality in education rather the quality will be continued by the new staff.
- **Compensation & Benefits:** It was found in the few higher education institutions HR department through interview. Compensation and benefits are yet another element of HR fundamentals. Fair compensation is essential for inspiring and also retaining of well experienced quality staffs. Ensuring justice and fairness in terms of compensation is one of the core principles of human resource management which helps in to obtain productive academic work.
- **HR Information System (HRIS):** Through the documentations of the various higher education institutions, it was found that HRIS, all the pillars the researcher talked about above are supported by an HRIS. HR professionals, for instance, frequently use applicant tracking system (ATSs), or application tracking systems, to keep track of candidates and employees during the recruitment and selection process.
- **HR Data & Analytics:** We just spoke about a data-entry system called the human resource information system. Decisions can be improved and informed by the data in these systems.

However, the Human Resource Management can also use the following components to bring quality in Higher Education Institutions.

- Training
- Job Rotation
- Spiritual Activity
- Welfare of the staff & students
- Liberty in making decisions in framing the curriculum & academic work.

Conclusion:

The main objective of HRM in HEI & Faculties to bring quality in education and also to meet most of the welfare measures of the personnel and students. Since, NAAC, UGC, NBA, AICTE & Universities are insisting all the HEI's to have effective HRM at academic work place. It has been seen that there is a positive change in the educational system through HRM which helped in selecting quality staffs and giving proper training & development.

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