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3.3-Research Publications and Awards

3.3.2-Number of research papers per teachers in the Journals notified on UGC website during the year



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3.3.2-

Number of research papers per teachers in the Journals notified on UGC website during the year

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1.	<u>ScreenShotofResearchPapersDuringthe Period</u>	<u>5-27</u>

Screenshot of Research papers per teachers in the Journals notified on UGC website during the year (1 June 2023 - to 31 May 2024)

The screenshot shows a web browser displaying an article on the Journal of Informatics Education and Research (JIER). The browser's address bar shows the URL: jier.org/index.php/journal/article/view/521. The journal's name is prominently displayed at the top, along with a navigation menu including Home, Current, Archives, About the Journal, Aims and Scope, Peer Review Policy, Announcements, and Submissions. A search bar is located in the top right corner.

The article title is "Transgender Entrepreneurship: Challenges, Opportunities, And Impact on Developing Country Like India." The author is listed as Mrs. Sonali Dutta, Dr. Kavita Patil. A PDF icon is available for download. The article's DOI is <https://doi.org/10.52763/jier.v4i1.521>. The keywords are "Transgender Entrepreneurship", "Trans Empowerment", "Visibility", and "and".

The abstract text reads: "Transgender people, or those whose gender identity differs from the gender assigned to them at birth, have historically experienced considerable gender bias and obstacles in many aspects of life. Entrepreneurship, a field characterized by human freedom and self-creation, presents transgender persons with both distinct problems and opportunities. This article sinks into the experiences of transgender entrepreneurs, investigating at how concerns of identity, discrimination, and societal standards affect their entrepreneurial path. This study offers light on the resilience and innovation of transgender entrepreneurs who navigate complicated personal and professional terrains using qualitative interviews, statistical data, and case studies. While transgender entrepreneurs face numerous challenges, from access to financing to acceptance in business networks, the findings imply that they also use their unique identities and experiences to drive creativity. Community-building and social change. Implications for policy, practice, and further research are discussed, emphasizing the need for more inclusive and supportive ecosystems that recognize the potential of all entrepreneurs, irrespective of their gender identity. The findings suggest that while transgender entrepreneurs frequently encounter barriers, from access to capital to acceptance in business

On the right side of the page, there is an "Announcements" section with a "Call for Papers" for the new issue, with a submission deadline of January 30th, 2025. Below this is a sidebar with links to JIER Home, Mission Statement, Back Issues, Reverse Mortgages, Submission Guidelines, and Contact Us. At the bottom right, there are logos for ABDC (Australian Business Deans Council), Google Scholar, Microsoft Academic, and Crossref.

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Enhancing Organizational Success Through Effective Employee Engagement: A Case Study Of LIC Amravati Town

pdf

Published: Jan 30, 2024

DOI: <https://doi.org/10.53555/kuey.v30i1.5805>

Keywords: Organizational Success, Employee Engagement, LIC, Work environment and Income

Monica M. Kale
Dr. Kavita Patil
Dr. Shradha Chourasia

Abstract

Employee engagement plays a pivotal role in shaping organizational success, influencing productivity, morale, and overall performance. This research delves into the dynamics of employee engagement within the Life Insurance Corporation (LIC) Amravati Town, situated in the western region of India, leveraging a combination of qualitative and quantitative methodologies. A stratified disproportionate random sampling method was employed to select 75 employees from a total population of 120 across three LIC offices in Amravati town. Factors such as organizational culture, leadership styles, communication practices, recognition and reward systems, and opportunities for personal and professional growth are explored as determinants of employee engagement. Through surveys, interviews, and analysis of organizational performance metrics, this study

Announcements

Call for Papers: African Journal of Biomedical Research
September 17, 2024

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"The Future Of Hr In The Silicon Age, How Ai And Automation Are Transforming Hr Functions."

pdf

DOI: <https://doi.org/10.53555/jrtdd.v6i9s.2707>

Keywords: Artificial Intelligence Employee Engagement HR Functions

*Dr. Kavita Patil Ph.D, MBA
*Mrs. Sonali Dutta

Abstract

This study focuses on the revolutionary influence of Artificial Intelligence (AI) on HR processes, namely in recruiting and selection. Traditionally considered operational, HR is now transforming into a managerial position as a result of integrating AI. Although there have been inadequate intellectual investigating professionals acknowledge the immense potential of AI in transforming the recruitment industry. The study intends to examine the impact of AI on businesses and job seekers, with an emphasis on the first phases of the recruiting process. The goal is to offer suggestions for improving recruiting procedures in light of AI implementation. This research seeks to provide thorough insights for enhancing HR practices by analysing the role of AI in modern recruiting.

How to Cite

*Dr. Kavita Patil Ph.D, MBA, & *Mrs. Sonali Dutta. (2023). "The Future Of Hr In The Silicon Age, How Ai And Automation Are Transforming Hr Functions." *Journal for ReAttach Therapy and Developmental Diversities*, 6(9s), 1886-1900. <https://doi.org/10.53555/jrtdd.v6i9s.2707>

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Relationship Between Emotional Intelligence And Efficiency Among Nursing Students, Pre And Post Covid-19 Pandemic

Home / Archives / Vol 33 (2023): Special Issue 3 / Articles

Relationship Between Emotional Intelligence And Efficiency Among Nursing Students, Pre And Post Covid-19 Pandemic

Ms. Shivani Shirpurkar Dr.Kavita Patil

Abstract

The present research work has analyzed the relationship between Emotional intelligence and efficiency among nursing students, pre and post COVID-19 pandemic. For testing the given hypothesis and for fulfillment of the required objective we have used Wong and Lee Emotional Intelligence Scale, WLEIS for measuring the emotional intelligence of nursing students and General Self Efficacy Scale (GSE) for measuring the efficiency of the nursing students. For that purpose, we have collected data of 150 sample points. Before covid-19 more than 53% respondents are highly emotionally intelligent while the only 13% respondents were very low emotionally intelligent. Similarly, almost 60% respondents were highly efficient and the only 20% respondents were low efficient. After covid-19 more than 65% respondents are highly emotionally intelligent while the only 6.7% respondents were very low emotionally intelligent. Similarly, almost 77% respondents are highly efficient and the only 10% respondents were low efficient. The change in the numbers clearly showed the impact of Covid-19 on the relationship between emotional intelligence and efficiency among nursing students. For testing purpose, we have used t-test which turns out in the form of the rejection of our null hypothesis and we have concluded that there is an impact of covid-19 on the relationship.

Published 2023-05-26
DOI: <https://doi.org/10.58670/jns.v33i3.3903>

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Published in:
Volume 10 Issue 12
December 2023
eISSN: 2349-5162

UGC and ISSN approved
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Title
Analytical Study of Conscious Consumerism: A Study of Customers' Eco-Conscious Preference Attitude and Behaviour towards Green Marketing With Special Reference to Nagpur City

Authors
Mr. Pankaj Zagade
Dr. Rajkumargit N. Gosavi

Abstract
The present study aimed to analyse the conscious consumerism behaviour of customers in Nagpur City towards eco-friendly products and green marketing. The study employed a quantitative research design, and data was collected through a structured questionnaire administered to 250 respondents. The findings indicate that the majority of respondents are aware of eco-friendly products and willing to pay a premium price for them. Furthermore, the study revealed that consumers' green attitudes positively influence their purchase behaviour towards eco-friendly products. The study also found that product quality, eco-labelling, and brand reputation are significant factors that affect consumer purchase behaviour. However, the study found no significant difference in green purchase behaviour between male and female consumers. Moreover, the study found that age, education, and income are positively correlated with eco-conscious consumerism. The study concludes that conscious consumerism is on the rise in Nagpur City, and consumers are increasingly conscious of the environmental impact of their purchases. The study recommends that marketers should take advantage of this trend and focus on promoting eco-friendly products and green marketing initiatives to attract and retain environmentally conscious consumers.

Key Words

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10.53957/sanshodhan/2024/v13i1/173201

AN ANALYTICAL STUDY ON ROLE OF COMMENCE EDUCATION IN ALL OVER INDIA.

Ravindra D. Gunde

Introduction:

Commence education in India is a subject of study to deals with the business, entrepreneurship, sole trading, companies, trade and small scale units and organizations in the study of commence education some major important chapters are there like:-finance, marketing, accounting, Economic, management, banking, Insurance and many more subjects.

Commence education plays a vital role in the study because the growth of Indian economy as well as entrepreneurship development are increasing is the part of the education system. The Commence education some major subjects are taxation, finance these subject are totally depends on numerical basic and also the theoretical subjects are more important and plays a crucial role in the education system, theoretical subjects like marketing, economics, Business skills, Business management, etc. Commence education shaping the bright future and career growth. Commence study is the interesting study this study helps to develop a basic as well as brought foundation in business management, Accounting,

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Published In:
Volume 10 Issue 12
December-2023
eISSN: 2349-5162

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Title
CONSUMER PERCEPTION AND ACCEPTANCE OF SOLAR RENEWABLE ENERGY AS ALTERNATE SOURCES OF POWER IN NAGPUR.

Authors
Prof. Achish R. Ingale
Dr. Rajkumargiri N. Gosavi

Abstract
This paper discusses the significance of green energy as well as the rising cost of thermal energy. People are looking for alternative energy sources as the electricity consumption ratio rises on a daily basis. Several electric devices are increasing in every home, corporate sector, and business in response to need and fashion. As a result of its impact on rising electricity costs, the government also pushes government schemes and programs to raise public awareness about green energy. Green energy is also being considered by consumers in order to keep electricity costs low. While purchasing solar green energy equipment, the consumer has several misconceptions about the equipment. This study employs the theory of consumption values to identify the variables influencing consumers' decisions about green energy. This study is based on how Nagpur City consumers view the value of green energy.

Key Words
Green energy, consumer buying behavior, government schemes, consumer perception.

Cite This Article
"CONSUMER PERCEPTION AND ACCEPTANCE OF SOLAR RENEWABLE ENERGY AS ALTERNATE SOURCES OF POWER IN NAGPUR.", International Journal of Emerging Technologies and Innovative Research (www.jetir.org), ISSN-2349-5162, Vol.10, Issue 12, 2023, pp. d756-d762, December 2023. Available at: [http://www.jetir.org](#)

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“Mudra Card Issued Under PMMY, A Financial Tool For Managing Working Capital Of Small Business”?

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Research Scholar
Rashtrasri Tukadoji Maharaj Nagpur University, Nagpur.
Dr. Rajkumargiri N Gosavi
Professor & Head Department of Commerce, Dharmate National College, Nagpur-440012

Abstract
The Pradhan Mantri Mudra Yojana was launched with a mission of creating an inclusive, sustainable and value based entrepreneurial culture, in achieving economic success as well as financial security. Working capital is one of the most important factor required for successfully managing daily requirements of business. Taking into consideration the importance of these two factors for business this study focussed on how Mudra card helps in working capital management of business. The study used convenience sampling method for collecting first-hand information. For analysis of primary data, graphical presentation method was used. SPSS software was used for analysis of the data. The analysis revealed that, Mudra Card helps in managing working capital of small business. Thus, with the help of Mudra Card growth of small business could be achieved and it will finally lead to India becoming economic superpower of the world.

Keywords: Pradhan Mantri Mudra Yojana, Mudra card, Working Capital Management

Introduction
The Pradhan Mantri Mudra Yojana (PMMY) has given new direction to small business especially after pandemic. Micro enterprises are strengthened due to the financial support of Mudra scheme. It extends affordable and timely credit to the needy entrepreneurs. It helps to utilise creative potential of the people which earlier could not because of less funds. It helps in attaining the goals of employment generation, financial inclusion, reduction in poverty and sustainable development. (Dr. Remyakrishnan R., December 2023).

Micro finance plays crucial role in country like India where there are high demographic share and so also the regional disparity. Micro finance helps to achieve economic development of country, Mudra yojana was launched on April 8, 2015 under the flagship of Honourable Prime Minister Mr. Narendra Modi for providing loans upto 10 lakh to the non-corporate, non-firm small/micro enterprises. These loans are classified as Mudra loans under PMMY. The financial initiative taken in the form of Mudra scheme will facilitate the micro units and will be able to provide credits and funds to develop their small businesses. (Dr. Lall A.R., July 2018)

In order to remove the financial difficulties faced by micro as well as small business units the Government of India launched Mudra scheme. Mudra means, Micro Unit Development and Refinance Agency, which aims at “funding the unfunded.” Mudra is not a direct lending institution but it provides loans at low rates to banks, microfinance institutions and non-banking financial institutions, which then provide credit to MSMEs (Micro, Small and Medium Enterprises) or informal enterprises sector.

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International Journal of Research in IT and Management (IJRIM)
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 Vol. 13 Issue 07, July-2023
 ISSN(o): 2231-4334 | ISSN(p): 2349-6517 | Impact Factor: 8.106

A Study of Role of Employability amongst Commerce Students of Nagpur University

Priya P. Kshrisagar
Research Scholar

Dr. K.D. Meghe
Dhanwate National College
Nagpur

Abstract : This paper deals with the overview of employability. The importance of employability amongst students, the education system, education terminology, and its importance for the commerce education is very important. The paper aims to envisage the role of employability amongst commerce students.

Keywords : employability, commerce students, job opportunity

Introduction

Youth are the most vital and dynamic segment of the population of nation. It is assumed that developing countries with large youth population could enjoy tremendous growth, provided they invest in youth education, health & protect and respect their rights. We can firmly advocate that today's young are tomorrow's innovators, creators, builders and leaders. To achieve these attainments they need the required support in terms of good education, industry exposure, training and opportunities to transform the future.

Today, India emerged as the youngest nations in the world with more than 62% of its population is in the working age group (15-59 years), and more than 54% of its total population is below 25 years of age. The average age of the population in India is approximately 32 years (in the year 2030) as against 40 years in USA, 46 years in Europe and 47 years in Japan. This showcases that the edge of demographic dividend over other nations. Today's youth are becoming restless and struggling to remove the inequalities. Though, more efforts are needed to improve employability, entrepreneurship and employment. The nation comes forward with real spirit to emerged as a great

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JETIR.ORG ISSN: 2349-5162 | ESTD Year : 2014 | Monthly Issue

JOURNAL OF EMERGING TECHNOLOGIES AND INNOVATIVE RESEARCH (JETIR)

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Human Resource Sustainability: Transitioning to a Sustainable Workforce Environment

Dr. Rajesh Timane¹ and Dr. Priyanka Wandhe²
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 Assistant Professor, MBA Department²
 Dr. Panjabrao Deshmukh Institute of Management Technology and Research, Dhanwate National College, Nagpur

Abstract: This paper discusses the importance of Human Resources (HR) sustainability and addresses how transitioning to a sustainable workforce environment can benefit organizations. The paper argues that HR sustainability is becoming increasingly important for companies to prioritize in their business models. HR sustainability initiatives can help organizations improve workforce engagement, minimize environmental impacts, reduce costs, and gain competitive advantage. Furthermore, the paper describes key components of HR sustainability and best practices for transitioning to a sustainable workforce environment, considering human capital, financial capital, and environmental resources. Finally, the conclusion summarizes the importance of HR sustainability for organizations to stay ahead in an ever-changing marketplace, and emphasizes the ultimate goal of achieving a triple bottom line—economic, environmental, and social sustainability.

Keywords: Sustainability, Human Resource, HR sustainability, Transitioning, Workforce Environment, social sustainability, environmental, employee engagement, corporate social responsibility, competitive advantage.

Introduction: According to [MOLLENKAMP, 2023] in the era of environmental responsibility and corporate social responsibility, organizations of all sectors and sizes are becoming increasingly aware of the necessity for sustainable practices. Sustainable practices can include economic, environmental, and social initiatives that minimize a business's negative impact on the planet, reduce waste, and create positive social change. Within the realm of business, Human Resource (HR) sustainability refers to the commitment of a business to hire, train, and retain sustainable practices and employees who will cultivate a productive and lasting sustainable workforce environment. As the workforce transforms towards sustainability, firm-wide initiatives become increasingly important practices that build a stronger corporate culture, from recruiting employees with sustainable practices to putting in place educational programs to ensure that employees are well-equipped to educationally and

AN OVERVIEW ON PRODUCTION LINKED INCENTIVE (PLI) SCHEME BY THE GOVERNMENT OF INDIA

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 Assistant Professor, MBA Department²

Dr. Panjabrao Deshmukh Institute of Management Technology and Research, Dhanwate National College, Nagpur

ABSTRACT

The Production Linked Incentive (PLI) scheme introduced by the Government of India is a strategic initiative aimed at promoting domestic manufacturing and reducing reliance on imports. The scheme offers financial incentives to eligible companies operating in specific sectors such as automobiles, textiles, pharmaceuticals, and electronic components. Under the PLI scheme, companies are incentivized based on their incremental sales of manufactured goods over a specified base year. This scheme not only fosters the growth of domestic industries but also enhances their competitiveness in the global market. By providing a boost to manufacturing capabilities, the PLI scheme aligns with the government's vision of a self-reliant India and drives investment, employment, and technological advancement.

KEYWORDS

Production Linked Incentive (PLI), Government of India, manufacturing, incentives, boosting domestic production, competitive advantage, global market, investment, job creation, technology upgradation, import substitution, sector-specific, eligible products, target segments, production thresholds, market share, export promotion, value addition, economic growth, self-reliance, Make in India initiative, competitive ecosystem.

A STUDY ON RELIGIOUS TOURISM WITH SPECIAL REFERENCE TO TOURISM IN AYODHYA

Dr. Rajesh Timani¹ and Dr. Priyanka Wandhe²
 Head, MBA Department¹
 Assistant Professor, MBA Department²

Dr. Panjabrao Deshmukh Institute of Management Technology and Research, Dhanwate National College, Nagpur

Abstract: Ayodhya, a sacred city in India, is steeped in rich history and religious significance. Known as the birthplace of Lord Rama, Ayodhya attracts millions of devotees from around the world. The city is dotted with ancient temples, ghats, and religious sites that showcase its cultural heritage. Ayodhya is also home to the iconic Ram Jannabhoomi, a site that holds immense emotional and religious importance for Hindus. Visitors can explore the vibrant markets, savor delectable local cuisine, and partake in various cultural activities during their visit. With its spiritual aura, Ayodhya is a must-visit destination for those seeking solace, enlightenment, and a deeper connection to Indian mythology and spirituality.

Keywords: Ayodhya attractions, Ayodhya history, Ram Jannabhoomi, Ramayana heritage, Famous temples in Ayodhya, Unique experiences in Ayodhya, Exploring Ayodhya's culture and traditions, Ayodhya sightseeing, Spiritual retreat in Ayodhya, Ayodhya's religious significance, Ayodhya boat ride on the Sarayu River, Ayodhya's architectural wonders, Ayodhya's culinary delights, Ayodhya pilgrimage, Ayodhya festivals and celebrations.



AN ELEMENTARY STUDY OF DERIVATIVES WITH RESPECT TO BANK NIFTY

Dr. Rajesh Timane, Head, MBA Department
Ms. Anushka Gaiki, Student, MBA Department
Ms. Anjali Dixit, Student, MBA Department

Dr. Panjabrao Deshmukh Institute of Management Technology and Research, Dhanwate National College, Nagpur

Abstract

Stock market is a platform for buying and selling of shares. These shares can be traded as equity shares as well as derivatives. Investments in the equity shares can be for short term as well as long term. Option chains of stock as well as option chains of the indices has a monthly and weekly expiry, respectively. All the activities of share market are regulated by Securities and Exchange Board of India (SEBI). The purpose of research is to study about one of the option indices i.e., Bank Nifty. Bank Nifty consists of twelve bank stocks, of which highest share is of HDFC Bank which is 29.01%. And lowest share is of Bandhan Bank which is 1.25%. Price movement in Bank Nifty depends upon various factors.

Keywords

Bank Nifty, Derivatives, Futures and Options, Banking, Finance, Stock Market, Trading

Introduction

Bank Nifty was founded on 15th September, 2003 by National Stock Exchange (NSE). It considers its base year



Indian Knowledge System

Dr. Rajesh Timane¹
Dr. Priyanka Wadhve²
Head, MBA Department¹
Assistant Professor, MBA Department²

Dr. Panjabrao Deshmukh Institute of Management Technology and Research, Dhanwate National College, Nagpur

Abstract:

The Indian Knowledge System is a rich and diverse collection of knowledge, beliefs, and practices developed over thousands of years in the Indian subcontinent. It is rooted in the ancient texts of Vedas, Upanishads, and Puranas, and has evolved through the contributions of various civilizations and cultures.

This knowledge system encompasses a wide range of subjects including philosophy, religion, science, mathematics, medicine, astrology, and literature. It is based on a holistic approach that integrates different aspects of human life, such as mind, body, and spirit. One of the key characteristics of the Indian Knowledge System is its emphasis on the interconnectedness and interdependence of all beings and the universe. This is reflected in the concept of "Vasudhaiva Kutumbakam" or the whole world is one family.

The Indian Knowledge System also places a strong emphasis on self-realization and inner transformation. This is achieved through practices such as meditation, yoga, and the pursuit of knowledge and wisdom. Despite the influence of modernization, the Indian Knowledge System continues to be a vital part of Indian society and serves as a source of guidance and inspiration for individuals and communities. Its teachings on compassion, harmony, and balance have helped shape Indian culture and continue to influence the global community.



A study on the adventure tourism in India with special reference to Lakshadweep Island

Dr. Rajesh Timane, Head, MBA Department
 Dr. Priyanka Wandhe, Assistant Professor, MBA Department
 Ms. Vaishnavi Wadurkar, Student, MBA Department
 Mr. Rohit Chandekar, Student, MBA Department
 Mr. Harshal Soni, Student, MBA Department

Dr. Panjabrao Deshmukh Institute of Management Technology and Research, Dhanwate National College, Nagpur

ABSTRACT

Adventure tourism is a rapidly growing segment in the travel industry, offering travelers unique experiences filled with excitement, thrill, and the opportunity to explore and discover new destinations. This study focuses on adventure tourism in India, with a special emphasis on Lakshadweep Island. Lakshadweep, located off the coast of Kerala in the Arabian Sea, is a picturesque archipelago known for its pristine beaches, crystal-clear waters, and abundant marine life. It offers a wide range of adventure activities such as scuba diving, snorkeling, kayaking, wind-surfing, and sailing, attracting adventure enthusiasts from around the world. The study aims to highlight the potential of adventure tourism in Lakshadweep Island and analyze its current state of development. It will delve into the various adventure activities offered, their popularity among tourists, and the impact of adventure tourism on the local economy and environment. Additionally, it will explore the challenges faced by the tourism industry in promoting adventure tourism in this remote and less explored destination.

By understanding the dynamics of adventure tourism in Lakshadweep Island, this study intends to provide

"An Empirical Study on the Influence of Enterprise Type in the Decision to Secure MUDRA Loans"

Sonali Datta, Research Scholar, Rashtrasant Tukadoji Maharaj Nagpur University
 Dr. Kavita Patil, Ph.D, MBA, M.Sc Assistant Professor PDMTR, Dhanwate National College Nagpur, Rashtrasant Tukadoji Maharaj Nagpur University

Abstract:

Loans from the Micro Units Development and Refinance Agency (MUDRA) have become a vital financial instrument for encouraging small enterprises and entrepreneurship in India. However, a number of variables, such as the nature of the business, may have an impact on the decision-making process involved in obtaining MUDRA loans. The purpose of this study is to determine the obstacles involved in obtaining MUDRA loans and to look at how enterprise type affects this decision.

Data from a sample of businesses in various industries are analysed in this study using One-Way Single Factor Analysis of Variance (ANOVA) as the statistical method. The study divides businesses into several groups according to their ownership structure, size, and industry. The study uses ANOVA to determine if there are statistically significant differences between the various types of firms' chances of obtaining MUDRA loans. The results point to a number of difficulties in the MUDRA loan decision-making process. First, the analysis shows that the type of firm has a major influence on the possibility of receiving MUDRA finance. When applying for MUDRA loans, small and medium-sized businesses (SMEs) could encounter different obstacles than microenterprises or larger organisations. Second, based on the type of firm, the analysis finds differences in the application and approval procedures, suggesting possible biases or restrictions in the MUDRA lending system. Thirdly, the necessity for specialised financial products and support systems is highlighted by differences in loan usage and payback habits among various business kinds.

Overall, this study adds to our understanding of the nuances surrounding the use of MUDRA loans and emphasises how crucial it is to take enterprise type into account when developing and implementing policies. By addressing the issues raised by this study, MUDRA loans will be more successful in encouraging economic growth and entrepreneurship, which will ultimately lead to inclusive growth in a variety of industries and business models.

INTRODUCTION

The majority of Indians are impoverished and reside in the nation's interior and rural areas. They are denied access to the advantages of the established financial system. The majority of these individuals are members of scheduled tribes, castes, and other lower social groups. It should be highlighted that the majority of microbusinesses, whether they be retail or trading, are founded or managed by women, who typically lack formal education, training, or banking support. Lack of funding is the main issue



The Human Element: Adapting HR for the Technological Future

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Abstract: *The future of Human Resources (HR) in 2030 is an exciting prospect to consider, one that will bring with it a range of new opportunities and challenges for the profession. As the world of work continues to evolve, the role of HR will become increasingly important in ensuring that organizations are able to effectively respond to the changing needs of their employees, and to the broader context of a globalized and digitalized economy. In order to meet the needs of the future, HR will require a deep understanding of the changing demands of the labour market, and a commitment to developing a new set of skills and capabilities to meet these needs. This paper seeks to explore these changes and the impact they will have on the profession of HR in the future.*

Keywords: *Human Resource, HR, Global HR, Automation, Artificial intelligence, HR Analytics, HR Trends, HR Jobs.*

Introduction:

HR in 2020: A Look Back and Ahead:

According to (Lewis, 2020) the past year of 2020 was one of immense disruption, with a pandemic bringing the world to its knees. This has impacted businesses hugely, but especially the Human Resources (HR) sector. HR teams were the first to pick up the pieces - swiftly adapting to the 'new normal' and adopting to the impacts of COVID-19. Many businesses had to pivot to new strategies in order to make it through the pandemic. This sudden shift was an unavoidable challenge where HR teams stepped in to ensure the transition was smooth. This enabled the organisation to resign their capabilities to achieve the business goals. HR had to form full-proof policies of remote working, communicated health and safety measures, and ensure that workforce morale remains positive despite the disruption.

Healthcare Sustainability- A Theoretical Review

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Abstract: Healthcare sustainability is no longer an option, but a necessity for the healthcare industry. Healthcare sustainability has become an ever-increasing topic of discussion in recent years. The need for healthcare sustainability has become more apparent due to the exponential growth in healthcare costs and the negative impact this has both on individual patients and society as a whole. In response to this, healthcare organizations need to recognize the importance of sustainability goals and begin to set their own. This paper will discuss factors affecting healthcare sustainability its goals, tools, initiatives, framework and issues and strategies that healthcare organizations can use to meet them.

Keywords: Healthcare Sustainability, Healthcare, Sustainability, environment, renewable energy, stakeholders, economic sustainability.

Introduction:

What is Healthcare sustainability...? Healthcare sustainability is a concept that is becoming increasingly important in the modern world and is closely linked to the concept of environmental sustainability involving the practice of using resources responsibly and in a sustainable manner. In an age where the population is aging and healthcare costs are rising, it is essential that healthcare systems are efficient, and sustainable in order to meet the needs of current and future generations. Healthcare sustainability involves the development of strategies and processes to ensure the availability of healthcare services in an affordable, responsible, and equitable manner. Healthcare sustainability takes this idea one step further by considering the impact of healthcare services on both the environment and on the people who use them. This requires an understanding of how healthcare services can be delivered in a way that is both cost-effective and environmentally friendly.

Human Resource Sustainability: Transitioning to a Sustainable Workforce Environment

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Abstract: This paper discusses the importance of Human Resources (HR) sustainability and addresses how transitioning to a sustainable workforce environment can benefit organizations. The paper argues that HR sustainability is becoming increasingly important for companies to prioritize in their business models. HR sustainability initiatives can help organizations improve workforce engagement, minimize environmental impacts, reduce costs, and gain competitive advantage. Furthermore, the paper describes key components of HR sustainability and best practices for transitioning to a sustainable workforce environment, considering human capital, financial capital, and environmental resources. Finally, the conclusion summarizes the importance of HR sustainability for organizations to stay ahead in an ever-changing marketplace, and emphasizes the ultimate goal of achieving a triple bottom line—economic, environmental, and social sustainability.

Keywords: Sustainability, Human Resource, HR sustainability, Transitioning, Workforce Environment, social sustainability, environmental, employee engagement, corporate social responsibility, competitive advantage.

Introduction: According to (MOLLENKAMP, 2023) in the era of environmental responsibility and corporate social responsibility, organizations of all sectors and sizes are becoming increasingly aware of the necessity for sustainable practices. Sustainable practices can include economic, environmental, and social initiatives that minimize a business's negative impact on the planet, reduce waste, and create positive social change. Within the realm of business, Human Resource (HR) sustainability refers to the commitment of a business to hire, train, and retain sustainable practices and employees who will cultivate a productive and lasting sustainable workforce environment. As the workforce transforms towards sustainability, firm-wide initiatives become increasingly important practices that build a stronger corporate culture, from recruiting employees with sustainable practices to putting in place educational programs to ensure that employees are well-equipped to educationally and sustainably reach their goals and objectives.



From Transactional to Strategic – Capitalize on HR Innovation

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Abstract: *The Human Resources (HR) field has evolved from a transactional to a strategic role, driven by the importance of human capital in achieving business objectives and maintaining a competitive advantage. Organizations are now leveraging HR innovation to improve talent management, employee engagement, and foster a culture of continuous learning and development. This research paper explores the shift from transactional to strategic HR and the role of HR innovation in this transformation. It explores various aspects of HR innovation, such as technology, flexible work arrangements, and innovative talent acquisition and retention strategies. The paper also examines the benefits and challenges of HR innovation and provides insights for organizations seeking to capitalize on emerging trends. This research paper also provides a comprehensive understanding of the transition from transactional to strategic HR and the role of HR innovation in driving this transformation.*

Keywords: *Human Resources, HR, Strategic HR management, Transactional HR functions, HR innovation, HR transformation, Talent management, HR roles and responsibilities, HR strategy implementation, HR effectiveness.*

Introduction: HR innovation: HR innovation refers to the adoption and implementation of new and creative strategies, processes, technologies, and practices within the human resources (HR) field to enhance and transform the way HR functions and operations are carried out in an organization. It involves generating novel ideas, approaches, and solutions to address HR challenges; improve employee engagement and productivity,



The Transformative role of Artificial Intelligence in HR: Revolutionizing the future of HR

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Abstract: Artificial intelligence (AI) has emerged as a transformative force in various industries, and human resources (HR) is no exception. This paper explores the revolutionary impact of AI on HR practices and the future of the HR industry. AI technologies such as machine learning, natural language processing, and predictive analytics have the potential to revolutionize HR operations, employee engagement, talent acquisition, and performance management. By automating mundane tasks, AI frees up HR professionals to focus on strategic initiatives and enhance their decision-making capabilities. AI-powered chatbots and virtual assistants improve the employee experience by providing real-time support and personalized guidance. Moreover, AI algorithms can analyze vast amounts of data to identify patterns and make informed HR decisions and predictions. However, implementing AI in HR also raises challenges such as data privacy, ethical considerations, and the need for upskilling HR professionals. Organizations need to embrace AI technologies and develop a holistic strategy to leverage its full potential. The transformative role of AI in HR is not just about enhancing efficiency, but also about fostering a more human-centric approach to HR practices, creating a future where HR professionals can focus on strategic initiatives that drive organizational success and employee well-being.

Keywords: - Artificial Intelligence (AI), Artificial Intelligence in HR, HR Automation, Intelligent HR Systems, HR Analytics, Machine Learning in HR, HR Technology Innovation, AI-powered Recruitment, Chatbots in HR, Predictive Analytics in HR, Personalization in HR, Employee Engagement and AI, Performance Management with AI, Succession Planning with AI, AI in Talent Development, AI-driven HR Insights, Enhanced Decision Making with AI.

Introduction:

Discussing the Potential of Artificial Intelligence in Enhancing Human Resources: Artificial Intelligence (AI) is emerging as a powerful tool for augmenting human resources and creating new possibilities in the workplace. Artificial Intelligence (AI) is revolutionizing various industries, and human resources (HR) is no exception. The potential of AI in enhancing HR practices is vast, offering transformative solutions that can streamline processes, improve decision-making, and enhance overall employee experience. Through its application, AI enables organizations to access new technologies for a wide variety of tasks. From automating repetitive processes to driving more accurate hiring decisions, AI is rapidly becoming an integral



AN OVERVIEW ON PRODUCTION LINKED INCENTIVE (PLI) SCHEME BY THE GOVERNMENT OF INDIA

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ABSTRACT

The Production Linked Incentive (PLI) scheme introduced by the Government of India is a strategic initiative aimed at promoting domestic manufacturing and reducing reliance on imports. The scheme offers financial incentives to eligible companies operating in specific sectors such as automobiles, textiles, pharmaceuticals, and electronic components. Under the PLI scheme, companies are incentivized based on their incremental sales of manufactured goods over a specified base year. This scheme not only fosters the growth of domestic industries but also enhances their competitiveness in the global market. By providing a boost to manufacturing capabilities, the PLI scheme aligns with the government's vision of a self-reliant India and drives investment, employment, and technological advancements.

KEYWORDS

Production Linked Incentive (PLI), Government of India, manufacturing, incentives, boosting domestic production, competitive advantage, global market, investment, job creation, technology upgradation, import substitution, sector-specific, eligible products, target segments, production thresholds, market share, export

Empowering Educators: Unleashing the Power of Emotional Intelligence in Higher Education

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Abstract: *The precarious state of higher education has resulted in an urgent demand to assess the ways by which higher educational institutions can improve the quality of education. Emotional intelligence (EI) is a concept that has been identified as possessing great potential to be employed as an effective means of enhancing teaching and learning. This article examines the growing body of evidence that suggests that nurturing the abilities of educators to develop, recognize and manage their own emotion, as well as those of their students, through the use of EI, can help in creating a supportive and productive learning environment in higher education. Through an examination of the research and evidence base, it is suggested that empowering educators through the development of emotional intelligence can help to cultivate more meaningful relationships and processes of collaboration among teachers, students, and other stakeholders in higher education settings. Furthermore, it is also suggested that incorporating EI into educational training protocols can help to develop the skills, both implicit and explicit, necessary for effective teaching and meaningful learning. It shows that the power of emotional intelligence needs to be harnessed to drive positive changes in higher education.*

Keywords: *Empowering Educators, Emotional Intelligence, Higher Education, Unleashing the Power, Educator Development, Emotionally Intelligent Teaching, Emotional Competence in Education, Self-awareness and Empathy in Higher Education, Cultivating Emotional Intelligence in Educators, Emotional Intelligence Training for Teachers, Enhancing Teacher-Student Relationships, Emotionally Intelligent Pedagogy, Emotional Wellness in Higher Education, Promoting Emotional Intelligence in the Classroom, Emotionally Supportive Learning Environments.*

Introduction: Definition of Emotional Intelligence and its impact on higher education: Emotional Intelligence (EI) refers to the ability to understand and manage emotions, both one's own and those of others. It involves recognizing and

A STUDY ON RELIGIOUS TOURISM WITH SPECIAL REFERENCE TO TOURISM IN AYODHYA

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Abstract: Ayodhya, a sacred city in India, is steeped in rich history and religious significance. Known as the birthplace of Lord Rama, Ayodhya attracts millions of devotees from around the world. The city is dotted with ancient temples, ghats, and religious sites that showcase its cultural heritage. Ayodhya is also home to the iconic Ram Janmabhoomi, a site that holds immense emotional and religious importance for Hindus. Visitors can explore the vibrant markets, savor delectable local cuisine, and partake in various cultural activities during their visit. With its spiritual aura, Ayodhya is a must-visit destination for those seeking solace, enlightenment, and a deeper connection to Indian mythology and spirituality.

Keywords: Ayodhya attractions, Ayodhya history, Ram Janmabhoomi, Ramayana heritage, Famous temples in Ayodhya, Unique experiences in Ayodhya, Exploring Ayodhya's culture and traditions, Ayodhya sightseeing, Spiritual retreat in Ayodhya, Ayodhya's religious significance, Ayodhya boat ride on the Sarayu Rver, Ayodhya's architectural wonders, Ayodhya's culinary delights, Ayodhya pilgrimage, Ayodhya festivals and celebrations.

The New Generation: Understanding Millennials and Gen Z

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Abstract: The millennial and Gen Z generations, often referred to as the "new generation," are significantly shaping the social, economic, and cultural landscape of today's society. This abstract aims to provide an understanding of these demographic groups, examining their characteristics, behavior, values, and aspirations. Millennials represent the first digital-native generation. They grew up with rapid advances in technology, such as the widespread adoption of the internet and the proliferation of social media platforms. This has led to an increased reliance on digital communication and connectivity, promoting globalization and breaking down barriers of distance and culture. Gen Z are the epitome of the digital age. They have never experienced a world without smartphones, social media, or instantaneous access to information. As a result, they are highly adept at navigating online platforms and are early adopters of emerging technologies. This generation values authenticity, diversity, and inclusivity, which has influenced the way they interact with brands, consume media, and participate in online communities. Both millennials and Gen Z are highly influential in shaping consumer trends and preferences. They prioritize experiences over material possessions, opting for meaningful and socially conscious products and services. Sustainability, ethical practices, and corporate social responsibility are important factors when making purchasing decisions.

Furthermore, both generations place a strong emphasis on work-life balance and value jobs that offer flexibility, purpose, and personal growth. Traditional hierarchical structures are less appealing to them, as they seek a more collaborative and inclusive work environment. Understanding the motivations and behaviors of millennials and Gen Z is essential for businesses, policymakers, and marketers to effectively engage with these demographics. This research helps identify new strategies and approaches to cater to their evolving needs and preferences. Thus, by acknowledging their unique characteristics, businesses and institutions can adapt their strategies to effectively engage with the new generation and ensure future success.



Indian Knowledge System

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Abstract:

The Indian Knowledge System is a rich and diverse collection of knowledge, beliefs, and practices developed over thousands of years in the Indian subcontinent. It is rooted in the ancient texts of Vedas, Upanishads, and Puranas, and has evolved through the contributions of various civilizations and cultures.

This knowledge system encompasses a wide range of subjects including philosophy, religion, science, mathematics, medicine, astrology, and literature. It is based on a holistic approach that integrates different aspects of human life, such as mind, body, and spirit. One of the key characteristics of the Indian Knowledge System is its emphasis on the interconnectedness and interdependence of all beings and the universe. This is reflected in the concept of 'Vasudhaiva Kutumbakam' or the whole world is one family.

The Indian Knowledge System also places a strong emphasis on self-realization and inner transformation. This is achieved through practices such as meditation, yoga, and the pursuit of knowledge and wisdom. Despite the influence of modernization, the Indian Knowledge System continues to be a vital part of Indian society and serves as a source of guidance and inspiration for individuals and communities. Its teachings on compassion, harmony, and balance have helped shape Indian culture and continue to influence the global community.



Embracing Diversity: Creating a Culture of Inclusion in Management Education

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Abstract:

In today's globalized and interconnected world, embracing diversity and fostering a culture of inclusion are essential elements for success in management education. This paper explores the importance of embracing diversity in creating a culture of inclusion within the realm of management education. It highlights the benefits of diversity in terms of enhancing creativity, innovation, and problem-solving skills among students and faculty. The paper also discusses strategies for promoting a culture of inclusion, such as designing inclusive curriculum, implementing diversity and inclusion training programs, and creating a supportive and welcoming environment for all individuals. By embracing diversity and fostering inclusivity in management education, institutions can cultivate a more diverse and talented pool of future leaders who are equipped to navigate the complexities of the modern business landscape.

Keywords: Diversity, Inclusion, Management Education, Cultural diversity, Workplace inclusion, Workplace Diversity, Diversity initiatives, educational leadership, Empowering diversity, Equity and diversity, multi-cultural workforce, Inclusive leadership, Diversity Training, Cultural Competence, Student Diversity, Faculty Diversity, Inclusive Leadership.

A study on the adventure tourism in India with special reference to Lakshadweep Island

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ABSTRACT

Adventure tourism is a rapidly growing segment in the travel industry, offering travelers unique experiences filled with excitement, thrill, and the opportunity to explore and discover new destinations. This study focuses on adventure tourism in India, with a special emphasis on Lakshadweep Island. Lakshadweep, located off the coast of Kerala in the Arabian Sea, is a picturesque archipelago known for its pristine beaches, crystal-clear waters, and abundant marine life. It offers a wide range of adventure activities such as scuba diving, snorkeling, kayaking, wind-surfing, and sailing, attracting adventure enthusiasts from around the world. The study aims to highlight the potential of adventure tourism in Lakshadweep Island and analyze its current state of development. It will delve into the various adventure activities offered, their popularity among tourists, and the impact of adventure tourism on the local economy and environment. Additionally, it will explore the challenges faced by the tourism industry in promoting adventure tourism in this remote and less explored destination.

Skilling through AR/VR Tools used in Online Learning

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Abstract:

Skilling through augmented reality (AR) and virtual reality (VR) has revolutionized the way online learning takes place. These innovative tools provide interactive and immersive learning experiences that enhance engagement and retention among learners.

AR involves overlaying digital information onto the real world, resulting in a blended reality. This offers a more hands-on approach to learning, allowing learners to interact with virtual objects and visualizations in a real environment. VR, on the other hand, creates a completely virtual environment that allows learners to engage with simulated scenarios in a realistic manner. These tools have transformed the traditional classroom set up, allowing for a more dynamic and engaging learning environment. They bridge the gap between theory and practice, making learning more practical and applicable. With AR and VR, learners can explore complex concepts, carry out simulations and experiments, and even receive real-time feedback, all within a virtual setting.

Furthermore, AR and VR tools are easily accessible through various online platforms, making them ideal for online learning. They provide an engaging and interactive experience, eliminating the monotony and boredom often associated with traditional online learning methods. In addition, these tools can be utilized in various fields such as healthcare, engineering, and business, to provide a more comprehensive learning experience.

Innovative Approaches to Developing Industry-Ready Student Talents

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Abstract: *The development of industry-ready student talents has become a key priority in higher education institutions. In order to meet the evolving demands of the job market, innovative approaches are required to equip students with the necessary skills and competencies. This abstract explores various strategies and initiatives that universities and colleges are implementing to ensure their students are well-prepared for the workforce. These approaches include experiential learning, industry partnerships, entrepreneurship programs, and multidisciplinary education. By adopting these innovative methods, higher education institutions can effectively bridge the gap between academia and industry, producing graduates who are ready to thrive in the professional world.*

Keywords: *Industry collaboration, Project-based learning, Experiential learning, Skill development, Internships, Industry mentors, Technology integration, Entrepreneurship education, Cross-disciplinary learning, Collaborative partnerships, Career readiness, Professional development.*

Introduction to the importance of developing industry-ready talents in today's highly competitive job market:

Career Metamorphosis: Navigating the Transformation in Management Education

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Abstract:

As the world of business continues to evolve rapidly, so too must the field of management and the education that supports it. Career Metamorphosis: Navigating the Transformation in Management Education explores this process of growth and adaptation, providing insights into the changing landscape of management education and its impact on professionals in the field.

With the rise of technology, globalization, and shifting attitudes towards leadership and workplace culture, traditional models of management education are being challenged. This book delves into the challenges and opportunities presented by these changes, and offers strategies for individuals and institutions navigating this metamorphosis.

Through an in-depth examination of current trends and best practices, Career Metamorphosis provides practical advice for managers and educators looking to stay ahead in this dynamic field. From embracing new

A Critical Study of Commerce Education and its Impact on Entrepreneurship Development: A Special Reference to Nagpur District Ravindra Gunde, Research Scholar, Dhamate National College, Nagpur

Abstract: This research paper aims to conduct a comprehensive study on the relationship between commerce education and entrepreneurship development, with a specific focus on Nagpur District. The study explores the various facets of commerce education, its curriculum, and teaching methodologies, and investigates how these factors influence the entrepreneurial mindset and capabilities of individuals in the region. The research employs both quantitative and qualitative methods to gather data to provide a well-rounded analysis. The findings of this study are expected to contribute valuable insights for educational institutions, policymakers, and stakeholders interested in fostering entrepreneurship through commerce education.

Keywords: Commerce education, Entrepreneurship development, Curriculum analysis, Teaching methodologies, Nagpur District.

Introduction: Commerce education plays a pivotal role in shaping the economic landscape of a region by nurturing individuals with the skills and knowledge required for various business activities. Nagpur District, located in the central part of India, has witnessed substantial economic growth, making it an interesting case for studying the impact of commerce education on entrepreneurship. A Nation is built on its educational institutions. Education has the responsibility to equip the youth with real knowledge and skills by which they will be able to build up their character, attitudes and vision of the future. The focus of education should not only be on preparing students for employment but more important towards developing employability skills. It must widen horizons of thoughts and perceptions, determine new areas of developing empowerment and creativity.

Objectives: The primary objectives of this research paper include: 1) To analyse the curriculum of commerce education in Nagpur District. 2) To assess the effectiveness of commerce education in developing entrepreneurial skills. 3) To identify challenges and opportunities for entrepreneurship development in the region. 4) To propose recommendations for enhancing the impact of commerce education on entrepreneurship in Nagpur District.

through education in commerce; Students are exposed to the business world's outside environment. Additionally, it provides them with direction on how to apply business principles. They gain self-assurance and a positive outlook through their education in commerce. They also mention that graduates of commerce lack practical experience. It ensures better resource management; additionally, they comprehend the concepts of capital formation, investment, and savings.

According to Mankar (2016) the quality of a student's education in commerce is necessary for today's employment opportunities. Skills and training are required to keep up with the technological shifts that businesses are experiencing today. They mention in this article that commerce education has developed into a business education. A type of training aimed at preparing students for a career in business is known as commerce education.

Statement of the Problem: Global market competition is challenges to commerce graduates' education. They don't get a good education, and there not enough infrastructure facilities, like well-equipped classrooms with projectors and other modern communication tools like a computer network. The UG and PG program, which are more theoretical and lack practical knowledge, are theory-oriented. The majority of

THE RUBRICS JOURNAL OF INTERDISCIPLINARY STUDIES
International, Indexed and Peer Reviewed e-Journal



THE RUBRICS
Journal of Interdisciplinary Studies
Volume 6 Issue 2 March 2024
www.therubrics.in



Barriers in teaching and learning of English Language as a second language for teachers and students of senior college

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FULL PAPER

Introduction

For Kinder Garten students, the nursery rhymes are entertaining, rejoicing and enriching: they sing them happily and learning also takes place play unawares. Gradually as a student reaches his graduation, aims of life develop and he aspires to reach those aims, the major aim being a job for a majority of students. They start training themselves for various competitive exams meant for jobs. Despite this fact of human life, the teacher's aim of teaching English is not limited to providing knowledge on English since knowledge and information can be acquired by the students from libraries and e-books, teacher's aim is to see how the students can communicate efficiently in English. To make the students listen carefully to sentences in English while a communication is going on and also understand it, it is for the teacher to create interest amongst the students to write wonderful and correct sentences as well as make efficient use of vocabulary in it the words, proverbs, idioms and phrases and thus enrich their language and flourish their interest in it. The culture, society, politics, economy of England and its literature, the nature of England as developed by its empires, the students get to know it if



IJARST
Impact Factor: 7.361

IJARST

ISSN (Online) 2581-9429

International Journal of Advanced Research in Science, Communication and Technology (IJARST)

International Open-Access, Double-Blind, Peer-Reviewed, Refereed, Multidisciplinary Online Journal

Volume 3, Issue 4, December 2023

नवीन शैक्षणिक धोरण फायदे व तोटे

डॉ. सुभाष एस. दाढे

प्रोफेसर, शारीरिक शिक्षण आणि क्रीडा विभाग

धनवटे नॅशनल कॉलेज, नागपूर, महाराष्ट्र, भारत

नवीन शैक्षणिक धोरण, NEP 2020 मध्ये नैतिक शिक्षण, सामाजिक न्याय, सामाजिक जबाबदारी या संदर्भात त्यांना शिक्षण देण्याच्या अडचणी सोडविण्याचा प्रयत्न केला आहे. नवीन शिक्षण धोरण भारतीय शिक्षण तंत्रात घडलेल्या महत्वाच्या बदलांमध्ये एक आहे. जनतेच्या आवडींनुसार, हे धोरण विभिन्न दृष्टिकोनांतून विचार करणारे आहे, हे एक सुचारू आणि विकसित शिक्षण प्रणाली साधण्यात आलेले आहे. हे शिक्षण प्रणाली समृद्धीच्या क्षेत्रात भारताला मदत करण्यात आले पाहिजे, परंतु त्यामुळे उदयाच्या क्षेत्रात काही अडचणींची निर्माण होऊ शकतात, नवीन शैक्षणिक धोरण भारतीय शैक्षणिक क्षेत्रातील मोठ्या परिवर्तनीय सुधारणांबद्दल अनेकानी कौतुक केले आहे. कौतुकासोबतच या नव्या शैक्षणिक धोरणातील वृद्धी लक्ष केंद्रित करणारी टीकाही होत आहे.

A Critical Analysis of the Challenges and Opportunities Presented by Electric Vehicles (EVS) in Nagpur City

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Abstract: The ongoing technological advancements in the automotive industry have led to an increase in environmental and energy efficiency awareness. Electric vehicles (EVs) are being considered as potential alternatives to conventional internal combustion engine (ICE) vehicles due to their numerous advantages. This paper aims to review the challenges and opportunities of EVs in Nagpur city. The challenges are classified based on the development of a sustainable business model, which includes the economical, technological, social, and environmental aspects. Additionally, the impact of government policies on the adoption of EVs is also discussed. Drawing upon the reviews and research conducted, it can be inferred that the primary obstacles impeding the widespread adoption of electric vehicles (EVs) are the prevailing market conditions, technological inadequacies, and societal limitations. Recommendations are then provided to address the respective challenges and promote the market growth and performance of EVs, thus contributing towards a more sustainable future.

The objective of this research paper is to examine the challenges and opportunities that arise from the adoption and integration of electric vehicles (EVs) in Nagpur city. The study entails an analysis of the present state of EV infrastructure, policies, and public perception, while identifying the obstacles and possibilities for the sustainable deployment of EVs.

Keywords: Charging infrastructures (CI), Electric vehicles (EV), Renewable energy (RE), EV infrastructure, policies, public perception.

1. Introduction

The adoption of electric vehicles (EVs) has gained significant attention in recent years due to their potential to mitigate environmental concerns and reduce dependence on fossil fuels. As the world transitions towards sustainable transportation solutions, it is imperative to comprehensively analyze the challenges and opportunities associated with the widespread adoption of EVs. This research proposal outlines the intended study that aims to investigate the challenges hindering the uptake of EVs and the opportunities they present, with a focus on Nagpur City.

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TO INVESTIGATE THE APPLICATION OF SOCIAL MEDIA FOR EFFICIENT HEALTH COMMUNICATION

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Abstract :

The emergence of social media has significantly transformed the field of health communication, offering new avenues for disseminating health information and interacting with a wide range of audiences. Social media sites like Facebook, Instagram, TikTok, and Twitter allow health messages to be shared quickly and interactively, which may increase public awareness and change health-related behaviours more successfully than more conventional approaches. However, there are a number of serious drawbacks to social media's widespread use, such as the dissemination of false information, differences in digital literacy, and unequal access.

This study looks into the use of social media for effective health communication. Its goals are to assess the efficacy of this approach, pinpoint related difficulties, and suggest optimization techniques. The study aims to evaluate the quality of health information delivered by different social media platforms, pinpoint major barriers to digital health communication, examine patterns of engagement across various demographic groups, create best practices for utilizing social media, and track the effects of these communications on health-related behaviours and outcomes.

The study's methodology includes content analysis, in-depth literature reviews, and case studies. Data are analysed statistically. Anticipated outcomes include the development of evidence-based best practices, a thorough understanding of social media's effectiveness for health communication, and the identification of key obstacles.

The goal of this research is to lessen health disparities and improve public health outcomes by increasing the impact and effectiveness of health communication through social media. In order to engage diverse audiences on social media and improve health outcomes and public awareness, public health professionals, legislators, and healthcare providers will find great value in the recommendations made by the findings.

Keywords: Health communication, social media, misinformation, digital literacy, public health, health outcomes, best practices, engagement, access disparities.

Aayushi International Interdisciplinary

Research Journal (AIIRJ)

Peer Reviewed And Indexed Journal
ISSN 2349-638x
Impact Factor 7.331
Website :- www.aiirjournal.com

Theme of Special Issue

Buddhism in Contemporary Times : Relevance of Justice, Liberty, Equality & Fraternity
(Special Issue No.114)

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Aayushi International Interdisciplinary Research Journal

ISSN 2349-638x
Special Issue No.114
Oct.2022

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E-Learning and Skill Development Among Management Students in Vidarbha Region M.B.A Colleges

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Abstract— Of late, the panorama of schooling of college students has been reportedly revolutionary and remarkably competitive. The information they have received is significant with the assistance of quite a number of sources of information. Plenty of data is on hand at their fingertips. But one of the most essential elements that M.B.A. college students want to pay attention to is their skill development. Many college students struggle a lot to get a job, now not due to the fact of their lack of knowledge, but paucity of Employability Skills. Soft Skills are phase and parcel of employability skills. Nowadays, bettering employability competencies with the assistance of e-learning is not solely an absolute opportunity but also a particular necessity. Almost each and every scholar accesses his/her learn about substances at the contact of the display (smartphone). An evaluation was finished with the assistance of 350 college students from a non-public M.B.A. colleges in Vidarbha region on the significance of e-learning and skill development in enhancing their employability skills. This paper describes the approaches and capability of improving employability competencies such as Job skills, Aptitude skills, Soft skills, and Technical abilities (JAST) via e-learning, which in flip will increase the chance of getting employed or turning into the most sought-after in the job market. The effectiveness of e-learning and skill development has been closely elevated in the closing few years. After taking a nearer seem to be at the search results, it was determined that E-Learning and Skill Development in Vidarbha Region M.B.A Colleges described and investigated effectiveness in more than one approach the place administration college students enhance themselves with amazing self-discipline and manner.

Index Terms— E-learning, Skill Development, Learning Management System, Learning Styles, Employability skills, Soft skills, Students, Teaching Methodology, Consensus Measure.

I. AIM

The main aim of the research paper is to study and analyze the improvement of management students in Vidarbha region M.B.A Colleges in the field of E-Learning and Skill Development

2. To know the major skills required for post graduates to get employment.

III. INTRODUCTION

Education is very vital for an individual's success in life. Education instills in students competencies crucial to realise their full conceivable in all factors of existence and prepare them to step into the world of professional development. The essential reason for training is to train men and women inside the society, to put together and qualify them for work in an economy. (Rusk^[1], 1919) Barring the pinnacle tier and other fundamental academic institutions, the modern-day curriculum in administration excludes the very element of dealing with a number of challenges in a commercial enterprise environment. How to manipulate uncertainty and complexity is the most essential query that nevertheless stays unaddressed by means of many enterprise schools. They in simple terms instruct the administration ideas with case studies. They don't focal point on the challenges springing up out of swiftly developing science and the challenges concerned in walking an enterprise. (Rao MS^[2], 2010). The thought of e-learning has started out rising amongst the students. Students had been gaining access to the net for references, however now they have additionally started out reading and getting licensed through e-learning. India has the 2nd greatest academic gadget in the world after China (Cheney et al^[3], 2006). Although the Indian schooling device is the world's largest, the United States of America additionally has the largest quantity of illiterates (Mujumdar^[4], 2013). The Gross Enrolment Ratio (GER) in Higher Education, which was once 11% in 2005-06, nearly doubled to 19.4% in the year 2010-11. The GER for girls in Higher Education multiplied from 9.4 to 17.9% in the course of the identical length (Singh, M^[5], 2013).

With the accelerated demand for competitiveness amongst nations, the thinking of ability improvement has won



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