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AIMS AND SCOPE

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From the Editor's Desk

I am pleased to place before the readers this issue **Vol-14, No.4** of PIMT Journal of Research (Peer Reviewed Refereed Journal), a publication of Punjab Institute of Management and Technology, Village Alour, Khanna. The response from the contributors of research articles has been overwhelming. The PIMT Journal of Research presents an academically proficient blending of research articles, short communications, book reviews and doctoral dissertation abstracts. The significance of Management and Information Technology has become very well founded all over the world. These fields are witnessing rapid challenges and changes in the face of globalization forcing researchers, academicians and practicing managers to keep them updated on the latest advances in multidisciplinary areas. To promote exchange of ideas among the scholars and practicing managers in the field, PIMT has launched the PIMT Journal of Research. The Journal reflects a keen interest and sustained efforts of researchers, academicians and professionals who have covered wide spectrum of contemporary issues in multidisciplinary & its allied areas. We appreciate the efforts put in by the researchers in terms of quality research work done by them and versatility in the methodology adopted in their research work.

We also express our gratitude to the reviewers of the various articles and contributors of the doctoral dissertation abstracts for giving their valuables contributions, comments and the suggestions for the enrichment of this journal. I thank and look forward to their continued association and support to PIMT Journal of Research.

Our commitment to the cause of promoting high quality research work in multidisciplinary areas that will contribute to enlighten our readers in the times to come.

The Chairman Sh. Naresh Aggarwal, President Sh. Pawan Sachdeva, Secretary Sh. Raj Kumar Goyal, and other members of Governing Council of the Institute have taken the keen interest in this academic endeavor. I am extremely grateful to them for their continued guidance and support.

Dr. Manisha Gupta

Editor-in-Chief PIMT, Alour, Khanna

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**CONCENTRATION AND COMPETITIVENESS OF
SCHEDULED URBAN CO-OPERATIVE BANKS IN INDIA:
M-FIRM CONCENTRATION AND HHI ANALYSIS**

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ABSTRACT

Urban Co-operative Banks are one of the key pillars of Indian economy. Over a long period of time, these banks have been catering to the financial needs of the people of urban and semi urban areas. Till 31st March, 2021, RBI has included 54 major Urban Co-operative Banks in the 2nd schedule of the Reserve Bank of India Act, 1934 and those banks are being recognised as Scheduled Urban Cooperative Banks (SUCBs). The researchers used CR_m and the Herfindahl–Hirschman Index (HHI) to measure the level of market concentration and competitiveness of SUCBs in this study to give the policy maker an idea of the concentration of the market and the competitiveness of the sector. It has been seen that despite the growing trend in HHI over the years, competition in the SUCB sector has not diminished significantly.

Key Words: Concentration, Competitiveness, Herfindahl–Hirschman Index

SUPREMACY OF COMMERCIAL WISDOM OF COMMITTEE OF CREDITORS UNDER IBC: A CRITICAL REVIEW

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ABSTRACT

The Supreme Court of India from time to time has held that the commercial wisdom of the Committee of Creditors need to be respected and the Adjudicating Authorities should exercise restraint and intervene minimal as per provisions of Insolvency and Bankruptcy Code, 2016. Committee of Creditors need to take important decisions and accept resolution plan which is best among the alternatives available but also need to consider that the same is in the interest of all the stakeholders and operational creditors also need to get at least the minimum as provided under IBC. It is the need of the hour that Committee of Creditors should evaluate the resolution plans placed before it by the Resolution Professional in an objective manner and approves the one which is in compliance of the IBC and is also for insolvency of the corporate debtor and going for liquidation should be the last resort

SURROGATE ADVERTISING: THE SOCIAL IMPLICATIONS OF BRAND EXTENSION

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New Delhi*

ABSTRACT

Surrogate advertising is despised with because it is mostly indirect advertising of saleable but unwarranted products like liquor, tobacco and infant food. Manufacturers and traders of these products use superficial brand extensions, use same logo, colour scheme and consumption environment, advertise and seek brand recall. Government controls surrogate advertising through self-regulating codes, advisories, guidelines and regulations. The latest regulation is the guidelines issued by the Central Consumer Protection Authority in June, 2022, under the Consumer Protection Act which have increased the jurisdiction of these regulations against all media, have prescribed high penalties on violations by both advertisers and celebrity endorsers. Over a period of time, the judgment on complaints against these violations will clear the ambiguity, as claimed by the liquor industry, in these regulations.

Keywords: Demerit goods, Superficial brand extensions, Substitute, Saleable toxic products

A CASE STUDY IN ECOPRENEURSHIP

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ABSTRACT

Ecopreneurs are entrepreneurs whose business efforts are not only driven by profit, but also by a concern for the environment. The term 'ecopreneur' is the merger of two words, 'ecology' and 'entrepreneur'. Though today many entrepreneurs are giving a serious thought to how their businesses can become greener, very less attention has been given to highlight the contribution made by women to the field ecopreneurship. This research paper is a case study of a woman ecopreneur. And an attempt has been made here to study the sustainable environment friendly products of her firm - Green Build Products (I) Pvt Ltd, Pune.

Key Words: Ecopreneurship, Woman Entrepreneurship, Sustainability, Eco-Innovation

A LITERATURE REVIEW ON FINANCIAL LITERACY

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ABSTRACT

Financial literacy is the basic knowledge of financial concepts and the ability to use that knowledge to achieve once financial goals. It is now considered as a significant component for the development of the financial system of a country.

In this study an attempt is made to collect the literature on financial literacy from multiple perspectives and to evaluate different types of sources like books, academic and professional journal articles, and web-based resources. The study concludes that though the existing literature on financial literacy has been critically reviewed and analysed on various bases, the topic holds many unexplored dimensions for future research.

Keywords: personal finance, financial education, and financial literacy

PERFORMANCE OF FOOD PROCESSING INDUSTRY OF INDIA: AN EMPIRICAL ANALYSIS OF ITS DETERMINANTS

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ABSTRACT

Food processing industry can play a vital role in anchoring integrated and socio-economically sustainable rural development in India. The industry is known for its ability to generate strong multiplier effects and forward- backward linkages on each sector of the economy. This makes it imperative to undergo detailed examination of all those factors that affect the performance of food processing industry in India. The present study is an attempt to identify the variables that act as important determinants of gross value added in India's food processing industry along with analysing their relative role towards the same. The study suggests that focus on improving capital productivity in food processing sector, adequate provision of road and transportation facilities along with policy initiatives concerning greater export of processed food can play an important role in determination of gross value added in food processing sector of India.

Keywords: Gross Value Added, Food processing Industry, Multiplier Effects, Food Security, Cropdiversification.

A STUDY ON THE PATTERN AND GROWTH OF THE CRUDE OIL SECTOR IN INDIA

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ABSTRACT

In British India, the oil exploration began in Digboi in 1889. In the post independence period both Industrial Policy Resolutions of 1948 and 1956 have set up the tone for exploration of oil and mineral resources. Reforms were introduced both in pre and post liberalisation period to involve both domestic and foreign exploration companies to increase the production. The study aims to understand the pattern of growth in demand, production, imports, and import bills in crude Oil sector. It also explored the relation between these variables. The study reveals that there is a positive relation between GDP growth rate and demand for Oil growth rate and a negative relation between Oil import growth rate and GDP growth rate but no visible effect of import bills on the GDP growth rate.

Keywords: Crude Oil, GDP, Imports, Demand for Oil

EMPLOYER BRANDING FOR COMPETITIVE ADVANTAGE AND IMPLEMENTATION STRATEGIES

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ABSTRACT

Today's growing technology is increasing people needs with a good quality of goods and services. As a result, same types of services are provided by maximum number of companies or organisation. The scenario of these growing organizations is too much competitive to survive in this sector. Fastest growing and development of a company directly depends on Employees potentials and their efforts and works. So it is important to attract and retained their good and best worker's in that respected companies. In this competitive world it is more than that complicated to Select and engage best employers. Therefore, the companies and organisations are trying to attract employees by using strategies depending on their respected jobs or works for employer branding. This branding process must be changed depending upon the environment, time and place. The study of this paper is trying to explore employers branding, factors influencing the adoption of the same, impact compensation and benefits of the employee on the employee retention of the firm & benefits of employer brand.

Keywords: Employer branding, retained, Industry 4.0, Internet of Things (IoT), HR

EFFECT OF EXCHANGE RATE VOLATILITY ON FIRM VALUE

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ABSTRACT

The present paper aims to analyse the effect of exchange rate volatility on firm value by observing the daily exchange rate of INR/USD and firm value of select IT Firms listed in National stock exchange of India for the period from 2011 to 2021. Descriptive Statistics, Normality Test, Unit Root Test and Regression Analysis were used to analyse the effects of exchange rate on firm value. The results found that there is a significant effect of exchange rate volatility on all select firm value. Further it shows there is negative effect of volatility on firm value. Apart from the exchange rate volatility there are qualitative and quantitative factors which may affect value of firm.

Keywords: Exchange Rate, Volatility, Regression and Firm value

SELF SUFFICIENCY AFTER COVID-19

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ABSTRACT

The infectious and pandemic disease COVID-19 has not left any part of the world untouched. This disease was unknown before the outbreak began in Wuhan, China, in December 2019. Covid-19 pandemic came with unfamiliar names like lockdown and quarantine. These lockdowns led a serious economic fall-out across the world. Many people lost their livelihood because of this pandemic. There was anxiety and uncertainty among people. It has resulted in significant vulnerabilities and has led to rise in global poverty. India's progress in achieving the goals in 2030 has seen a major setback as the needs of the most vulnerable people in the country have increased due to the immense impact of the pandemic on health, livelihoods and education. Many strong reforms and actions were taken by the government of India for people's welfare and to save their lives. COVID-19 acts as a stimulant in India's quest for self-sufficiency. India has turned this Covid-19 crisis into an opportunity. India has faced the COVID-19 pandemic with courage and a spirit of self-reliance. Building a self-reliant and sufficient India is an imperative step towards building a strong economy. The vision of self-reliant and self-sufficient India can be achieved through five pillars- rapid economic growth, modern infrastructure, technology, vibrant demography and demand.

Keywords: COVID-19, lockdown, self-reliant India, Atmanirbhar Bharat, V-shaped growth

CORONA VIRUS AND MEDICAL FACILITY

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ABSTRACT

The World Health Organization (WHO) characterized corona virus as a pandemic. People are infecting rapidly, the global death toll due to Covid-19 is at its peak and it has transitioned across the globe, from Asia to Europe. Though India has done well in containing the spread of the corona virus, the vulnerability that India faces is still high. From developed to developing countries all are trying to invent the vaccine. The normal process of development of such a vaccine requires a long process of pre-clinical trials first on animals then clinical trials. This period allows for a full characterization of side effects and a better understanding of how different populations are affected. Although some countries like Israel are working on the families of COVID from the pre-pandemic time they come out with developing an antibody to the novel corona virus, as the researchers of this country wrapped up the development phase and moved to patent and mass-produce the potential treatment. All Indians are standing at the edge of the transmission of corona virus because corona virus is a communicable disease and India is the second-most populous country in the world. In this situation India came out with Hydroxichloroquin Indian Council of Medical Research ICMR, under the Ministry of Health and Family Welfare (MoHFW), which has recommended chemoprophylaxis with hydroxychloroquin and perplexed the world by showing improvement in its infected person. Hydroxychloroquine is proved to be a game-changer drug at the time of the spread of corona virus. Although some in-vitro evidence also supports the antiviral activity of hydroxychloroquine. Still, there is no peer-reviewed publication that can prove that this medicine can 100% cure the infected person despite this, during this panic situation, an endorsement by the highest scientific body of India and also by the US president created an overly optimistic perception of the effectiveness of hydroxychloroquine among the public. Keywords: Antiviral, Crisis, Virus, Health facilities, Respiratory troubles, Protection, Transmission incubation, pandemic.

**ASSESSMENT OF ROLE OF COMMERCIAL BANKS FOR FINANCIAL
INCLUSION WITH SPECIAL REFERENCE TO PRADHAN MANTRI JAN
DHAN YOJANA**

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ABSTRACT

Financial inclusion is the practice of providing affordable access of financial services to financially excluded members of society. Financial inclusion has a significant role in alleviating poverty, reducing income inequality, and fostering national economic progress. The government of India has introduced Pradhan Mantri Jan Dhan Yojana (PMJDY) to promote financial inclusion. However, there is dearth of literature to assess the role of commercial banks in promoting PMJDY scheme. This study attempts to address this gap by investigating the role of commercial banks in supporting PMJDY scheme. The study indicated that public sector banks, followed by RRBs and private sector banks, played largest role in expanding PMJDY scheme by creating savings bank accounts, mobilising deposits, and providing RuPay debit cards.

Keywords: Financial inclusion, PMJDY, Commercial banks, Financial exclusion