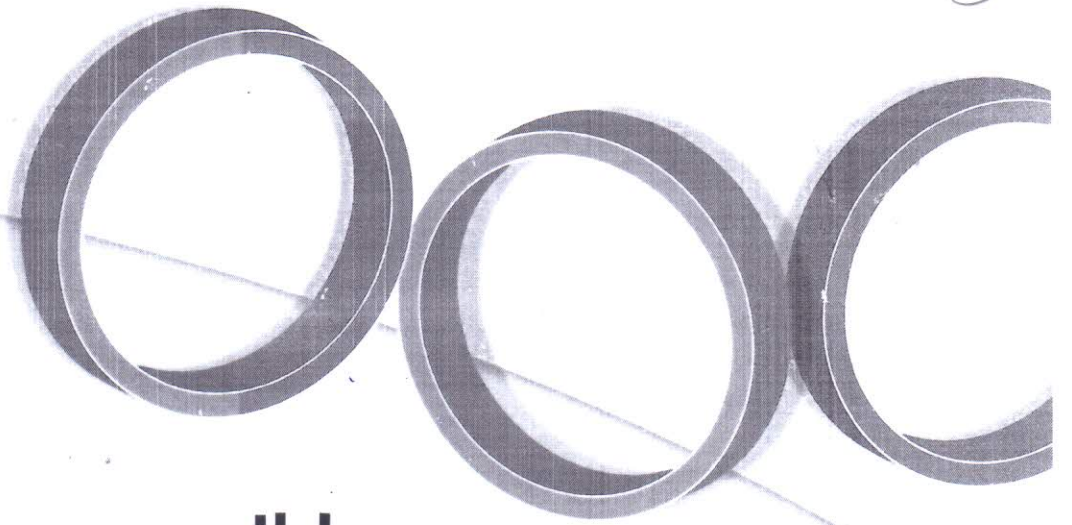


CRITERIA III: RESEARCH, INNOVATION AND EXTENSION

3.2.2: NUMBER OF BOOKS AND CHAPTERS IN EDITED VOLUMES/BOOKS PUBLISHED AND PAPERS PUBLISHED IN NATIONAL/ INTERNATIONAL CONFERENCE PROCEEDINGS

DATA COLLECTION YEAR FOR ASSESSMENT

2018-19



**Responsible
Humane
Strategies for
Gender
Equality,
Empowerment and
Leadership**

Editors
Ajoy Kumar D
Hanna Lehtir

B L O O M S B U R Y

BLOOMSBURY INDIA
Bloomsbury Publishing India Pvt. Ltd
Second Floor, LSC Building No. 4, DDA Complex, Pocket C, Kirti
Vasant Kunj New Delhi 110070

BLOOMSBURY, BLOOMSBURY ACADEMIC INDIA and the Diamond logo
are trademarks of Bloomsbury Publishing Plc

First published in India 2019
This edition published 2019

Copyright © BIMTECH, 2019

Editors have asserted their rights under the Indian Copyright Act to be identified as the authors

All rights reserved with BIMTECH, Greater Noida. No part of this publication may be reproduced, stored in a retrieval system, or transmitted, in any form or by any means, without permission. Any person who does any such act in relation to this publication may be liable to criminal prosecution and civil claims for damages.

The cases in this volume are compiled from sources of information in public domain as per the information provided by the authors. Wherever applicable, the authors have obtained authorizations to use the same.

All the cases in this volume are developed as the basis for class discussion rather than to illustrate the effective or ineffective handling of an administrative situation or decision making.

All rights reserved. No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying, recording, or any information storage or retrieval system, without prior permission in writing from the publishers.

Bloomsbury Publishing Plc does not have any control over, or responsibility for, any third party's activities referred to or in this book. All internet addresses given in this book were correct at the time of going to press. The author and publisher regret any inconvenience caused if addresses have changed or sites have ceased to exist, but can accept no responsibility for any such changes.

ISBN: 978-93-88630-08-5

2 4 6 8 10 9 7 5 3 1

Typeset by Fortune Graphics
Printed and bound in India by Replika Press Pvt Ltd

Bloomsbury Publishing Plc makes every effort to ensure that the papers used in the manufacturing of our books are natural, recyclable products made from wood grown in well-managed forests. Our manufacturing processes conform to the environmental regulations of the country of origin.

To find out more about our authors and books visit www.bloomsbury.com and www.bloomsburyindia.com

12. Developing Intelligence Through Art: The Mediation of Meaning in Transformational Learning Experiences <i>Valerie Nishi</i>	111
13. Appreciative Intelligence® in Lean Service Development: Case Sports Training Institution <i>Hanna Lehtimäki, Katja Reinikka and Tojo Thatchenkery</i>	124
14. Why Organisational Changes Fail: A Case Study on Leadership Behaviours and Trust <i>Priyanka Shrivastava and Mirjami Ikonen</i>	134
15. Getting Everybody on Board: The Mundane and Relational Views on Leadership and Management <i>Eewi Aromaa, Päivi Eriksson and Tero Montonen</i>	142
16. Hanuman Vitamin: A Case of Indigenous Business Innovation <i>H.M. Jha "Bidyarthi," S.M. Mishra, M.A. Dande, P.M. Kuchar and A.K. Shrivastava</i>	153
17. Striving for Inclusion through Participatory Practices in Social Enterprises <i>Raminta Puçetaitė, Anna-Maija Lämsä, Elina Riivari and Soilikki Viljanen</i>	164
18. Social Entrepreneurship in the Finnish Context - Case EntoCube <i>Hanna Lehtimäki, Ville-Veikko Piispanen and Subhanjan Sengupta</i>	175
19. Social Welfare Businesses: Bitter Sweet Pills <i>Kohei Nishikawa and Tetsuri Kobayashi</i>	184
20. PeeBuddy: Using Social Media Buddies to Break Barriers <i>Ruchi Jain, Anushree Tandon and Ruchi Khandelwal</i>	194
21. Responsible Branding: That's the TOMS Mission <i>Poonam Sharma and Swati Agrawal</i>	207
22. Brand Preference of Himalayan Java <i>Dhruba Kumar Gautam and Sajeeb Kumar Shrestha</i>	215
23. Exploring Livelihood Diversification from Alternate Uses of Mahua: An Inclusive Marketing Approach <i>Swasti Pachauri and Kartik Dave</i>	225
24. Haji Nanna Biryani: A Case of Transformation through Brand from the Streets of Dhaka <i>M Sayeed Alam and Masudur Rahman</i>	241
<i>Vikram Bakshi Vs McDonald's: An Ethical and Legal Dilemma</i> <i>Santaj Chaudhary</i>	247

Vikram Bakshi Vs McDonald's: An Ethical and Legal Dilemma

Sartaj Chaudhary¹

ABSTRACT

The case outlines the waging war between Vikram Bakshi and McDonald's. It chronologically describes the events and provides an insight into the ethical and legal problems of a joint venture agreement. A (50:50) joint venture between Vikram Bakshi's firm CPRL and McDonald's India had been terminated by the latter. Since Vikram Bakshi refused to relent, a series of court cases were lodged by both the parties with no resolution in sight. There were certain grounds cited by Vikram Bakshi for continuing as the MD of CPRL, which were refuted by McDonald's. The case study which is based on secondary sources covers a broad spectrum of issues related to corporate ethics and legal intricacies of a joint venture. It would prove to be useful for students of management courses in understanding value and ethics and legal recourse in a joint venture between a multinational and a domestic player.

Keywords: Corporate Ethics, Joint Venture, Legal, McDonald's

1. VIKRAM BAKSHI Vs McDONALD'S: AN ETHICAL AND LEGAL DILEMMA

Vikram Bakshi, managing director of Connaught Plaza Restaurants Pvt. Ltd (CRPL) was sitting in his plush office at Jor Bagh in Central Delhi, and watching the lazy traffic on a Saturday afternoon. It seeped only yesterday that he had graduated from Delhi University. Looking back, he saw himself as a young, gutsy man who wanted to make his mark in the real estate industry. In 1986, he began the real estate business in the National Capital Region and developed various commercial and residential projects for multinationals. One thing led to another, and soon Ascot Hotels and Resorts Pvt. Ltd was born. This company which was into hotels and service apartments grew over the period of time. It currently runs three hotels and five service apartments. Ahluwalia (2017a) stated that Bakshi recalled this retail hospitality with fondness calling it an "area of my expertise".

Mr. Bakshi was shaken out of his reverie when his secretary got him the file of McDonald's pending court cases. This reminded him of the bitterness which was caused by the untimely ripping of the cord which bound Connaught Plaza Restaurants with the great burger giant, McDonald's. Bakshi was in a dilemma whether to continue the draining legal battle with McDonald's or to quit. He felt that if he continued he may not be left with any of his marquee properties. Quitting meant

Assistant Professor, Jagannath International Management School Vasant Kunj New Delhi

Disclaimer: This case has been developed for classroom discussion and is not intended to illustrate either effective or ineffective handling of an administrative situation or to represent successful or unsuccessful managerial decision making or endorse the views of the management.

Empowerment and Leadership

This book provides an up-to-date picture of the variety of management and leadership challenges businesses and public organizations face in different countries and in varying cultural and societal contexts. The case studies written by academics from the different parts of the world draw our attention to the complexity involved in leading sustainable development. Readers of this book will find insightful and thought-provoking real-life stories that address responsible, ethical and humanistic leadership in Asia, Europe, North America, and other countries. Case studies on the inclusion of women in society and organizations, providing equal opportunity to everyone and ways to empower women living in poverty show how businesses can be agents of social change and sustainability. Case studies on organizational practices in human relations management, appreciative organizational development and leadership provide valuable empirically based examples on humanistic leadership. The chapters towards the end of the book discuss social innovation and social entrepreneurship, responsible branding and ethics in strategic decision making. These case studies show how strategic decision making responsibility means attendance to long-term societal and environmental impact of strategic actions and decisions.

The cases represent a broad variety of different types and sizes of organizations. Each case study is brilliantly described and the collection of cases creates an exceptionally rich understanding of the different aspects of responsible leadership.

The chapters in the book are organized into three sections:

- Career development, gender equality, and women empowerment
- Responsible human relations, appreciative organizational development, and leadership
- Social innovation and entrepreneurship, responsible branding, ethics, and strategic decision making

The book is a valuable resource for students of management, research scholars, leaders in various management functions, NGOs, public administrators, social entrepreneurs, OD practitioners, and management consultants.

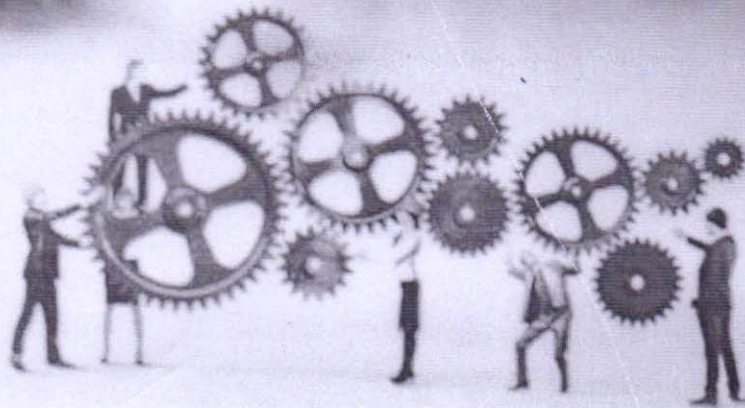


Dr. Ajoy Kumar Dey is a Professor of Decision Sciences & Operations Management at Birla Institute of Management Technology (BIMTECH), Greater Noida, U. P., India.



Hanna Lehtimäki (Ph.D., School of Management, University of Tampere) is a Professor of Management in Innovation Management, Business School, at the University of Eastern Finland, Kuopio, Finland.





Recent Trends in Management

Editors

Wendriia Biswas

Dr. Debarun Chakraborty



Associate Editor

Soumya Kanti Dhara

Contents

	<i>From the Editors' Desk</i>	7
	<i>List of Contributors</i>	13
1.	Impact of Green Market in This Era with Reference to India <i>Dr. Ch. Rama Krishna</i>	15
2.	The Perceptual Analysis on Yoga <i>B. Madhura</i>	40
3.	Impact of P.W. Practices in Aviation Industry of India <i>Prabhjot Kaur & Dr. Vaishali Sharma</i>	53
4.	The Nexus between Foreign Direct Investment Inflows and Unemployment Rate in ASEAN: Panel Data Analysis <i>Dr. Debesh Bhowmik</i>	62
5.	HR From the Perspectives of Entrepreneurship <i>Dr. S. Sundararajan</i>	77
6.	Rural Marketing in India: Emerging Issues <i>Dr. Ravi C. S.</i>	84
7.	Forecasting Future Trend From Technical Analysis: A Study of Indian Stock Market <i>Vivek Kumar Ayre</i>	95
8.	CRM Trends: Developing a Strategic Framework and New Competitive Landscape <i>Darshana Lalith Kumar & Dr. Satya Sidhartha Panda</i>	108

ers who prudent to
many. We intended
platform for sharing
at the information
n the business and
ally penned down
of the significance
Vendrila Biswas
n Chakraborty
a Kanti Dhara

IMPACT OF HR PRACTICES IN AVIATION INDUSTRY OF INDIA

By

Prabhjot Kaur

Assistant Professor

Jagannath International Management School (JIMS)

Affiliated to Guru Gobind Singh Indraprastha University (GGSIPU, New Delhi)

Vasant Kunj, New Delhi- 110070

Email ID: kaur.prabhjot@yahoo.co.in

Address: 520, Plot 3, Rashtrapati Bhawan Society, Dwarka, New Delhi-110075

and

Dr. Vaishali Sharma

Dean, Faculty of Management

Jagannath University, Jaipur, Rajasthan

Email ID: vaishali.sharma@jagannathuniversity.org

Address: S1, Sumanglam Apt, 3/424, Chitrakoot, Jaipur, Rajasthan

Abstract: *This chapter comprises of the brief background of Indian Aviation sector as well as Human Resource Management and Practices followed in the selected airlines in India and how they affect the Work Engagement of employees. The work engagement of employees then in turn impacts the performance outcome of whole of the organization. So, the important here is the approach taken towards the HR Practices being exercised in the organizations.*

Keywords: *Recent Trends, HR Practices, Aviation Industry, Work Engagement*

INTRODUCTION

The airline service industry be it commercial or non-commercial is highly competitive, safety-driven and technologically advanced. People, employees and customers, not products and

machines, must be the arena of an organization's core competence. The implications of these HR Practices are huge and all-pervasive; affecting the organization's design, competence, climate and several daily routine activities. In such a

XIV National Conference
SUSTAINABLE DEVELOPMENT:
People, Planet & Partnerships

Editors

Dr. Ravi K. Dhar Dr. S. K. Dogra
Dr. Nidhi Gupta Dr. Manisha Gupta
Ms. Anu Bhardwaj



Organized by

IQAC & Department of Management Studies
JIMS, Vasant Kunj, Delhi



A.K. Publications

A.K. PUBLICATIONS

B-61/F-1, Gali No. 14, Jagatpuri Ext.
Shahdra, Delhi-110 093 (India)
Ph.: +91-9868320502, +91-9999157638
E-mail: akpubs2008@yahoo.com

XIV National Conference

Sustainable Development: People, Planet & Partnerships

© Editors

First Edition 2019

ISBN 978-93-85022-12-0

All rights reserved. No part of this publication may be reproduced, stored in a retrieval system or transmitted, in any form or by means electronic, mechanical, photo copying, recording or otherwise, without the prior permission of the publisher.

PRINTED IN INDIA

Published by A.K. Publications and Printed at Global Printers,
Delhi.

Contents

<i>Message from the Chairman</i>	<i>v</i>
<i>Message from the Director</i>	<i>vi</i>
<i>Message from Head, Department of Management Studies</i>	<i>vii</i>
<i>Preface</i>	<i>ix</i>
1. Transformational Leadership, Social Entrepreneurship and Sustainable Development: A Conceptual Framework <i>Dr. Urvashi Sharma & Vishal Garg</i>	1
2. Consumer Awareness and Perception Towards Hybrid Cars <i>Akanksha Upadhyaya & Shikha Dua</i>	11
3. Advertising Through Animated Characters Promotion Through Partnerships Pertaining to Sustainable Development <i>Gouri Malhotra</i>	25
4. Factors influencing Employee Engagement of Millennial: Study of Telecom Sector Delhi <i>Seema Wadhawan & Amanjeet Kaur</i>	43
5. Assessment of Industrial Symbiosis Research Trends by Bibliometric Analysis <i>Sneha Kumari, Yogesh Patil & Sanjeev Kadam</i>	53
6. Kingfisher Airline's Failure (With Reference to Ethical and Governance Issues) <i>Dr. Urvashi Sharma & Ms. Nancy Rao</i>	73
7. A Review of Effect of Emotional Intelligence on Academic Performance of Students <i>Swati Mathur & Radhika Thapar</i>	85

8. Poly-Bags Usage and Environmental Awareness among Residents of NCR 95
Muskaan Dudeja & Suchitra Srivastava
9. Quality of Education W.R.T. SDG Goals 116
Aditya Seshadri, Niranjana Mahajan & Dr. Sartaj Khara
10. To Study the Knowledge and Perception with Respect of Swatch Bharat Abhiyan Among Slum People of Bhalswa Slum in Narela, New Delhi, India 127
Pundrikaksh Das, Ishu Singhal & Dr. Himani Gupta
11. Microfinance: Ensuring Financial Sustainability 137
Bhavya Pahuja & Anshu Punshi
12. Analyzing the Experience of Bullying among School Children 147
Abhishek Kumar Das
13. Industry, Innovation and Infrastructure for Sustainability 154
Ms. Vidhi Juneja & CMA Sanjna
14. The Serious Problem of Scarcity and Safety of Water in India: Critical Analysis 163
Tinky Upadhyaya
15. Comprehensive Review of Sustainable Development Goals and Water, Sanitation and Health Analysis 170
Alok Chakraborty, Divansh Bhambry, Shrishti Bisht & Anisha Tandon
16. CRM: A Sustainability Strategy with Respect to Select FMCG Companies in India 185
Gitanjali Singh & Anu Bhardwaj
17. Sustainability Issues faced by Textile Industry in India 195
Jasmeet Kaur & Dr. Manish Nangia
18. Emerging Challenge and Reforms in Labour Laws in State of Rajasthan 205
Dr. Urvashi Sharma & Radheshyam Kalawat
19. A Study on Consumers Purchasing Behaviour Towards Green Marketing and Green Products 215
Ms. Pooja Arya

20. **Critical Analysis of People's Psychology Towards Homosexuality** 225
Nandini Gupta
21. **Critical Analysis of Smart City and Urbanisation Pertaining to Sustainability** 233
Dakshita Trikha & Dr. Shruti Bhuttani
22. **Role of NGOs in Sustainable Development of Environment** 244
Ajoy Kumar Banerjee
23. **Critical Analysis of Sanitation Issues in India** 249
Palak Mathur
24. **Critical Analysis of Smart City & Urban Planning** 255
Yashaswie Mehra & Vipul Singh
25. **Vulnerability and Impact Evaluation of Climate Change on Tourism Destinations** 269
Vaibhav Verma & Manish Malhotra
26. **Toilet- Not a Prem Katha but a Need** 283
Ms. Sakshi Chhabra, Ms. Navita Kohli & Anshu Punshi

ADDITIONAL CONTRIBUTIONS FOR NATIONAL CONFERENCE

27. **A Study on Impact of Non-performing Assets on the Profitability of Banks: With Special References to Private Sector Banks** 291
Dr. Anshu Tyagi & Ms. Manvi Sharma
28. **A Comparative Study of Lending Strategies of Leading Public and Private Sector Banks with Special Reference to NPA** 298
Dr. Poonam Gupta
29. **A Study on Sustainable Development on Stp (Segmentation / Targeting/ Positioning) of H&M and Zara** 309
Megha Grover, Divyakshi Aneja & Shreya Garg
30. **Critiquing Cyber Crimes in Today's Digital Age** 323
Deepanjan Sarkar

ABOUT THE CONFERENCE

Global goals, commonly known as Sustainable Development Goals (SDGs), are the means to end poverty, protect the planet and ensure that all people live with peace and prosperity. 17 SDGs are interrelated and emphasizes on vital areas including poverty alleviation, democratic governance, peace building, climate change, economic inequality, innovation, sustainable consumption among other priorities. Achieving the SDGs necessitates the partnerships between governments, private sector, civil society and citizens. Collectively the above mentioned issues can be resolved and we can make sure we leave a better planet for future generations. This conference offered a global platform for dialogues and deliberations on various aspects of Sustainability to all stakeholders including academicians, business leaders, NGOs, social activists and policy makers. Eminent scholars and experts have shared their valuable insights on various aspects of Sustainability.

ABOUT THE INSTITUTE

Established in 2003 as an affiliated college of Guru Gobind Singh Indraprastha University, Delhi, the institute has made rapid strides in the area of imparting quality higher education at the undergraduate level to emerge as one of the topmost colleges of the university. The college has been awarded the highest grade not only by the Joint Assessment Committee of the University and the Govt. of NCT of Delhi but also by the University Academic Audit Committee, successively for the last over 5 years. Besides, the State Fee Regulatory Committee of the Govt. of NCT of Delhi has also awarded the institute +A, the highest grade, for its quality systems. To cap it all, the institute has also been awarded A Grade by the National Assessment and Accreditation Council, Bengaluru.

Apart from these governmental recognitions and accreditations, the institute has also fared exceedingly well in the estimation of non-governmental Third Party assessing agencies. The college has been adjudged as the topmost college for media education by the Centre for Education Growth and Research (CEGR), New Delhi, in 2015, as the 5th Best College in India for IT education by Global Human Resource Development Centre (GHRDC), New Delhi, in 2018 and as the 26th Best BBA B-School in the country in Times BBA B-School Survey 2018. The institute has also won good rankings in public perception as evidenced in the rankings offered by College Duniya.com (4/5), edufever.com (4/5) and Shiksha.com (3.9/5).

As a part of its efforts to keep innovating and retaining its competitive edge over other educational institutions, the Institute has recently established Institution Innovation Council, under the auspices of the Innovation Cell of the Ministry of Human Resource Development. Complementing this effort, the institute has also become a Signatory to the Ten Principles of UN Global Compact (UNGC) and also a Participant in the UNGC's efforts to achieve the 17 Sustainable Development Goals. As a part of its community responsibility, the institute has been working with a number of governmental and non-governmental departments and agencies for the uplift of the community. For the popularization of Mathematics in the neighbourhood community, JIMS Community Radio has been producing and broadcasting Radio Mathematics programmes under the Radio Mathematics Project of the Dept. of Science & Technology, Ministry of Science & Technology, Govt of India. JIMS Community Radio has also been working with the Ministry of Information & Broadcasting for broadcasting community related messages, apart from producing and broadcasting programmes for Election Commission of India. The institute has also collaborated with Child Fund India, the Indian unit of Child Fund International, USA, for conducting a research study on the adequacy of community based child protection mechanisms in Firozabad District of Uttar Pradesh. The Institute has also entered into an MOU with AIESEC IIT Delhi for giving a platform to our students to emerge as global leaders with sensitivity to Social Causes.



A. K. PUBLICATIONS

B-61/E-1, Gall No.14, Jagatpuri Ext.
Shahdra, Delhi-110093

Ph.: 09868320502, 09999157638

akpubs2008@yahoo.com

₹895/-



4th International Conference on Computers and Management (ICCM) 2018

December 22-23, 2018

G B Pant Govt. Engineering College Okhla Phase-III New Delhi- 110020

Home Submission Call For Papers Registration Organizers Special Sessions Sponsors Contact Archives Speakers



ALL ACCEPTED & PRESENTED papers will be included in ELSEVIER-SSRN Digital Library

Post conference, proceedings will be made available to the following indexing services:

Deadlines to Remember

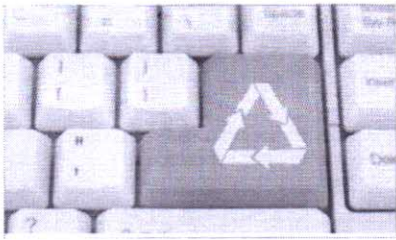
- Submission (Extended) November 10, 2018
- Acceptance (Extended) November 28, 2018
- Registration(Early Bird) December 05, 2018
- Conference December 22-23, 2018



dblp
computer science

Welcome!

The 4th International Conference on Computers and Management (ICCM 2018) is a platform for researchers, engineers, academicians as well as professionals from all over the world to present their research results and development activities in Computers and Management. This conference will allow the delegates to exchange new ideas and to explore opportunities for establishing business or research relations.



Submission & Registration

Researchers are encouraged to submit their work electronically. The submission must be for the full paper (abstracts only are not accepted). The author should submit the full and original papers in electronic PDF format.

All submissions will be peer-reviewed based on originality, technical quality and presentation.

It is important that at least one author per accepted paper/poster registers at the prescribed rates on or before the deadline.

"RTM and Testing Challenges in Cloud Based Application"

"Mamta Madan, Meenu Dave, Anisha Tandon*" ^{a,b,c}

^aProfessor, VIPS Pitampura, Delhi and 110034, India"

^bProfessor, Jagannath University, Jaipur and 303901, India"

^cAssistant Professor, Research Scholar, Jagannath University, Jaipur and 303901, India"

Abstract

RTM is used to see the requirements against test cases. RTM has been applied to check test cases at the time of testing. In this research paper, we have proposed an RTM for Worldwide Programming System (WPS) 2, a cloud-based project. The WPS 2 online manages the Enterprise Data Protection (EDP) devices by maintaining the license, cluster, and user info, customer info of the distributor and end-to-end users. We have discussed the basic concepts of Cloud-based Applications and challenges as well as benefits of using the same. The research paper provides a comparative view towards Web-based and Cloud-based Applications.

Keywords: Cloud computing, Cloud-based Application, Cloud Testing, RTM, WPS

1. Introduction

Software testing is the most important phase of the software development process. It ensures that the product is complete, effective, correct and of high quality (Hu, 2014) (Khan, On Test Patterns for Cloud Applications, 2016) Testing is required for the success of any software product by improving its quality (Khan, On Test Patterns for Cloud Applications, 2016). The main aim of software testing is to point out the differences between the actual as well as the expected behaviour of the software system. It also ensures the reliability and quality of a software product (Azmat, 2009). It is a process where all software parts of the system are evaluated or tested using automated tools or manually to examine whether the software made satisfies the requirements in the system or not. Therefore, software testing examines the requirements and find out bugs, errors or faults in the software (Mihir Sardana, 2017) (A.Vanitha Katherine, September-2012).

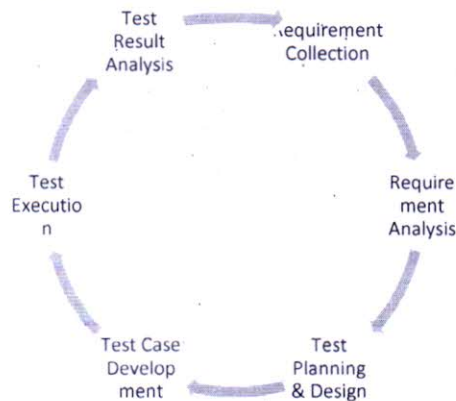


Figure 1: Software Testing Life Cycle (STLC) (A.Vanitha Katherine, September-2012)

Cloud computing allows us to access share resources as well as common infrastructure, that offer services on demand on the network [7] and given a different process to control and provide computing services, technologies, and solutions [8] [9]. Cloud gives services and functionality of a software application to its user by the websites that provide Software as a Service [10] [11]. This directing to a new phase in traditional testing by determining requirements, challenges and as issues in software testing, mainly in cloud-based applications and testing clouds [12] [13].

In this paper, we have proposed an RTM for Worldwide Programming System (WPS) 2, a Cloud-based Project. RTM stands for Requirement Traceability Matrix. The WPS online manages the EDP devices by maintaining the license, cluster, user info, customer info of the distributor and end-to-end customers.

This research paper having the following divisions: Section 2 discussed the basic concepts of Cloud-Based Application and its features. Section 3 presents Software Testing Role for Testing Cloud-based Application and challenges for testing in Cloud. Section 4 describes a comparative view of Web-based and Cloud-based applications. Section 5 presented an RTM for Testing the Cloud-based Application and Section 6 is followed by the conclusion and future scope.

2. Cloud-Based Application

A cloud application comes when the existing web evolves. The concept is very dependent on the web application, therefore, the requirement for web applications before developing cloud applications (Dmitry Savchenko, 2016).

Transforming IDEAS into Viable Solutions



Editor

Shilpa Khatri Babbar

Co-Editor

Ramesh Kumar Sharma

Transforming IDEAS into Viable Solutions

Editor

Shilpa Khatri Babbar

Co-editor

Ramesh Kumar Sharma



Contents

Foreword.....	xi
Preface.....	xiii

Section I Gender: Perspectives and Different Voices

1. Gender: Perspectives and Different Voices (Gender and Diversity in Organizations).....	3
<i>Dr Shalini Sharma and Dr Shobha Tiwari Ray</i>	
2. Noise as a Voice: Stitching the Indian Myth	12
<i>Mahima Sharma</i>	
3. The Nexus between Law, Economic Development and Gender Perspective.....	22
<i>Neha Anand and Gunjan Bhojwani</i>	
4. Me Too and the Voice of the Marginalized.....	33
<i>Sumedha Chatterjee and George Chakma</i>	
5. Gender Perspectives of 'Equal Pay for Equal Work': Contemporary Legal Analysis.....	42
<i>Sanya Jayal</i>	
6. Wounds and Voices in Sujata Bhatt's Poetry: An Ecofeminist Interpretation.....	50
<i>Dr Anshu Gagal</i>	
7. Adultery: The Adverse Fallout.....	56
<i>Prof. (Dr) Shilpa Khatri Babbar</i>	
8. Gender and Equality: Contemporary Legal Perspectives.....	64
<i>Bhavi Mago and Aparajita Balaji</i>	
9. Transgender: Lost Dimension of Sex and Gender	76
<i>Rashi Jain and Mihir Garg</i>	
10. Representation of Women in Urdu Literature: A Critical Analysis of Literary Works of Ismat Chughtai and Saadat Hasan Manto	89
<i>Himanshi Goswami</i>	
11. Rights of the Third Gender: The Indian Perspective.....	98
<i>Vatsal Saxena and Parth Bhatia</i>	

23. Effect of Demographics and Personality Traits on Consumers' Willingness to See Innovation in Smartphone213
Tanya Kamra, Prashant Kakkar and Vartika Wadhwa
24. Soft Power and International Relations: A Comparative Analysis of Portrayal of the United States in the Press of China, India and Pakistan.....226
Sarthak Kathayat
25. Religious Values and the Notion of Property: A Comparative Analysis of Property Rights among Hindu and the Indigenous Communities of North East India240
Thangzakhup Tombing and Nikhil Bhardwaj
26. The Fall of the Venezuelan Empire.....251
Tanish Gupta, Satwik Batra and Dr Isha Rawal
27. Micro-Blogging Sites: Creating a New Political Public Sphere in the Age of Digital Communication257
Sana Absar
28. A Content Analysis of American and Indian Comics on Instagram.....269
Ruchika Sen
29. 'Censuring' the 'Censorship': Breaking the Iron Curtain.....284
Udhaya Karthika and Tanisha Verma

Section IV

Digital Transformation and Sustainability

30. Traditional Knowledge: Need for a Sui generis System of Law.....299
Alankrita Mathur
31. Impact of Smart Devices310
Ekansh Maheshwari and Dr Deepali Kamthania
32. Hospitality Management Students' Perception of Ecotels and Eco-friendly Practices.....318
Dr D. P. Sudhagar
33. Challenges for Migration from Web-based to Cloud-based Project.....329
Dr Mamta Madan and Anisha Tandon
34. Post-experience Behaviour of the Consumers– A study with reference to an Ecotel.....333
Dr D.P. Sudhagar and Smritee Raghubalan
35. Intelligent Object Detection and Avoidance System.....342
Prerna Sharma and Dr Deepali Kamthania
36. Prediction and Assessment of Garlic Prices After Monetary Reforms.....352
Nidhi Dwivedy
37. Survey of Various Scheduling Algorithms in Cloud Computing367
Varun Pahuja and Dr Neetu Goel

Challenges for Migration from Web-based to Cloud-based Project

Dr Mamta Madan¹ and Ms Anisha Tandon²

Abstract

Data migration is an activity that involves moving of the data from the legacy source system to target systems. Several organizations like to transfer their existing legacy application to the cloud application because of some problems faced by them while adopting new approach, standards, technologies and platforms. To acquire features and benefits of cloud, the legacy systems are required to be migrating towards the cloud, and the data will be accessible on the internet so that a huge collection of people can have access to it as per the requirement. In this research paper, we plan to discuss migration technique and to explore the challenges and issues for migration of the web-based application, to the cloud.

Keywords

Data, Migration, Web Application, Cloud Computing, Migration Techniques

Introduction

Data migration performs transformation of data between storage units or entire computer systems [1]. It provides the way to move data from existing database to a newer one[2].

The old one is called a legacy or source database which is migrated to the newer database, referred to as target or destination database [3].

The process of data migration has become a critical challenge when origin and destination databases are separate in their central structures [4]. Therefore, simple import export procedures will not work. Thus the activity of data migration is better to do using automated ETL tools than performing manually [5] [6].

Data migration task involves all with regards to data [7]. It make sure that the newer database is up and working without any problems [8]. It mainly having all the existing data generally present in the existing database, and that data must be migrated to right tables and columns [9].

This paper is categorized into these sections:

Section 1 describes introduction to data migration. Section 2 contains cloud migration benefits. Section 3 contains cloud migration challenges. Section 4 includes the process of data migration and Section 5 includes Data Migration Utility.

¹ Professor, Vivekananda Institute of Professional Studies (VIPS), New Delhi

² Assistant Professor, JIMS (Vasant Kunj), GGSIPU, New Delhi



All



ADVANCED SEARCH

Conferences > 2018 7th International Confer...

Importance of RTM for Testing a Web-based Project

Publisher: IEEE

Cite This

PDF

Mamta Madan ; Meenu Dave ; Anisha Tandon All Authors



1 Paper Citation

41 Full Text Views

Alerts

Manage Content Alerts

Add to Citation Alerts

More Like This

Improving software development management through software project telemetry

IEEE Software

Published: 2005

Combining agile methods with stage-gate project management

IEEE Software

Published: 2005

Show More

Abstract



Download PDF

Document Sections

- I. Introduction
- II. Requirement Traceability Matrix
- III. Benefits of Using Requirement Traceability Matrix
- IV. Types of Traceability Matrix
- V. Why Do We Need Requirement Traceability Matrix?

Abstract: Requirements are the most important part of any software projects. Many software projects were failed due to incomplete requirements and lack of user involvements. It is ... [View more](#)

Metadata

Abstract:

Requirements are the most important part of any software projects. Many software projects were failed due to incomplete requirements and lack of user involvements. It is very important to define all requirements at the beginning of any new project so that all members of the team can easily find what goals they should be striving toward. Requirement Traceability Matrix (RTM) is a document that contains all requirements presented by the customer or development team at the end of the life-cycle. The main purpose of creating Requirement Traceability Matrix is to check that all test cases are covered and should not be missed any functionality while testing. In this paper, we are proposing a Requirement Traceability Matrix (RTM) for Worldwide Programming System (WPS), a web-based project. The WPS online manages the EDP devices by maintaining the license, cluster, user info, customer info of the distributor and

IEEE websites place cookies on your device to give you the best user experience. By using our websites, you agree to the placement of these cookies. To learn more, read our Privacy Policy.

Accept & Close

Published in: 2018 7th International Conference on Reliability, Infocom Technologies and Optimization (Trends and Future Directions) (ICRITO)

Authors

Figures

References

Citations

Keywords

Metrics

More Like This

Date of Conference: 29-31 Aug. 2018 **INSPEC Accession Number:** 18796520
Date Added to IEEE Xplore: 01 July 2019 **DOI:** 10.1109/ICRITO.2018.8748299
► ISBN Information: **Publisher:** IEEE
Conference Location: Noida, India

☰ Contents

I. Introduction

Requirements are representations of the characteristics and functionalities of the software system. It is used to define what proposed system must do. Requirements carry out the expectations of the customer from the software product. It describes the needs which an information should fulfill [1]. It is very important to define all requirements at the beginning of any new project so that all members of the team can easily find what goals they should be striving toward [2].

Authors	▼
Figures	▼
References	▼
Citations	▼
Keywords	▼
Metrics	▼

[IEEE Personal Account](#)

[Purchase Details](#)

[Profile Information](#)

[Need Help?](#)

[Follow](#)

[CHANGE USERNAME/PASSWORD](#)

[PAYMENT OPTIONS](#)
[VIEW PURCHASED DOCUMENTS](#)

[COMMUNICATIONS PREFERENCES](#)
[PROFESSION AND EDUCATION](#)
[TECHNICAL INTERESTS](#)

[US & CANADA: +1 800 678 4333](#)
[WORLDWIDE: +1 732 981 0060](#)
[CONTACT & SUPPORT](#)

[f](#) [in](#) [t](#)

[About IEEE Xplore](#) | [Contact Us](#) | [Help](#) | [Accessibility](#) | [Terms of Use](#) | [Nondiscrimination Policy](#) | [IEEE Ethics Reporting](#) | [Sitemap](#) | [Privacy & Opting Out of Cookies](#)

A not-for-profit organization, IEEE is the world's largest technical professional organization dedicated to advancing technology for the benefit of humanity.

IEEE websites place cookies on your device to give you the best user experience. By using our websites, you agree to the placement of these cookies. To learn more, read our [Privacy Policy](#).

Accept & Close

IEEE Account

- » Change Username/Password
- » Update Address

Purchase Details

- » Payment Options
- » Order History
- » View Purchased Documents

Profile Information

- » Communications Preferences
- » Profession and Education
- » Technical Interests

Need Help?

- » **US & Canada:** +1 800 678 4333
- » **Worldwide:** +1 732 981 0060
- » Contact & Support

[About IEEE Xplore](#) | [Contact Us](#) | [Help](#) | [Accessibility](#) | [Terms of Use](#) | [Nondiscrimination Policy](#) | [Sitemap](#) | [Privacy & Opting Out of Cookies](#)

A not-for-profit organization, IEEE is the world's largest technical professional organization dedicated to advancing technology for the benefit of humanity.
© Copyright 2022 IEEE - All rights reserved. Use of this web site signifies your agreement to the terms and conditions.

IEEE websites place cookies on your device to give you the best user experience. By using our websites, you agree to the placement of these cookies. To learn more, read our [Privacy Policy](#).

Accept & Close

Importance of RTM for Testing a Web-based Project

¹Mamta Madan, ²Meenu Dave, ³Anisha Tandon

¹Professor, VIPS, GGSIPU, ²Assistant Professor, JaganNath University, Jaipur, ³Assistant Professor, JIMS, GGSIPU

Email: ¹mamta.vips@gmail.com, ²meenu.s.dave@gmail.com, ³84.anisha@gmail.com

Abstract: Requirements are the most important part of any software projects. Many software projects were failed due to incomplete requirements and lack of user involvements. It is very important to define all requirements at the beginning of any new project so that all members of the team can easily find what goals they should be striving toward. Requirement Traceability Matrix (RTM) is a document that contains all requirements presented by the customer or development team at the end of the life-cycle. The main purpose of creating Requirement Traceability Matrix is to check that all test cases are covered and should not be missed any functionality while testing. In this paper, we are proposing a Requirement Traceability Matrix (RTM) for Worldwide Programming System (WPS), a web-based project. The WPS online manages the EDP devices by maintaining the license, cluster, user info, customer info of the distributor and end to end customers.

Keywords: REQUIREMENT, RTM, WPS, EDP, HSM

I INTRODUCTION

Requirements are representations of the characteristics and functionalities of the software system. It is used to define what proposed system must do. Requirements carry out the expectations of the customer from the software product. It describes the needs which an information should fulfil [1]. It is very important to define all requirements at the beginning of any new

project so that all members of the team can easily find what goals they should be striving toward [2].

Requirements are the most important part of any software projects [3]. Many software projects were failed due to incomplete requirements and lack of user involvements. Requirements identify the problem of the system. Requirements do not explain what and how reality is; it actually models the reality as it should be. It includes all the features and functions that a product must have. The requirements include the behavior, characteristics and quality of the proposed system. Therefore, the main function of the requirement is to ensure that they are understood by all users and team members [4] [5].

II REQUIREMENT TRACEABILITY MATRIX

Requirement Traceability Matrix (RTM) is a document that contains all requirements presented by the customer or development team at the end of the life-cycle [6]. This document is used to map and traces all user requirements along with test cases usually with requirement IDs and test case IDs [7] [8]. The main aim of creating Requirement Traceability Matrix is to check that all test cases are covered and should not be missed any functionality while testing [9] [10].

This paper is organized as follows: After giving a brief overview of Requirement in Section 1 and RTM in section 2, Benefits and Types are presented in Section 3. Why do we need RTM and RTM for WPS also is discussed in Section 4.

Critical Analysis of Smart City & Urban Planning

Yashaswie Mehra* & Vipul Singh**

Abstract

"Smart City" seems to be the new dimension towards where every city should go. From an urban planning point of view, it's not very clear what is the way to get this new dimension and moreover what actually is a "smart city". Smart cities are emerging fast and they introduce new practices and services which highly impact policy making and planning, while they co-exist with urban facilities. It is now needed to understand the smart city's contribution in the overall urban planning and vice versa, to recognize urban planning offerings to a smart city context.

Recognising these challenges, the state has made efforts in speeding up the urbanisation process in the country. Initiatives like Jawaharlal Nehru National Urban Renewal Mission (JNNURM), and more recently Smart Cities Mission and AMRUT (Atal Mission for Rejuvenation and Urban Transformation), were launched to improve quality of life in cities, and developing more cities with modern facilities.

This paper tries to answer to these questions by adopting the systemic approach to study the city. This allows to consider the city as a complex system subdivided in three main subsystems (anthropic, functional and physical) which are basic in order to identify the city smartness components. These three systems are connected and interacting in the urban system and the smartness level inside the city can be related to their state. Technological innovation is another key factor interacting with the three subsystems. It plays a fundamental role for the smart city framing. The assumption of the systemic approach allows to argue that a renewal in urban planning (instruments and methods) must be affirmed to drive the city as a whole toward a smart dimension in order to reduce urban entropy.

* Scholar Department of Management, Jagannath International Management School

** Assistant Professor Department of Management, Jagannath International Management School

Comprehensive Review of Sustainable Development Goals and Water, Sanitation and Health Analysis

Alok Chakraborty*, Divansh Bhambray**
Shrishti Bisht*** & Anisha Tandon****

Abstract

Being a developing country and with the aspiration to be developed country in the future, India has made many reforms over the years and this involves not only on the thinking, diversity, religion but also economically, financially, etc. With spirits high as sky, India still is on the trail to improve on many levels. And accordingly in this research paper we will try to cover about Water, Sanitation and Health being the major contexts along with the challenges, improvisations, solutions, problems that had to be overcome and still are being overcome, leading to a new rise in the country [1].

Keywords: Water, Sanitation, Health, Sustainable Development Goals.

Introduction

The Sustainable Development Goals (SDGs) which came into effect on 1 January, 2016 are an improvement-extension on the Millennium Development Goals (MDGs). MDGs have made considerable amount of progress in worldwide education as well as gender equality in it and global economic growth. But somehow, there was tardy growth in the advancement of health indicators related to mortality, morbidity, and various environmental agents bestowing to inferior

* Scholar, Department of Management Jagannath International Management School
** Scholar, Department of Management Jagannath International Management School
*** Scholar, Department of Management Jagannath International Management School
**** Assistant Professor, Department of Management Jagannath International Management School

Poly-Bags Usage and Environmental Awareness among Residents of NCR

Muskaan Dudeja* & Suchitra Srivastava**

Abstract

The present study was undertaken to assess the consumption pattern of poly-bags among the residents of National Capital Region (NCR) of India. India, being a fast growing economy, is set to be a torch bearer for the rest of the world. Despite the blanket ban on plastic bags below the thickness of 50 microns imposed by the government, their circulation and subsequent disposal still remains an issue with local vendors and shops, whereas bans have been successful at reducing the levels of plastic pollution in countries such as China and France. This study investigates the root causes associated with use of single use plastic bags and non-use of alternatives. It further examines if higher awareness of damage caused by plastic pollution correlates with higher usage of poly-bag alternatives. The study reviews the environmental, human health and economic impact caused by plastic pollution, as well as various strategies and policies that have been implemented in the past and their relative impact. Inputs of this study may be utilized by policy makers to promote development in accordance with the requirements of sustainable development. In addition, awareness levels may be increased among the residents to switch over to other biodegradable or reusable alternatives of plastic as a packaging material.

Keywords: Poly-Bags, Environmental Awareness, Sustainability, Usage, Plastic Pollution, Ban.

* Scholar Department of Management, Jagannath International Management School

** Associate Professor Department of Management, Jagannath International Management School

Quality of Education W.R.T SDG Goals

Aditya Seshadri*, Niranjan Mahajan**
& Dr. Sartaj Khera***

Abstract

Education, if anything, is an industry in today's world. With more and more institutions being opened on a daily basis, the ultimate goal of an educational institution's existence: to provide a holistic environment for an individual to learn and grow, has become dilute.

In order to keep this in check, UNICEF has included Quality Education in its Sustainable Development Goals (SDGs). This Study seeks to undertake a literature review of Quality of Education as embodiment of SDG. Students acknowledge that Quality Education is very important in today's scenario. The purpose of this Research was to understand the perception of quality education in terms of curriculum, placements, infrastructure, teaching experience and resources provided by institutes all over the world with special emphasis on India.

Keywords: Education, Higher Education, Student, Quality, Perception

Introduction

According to Aristotle, "Education is the process of training man to fulfill his aim by exercising all the faculties to the fullest extent as a member of society".

Shah Wali Ullah, has explained that "Education is the activity of developing the sense of good and evil so that an individual can choose the good and reject the evil".

* Scholar Department of Management, Jagannath International Management School.

** Scholar Department of Management, Jagannath International Management School.

*** Assistant Professor Department of Management, Jagannath International Management School.

**To Study the Knowledge and Perception with
Respect of Swachh Bharat Abhiyan Among Slum
People of Bhalswa Slum in Narela,
New Delhi, India**

Pundrikaksh Das, Ishu Singhal** & Dr. Himani Gupta****

Abstract

Background: Our Honourable Prime Minister, Shri Narendra Modi inaugurated Swachh Bharat Mission on October 2, 2014 with Mahatma Gandhi as the inspiration, to create a clean India of his dream by building 90 million toilet in rural India at an estimated cost of 1.96 lakh crore (US\$30 billion) by 2019, on his 150th birth anniversary. The basic goal is to create sanitation facilities for all and eliminate completely the unhealthy practice of open defecation. This abhiyan will also help India in reaching Sustainable Development Goals (SDG 6), initiated by the United Nations in 2015. The government has build 86 million toilet since 2014, reducing number of persons who openly defecate from 550 million to 150 million in 2018. This study is carried out to assess knowledge, perception and practices regarding Swachh Bharat Abhiyan among people living in slums.

Methods: A descriptive study was conducted among 150 subjects of slum area of Delhi NCR with a pre-tested, semi structured questionnaire in order to evaluate their knowledge, perception and practices concerning Swachh Bharat Mission. SPSS software was used to analyse the data collected.

* Scholar Department of Management, Jagannath International Management School.

** Scholar Department of Management, Jagannath International Management School.

*** Associate Professor Department of Management, Jagannath International Management School.

Microfinance: Ensuring Financial Sustainability

Bhavya Pahuja* & Anshu Punshi**

Abstract

Before 1970, Unemployed and low income individuals were treated as unbankable entities because of their incapacity to get formal financial services. Microfinance which is also referred to as microcredit was introduced in Bangladesh and Latin America, can be categorised as a form of banking service which is provided to unemployed or low income individuals or groups who otherwise would have no access. Those institutions participating in microfinance particularly often act as lenders, also provide some additional services which are offered by bankers such as bank accounts and insurance products. The ultimate goal of microfinance is to basically give poverty stricken people a chance to come up and become self-sufficient. Microfinance is literally term to describe less amount loans to the lower income groups. This paper will address the role of microfinance in sustainable development.

Keywords: Microfinance, Sustainable Development.

Introduction

Sustainability is not a recent topic or recently coined fancy word it's basically a community which supports protects and tries to sustain itself and also the surroundings.

When we hear the word sustainable development the first query that rings us is why? why is it so important? The answer is quite simple and self-explanatory that we humans cannot maintain the basic quality of life / diversity of life on earth / Earth's ecosystem unless we embrace it. There are so many voices loud blow exclaiming

* Scholar Department of Management, Jagannath International Management School.

** Assistant Professor Department of Management, Jagannath International Management School

Toilet- Not a Prem Katha but a Need

Ms. Sakshi Chhabra, Ms. Navita Kohli** & Anshu Punshi****

Abstract

Cleanliness is next to godliness is a proverb that refers to the importance of cleanliness in the life of a human and its connection with the spiritual growth and purity of body, mind and soul. Cleanliness is the responsibility of everyone and they need to maintain the cleanliness and hygiene of their surroundings and the environment. Swachh Bharat Mission also known as the clean India mission is a nationwide campaign for the period - 2014 to 2019 that aims to achieve an INDIA which is clean and free of open defecation by the 2nd of October, 2019 which is the 150th anniversary of the birth of bapu of India-mahatma Gandhi, which will be achieved by constructing 90 million toilets in rural India at estimated-cost of rs.1.96 lakh crore. Globally, India has the highest rank among all other countries where people practice open defecation. More than 72% of rural people in India respond to their nature's call behind bushes, in fields or on roadsides. Therefore the objectives of the Swachh Bharat Mission are free from open defecation India, converting the insanitary toilets and unhygienic toilets to pour flush toilets, and above all to bring about a mindset and behavioral change in people regarding healthy sanitation practices and to ensure public participation in achieving these objectives. A brief about this programme, objectives, related health concerns and its role in environmental protection has been discussed in this paper.

Keywords: Swachh Bharat Mission, Open Defecation, Environmental Protection, Sanitation.

-
- * Scholar Department of Management, Jagannath International Management School
 - ** Scholar Department of Management, Jagannath International Management School
 - *** Assistant Professor Department of Management, Jagannath International Management School

Critical Analysis of Smart City and Urbanisation Pertaining to Sustainability

Dakshita Trikha* & Dr. Shruti Bhuttani**

Abstract

Smart city agenda entails promoting the integration of information and communication technologies in cities to improve economic growth, quality of life, governance and mobility while prioritizing environmental sustainability. The purpose of this study is to explore how a nation defines 'sustainable' in terms of urban development and smart cities and how the smart cities agenda has emerged, what it has encompassed and its potential for transformative urban development. A quantitative, secondary research was used to discover the emergence of the smart cities concept suggesting that the vision of the smart city has shifted over time and has been suggested in different ways to serve different purposes. Major challenges being faced are financing, corruption, problem of regulation and governance, availability of master plan, technology, reliability of utility services and lack of infrastructure. A comparative study approach was adopted to compare smart cities of different nations to identify different position on the urbanisation spectrum.

Keywords: Smart City, Sustainable, Urban Development, Challenges, Comparative Study.

Introduction

In recent times, we have heard about smartphones, smart appliances, smart TV'S and now we can say that the smart city buzz has officially arrived. Even though, smart cities are an emerging trend, the concept

* Scholar Department of Management, Jagannath International Management School.

** Assistant Professor Department of Management, Jagannath International Management School.

Industry, Innovation and Infrastructure for Sustainability

Ms. Vidhi Juneja* & CMA Sanjna**

Abstract

If we see holistically industry, innovation and infrastructure are the pillars of making the world more globalized. It is commonly agreed that if the industry is not innovating, it will not flourish in the future years. In this dynamic world where countries are functioning at a faster pace, one needs to grab the opportunities to face the competition and surpass others.

For example India's Prime Minister, Mr Narendra Modi is targeting to complete the project of fully operational bullet trains by 2022 by taking help from Japan. The world is bombarding with new technologies and we are aiming at sustainable development so that the future generations have enough resources. The future generations come up with some new techniques and are more tech savvy. The resources need to be optimally utilized and we need a rationale and overarching vision for the Sustainable Development Goals. Half of the world's population is now connected to the internet and great initiatives like internet drones which could bring connectivity to everyone on the planet. At the same time exponential technologies like artificial intelligence and robotics will become conventional and their effect on people's lives will be prodigious. The framework and other ideas presented in the Paper are meant to stimulate a dialogue on industry, innovation, infrastructure, environmental sustainability and the Sustainable Development Goals.

Keywords: Sustainable Development, Plastic Waste Management, Infrastructure, Innovation, Industry Sector.

* Scholar Department of Management, Jagannath International Management School

** Assistant Professor Department of Management, Jagannath International Management School

CRM: A Sustainability Strategy with Respect to Select FMCG Companies in India

Gitanjali Singh* & Anu Bhardwaj**

Abstract

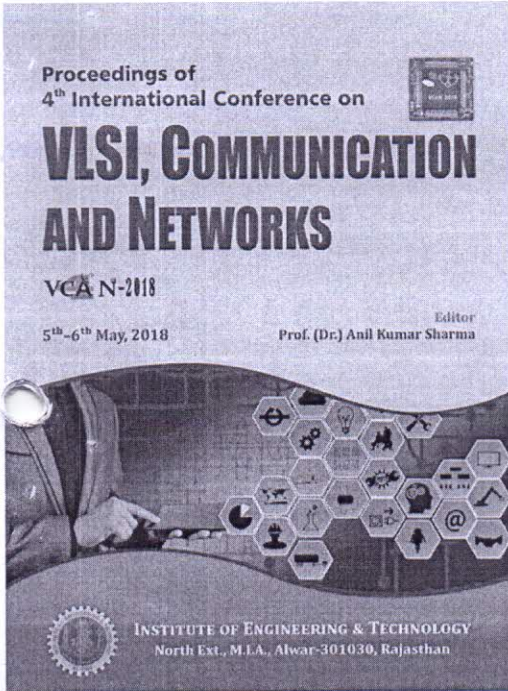
People having concern for different causes like (Environment protection, Education, Animal protection) prefer to purchase products which are associated with a social cause if price and quality are same. They are identified as "socially conscious consumers" who fulfill their own charitable desires. They have feeling of getting additional value from their product purchase.

Fast Moving Consumer Goods (FMCG) companies like Procter & Gamble, Marico, Dabur, Idea etc are implementing Cause related marketing concept as a strategy to satisfy Socially conscious consumers. Companies in order to promote themselves as socially responsible organisations are getting in to an alliance with Non profit organizations for mutual benefit relationship where these companies give pre decided portion of every product being purchased by CS consumers during a specific period of time to non profit organizations. The partnership between company, social-causes and product with the support of a charity is referred as Cause related marketing. This paper reviews the existing literature and draws attention of researchers towards cause related marketing practices in select companies in India. It also proposes the relationship between company-cause, customer-cause fit and customer purchase intent. Cause related marketing is a win-win proposition for Company, Customer and Cause. Companies are able to create their better image as they promise to give back to society by associating with a charitable cause. This is helping them not only in product differentiation but also in getting competitive edge.

Keywords: Cause Related Marketing (CRM), Socially Conscious Consumer (SCC), Customer, Cause Fit.

* Assistant Professor, GLA University, Mathura.

** Assistant Professor, Department of Management Jagannath International Management School



Proceedings of 4th
International
Conference on VLSI
Communication and
Networks VCAN 2018

Editors : Prof Dr Anil Kumar
Sharma

ISBN Number : 978-93-86724-
79-3

Year of Publications : 2018

ENTITY

Excel India Publishers
Excel Seminar Solutions
Excel Printing Universe
Excel Prepress Services
Excel Technoassignment
India

A Study on Contribution of Web Mining Techniques in Digital Marketing

Shalu Bhatia

Research Scholar, Department of Computer Science Applications SunRise University, Alwar, Rajasthan
E-mail: shalutandon1979@gmail.com

Anil Kumar Sharma

Principal, Institute of Engineering & Technology,
Alwar, Raj.

E-mail: aks_826@yahoo.co.in

Abstract—Web mining is the application of data mining techniques to extract knowledge from Web. Web mining has been explored to a vast degree and different techniques have been proposed for a variety of applications that includes Web Search, Classification and Personalization etc. Most research on Web mining has been from a 'data-centric' point of view. In this paper, we highlight the significance of studying the evolving nature of the Web personalization using artificial intelligence. By applying artificial intelligence, web usage mining is used to discover interesting user navigation patterns and can be applied to many real-world problems, such as improving Web sites/pages, improved results, better throughput of web applications, making additional topic or product recommendations, user/customer behaviour studies, etc. A Web usage mining system performs five major tasks: i) data gathering, ii) data creation, iii) discover navigation pattern, iv) pattern analysis and visualization, and v) pattern applications. We are trying to introduce artificial intelligence in last three steps to recursively improving all the five steps and providing better result, throughput and relevancy in web based application. Each task is explained in detail and its related technologies are introduced. The Web mining research is a converging research area from several research communities, such as Databases, Information Retrieval and Artificial Intelligence. In this paper we implement how Web mining techniques can be apply for the Digital marketing, e. Web personalization.

Keywords: Usage Mining, Navigation Patterns, Pattern Analysis, Content Mining, Structure Mining, Digital Marketing, SEO

I. INTRODUCTION

What is Web mining? It is the process that discover and extract the useful mode and knowledge that people are interested from the massive Web documents and activities through data mining technology [23]. Now days, Internet is growing exponentially day by day and hence the information available on the internet. With the dramatically quick and explosive growth of information available over the Internet, World Wide Web has become a powerful platform to store, disseminate and retrieve information as well as mine useful knowledge. Due to the properties of the huge, diverse, dynamic and unstructured nature of Web data, Web data research has encountered a lot of challenges, such as scalability, multimedia and temporal issues etc. As a result, Web

problem of information overload when interacting with the web. A user interacts with the Web; there is a wide diversity of user's navigational preference, which results in needing different contents and presentations of information. To improve the internet service quality and increase the user click rate on a specific website, thus, it is necessary for a Web developer or designer to know what the user really wants to do, predict which pages the user is potentially interested in, and present the customized Web pages to the user by learning user navigational pattern knowledge. A correct web site structure and content should help the users to find what they are looking for. However, sometimes the web site structure is complex, hiding the information and causing a "lost in hyperspace" feeling to the user. On the other hand, when the web site contains simple context, like free text only, it cannot be attractive for the user.

How can we prepare the correct web site structure and content in the right moment for the right user? The answer is not simple and, for the moment, there are only approximations to a possible final solution. It seems to be that the key is in the understanding of the user behaviour in a web site and using this knowledge, construct systems for personalizing the site, i.e., to adapt its structure and content for a particular user. Web Mining techniques have contributed to the analysis of data originated in the Web, also called web data. By applying these techniques, significant patterns about the user behaviour and his/her preferences can be discovered and used to personalize the web site. In this tutorial, we will review the main web mining techniques used in the extraction of knowledge about the user behaviour in the web, with emphasis on using hybrid and computational intelligence techniques for web mining. Some real-world applications will be presented.

II. WEB MINING TECHNIQUES

Web Content Mining: Web Content Mining is the process of extracting useful information from the contents of Web documents. Content data corresponds to the collection of facts a Web page was designed to convey to the users. It may consist of text, images, audio, video, or Research

other disciplines such as Information Retrieval (IR) and natural language processing (NLP).

Web Structure Mining: The structure of a typical Web graph consists of Web pages as nodes, and hyperlinks as edges connecting between two related pages. In addition, the content within a Web page can also be organized in a tree-structured format, based on the various HTML and XML tags within the page. Thus, Web Structure Mining can be regarded as the process of discovering structure information from the Web. This type of mining can be performed either at the (intra-page) document level or at the (inter-page) hyperlink level (Figure 1).

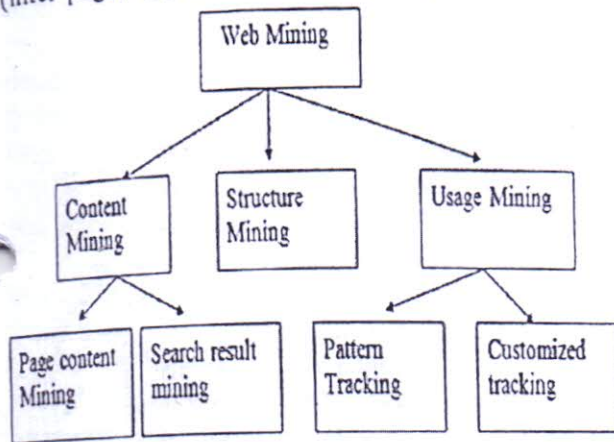


Fig. 1

Web Usage Mining: Web Usage Mining is the application of data mining techniques to discover interesting usage patterns from Web data, in order to understand and better serve the needs of Web-based applications. Usage data captures the identity or origin of Web users along with their browsing behaviour at a Web site. Some of the typical usage data collected at a Web site includes IP addresses, page references, and access time of the users.

Text Mining: Due to the continuous growth of the volumes of text data, automatic extraction of implicit previously unknown and potentially useful information becomes more necessary to properly utilize this vast source of knowledge. Text mining, therefore, corresponds to extension of the data mining approach to textual data and it's concerned with various tasks, such as extraction of information implicitly contained in collection of documents or similarity-based structuring. Text collection in general, lacks the imposed structure of a traditional database. The text expresses the vast range of information, but encodes the information in a form that is difficult to decipher automatically.

III. WEB DATA

Web data are those that can be collected and used in the context of Web personalization. These data are classified in four categories:

- Content data are presented to the end-user appropriately structured. They can be simple text, images, or structured data, such as information retrieved from databases.
- Structure data represent the way content is organized. They can be either data entities used within a Web page, such as HTML or XML tags, or data entities used to put a Web site together, such as hyperlinks connecting one page to another.
- Usage data represent a Web site's usage, such as a visitor's IP address, time and date of access, complete path (files or directories) accessed, referrers' address, and other attributes that can be included in a Web access log.
- User profile data provide information about the users of a Web site. A user profile contains demographic information for each user of a Web site, as well as information about users' interests and preferences. Such information is acquired through registration forms or questionnaires, or can be inferred by analysing Web usage logs.

IV. DIGITAL MARKETING

At a high level, digital marketing refers to advertising delivered through digital channels such as search engines, websites, social media, email, and mobile apps. While this term covers a wide range of marketing activities, all of which are not universally agreed upon, we'll focus on the most common types below:

- Search Engine Optimization
- Content Marketing
- Social Media Marketing
- Mobile Marketing
- Search Engine Marketing
- Email Marketing.

V. PERSONALIZATION ON THE WEB

Web personalization is a strategy, a marketing tool, and an art. Personalization requires implicitly or explicitly collecting visitor information and leveraging that knowledge in your content delivery framework to manipulate what information you present to your users and how you present it. Correctly executed, personalization of the visitor's experience makes his time on your site, or in your application, more productive and engaging. Personalization can also be valuable to you and your organization, because it drives desired business results such as increasing visitor response or promoting customer retention. Unfortunately, personalization for its own sake has the potential to increase the complexity of your site interface and drive inefficiency into your architecture. It might even compromise the effectiveness of your marketing message or, worse, impair the user's

experience. Few businesses are willing to sacrifice their core message for the sake of a few trick web pages. Contrary to popular belief, personalization doesn't have to take the form of customized content portals, popularized in the mid-to-late 90s by snap.com and My Yahoo. Nor does personalization require expensive applications or live-in consultants. Personalization can be as blatant or as understated as you want it to be. It's a tired old yarn, but if you hope to implement a web personalization strategy, the first and most important step is to develop and mature your business goals and requirements. It is important to detail what it is you hope to do and, from that knowledge, develop an understanding of how you get from an idea to implementation. You might be surprised to discover that it won't require most of next year's budget to achieve worthwhile results.

Web personalization can be seen as an interdisciplinary field that includes several research domains from user modelling, social networks, web data mining, human-machine interactions to Web usage mining; Web usage mining is an example of approach to extract log files containing information on user navigation in order to classify users. Other techniques of information retrieval are based on documents categories' selection. Contextual information extraction on the user and/or materials (for adaptation systems) is a technique fairly used also includes, in addition to user contextual information, contextual information of real-time interactions with the Web proposed a multi-agent system based on three layers: a user layer containing users' profiles and a personalization module, an information layer and an intermediate layer. They perform an information filtering process that reorganizes Web documents propose reformulation query by adding implicit user information. This helps to remove any ambiguity that may exist in query: when a user asks for the term "conception", the query should be different if he is an architect or a computer science designer. Requests can also be enriched with predefined terms derived from user's profile develop a similar approach based on user categories and profiles inference. User profiles can be also used to enrich queries and to sort results at the user interface level. Other approaches also consider social-based filtering and collaborative filtering. These techniques are based on relationships inferred from users' profile. Implicit filtering is a method that observes user's behaviour and activities in order to categorize classes of profile.

Other approaches consider information semantics. For example, user queries can be enriched by adding new properties from the available domain ontologies assume that reading, scanning and interacting with a document considered as relevant takes much time for the user. They consider that three sources of implicit feedback are the most relevant to approximate user's interest for a given

interacting with the system. Web information retrieval and mining usually consider web pages as the element to be analysed, organized and presented to the user. However, the content of these Web pages is complex and inter-related. This has led to an interest on integrating semantic knowledge; Personalization process has been enriched at the semantic level, based on user modelling and on log files analysis. These approaches can be combined. User modelling by ontology can be coupled with dynamic update of user profile using results of information-filtering and Web usage mining techniques.

VI. PERSONALIZATION STRATEGIES

Personalization falls into four basic categories, ordered from the simplest to the most advanced:

1. **Memorization**—In this simplest and most widespread form of personalization, user information such as name and browsing history is stored (e.g. using cookies), to be later used to recognize and greet the returning user. It is usually implemented on the Web server. This mode depends more on Web technology than on any kind of adaptive or intelligent learning. It can also jeopardize user privacy.
2. **Customization**—This form of personalization takes as input a user's preferences from registration forms in order to customize the content and structure of a web page. This process tends to be static and manual or at best semi-automatic. It is usually implemented on the Web server. Typical examples include personalized web portals such as My Yahoo and Google.
3. **Guidance or Recommender Systems**—A guidance based system tries to automatically recommend hyperlinks that are deemed to be relevant to the user's interests, in order to facilitate access to the needed information on a large website. It is usually implemented on the Web server, and relies on data that reflects the user's interest implicitly (browsing history as recorded in Web server logs) or explicitly (user profile as entered through a registration form or questionnaire). This approach will form the focus of our overview of Web personalization.
4. **Task Performance Support**—In these client-side personalization systems, a personal assistant executes actions on behalf of the user, in order to facilitate access to relevant information. This approach requires heavy involvement on the part of the user, including access, installation, and maintenance of the personal assistant software. It also has very limited scope in the sense that it

The Web personalization process can be divided into distinct phases:

1. Collection of Web data—Implicit data includes past activities/clickstreams as recorded in Web server logs and/or via cookies or session tracking modules. Explicit data usually comes from registration forms and rating questionnaires. Additional data such as demographic and application data (for example, e-commerce transactions) can also be used. In some cases, Web content, structure, and application data can be added as additional sources of data, to shed more light on the next stages.

2. Pre-processing of Web data—Data is frequently pre-processed to put it into a format that is compatible with the analysis technique to be used in the next step. Pre-processing may include cleaning data of inconsistencies, filtering out irrelevant information according to the goal of analysis (example: automatically generated requests to embedded graphics will be recorded in web server logs, even though they add little information about user interests), and completing the missing links (due to caching) in incomplete click through paths. Most importantly, unique sessions need to be identified from the different requests, based on a heuristic, such as requests originating from an identical IP address within a given time period.

3. Analysis of Web data—Also known as Web Usage Mining, this step applies machine learning or Data Mining techniques to discover interesting usage patterns and statistical correlations between web pages and user groups. This step frequently results in automatic user profiling, and is typically applied offline, so that it does not add a burden on the web server.

4. Decision making/Final Recommendation Phase—The last phase in personalization makes use of the results of the previous analysis step to deliver recommendations to the user. The recommendation process typically involves generating dynamic Web content on the fly, such as adding hyperlinks to the last web page requested by the user. This can be accomplished using a variety of Web technology options such as CGI programming.

VII. REQUIREMENTS OF WEB USAGE MINING

It is necessary to examine what kind of features a Web usage mining system is expected to have in order to conduct effective and efficient Web usage mining, and what kind of challenges may be faced in the process of developing new Web usage mining techniques. A Web

- Gather useful usage data thoroughly,
- Filter out irrelevant usage data,
- Establish the actual usage data,
- Discover interesting navigation patterns,
- Display the navigation patterns clearly,
- Analyse and interpret the navigation patterns correctly, and apply the mining results effectively.

VIII. WEB 2.0 TECHNOLOGY

Our introduction of Web 2.0 technologies here aims to study different possibilities provided by them and to explore them in our context. In fact, the Web 2.0 is perceived as an important transition of the World Wide Web which evolved from a collection of Web sites to a computing platform providing web applications to users. The Web 2.0 technologies as exemplified by sites like flickr, Facebook, LinkedIn and HousingMaps allow for an easier distributed collaboration. The "Web 2.0" aims to put the user at the heart of online services: with the traditional web, surfers used to be passives and consumers while with Web2.0 surfers have become contributors, actives and producers. Web2.0 is considered as a set of practices and principles. The important one is that web is considered as a platform, like an operating system, on which applications can be developed.

The Web 2.0 underlies the use of technologies that are for most standardized. The oldest are HTML, XHTML, CSS, JavaScript and DOM. The newest technologies are: AJAX (Asynchronous JavascriptAnd XML), RSS (Really Simple Syndication - syndication or Rich Site Summary) which has evolved into the standard Atom. Table 4 presents a selection of web 2.0 technologies.

With this new way of information managing new concepts have emerged such as social networks, social bookmarks, "customization" (giving a personal touch to the site used) or the folksonomies (Use keywords to catalogue online resources). The user now has access to applications on one page rather than on pages of external applications. The best-known actors of the Web 2.0 are: Wikipedia - the free online encyclopaedia, Flickr—sharing photos online, Del.icio.us—favourites sharing and MySpace—social network with sharing files.

IX. CONCLUSION

In this article, we have outlined three different modes of web mining, namely web content mining, web structure mining and web usage mining. Needless to say, these three approaches cannot be independent, and any efficient mining of the web would require a judicious combination of information from all the three sources. We have presented in this paper the significance of introducing the web mining techniques in the area of web personalization.

Personalization requires analysis of your goals and the development of business requirements, use cases, and

metrics. Once these are fully understood, you may find that your personalization strategy doesn't require substantial augmentation of your application environment. If you do find that the integration of a personalization tool is necessary, with this knowledge, you'll be able to better analyse and judge the offerings. In less than a decade, the World Wide Web has become one of the world's three major media, with the other two being print and television. Electronic commerce is one of the major forces that allow the Web to flourish, but the success of electronic commerce depends on how well the site owners understand users' behaviour and needs. Web usage mining can be used to discover interesting user navigation patterns, which can then be applied to real-world problems such as Web site/page improvement, additional product/topic recommendations, user/customer behaviour studies, etc. This paper has provided the requirements of Web usage mining and the introduction of web 2.0 technology. Improving quality and extension of our models will be the following steps in our project. The development and application of Web mining techniques in the context of Web content, usage, and structure data will lead to tangible improvements in many Web applications, from search engines and Web agents to Web analytics and personalization. Future efforts, investigating architectures and algorithms that can exploit and enable a more effective integration and mining of content, usage, and structure data from different sources promise to lead to the next generation of intelligent Web applications.

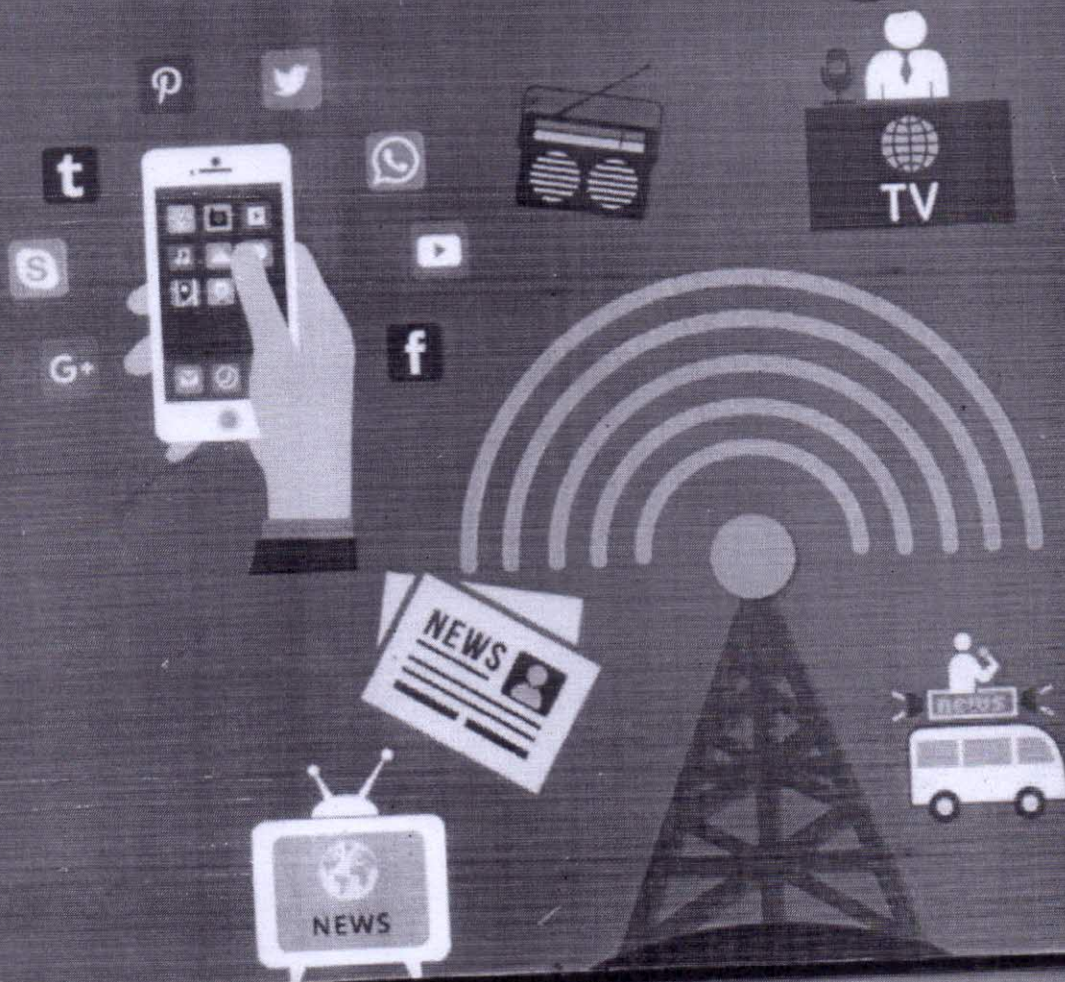
REFERENCES

- [1] Agrawal R. and Srikant R. (2000). Privacy-preserving data mining. In Proc. of the ACM SIGMOD Conference on Management of Data, Dallas, Texas, 439-450.
- [2] Berners-Lee J, Hendler J, Lassila O (2001) The Semantic Web. *Scientific American*, vol. 184, pp34-43.
- [3] Berendt B., Bamshad M., Spiliopoulou M., and Wiltshire J. (2001). Measuring the accuracy of sessionizers for web usage analysis. In Workshop on Web Mining, at the First SIAM International Conference on Data Mining, 7-14.
- [4] Berendt B., Hotho A., and Sturme G. (2002). Towards semantic web mining. In Proc. International Semantic Web Conference (ISWC02).
- [5] Cecconi A, Galanda M (2002) Adaptive Zooming in Web Cartography. In Proceedings of SVG Open 2002 (Zurich, Switzerland), pp787-799.
- [6] Chen L, Sycara K (1998) A Personal Agent for Browsing and Searching. In Proceedings of the 2nd International Conference on Autonomous Agents, Minneapolis/St. Paul, May 9-13, pp132-139.
- [7] Desikan P. and Srivastava J. (2004). Mining Temporally Evolving Graphs. In Proceedings of ...
- [8] Eirinaki M., Vazirgiannis M. (2003) Web mining for personalization. *ACM Transactions On Internet Technology (TOIT)*, 3(1), 1-27.
- [9] Ghani, R. and A. Fano. Building Recommender Systems Using Knowledge Base of Product Semantics. in Proceedings of the Workshop on Recommendation and Personalization in e-Commerce, at the 2nd International Conference on Adaptive Hypermedia and Adaptive Web Based Systems (AH2002), 2007, pp. 11-19, Malaga, Spain.
- [10] Jaideep Srivastava, Robert Cooley, Mukund Deshpande, Pang-Ning Tan, Web Usage Mining: Discovery and Applications of Usage Patterns from Web Data, SIGKDD Explorations, January 2000, Vol. 1, Issue 2, pp. 12-23.
- [11] Kargupta H., Datta S., Wang Q., and Sivakumar K. (2003). On the Privacy Preserving Properties of Random Data Perturbation Techniques. In Proc. of the 3rd ICDM IEEE International Conference on Data Mining (ICDM'03), Melbourne, FL.
- [12] Linden G., Smith B., and York J. (2003). Amazon.com Recommendations Item-to-item collaborative filtering. *IEEE Internet Computing*, 7(1), 76-80.
- [13] Mobasher, B., Web Usage Mining and Personalization. in *Practical Handbook of Internet Computing*, M.P. Singh, Editor, 2004, CRC Press, p. 15.1-37.
- [14] Maier T. (2004). A Formal Model of the ETL Process for OLAP-Based Web Usage Analysis. In Proc. of "WebKDD-2004 workshop on Web Mining and Web Usage Analysis", part of the ACM KDD: Knowledge Discovery and Data Mining Conference, Seattle, WA.
- [15] Meo R., Lanzi P., Matera M., Esposito R. (2004). Integrating Web Conceptual Modeling and Web Usage Mining. In Proc. of "WebKDD-2004 workshop on Web Mining and Web Usage Analysis", part of the ACM KDD: Knowledge Discovery and Data Mining Conference, Seattle, WA.
- [16] Mobasher, B., Cooley, R., and Srivastava, J. (2000). Automatic personalization based on web usage mining. *Communications of the ACM*, 43(8) 142-151.
- [17] Mobasher B., Dai H., Luo T., and Nakagawa M (2001) Effective personalization based on association rule discovery from Web usage data, ACM Workshop on Web information and data management, Atlanta, GA.
- [18] Nasraoui O., Krishnapuram R., and Joshi A. (1999). Mining Web Access Logs Using a Relational Clustering Algorithm Based on a Robust Estimator, 8th International World Wide Web Conference, Toronto, 40-41.
- [19] Pierrakos, D., et al. Web Community Directories: A New Approach to Web Personalization. in Proceeding of the 1st European Web Mining Forum (EWMF'03), 2003, p. 113-129, Cavtat-Dubrovnik, Croatia.
- [20] Schafer J.B., Konstan J., and Reidel J. (1999). Recommender Systems in E-Commerce, In Proc. ACM Conf. E-commerce, 158-166.
- [21] Spiliopoulou M. and Faulstich L. C. (1999). WUM: A Web utilization Miner, in Proc. of EDBT workshop WebDB98, Valencia, Spain.
- [22] Srivastava, J., Cooley, R., Deshpande, M., and Tan, P.N. (2000). Web usage mining: Discovery and applications of usage patterns.

Masand, O. Nasraoui, Eds. part of the ACM KDD: Knowledge Discovery and Data Mining Conference, Seattle, WA.

जन संचार की भारतीय अवधारणा एवं संभावनाएँ

डॉ. दिलीप कुमार, चारु चन्द्र पाठक
सनोज सिंह



जनसंचार की भारतीय अवधारणा एवं संभावनाएँ

डॉ. दिलीप कुमार

पी.डी.एफ., पी.एच.डी. (पत्रकारिता एवं जनसंचार विषय में);
पी.एच.डी. (राजनीति विज्ञान में); स्नातकोत्तर (पत्रकारिता
एवं जनसंचार, राजनीति विज्ञान एवं हिन्दी विषय में);
पी.जी. डिप्लोमा (पत्रकारिता एवं जनसंचार विषय में)

श्री चारु चन्द्र पाठक

एवं

श्री सनोज सिंह



MACKHINGEE PUBLISHER

Mackhingee Publishers

New Delhi

जनसंचार की भारतीय अवधारणा एवं संभावनाएँ

डॉ. दिलीप कुमार, श्री चारु चन्द्र पाठक एवं डॉ. सनोज सिंह

© Publisher

First Published : 2018

ISBN : 978-81-936972-8-3

All rights reserved. No part of this book may be reproduced or transmitted, in any form or by any means, without prior permission of the publisher.

Published by

MACKHINGEE PUBLISHERS

4853-54, Basement, Gali No. 24,

Near Sanjeevan Hospital, Daryaganj,

New Delhi 110 002

Phones: 9650119180, 011-43502280

Email: maepub2018@rediffmail.com

maepub2018@gmail.com

Designed by

Upasana Graphics, Delhi 110 092

Printed at

Balaji Offset, Delhi 110 095

प्रस्तुत पुस्तक
विभिन्न पहलु
है। साथ ही
की गई है।
विद्यार्थियों के
ध्यान में रखा
अहम अंग है।
संचार के आ
क्योंकि सामान

मनुष्य ही
तरह, या फिर
में संचार ने स
मनोरंजन, रा
इत्यादि में स
विकास, मनोवि
रोशनी डाली
रोजगार की
पुस्तक में इस

हाल के
मीडियाकर्मियों
रिपोर्टिंग की
पर केंद्रित अ
करता है। भार
भूमिका होती
की गई है।

इस पुस्त
शिक्षण का
बखूबी परिधि
विभिन्न क्षेत्रों
चुनौतियों से
पुस्तक न रि
इनकी बेहतर
पुस्तक विद्या

प्रपत्र विभिन्न शोध पत्रिकाओं लोकप्रिय है। इसके अलावा शैक्षणिक समितियों में वतौर व राज्य स्तर की चयन दान के लिए उन्हें अनेक

ने करियर की शुरुआत की के साथ जुड़े रहे। वह नैडिया शिक्षक के रूप में तकरीबन हर मुदे से उनके शोध पत्र प्रकाशित किया गया है।

राज्य रायपुर से विज्ञापन विद्यालय वर्धा (महाराष्ट्र), स्ट्रेट विज्ञान संचार के विषय पर है। वर्तमान में विज्ञानविद्यालय रायपुर, विभिन्न शोध पत्रिकाओं में

विषयसूची

आमुख.....	(v)
आभार.....	(vii)
लेखकों के बारे में.....	(viii)

क्र.सं.	अध्याय	पेज संख्या
1.	संचार के भारतीय प्रारूप (डॉ. दिलीप कुमार व प्रमोद कुमार पाण्डेय)	1
2.	वैदिक संचार (प्रो. (डॉ.) बंदना पाण्डेय)	9
3.	संचार : प्रकृति, कार्य एवं प्रकार (श्री चारु चन्द्र पाठक)	15
4.	जनसंचार के प्रमुख कार्य (सुश्री प्रियंका त्यागी)	33
5.	संचार प्रतिरूपों का तुलनात्मक अध्ययन (श्री चारु चन्द्र पाठक एवं सुश्री प्रियंका त्यागी)	47
6.	संचार की विभिन्न अवधारणाएँ एवं सिद्धांत (श्री चारु चन्द्र पाठक)	75
7.	न्यूमीडिया और प्राचीन भारतीय संचार मॉडल (डॉ. अमिताभ श्रीवास्तव)	91
8.	सामाजिक विकास और संचार (डॉ. दिलीप कुमार व प्रमोद कुमार पाण्डे)	97
9.	जनमाध्यम एवं राजनीति (डॉ. भरत कुमार)	107
10.	संचार और रोजगार (डॉ. दिलीप कुमार व श्री प्रमोद कुमार पाण्डे)	113
11.	संचार और मनोविज्ञान (डॉ. दिलीप कुमार व श्री प्रमोद कुमार पाण्डे)	123
12.	अमूर्त से मूर्त : भारतीय संचार का आधार (डॉ. आज़ाराम पाण्डे)	131
13.	विज्ञान संचार और वर्तमान परिदृश्य (डॉ. धनेश जोशी)	137
14.	लोकतंत्र के संवर्द्धन में जनसंचार माध्यमों की भूमिका (प्रो. (डॉ.) अरुण कुमार भगत)	153

में है। जन संचार के लिए अखबार, प्रमों का इस्तेमाल किया जाता है। लिए समान होता है और तत्काल

roduction to Communication
nowledge, 2013.

) By Keval J. Kumar, Jaico

mmunication By Vir Bala
Company, New Delhi 2001.

By Denis McQuail, Sage

ogical Perspective By J V

अध्याय-4

जनसंचार के प्रमुख कार्य

-सुश्री प्रियंका त्यागी

परिचय

शब्द मानव जाति के इतिहास में प्रयोग की जाने वाली सर्वाधिक शक्तिशाली औषधि की तरह होते हैं।—रुडयार्ड किपलिंग

संचार हमारे जीवन का अभिन्न अंग है। जिस प्रकार रोटी, कपडा और मकान हमारी मूलभूत आवश्यकताओं में गिने जाते हैं, उसी प्रकार संचार भी एक मूलभूत आवश्यकता है। मानव शायद कुछ दिन बिना खाए-पिए रह ले, किंतु संचार के बिना समाज में रहना संभव नहीं है। चाहे घर से निकलते वक्त एफ.एम. पर गाने सुनना हो, या व्हट्सऐप पर मित्रों का हाल-चाल पूछना हो, संचार हम सभी के जीवन का एक अभिन्न हिस्सा है। विभिन्न परिस्थितियों और आयामों के आधार पर संचार विभिन्न प्रकार का होता है जैसे अंतःवैयक्तिक, अंतरवैयक्तिक, समूह और जनसंचार।

जनसंचार शब्द दो शब्दों, यानी जन + संचार को जोड़कर बना है, जिसका शाब्दिक अर्थ होता है व्यापक आबादी तक किया जाने वाला संचार या लोगों के लिए किया गया संचार। सरल शब्दों में ये एक ऐसी प्रक्रिया है जहां एक बड़े समूह, जिसे एक बार में जानना संभव न हो, के बीच किसी माध्यम के द्वारा किया गया संचार जनसंचार कहलाता है। इसका अर्थ यह भी है कि ये एक प्रकार का सार्वजनिक संचार है जिसमें किसी इलेक्ट्रॉनिक या यांत्रिक माध्यम की आवश्यकता होती है।

जनसंचार अंग्रेजी भाषा के मास कम्युनिकेशन का पर्याय है जिसके 'मास' शब्द की व्याख्या करते हुए इलियट फ्रेडसन (1953) ने कहा था कि "मास ऐसे व्यक्तियों के समूह को कहते हैं जो एक-दूसरे से भिन्न हैं और किसी भी प्रकार से एक-दूसरे से जुड़े नहीं हैं।" वहीं कम्युनिकेशन (संचार) कॉमन शब्द से आया है जिसका अर्थ है समान। सरल शब्दों में जनसंचार का अर्थ है विविध प्राप्तकर्ता समूह में समान रूप से एक संदेश को प्रसारित करना।

जनसंचार संचार का वह भाग है जहां संदेश एक व्यक्ति विशेष, समूह से लेकर एक बड़े संस्थान की तरफ से लोगों के एक बड़े विषमांगी समूह तक पहुंचाया जाता है। रेडियो, टेलीविजन, किताबें, पत्रिकाएं और सिनेमा इसी प्रकार के संचार के प्रमुख प्रकार हैं।

संचार प्रतिरूपों का तुलनात्मक अध्ययन

-श्री चारु चन्द्र पाठक एवं सुश्री प्रियंका त्यागी

किसी मॉडल या प्रतिरूप का उद्देश्य किसी अवधारणा का दृश्यात्मक प्रस्तुतिकरण करना होता है ताकि इसे बेहतर ढंग से समझा जा सके। संचार के मॉडल्स या प्रतिरूपों को तीन व्यापक श्रेणियों में बांटा गया है : (क) संचार के लीनियर या रैखिक मॉडल, (ख) संचार के इंटरैक्टिव मॉडल, और (ग) संचार के ट्रांसैक्शनल मॉडल।

(क) संचार के लीनियर या रैखिक मॉडल : इस श्रेणी के मॉडल्स के अनुसार, संचार मुख्यतः एकमार्गी प्रक्रिया है जिसमें प्रेषक द्वारा चैनल के माध्यम से संदेश प्रेषित किया जाता है और प्राप्तकर्ता इस संदेश को डिकोड करके प्राप्त करता है। इस श्रेणी के मॉडल्स में तत्काल फीडबैक प्रदान नहीं किया जा सकता है। इसमें शोर या व्यवधान का तत्व शामिल होता है। उदाहरण के लिए, टेलीविजन, रेडियो, समाचारपत्र आदि किस्म के संचार माध्यमों पर विचार करें।

(ख) संचार के इंटरैक्टिव मॉडल : इस श्रेणी के मॉडल्स के अनुसार, संचार मुख्यतः द्विमार्गी प्रक्रिया है जिसमें प्रेषक द्वारा चैनल के माध्यम से संदेश प्रेषित किया जाता है और प्राप्तकर्ता इस संदेश को डिकोड करके प्राप्त करता है। इसके पश्चात, प्राप्तकर्ता अपना प्रत्युत्तर या संदेश प्रेषक को भेजता है और दोनों की भूमिकाएं बदल जाती हैं। इस श्रेणी के मॉडल्स संचार के नए माध्यमों जैसे कि इंटरनेट, ईमेल आदि और पारंपरिक माध्यम जैसे कि टेलीफोन आदि पर आधारित हैं। इस प्रकार के संचार में प्रेषक व प्राप्तकर्ता का एक-दूसरे को जानना आवश्यक नहीं है और यदि प्राप्तकर्ता प्रत्युत्तर नहीं देता है, तो यह रैखिक संचार में बदल जाता है। इसमें भी शोर या व्यवधान का तत्व शामिल होता है।

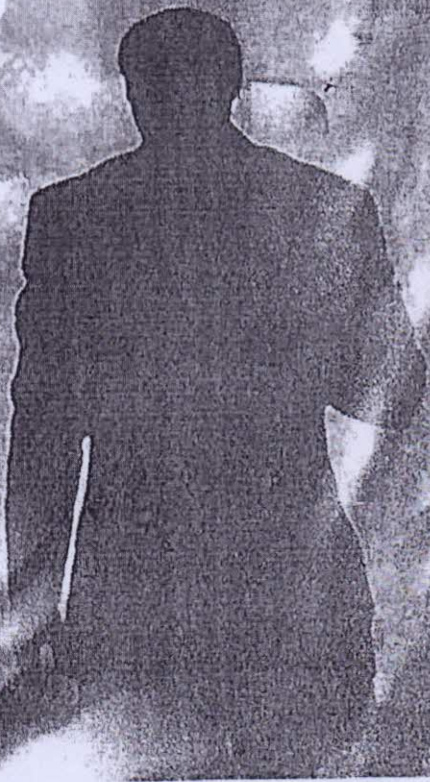
(ग) संचार के ट्रांसैक्शनल मॉडल : इस श्रेणी के मॉडल्स के मुख्यतः पारस्परिक या अंतर्व्यक्ति या आमने-सामने के संचार पर लागू होते हैं और इसमें संचार द्विमार्गी व गतिशील प्रक्रिया है जिसमें प्रेषक और प्राप्तकर्ता अपनी भूमिकाएं बदलकर एक-दूसरे को संदेश भेज सकते हैं। इस प्रकार के संचार में तत्काल फीडबैक दिया जा सकता है। इस प्रकार का संचार शोरगुल से भरा और अप्रभावी प्रतीत हो सकता है। इसमें परिवेश व शोर या व्यवधान का तत्व शामिल होता है।

अरस्तू का मॉडल

यूनान के महान दार्शनिक और विचारक अरस्तू (384 ईस्वी पूर्व) ने लगभग सभी प्रमुख विषयों, जैसे गणित, भौतिकी आदि पर अपने विचार व तर्क प्रस्तुत किए हैं और इसी क्रम में संचार की

ORPHANS OF THE STORM

RAVI DHAR



© 1998 BANTAM BOOKS

About the author



RAVI DHAR

A doctorate in English from the North-Eastern Hill University, Shillong, India, Ravi Dhar has taught in various universities in India and the Ethiopian Civil Services College, Addis Ababa. A keen student of Indian philosophy and Integral Yoga, he blends the knowledge of linguistics, literature, communication, commerce, philosophy and mysticism in his perception of the dynamics of human life. He has traveled to Korea, Singapore, Malaysia, Thailand, Ethiopia and Sweden. Presently, he is Professor of Mass Communication at Jagannath International Management School, Vasant Kunj, New Delhi, India, of which he also happens to be the Director. He is also a poet, having published poems in journals and newspapers published in India. He believes in the creative evolution of humankind, a faith that he has inherited from his Guru, Sri Aurobindo and the Mother.

Connect with him at
ravikdhar@gmail.com

Orphans of the Storm

Gifted to
TMS Library

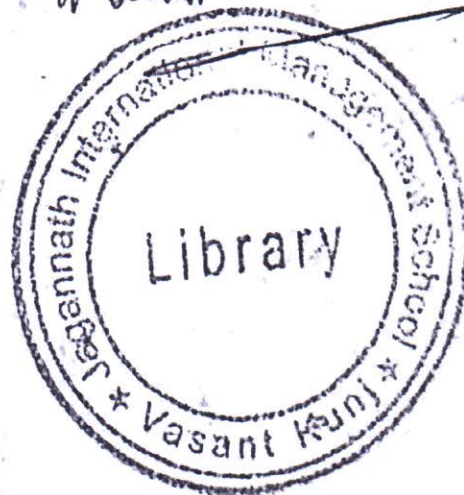
Library
005
HOL



1005

Wankar

1005



RAVI DHAR



**BLACKBUCK
PUBLICATION**

BLACKBUCK PUBLICATION

91springboard,
B1/H3, Lower Ground Floor,
Mohan Cooperative Industrial Estate,
Mathura Road, New Delhi-110044.

Copyright © Ravi Dhar

All rights reserved. This publication is sold subject to the condition no part of this publication may be copied, reproduced, stored in or introduced into a retrieval system or transmitted in any form or by any means (electronic, photocopying, recording or otherwise) without the prior permission of the publisher. Any person who does any unauthorised act in relation to this publication may be liable to criminal prosecution and civil claims for damages.

ISBN 9781630410100

Book Editor: Anshul Sharma
Cover Design: Ashish Chatterjee

Printed at – Salasar Imaging Systems, New Delhi
Price - Rs 180

CONTENTS

Chapter 1: The Valley Desecrated	9
Chapter 2: The Idyllic Dell	27
Chapter 3: Into the Valley of Death	32
Chapter 4: Tul pallav asi czalav, Banehali asi tarav	44
Chapter 5: The orphans of the storm	49
Chapter 6: The Purgatory	54
Chapter 7: Meditation	59
Chapter 8: The Travail	68
Chapter 9: Lily in the Hell	74
Chapter 10: A House for Nund Pundit	80
Chapter 11: The Disciple	86
Chapter 12: The Buddhist Dilemma	92
Chapter 13: The Call	99
Chapter 14: The Checkmate	103
Chapter 15: The Battle of Ideas	108
Chapter 16: Struggle for Survival	112
Chapter 17: Up the hill of life we go	119
Chapter 18: Life in the Naga Hills	124
Chapter 19: Life in the Pundit family	130
Chapter 20: Love sprouts in Kohima	137
Chapter 21: The Passion of Love	149
Chapter 22: Love is wor(k)ship	158
Chapter 23: Love's Labour Lost	167

Chapter 24: Storm at Medziphema	172
Chapter 25: Once is not enough	184
Chapter 26: The Battle Royale	192
Chapter 27: Rendezvous	202
Chapter 28: Intimations of Merry Serendipity	217
Chapter 29: Purush and Prakriti	223

*Countless griefs ago,
when the 'veth' went red...*

The air is thick with rumours. Reports speak of the molesting of Pundit girls and the killing of Pundit men. There is talk of Nizam-e-Mustapha. Kashmiri Pundit families are fleeing the valley in wave after wave. But, one man stands unmoved, refusing to give in to this mass frenzy.

Towards the middle of one night, Nund Pundit's house resonates with a deafening crescendo. He must pay for his faith. The fury of the mob must be quenched. He must suffer the ignominy of his daughter's barbaric slaughter. He must suffer the dishonor of his wife and young daughter. He must suffer the mysterious disappearance of his elder son.

The December sky looks much too ominous as the School Bus, carrying Siddhartha and his friends, noses down into the valley. The queer sequence of events that follow inspire no confidence.

Siddhartha must outgrow his youthful sportiveness to realize the gravity of the calamity that had struck his family.

He must find answers to the barbarity of man as he struggles to build a new world of hope and comfort for his bereaved and shell-shocked parents. He must come face to face with deceit and danger in the hinterland of Nagaland. He must see the barbarity of the civilized and the civility of the so-called barbaric in the petty squabbles of the teachers at Medziphema and the murder of the Dean. In the midst of this maelstrom of events blossoms love not once but twice.



BLACKBUCK
PUBLICATION

ISBN 978-1630410





BASICS OF TELEVISION PRODUCTION



Editors
DR. DILIP KUMAR
SHALINI GULIANI

**Basics
of
Television Production**

EDITOR
DR. DILIP KUMAR

KANISHKA PUBLISHERS, DISTRIBUTORS
NEW DELHI 110002

KANISHKA PUBLISHERS, DISTRIBUTORS

4697/5-21A, Ansari Road, Daryaganj

New Delhi -110 002

Phones: 2327 0497, 2328 8285

Fax: 011-2328 8285

E-mail: kanishka_publishing@yahoo.co.in

Basics of Television Production

First Published 2018

© Editor

ISBN: 978-81-8457-844-7

PRINTED IN INDIA

Published by Madan Sachdeva for Kanishka Publishers, Distributors,
4697/5-21A, Ansari Road, Daryaganj, New Delhi-110 002, Typeset
by Sunshine Graphics, Delhi, and Printed at Rajdhani Printers, Delhi.

Journalism
journalism is
trusted source
plays an important
development
and interest
new modes
because of its
fascinates me
that connect,

This pres
terms of telev
cycle of televi
and present th
of viewers an

In this bo
and each chap
book tried to i
and productio

(viii)

G IIMC), Dr. Suresh Chand Nayak
ersity), Dr. Arun Bhagat (Associate
ir support and guidance in this entire

to read this book and would contribute

serve as a perfect guide to television

Dr. Dilip Kumar

Contents

<i>Preface</i>	v
<i>Acknowledgements</i>	vii
1. TV Broadcasting: An Introduction <i>Ayushi Sachdeva</i>	1
2. Development Cycle of Indian Television and TV Journalism-A Brief History of Television in India: A Chronology of Events <i>Dilip Kumar</i>	14
3. Writing Style for Television News <i>Gaurav Yadav</i>	30
4. What Makes News? <i>Charu Chandra Pathak</i>	38
5. News Source for TV Journalism <i>Shalini Guliani</i>	46
6. Live Reporting Skills <i>Gaurav Yadav</i>	54
7. Covering Different Beats and Events <i>Poonam Singh</i>	58
8. News Reading and Presenting Techniques <i>Poonam Singh</i>	78
9. Ethics and Responsibility <i>Priyanka Tyagi</i>	89
10. Television News Formats <i>Arunesh K. Dwivedi</i>	98

(x)

Preface
Ackno

• TV
• De
• Te
• Hi
• A
• W
• W
• Ne
• Li
• Co
• Ne
• Te
• Et
• Te
• Fr
• Ne
• St
• Si
• TV
• M
• Te
• C
• T
List of
Index

11. From 2 Minutes Headline to 24 Hour News <i>Kumar Rajyavardhan</i>	107
12. Stages of Television Production <i>Dilip Kumar & Somnath Patra</i>	114
13. Single and Multi-Camera Production <i>Charu Chandra Pathak</i>	123
14. TV as a Tool for Development and Modernization <i>Dilip Kumar</i>	134
15. Television Advertising <i>Harmeet Kaur Kochhar</i>	153
16. Career in TV Journalism <i>Sheweta Gaur</i>	160
17. TV Channel and Revenue Generation <i>Pijush Dutta</i>	174
<i>List of Contributors</i>	193
<i>Index</i>	196

about what is going on so I can
amongst a broad audience in
re than just a "Bible thumper"
so puts his faith in Jesus.

ld consume news 24/7 for the
It's on all day, every day.
be kept in moderation.

legalist. I literally CAN'T tell
like for your life. It's an issue.
at God has called you and

ld God, set some boundaries.
but it's not okay for the news
o point one as I say, "Set your
in things on earth."

D REFERENCES

is/how-to-read-the-news-like-a-

the-news

9

Ethics and Responsibility

Priyanka Tyagi

NBC'S Famous News presenter **Jessica savitch** once said that television news is a delicate balance of serving public good and private gain. In other words she was discussing the importance of balance in presenting news and generating revenue. Television from the time of its advent worked as a source of opinion maker and powerful medium of persuasion. In India television came in the form of charity, and after that also we were not ready for this idiot box, but soon this idiot box fix itself as an enduring entity of our drawing rooms, due to its reach to everyone' and providing any information with a blink of an eye.

There is also another quote 'that every right comes with few responsibilities' means if television was or to be precise still enjoys its status of most loved media industry then this industry also have few responsibilities, social and moral ethics to follow.

India is world's largest democracy and known for its democratic practices such as the concept of freedom of press and our constitution also ensure that we as citizen of India have freedom of speech as our fundamental right. In India press performs its duty of surveillance or watchdog with the help of the right issued to them by constitution of India but the questions which are developing shapes are, whether they are performing their