



Navman's

CAPITAL MARKET

Publication Year:
2023

S.No : 1

Dr. Shikha Gupta



CAPITAL MARKET

For BBA, B. Com. & MBA students
of All Indian Universities

Dr. Shikha Gupta

M.B.A., Ph.D., UGC NET, B.Ed.
Associate Professor, MERI College,
G. G. S. I. P. University, N. Delhi



Shri Navman Publications
Allgarh-202001 (INDIA)



Syllabus of Capital Market for B. B. A. of Maharshi Dayanand University, New Delhi

UNIT-1: Meaning, nature and role of capital market, Features of developed capital market, Reforms in the capital market, Regulatory framework of capital market, Capital market instruments and innovation in financial instruments.

UNIT-2: Primary capital market scenario in India, Primary market intermediaries, Primary market activities, Methods of raising resources from primary market; Secondary market scenario in India reforms in secondary market, Organization and management, Trading and settlement, Listing of securities, Stock market index, Step taken by SEBI to increase liquidity in stock market.

UNIT-3: Meaning need and benefits of depository system in India, difference between Demat and physical share depository process, Functions of NSDL and SHCIL Importance of Debt market in capital market, Participation in the debt market, Types of instrument treated in the Debt market, Primary and secondary segments of debt market.

UNIT-4: Role & policy measures relating to development banks & financial institution in India, Products and services offered by IFCI, IDBI, IIBI, SIDBI, IDFC, EXIM Bank, NABARD and ICICI Meaning and benefits of mutual funds, Types of mutual funds, SEBI guidelines relating to mutual funds.

Note : This is an outline of the syllabus. For the complete and updated syllabus, see the University Syllabus.

© Author

First Edition 2023

Price : Rs. 220

Printed & Published by :

Shri Navman Publications

Navman Compound, Madar Gate, ALIGARH-202001 (INDIA)

Mob.: 0843055522, 09358251032, 0875505551

e-mail : shreenavmanpublication@gmail.com

© Publishers

The materials, graphs of the book is copyright. Any part of the book may not be reproduced in any form or by any means without permission in writing of copyright owner.

We have taken every possible care to remove the errors of principle or of printing in editing and printing this book but still we beg to state that the authors and publishers should not be held responsible for any mistake that might have crept in unintentionally.



PREFACE

Welcome to the world of capital markets.

Capital markets play a vital role in the global economy, acting as a platform for companies to raise funds and investors to allocate their capital. Understanding how these markets function is essential for any aspiring business professional or student as an investor. The purpose of this book is to demystify the world of capital markets and provide a solid foundation to build upon.

The book begins with an introduction to the concept of capital markets, explaining their significance and role in driving economic growth. It delves into the various types of capital markets, such as equity markets, debt markets, and derivative markets, highlighting their unique characteristics and functions. By understanding the distinctions between these markets, you will gain insights into the different investment opportunities they offer in a simple language.

The book explores key players in the capital market system such as investment banks, stock exchanges, brokers, and other intermediaries who facilitate the smooth functioning of these markets. You will learn about their roles, responsibilities, and the regulatory framework that governs their operations. This section is designed to provide a holistic view of the capital market ecosystem and its interdependencies between the various players.

One of the highlights of this book is to present practical scenarios and analyze them from a capital market perspective. These examples will help you apply the theoretical concepts learned in real-life situations, enhancing your understanding and preparing you for the challenges you may encounter in the future.

As you progress further, the book talks about the mechanics of capital market transactions. It explains the process of issuing



securities, including initial public offerings (IPOs) and bond offerings. You will gain insights into the factors that influence price and valuation, as well as the risks associated with investing in capital markets. It also discusses the importance of due diligence and research in making informed investment decisions. This book is designed for undergraduate students specifically BBA and B.Com (Hons.) who are eager to explore and understand the intricate workings of the capital market.

Finally, the book is concluded by discussing the role of technology and innovation in shaping the future of capital markets. The book explores the impact of the capital market ecosystem including trading, settlement, and risk management. This section aims to provide you with a glimpse into the evolving landscape of capital markets, inspiring you to stay updated and adapt to the changing dynamics of the industry.

As an expert in the field, she has dedicated her time and expertise to provide the comprehensive guide that will not only introduce the reader to the fundamentals but also equip him with the necessary knowledge to navigate this complex landscape. In preparing this book, relevant material is collected from various sources, including the exchange's portal, published and unpublished sources, books, journals and articles by eminent scholars. My teachers, colleagues and friends offered me valuable suggestions in penning this manuscript. My sincere thanks to all of them.

As an author, my passion for teaching has resulted in a book that is accessible, informative, and engaging. It ensured that complex concepts are explained in a clear and concise manner, making this book suitable for undergraduate students with various levels of prior knowledge.

I feel great pleasure in expressing my profound gratitude to my parents who explored this new skill in me, Smt. Veena and Late Shri Virender Kumar Gupta along with my in-laws Vipin Kumar Gupta and Late Smt. Anita Gupta who have blessed me in all my new ventures. The encouragement received from my siblings, friends, colleagues and most importantly my dear students



reparing this book is acknowledged with great encomiums.

No amount of footnoting can ever exonerate the debt I owe Prof. Lalit Aggarwal, Vice President MERI group of institutions rewarding me in my career. I'm grateful to my mentor Prof. (Dr.) Shikha Kalra, Dean Management Education and Research Institute who guided me in all phases of doubts. Also, my sincere thanks to Shri Vijay Prakash Nauman proprietor of M/s Shree Nauman Publication for timely printing of the book.

As you embark on this journey through the world of capital markets, I encourage you to approach each chapter with an open mind and a desire to learn. Take advantage of the practical examples and case studies to deepen your understanding and apply concepts to real-life situations. Remember, the knowledge gained from this book will serve as a strong foundation for your endeavors in the capital market industry.

I wish you all the best in your exploration of capital markets. I hope that this book serves as a valuable resource in your educational journey and request all the readers to send their valuable suggestions for the further improvement of this book.

Dr. Shikha Gupta



CONTENTS

1. Introduction to Capital Market
2. Capital Market for the Indian Investors
3. Capital Market Instruments
4. Primary Market
5. Secondary Market
6. Stock Market
7. Depository System
8. Development Bank
Examination Questions



BE A HEALTHY AND HAPPY EFFECTIVE LEADER

I.P. Aggarwal
Prof. Lalit Aggarwal



Publication Year: 2023
S. No: 2

Business, Technology and Finance

**Engineering and Sustainable
Development**



www.novapublishers.com



No part of this digital document may be reproduced, stored in a retrieval system or transmitted in any form or by any means. The publisher has taken reasonable care in the preparation of this digital document, but makes no expressed or implied warranty of any kind and assumes no responsibility for any errors or omissions. No liability is assumed for incidental or consequential damages in connection with or arising out of information contained herein. This digital document is sold with the clear understanding that the publisher is not engaged in rendering legal, medical or any other professional services.

Complimentary Copy



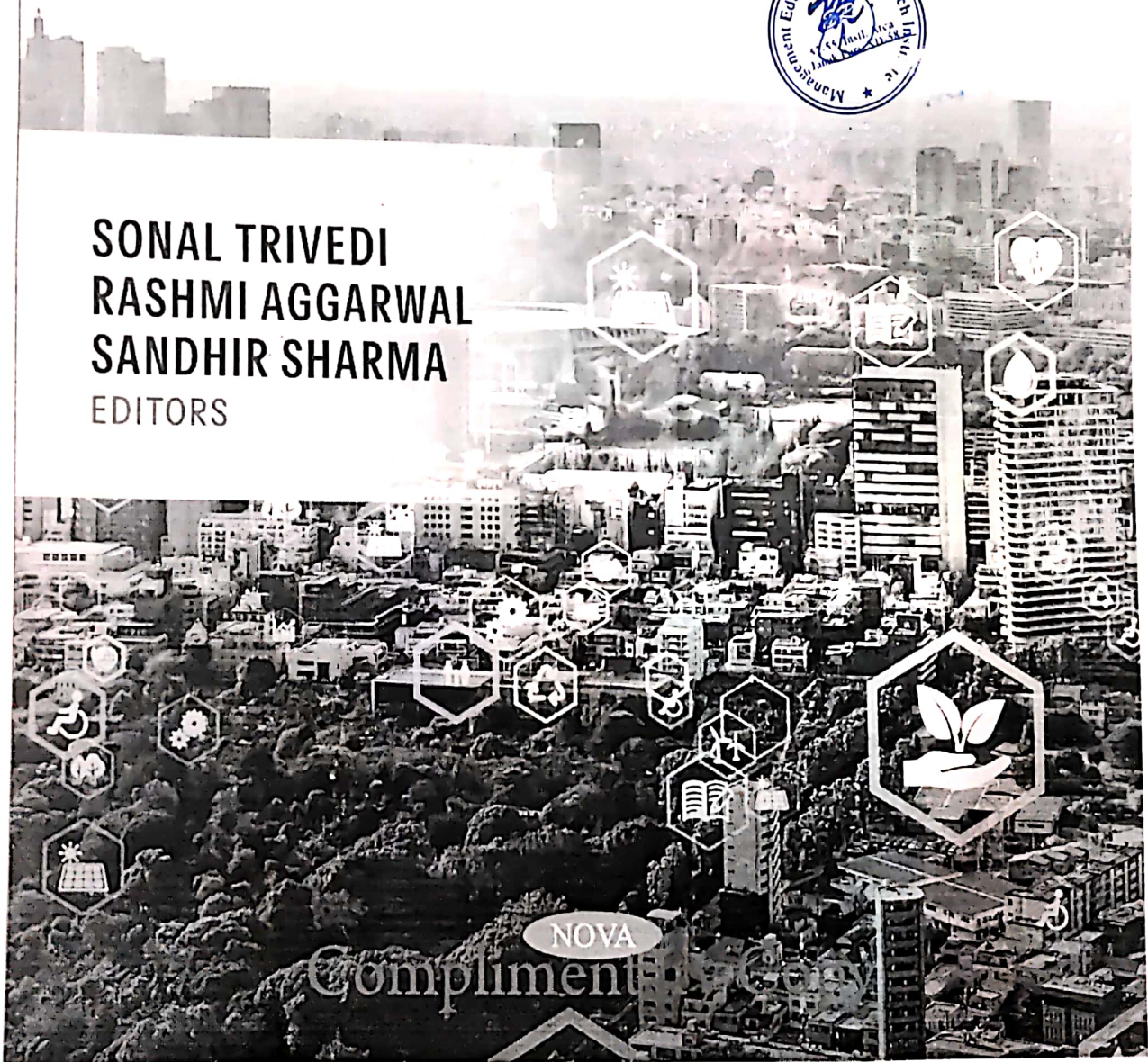
Scanned with OKEN Scanner

BUSINESS, TECHNOLOGY AND FINANCE

INNOVATIONS AND SUSTAINABILITY IN SOCIETY 5.0



**SONAL TRIVEDI
RASHMI AGGARWAL
SANDHIR SHARMA**
EDITORS



NOVA

Compliment





Business, Technology and Finance

Service Leadership Theory: Origin and Nature

Daniel TL Shek (Editor)

Diya Dou, PhD (Editor)

Xiaoqin Zhu, PhD (Editor)

2021. ISBN: 978-1-53619-389-3 (Hardcover)

2021. ISBN: 978-1-53619-430-2 (eBook)

Research on Firm Financial Performance and Consumer Behavior

Beta Yulianita Gitaharie (Editor)

Dwini Handayani, PhD (Editor)

Miranti Kartika Dewi, PhD (Editor)

Yulianti Abbas, PhD (Editor)

2020. ISBN: 978-1-53618-153-1 (Hardcover)

2020. ISBN: 978-1-53618-020-6 (eBook)

More information about this series can be found at

<https://novapublishers.com/product-category/series/business-technology-and-finance/>

Engineering and Sustainable Development

Modeling for Sustainable Development: A Multidisciplinary Approach

Rajendra Kumar, PhD (Editor)

R. C. Singh, PhD (Editor)

Rohit Khokher, PhD (Editor)

Vishal Jain, PhD (Editor)

2022. ISBN: 979-8-89113-015-9 (Softcover)

2021. ISBN: 979-8-89113-056-2 (eBook)

More information about this series can be found at

<https://novapublishers.com/product-category/series/engineering-and-sustainable-development/>



Complimentary Copy



Sonal Trivedi
Rashmi Aggarwal
and Sandhir Sharma
Editors

Innovations and Sustainability in Society 5.0



Complimentary Copy

Copyright © 2023 by Nova Science Publishers, Inc.

All rights reserved. No part of this book may be reproduced, stored in a retrieval system or transmitted in any form or by any means: electronic, electrostatic, magnetic, tape, mechanical photocopying, recording or otherwise without the written permission of the Publisher.

We have partnered with Copyright Clearance Center to make it easy for you to obtain permissions to reuse content from this publication. Please visit copyright.com and search by Title, ISBN, or ISSN.

For further questions about using the service on copyright.com, please contact:

Phone: +1-(978) 750-8400

Copyright Clearance Center

Fax: +1-(978) 750-4470

E-mail: info@copyright.com

NOTICE TO THE READER

The Publisher has taken reasonable care in the preparation of this book but makes no expressed or implied warranty of any kind and assumes no responsibility for any errors or omissions. No liability is assumed for incidental or consequential damages in connection with or arising out of information contained in this book. The Publisher shall not be liable for any special, consequential, or exemplary damages resulting, in whole or in part, from the readers' use of, or reliance upon, this material. Any parts of this book based on government reports are so indicated and copyright is claimed for those parts to the extent applicable to compilations of such works.

Independent verification should be sought for any data, advice or recommendations contained in this book. In addition, no responsibility is assumed by the Publisher for any injury and/or damage to persons or property arising from any methods, products, instructions, ideas or otherwise contained in this publication.

This publication is designed to provide accurate and authoritative information with regards to the subject matter covered herein. It is sold with the clear understanding that the Publisher is not engaged in rendering legal or any other professional services. If legal or any other expert assistance is required, the services of a competent person should be sought. FROM A DECLARATION OF PARTICIPANTS JOINTLY ADOPTED BY A COMMITTEE OF THE AMERICAN BAR ASSOCIATION AND A COMMITTEE OF PUBLISHERS.

Library of Congress Cataloging-in-Publication Data

ISBN: 979-8-89113-186-6(eBook)

Published by Nova Science Publishers, Inc. † New York



Complimentary Copy



Contents

Preface	ix
Acknowledgement.....	xiii
Chapter 1 The Role of Technology in Sustainable Finance Towards the 5th Industrial Revolution: A Dynamic Capability View	1
Mufaro Dzingirai and Blessed Mveku	
Chapter 2 A Study of Employees' Perceptions on Industry Revolution 5.0 and Its Advantages: A Case Study of the Manufacturing Industry of Pakistan.....	25
Zahid Hussain	
Chapter 3 Skill Development for Society 5.0: A Focus on the New-Age Skilling Process	43
Kumar Shalender	
Chapter 4 Industry 5.0 Inception: Future Skills and Career Advancement Ambition in the VUCA World, a Mixed Method Study	53
Sahiba Sharma and Ruchi Dixit	
Chapter 5 Modeling Psychological Flexibility with Mindfulness for Employees' Well-Being	75
Aakanksha Kataria, Dighreindr Singh and Jyoti Motwani	
Chapter 6 Innovation Leadership and Sustainable Organization Performance: The Role of Knowledge Management	97
Aakanksha Kataria, Jyoti Motwani and Dighreindr Singh	



Complimentary Copy



Chapter 7	The Implications of Gender Diversity on the CSR of Boards and Firm Performance	113
	Shridev Devji and Kashish Sharma	
Chapter 8	A Review of Studies on ESG (Environmental Social and Governance) Investment: A Content Analysis	127
	Vinita Choudhary, Sonal Trivedi and Neha Kamboj	
Chapter 9	The Government of India's Initiative on the 2023 Budget in the Era of Society 5.0	155
	Chetna Parmar and Mitulkumar T. Parmar	
Chapter 10	The Influence of Gender on the Investment Decisions of Investors: Addressing SDG 5	187
	Sonal Trivedi and Surabhi Sugathan	
Chapter 11	The Sustainable Impact of Fundamental Variables on the Equity Share Pricing of the Companies Listed in the S&P BSE-30 Index	203
	Sarita Yadav and Sangeeta	
Chapter 12	A Study of the Impact of Green Marketing on the Brand Image of Companies and the Buying Decisions of Consumers.....	217
	Tushti P. Bakrania and Chirag V. Erda	
Chapter 13	Dams to Restore Rivers in India: Flood Prevention, Power Generation and Dam Construction	225
	Monica Gupta, Ishika Goel and Pansy Verma	
Chapter 14	Redefining Mobility for Society 5.0: Electric Vehicles for Sustainable Transportation.....	243
	Sridhar Manohar, Kirtikumar Tolani and Amit Mittal	
Chapter 15	Healthcare Frauds: A Threat Towards Sustainability	263
	Gurpreet Kaur, Sidhant Tomar and Mehak Bansal	
About the Editors.....		277



Complimentary Copy

About the Contributors279
Index285



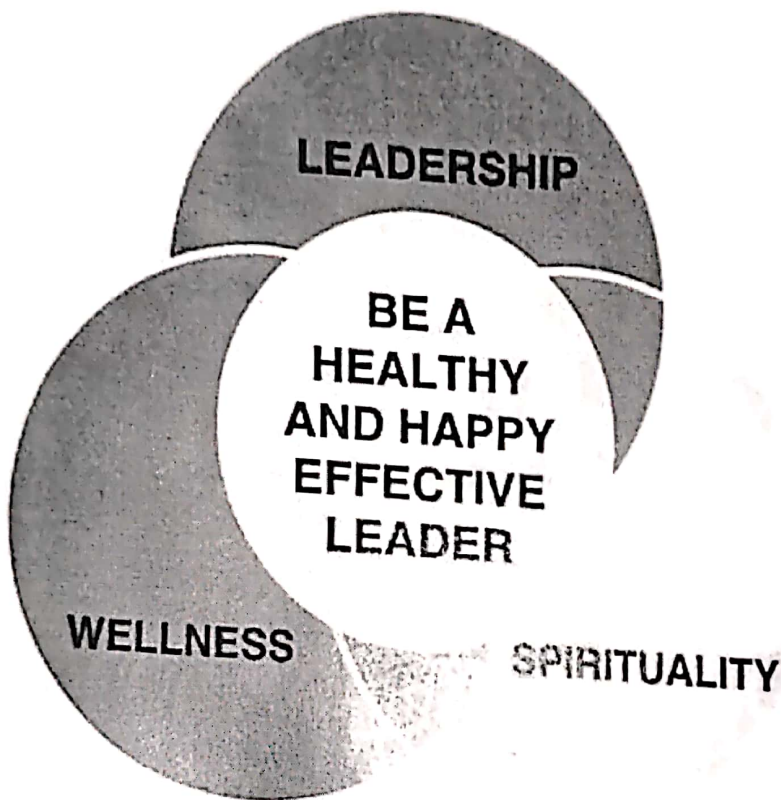
Complimentary Copy



J-2323

Publication Year: 2023

S.No : 3



**BE A HEALTHY
AND
HAPPY EFFECTIVE LEADER**

**I.P. Aggarwal
Prof. Lalit Aggarwal**



D.P.S. PUBLISHING HOUSE
Darya Ganj, New Delhi-110002



**Be a Healthy
and
Happy Effective Leader**
© Authors

**First Published 2023
ISBN 978-81-959766-1-4**

[All rights reserved. No part of this publication may be reproduced, stored in a retrieval system or transmitted, in any form or by any means, mechanical, photocopying, recording or otherwise, without prior written permission of the Authors].



**Published by
D.P.S. PUBLISHING HOUSE
4598/12 B, Gola Cottage, Ansari Road,
Darya Ganj, New Delhi- 110002
Ph. No.: 011-43586184 Mob. No.: 09811734184
Website: www.dpspublishinghouse.com
Printed by : D.P.S. Publishing House
Typeset by: D.P.S. Publishing House**



PREFACE

'Be A Healthy and Happy Effective Leader' is a collection, in a capsule form, of the concepts and ideas which would help the emerging leaders and professionals in any organization to improve their performance, be successful to face difficult challenges, and achieve their organizational goals and objectives.

This book is based on more than several decades of our personal and practical experience of playing different leadership roles in different organizations in different states. It is realized that compassion of head and heart is an important quality of a leader for dealing with his colleagues, team-mates or employees. A combination of these qualities as well as self awareness is an essential characteristic of an effective leader. The effective leaders are self-motivated, committed to producing quality work and strive to meet their own goals as well as objectives of their organizations.

During our experiences of several decades in the field of leadership, we have observed that, in general, the reading habits are diminishing and short cuts are being sought by people to remain updated. This book is a short cut, but the fullness has been maintained.

An effective leadership is necessary for augmenting the levels of satisfaction and happiness of the employees of an organization. In return, the satisfied and happy employees contribute to a better customer rating, increase in sales, increase in profits, morale-boosting etc.

Most of the leadership qualities can be acquired and developed. A good leader should be caring and understand the four basic needs of his team mates viz. trust, stability, hope and compassion.

The World Health Organization (WHO) has defined health as "a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity." This book deals with these requirements also.



The present book has three chapters. The first chapter deals with the achievement of goals and objectives, the second offers practical suggestions for keeping oneself healthy, both physically and mentally, so as to enable one to take right and effective decisions to achieve an organization's goals. Wellness is the act of practicing healthy habits on a daily basis to attain better physical and mental health. The third chapter, not less important, deals with divinity and spirituality.

Chapter 1 of the book is a collection of ideas for understanding what leadership is and also how to deal with the team-mates to achieve best results.

Chapter 2 deals with personal wellness which is important for physical health and can easily be achieved by the Indian system of Chakras and Mudras.

Chapter 3 deals with one's mental health which can be achieved through simple and spiritual ways of living.

Overall, the contents of this book are an interesting and useful reading for all types of leaders in any field of activity whether it is business, a commercial establishment, industry, education, administration, govt. agencies, or social services.

We will be failing in our duties if we don't put on record our sincere thanks to those whose works have been quoted in this collection.

We are thankful to Mr. O.P. Goel I.F.S.(Rtd.) for providing valuable contributions and Ms.Pooja Bensla for secretarial assistance for this collection.

Our sincere thanks to Dr. S.K. Bhatia for his very valuable suggestions to make the book effective and a pleasant reading.

New Delhi-18
14th January, 2023

I.P. Aggarwal
Prof. Lalit Aggarwal



CONTENTS

Chapter 1

LEADERSHIP

• Leadership & Leaders	1
1. (a) Who is a Leader?	1
(b) True Leader	2
2. To choose a Leader, we need to consider	3
3. Traits of a Leader	5
4. Leadership Qualities of a Good Manager	5
5. Leader <i>viz-a-viz</i> His Team and Employees	8
6. Conflict Resolving	9
7. Expectational Leadership	15
8. Types of Leaders	16
(a) Democratic Leader	17
(b) Motivational Leader	17
(c) Self-Aware Leader	18
(d) Visionary Leader	19
9. Time Management	19
10. Random Thoughts on Leadership	20
11. (a) Effective Procedural Leadership	22
(b) Effective Procedural Leadership Characteristics	24
12. Effective Transformational Leadership	24
13. Five Practices of Exemplary Leadership	25
14. (a) Education	25
(b) Leadership in Educational Management	25
15. (a) Leadership in Crisis Management	27
(b) Leadership in Crisis Management Covid - 19	28
	29

Chapter 2

WELLNESS

• Introduction	31
• Importance of Wellness to an Organization	31
• Social Connectedness	31
	32



	33
• Exercise	33
• Yoga	34
1. (a) Yogic Practices which help to develop Leadership Qualities	34
(b) What is Yoga?	35
2. (a) Mudras for Holistic Health	37
(b) Mudras For Cure of Diseases	38
(c) Mudras for Brain	41
3. Chakras	43
• Meditation	45
1. What to Meditate on	46
2. Mind – Meditation	47
3. Removal of Energy Blocks - Meditation Technique	48
4. Meditation- Breath and Body	49
• Nutrition	50
1. What is Nutrition, and why does it matter?	50
2. Seven Foods that Fight Pains	51
3. Foods that cut Stomach Fat	51
4. To Flat Your Stomach	52
5. Helpful Drinks	52
• Sleep	52
1. Restlessness to Restfulness	54
2. (a) Tips to Boost your Memory	54
(b) Six things to do	54
• Home Remedies	54
(a) Acidity	54
(b) Sleeplessness/Anxiety	55
(c) Sore Throat	55
(d) Acne Scars	56
(e) The Pineal Gland	58
(f) Dementia	60
(g) Causes of Brain Atrophy	61
(h) Need to Perform MRI	62
(i) MRI (Magnetic Resonance Imaging)	62
(j) Brain Problems & Solutions	63



• Miscellaneous	63
1. Fear	63
2. Causes of Indolence (Laziness)	64
3. Inner Engineering	65
• Spiritual Wellness	65

Chapter 3

SPIRITUALITY

1. (a) What is Spirituality?	68
(b) Nature of Spiritual Laws	68
(c) Spiritual Diary	70
(d) Spiritual Ocean	71
2. (a) Ganesha	73
2. (b) Ganesha Symbolism	74
3. (a) God	75
(b) His Righteous Ways	76
(c) Vedic Concept of Worship	77
(d) Words of Master – Ramakrishna Paramahansa	78
(e) Wonders of Prayers	79
(f) The Magic Mantra	80
(g) The One	81
4. Religion	84
5. Count Your Blessings	86
6. Love is Real Freedom	87
7. Forgiveness	87
8. Lessons from Sufferings	88
9. Moral Integrity	88
10. The Power of Visualization	90
11. Luxury	90
12. (a) What is Mind?	92
12. (b) The Power of Mind	93
12. (c) Mindfulness	93
13. Wisdom	93
14. Work -what it is	94
15. Negative and positive thoughts	95
	96



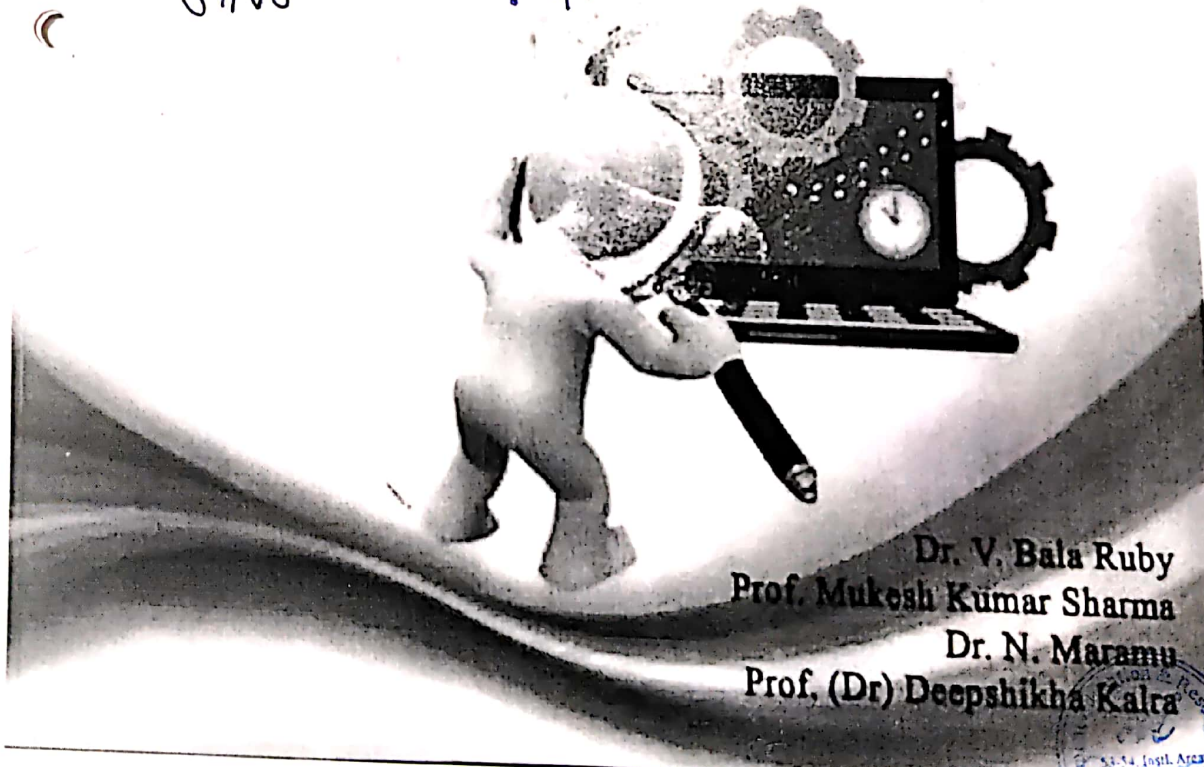
16. Right goal is necessary	
17. Master's way	97
18. Joy is a state of mind	97
19. Harmony in the personal relations	98
20. (a) Pilgrimage for active peace	98
(b) A prescription for inner peace	98
21. (a) Growing Old – A Holistic Perspective	99
(b) Old Age Does Not Mean Living A Helpless Life	101
(c) Spiritual Living and Old Age	102
22. Positive Suggestions for Oneself	104
23. The Secret of Happiness	104
24. Be Lucky by Choice	105
25. The Glow of Sincerity	105
26. We Tread the Joyful Path	106
27. God is Your Own	106
28. Self Help	107
29. Silence	107
30. (a) Negativity	108
30. (b) Positivity	109
31. Geetopadesha	109
32. Omnipresence of God	110
33. Sri Ramakrishna Paramhansa – A Truly Divine Sage	111
34. The Purpose of All Creation	111
35. Meaning of Sannyas	112
36. Way to Solve a Problem	112
37. Three Important Pathways	113
38. (a) What are Vedas ?	113
38. (b) What are Upanishads?	114
39. Renunciation	115
40. How to get rid of attachment?	116
41. Essential Steps to Happiness	117
42. Smile and be Blessed	118
Book Review	119
	121



RESEARCH METHODOLOGY

Publication Year : 2023

S.No : 4



Dr. V. Bala Ruby
Prof. Mukesh Kumar Sharma
Dr. N. Maramu
Prof. (Dr) Deepshikha Kalra



Research Methodology

Dr. V. Bala Ruby

Prof. Mukesh Kumar Sharma

Dr. N. Maramu

Prof. (Dr.) Deepshikha Kalra



BOOK RIVERS
WE CREATE READERS



Published By:
BOOK RIVERS

Website: www.bookrivers.com
Email: publish@bookrivers.com
Mobile: +91-9695375469
Place: Lucknow

Year: 2022

MRP: 499/-INR

ISBN: 978-93-5515-655-6

Copyright©: Authors

All Rights Reserved

No part of this publication may be reproduced, transmitted or stored in a retrieval system, in any form or by any means, electronic, mechanical, photocopying recording or otherwise, without the prior permission of the author.

[PRINTED IN INDIA]

|||



Table of Content

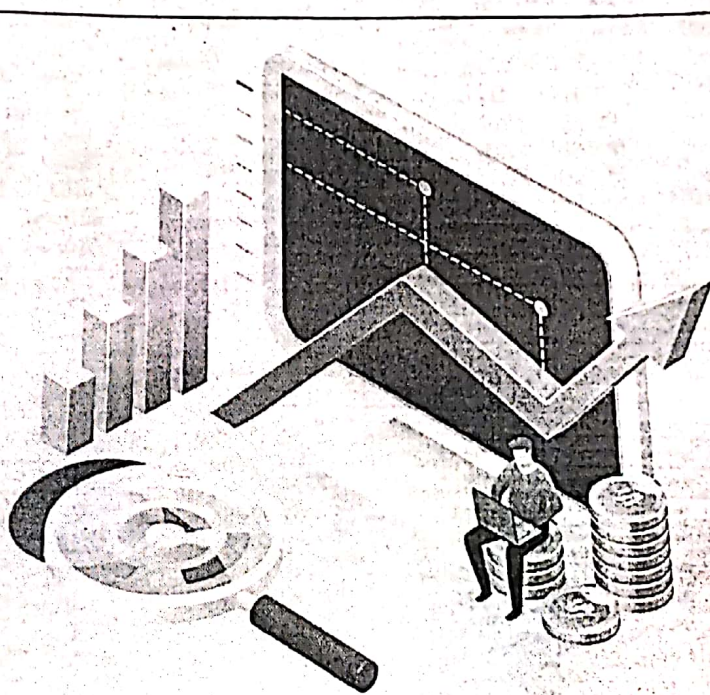
Chapter	Pg.no.
Chapter 1: Research Methodology.....	1-35
Chapter 2: Defining the Research problem.....	36-80
Chapter 3: Reviewing the Literature.....	81-95
Chapter 4: Sampling Design.....	96-111
Chapter 5: Selecting a Study Design.....	112-143
Chapter 6: Measurement & Scaling Techniques.....	144-176
Chapter 7: Processing & Analysis of Data.....	177-192
Chapter 8: Sampling Fundamental.....	193-203
Chapter 9: How to write a Research Proposal.....	204-224
Chapter 10: Computer: It's function in Research	225- 239
Chapter 11: Research Methodology & Evaluation.....	240-259



Meenakshi
Khatu 20/11/2018

Research Issues in BUSINESS and FINANCE

S.No 4



Editors

Taufeeque Ahmad Siddiqui

Saif Siddiqui

BLOOMSBURY



DOES SPECIAL ECONOMIC ZONES (SEZs) ARE EFFICIENT IN INDIA: A CASE OF MADRAS SEZ

Dr. Babita¹ & Dr. Meenaskhi Kharb²

¹Assistant Professor, CHRIST (Deemed to be University) Delhi-NCR Campus

²Assistant Professor, Institute of Innovation in Technology & Management
E-mails: babita@christuniversity.in; meenaxi.gs@gmail.com

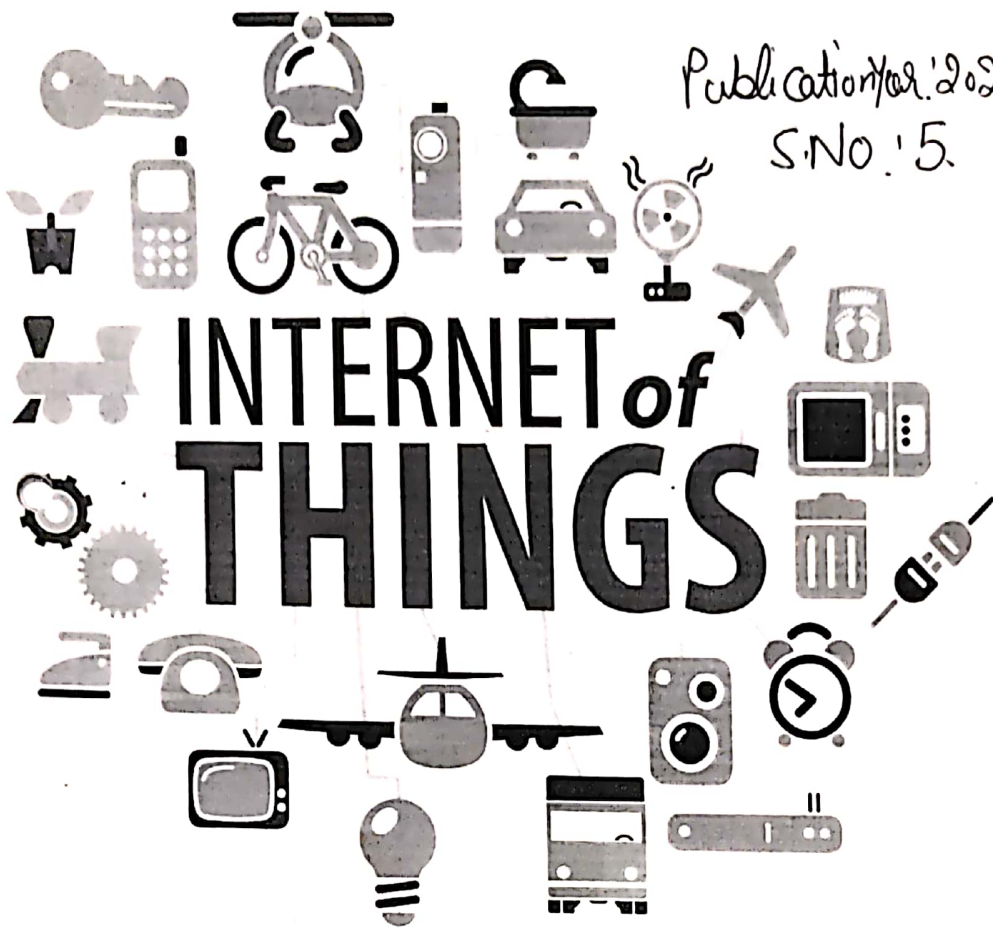
ABSTRACT

The purpose of this paper is to measure the production efficiency of Madras (MSEZs) (a central government operated zone) and other state & private zones working under its jurisdiction for the period starts from (2015 to 2021). A panel of 30 zones including MSEZs selected to estimate production frontier and technical inefficiency effects in production of zones using a stochastic frontier analysis methodology. To fit frontier, three relevant input variables namely raw material, capital goods and labour and one output variable namely exports generated by the zones is selected. The study observed that Cobb-Douglas production function is more preferable than translog function. Result shows rejection of our first null hypothesis that inputs variables does not make any significant contribution in output as all input variables such as raw material, capital goods and labour significantly affect the amount of Output (exports). Any minor change will leads to major change in output. Among all inputs input elasticity of capital goods to output (exports) is highest 2.08 implying that 1% change in it will result in increase of 2.08% in output. The 0.43 value for the variance γ parameter in this study is not near to one, suggesting that some of the residual variations are due to the inefficiency effects. Our null hypothesis ($\eta = 0$), that the inefficiency effects not varies over the time is rejected as the estimated value of (η) is significant implying that technical inefficiency effects varies from year to year. For some zones there is up gradation in it and reverse is found in case of others. The study also reveal that private zones are more efficient than zones operated by Central and state government. This leads to two different segments, one put question mark on functioning and administration of Government whereas other supports the concepts of introducing Privatization & PPP in case of development.

Keywords: Cobb-Douglas, Efficiency, Production, Special Economic Zone, Stochastic Frontier Analysis

INTRODUCTION

SEZs are termed as enclave, isolated from domestic area, in which cluster of units enjoys same infrastructure and facilities. These zone



Publication Year: 2022

S.No: 5.

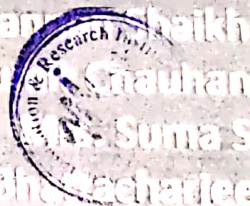
INTERNET of THINGS

Dr. Abdul Hannan Abdul Manan Shaikh

Dr. Sumit Bhatnagar

Dr. Sumit Bhatnagar

Dr. Sumit Bhatnagar



INTERNET OF THINGS

Dr. Abdul Hannan Abdul Mannan Shaikh

Dr. Sumit Chauhan

Mrs. Suma S

Dr. Sumit Bhattacharjee



Table of Contents

Units	Page. No
Unit I: Introduction to internet of things (IoT) Analytics	1-38
Chapter 1: Introduction to IoT Data and Bigdata	2
Chapter 2: IoT Analytics Application Challenges	5
Chapter 3: IoT, Cloud and Big data Integration for IoT Analytics	11
Chapter 4: Low-power, long-range radios are used to collect data	20
Chapter 5: Software's used in IoT	24
Unit II: IoT Digital Value Chain Connecting Research, Innovation and Deployment	39-90
Chapter 1: Vision of IoT	40
Chapter 2: IoT Strategic Research	49
Chapter 3: IoT Smart Environments	57
Chapter 4: Smart Health, Wellness and Ageing Well	65
Chapter 5: Smart Mobility and Transport	80
Unit III: Open Data and Ecosystem for Smart Cities	91-133
Chapter 1: Smart City	92
Chapter 2: IoT and Related Future Internet Technologies	116
Chapter 3: Research and Innovation Directions	124
Chapter 4: Challenges in Building an IoT Search Engine	
Chapter 5: IoT Applications in Future Manufacturing	129



Published By: Book Rivers

Website: www.bookrivers.com

Email: publish@bookrivers.com

Mobile: +91-9695375469

Place: Lucknow

Year: 2022

MRP: 400/-INR

ISBN: 978-93-5515-543-6

Copyrights©: Authors

All Rights Reserved

No part of this publication may be reproduced, transmitted or stored in a retrieval system, in any form or by any means, electronic, mechanical, photocopying recording or otherwise, without the prior permission of the author.

Printed In India

[ii]

Unit I: Introduction to Analytics

Chapter 1: Introduction

Chapter 2: IoT Analytics

Chapter 3: IoT, Cloud and IoT Analytics

Chapter 4: Low-power devices to collect data

Chapter 5: Software

Unit II: IoT Digital Research, Innovation and Smart Cities

Chapter 1: Vision of Smart Cities

Chapter 2: IoT Strategies for Smart Cities

Chapter 3: IoT Smart Applications

Chapter 4: Smart Home

Chapter 5: Smart Manufacturing

Unit III: Open Data and Smart Cities

Chapter 1: Smart Cities and Open Data

Chapter 2: IoT and Smart City Technologies

Chapter 3: Research and Innovation in Smart Cities

Chapter 4: Challenges and Opportunities in Smart Cities

Chapter 5: IoT Applications in Smart Cities





Dr. Abdul Hannan Abdul Mannan Shaikh is working as Assistant professor in Department of Computer Science and Information Technology, AlBaha University, AlBaha, Saudi Arabia. He has completed his M.Phil (YCMOU) and Ph.D. From North Maharashtra University, Jalgaon, Maharashtra in 2012. He is member of Machine Intelligence and Research lab, IAENG, IETE, CSTA. He has been awarded with granted certificate of Two International patents from Australian government, published One German Patent and Five patents in Government of India. He has authored two books namely "C++ Essential: Learn OOPs with concept with C++" and "Ready for PCEP: Become Certified Entry-Level Python Programmer". He has published more than 90 research papers in various International journals and conferences. He has been awarded First prize in International conference for his research work. He has also been awarded by certificate of excellence from International journal of computer science and Information technology, USA. He is also a member of editorial boards and reviewer of many International Journals and Conferences. His areas of interest in research are Artificial Intelligence, Data Mining, Image Processing, IoT, Blockchain etc.



Dr. Sumit Chauhan, a distinction holder in many subjects with 20 years of experience in Teaching and a courseware designer. He is among the first post graduates in Masters of Computer Application from GGS Indraprastha University, New Delhi. Dr. Chauhan has authored two books "An Introduction to Computer Graphics" and "Programming in C using Linux", and many online tutorials. He has also published 20 research papers in various National and International journals. He has also organised 15 National/International seminars & conferences and also attended over 20 National/International conferences/seminars. At present, he is working as an Associate Professor & Examination Head at Management Education Research Institute, GGSIP University, New Delhi. He has done his PhD in Computer Science and his area of interest includes: Computer Graphics, Linux Operating System, Database Management System, Web Technologies, etc. Recently he has also contributed Chapters on Online Journalism, Digital Media & Machine Learning. Also, working on various books on Digital Media.



Mrs. Suma S is associated with KIHEAT as an Assistant professor. She has completed B.Sc (Computer Science) from Bangalore University, MCA from IGNOU. She has 20+ years of work experience in academics with knowledge of advanced teaching methods. She has hands on experience in computer programming languages. She has given training sessions in developing computer projects. She has also published research papers in renowned publications. Her current research interact includes IoT, Machine Learning and Data Science. She has actively participated in Faculty Development Programmes, Seminars & workshops. She has won Best Faculty Award in Teaching Skills for the session 2016-17, Bharat Ratna S.Radhakrishnan Memorial National Teacher's award in 2018 & Shiksha Ratna Samman Award in 2021.



Dr. Sumit Bhattacharjee, Currently Working as a Principal, R.V. Patel College of Science, Commerce and Arts, Nerul, Navi Mumbai. He has around 20 years of Experience in the Engineering Colleges at Navi Mumbai, Department of Computer and Information Technology. Specialised in Software Testing and Machine Learning. His Doctoral Program focused on Software Testing. He has a patent and numbers of National and International journals published at UGC care. He has conducted workshops, Conference, Seminars at different colleges. He is also a Guide of PhD Aspirants; Numbers of Ph. D. Scholars has completed their Ph. D. Under his Valuable Guidance. His contribution in the development of YOUNG BRAIN INTO BRIGHT PROFESSIONAL is noteworthy.



BOOK RIVERS
WE CREATE READERS

BOOK AVAILABLE

GET IT ON Google Play	Flipkart
amazon	amazonkindle

ISBN 978-93-5515-543-6



9 789355 155436

₹ 400/-





Search Amazo...



Sponsored

Dr. Sumit Bhattacharjee ...

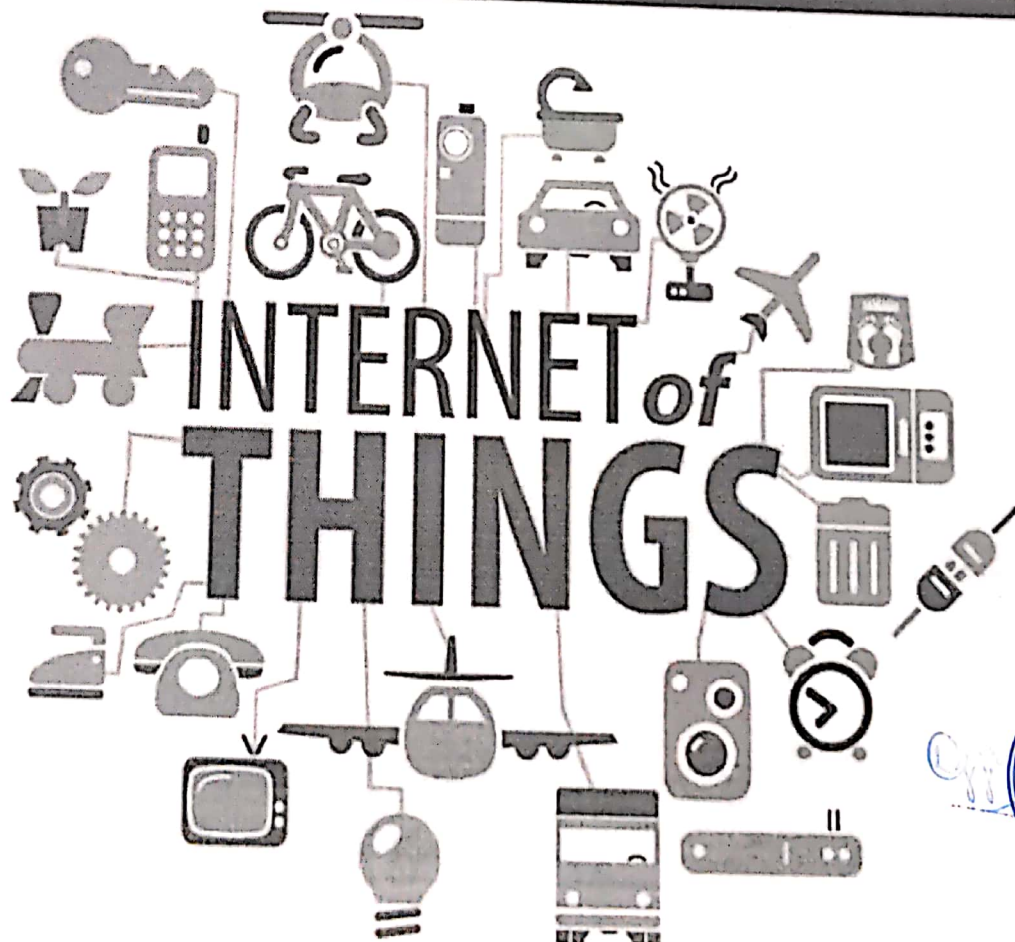
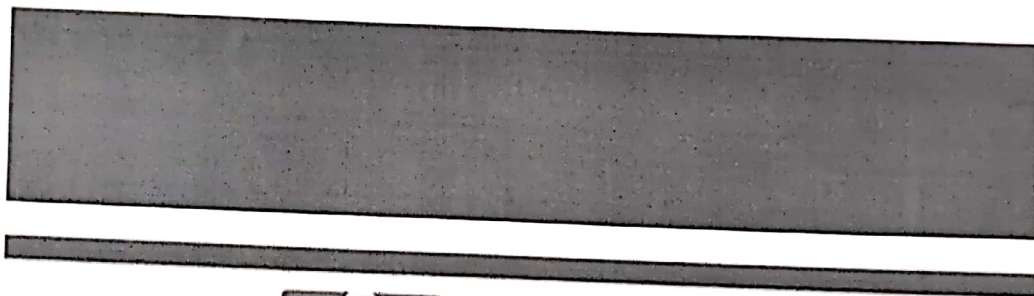


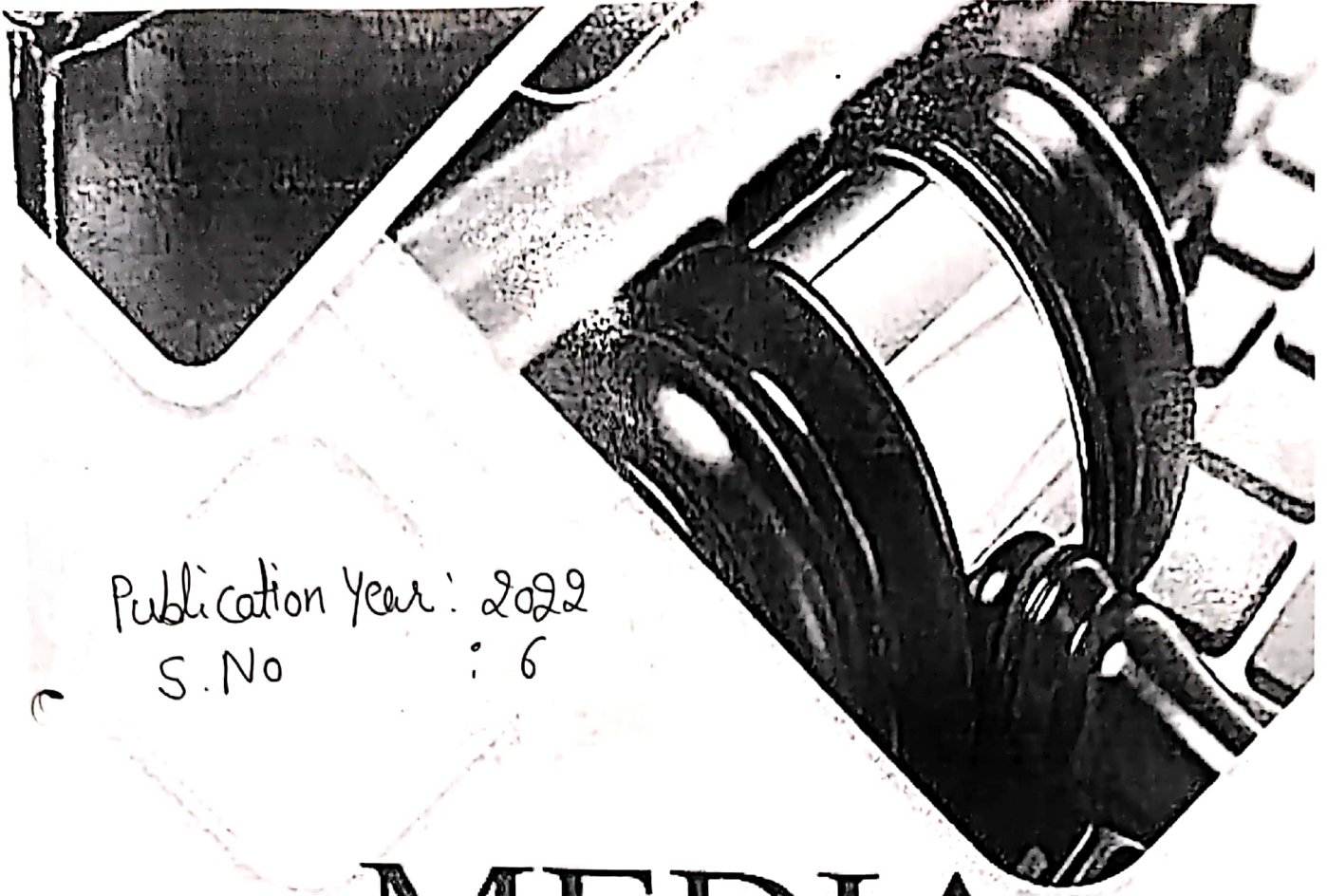
INTERNET OF THINGS

S.No: 5

1st Edition - 4 November 2022

ISBN-13: 978-9355155436 ISBN-10: 9355155433





Publication Year: 2022
S.No : 6

MEDIA LAWS AND ETHICS



A Guiding Path of
Budding Journalists

Prof. (Dr.) Dilip Kumar
Sorabh Kumar Aggarwal



Media Laws and Ethics
A Guiding Path
of
Budding Journalists

Prof. (Dr.) Dilip Kumar
Sorabh Kumar Aggarwal



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

kanishkabooks@gmail.com

*Media Laws and Ethics:
A Guiding Path of Budding Journalists*

First Published 2022

© Authors

ISBN : 978-93-91450-33-5



PRINTED IN INDIA

Published by Madan Sachdeva for Kanishka Publishers, Distributors,
4697/5-21A, Ansari Road, Daryaganj, New Delhi-110002, Typeset
by Sunshine Graphics, Delhi, and Printed at G.S. Printers, Delhi.



Syllabus



Introduction to Legal System

Jurisprudence: Laws: Definition; Sources of Law: Custom; Precedent; Statute; Types of Laws: Criminal; Civil; Tort; History of Indian Media Laws.

Judicial Systems in Relation to Media

Indian Constitution; Freedom of the Press; Structure of Judicial System in India; Supreme Court; High Court; Lower Courts; Introduction to Civil Procedure Code; Introduction to Criminal Procedure Code and Arrest; Trial; Charge; Trials of Different Cases; Judgment; Appeal; Execution; Press Council of India; Press Council Act, 1965, 1978; Press Council and Media Management.

Laws, Bills and Acts Related to Media Profession

Introduction to Indian Penal Code; Publication of Objectionable Materials; Defamation, Legal Procedure in Defamation, Right to Privacy; Introduction to Copyright; Copyright Act, 1957; International Copyright Order, 1999; Obscenity; Indecent Representation of Women (Prohibition) Act, 1986; Prasar Bharati: 1990; Official Secrets Act, 1923; Contempt of Courts Act, 1971; Protection of Civil Rights Act, 1955; Freedom of Information Bill,

useful book
to ensure the
related to
Author
in society.
Aggarwal
President
Institutions

Preface

This book is related to the basic knowledge of media laws and press code of conduct. The students will learn about the extent of freedom of press and Press Commissions & their recommendations. Various acts like, Press & Registration of Books Act, Working Journalist Act, Law of Libel & Defamation, Contempt of Court, Parliamentary Privileges, Press Council Act, Official Secret Act. The Right to Information, Copyrights, Intellectual Property Right and Social Responsibility of Press are also dealt in the book.

As we know that Journalism is the process to uncover the covered and Media Law and Ethics one branch of journalism, is one of the trusted sources of information. As it is the backbone of media, it plays an important role in social, political, economic and cultural development. Television always manages to keep its authenticity and interest even after the emergence of new technologies and new modes of information. It has deep effects on the viewers because of its visionary representations in easy way for the students. There is always something which fascinates me about Media Law and Ethics more than any other branch of media and that connect, that passion brings me to the inception of this book.

Contents

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

Unit-1

Introduction to Legal System

1. Jurisprudence	1
2. Sources of Law	7
3. Types of Laws	10
4. History of Laws	14

Unit-2

Judicial Systems in Relation to Media

5. Indian Constitution	18
6. Press Freedom in India	21
7. Structure of Judicial System	26
8. Supreme Court of India	28
9. High Courts	33
10. Lower Courts	35
11. Introduction: Civil Procedure	41
12. Introduction: Criminal Procedure	45
13. The Trial	48
14. The Charge	51
15. Trials of Different Cases	53
16. The Judgement	59
17. The Appeal	62



18. The Execution	65
19. Press Council of India	68
20. Press Council Acts	70
21. Press Council and Media Management	76

Unit-3

Law, Bills and Acts Related to Media Profession

22. Introduction: Indian Penal Code	86
23. Defamation	88
24. Legal Procedure in a Defamation Case	93
25. Right to Privacy	96
26. Introduction to Copyright	100
27. Copyright Act-1957	103
28. International Copyright Order-1999	111
29. Obscenity and Bad Taste	113
30. Indecent Representation of Women Act-1986	118
31. Prasar Bharati Act-1990	121
32. Official Secrets Act-1923	126
33. Contempt of Courts Act-1971	128
34. Protection of Civil Rights Act-1955	134
35. Freedom of Information Bill	139
36. Parliamentary Proceedings Act-1977	145
37. Wireless and Telegraphy Act	147
38. Information Technology Act-2000	149

Unit-4

Ethics and Journalistic Professionals

39. Introduction to Ethics	157
40. Press Council: Norms of Journalistic Conduct	162
41. AIR Policy Broadcasting Code	175
42. Rights, Duties and Restrictions of Media Professionals	180
43. Accurate and Fair Reporting	191
<i>Glossary of Legal Terms</i>	203
<i>Case Studies</i>	250
<i>Bibliography</i>	281
<i>Index</i>	287





Prof. Dr. Dilip Kumar HOD/Dean and Professor, Journalism & Mass Communication, MERI College, GGSIP University, Delhi. He has done Post Doctoral Studies from Centre for Mass Communication, University of Rajasthan, Jaipur, sponsored by ICSSR, Delhi, in the supervision of Prof. (Dr). Sameev Bhanawat, Dr. Dilip Kumar is a Doctorate in Journalism & Mass Communications and Political Science, with a rich experience in the field of Media Law and Ethics, Media Research, Radio, Communication theory and issues of International relations. He is Associated Editor of "Jansanchar Vimarsh" a UGC Listed Journals as well as National Executive Member of "Sambudh Patrakarita Shikshak Nayash Parisad". He is a Chairman of PUNERUTTHAN Educational Trust.

He has been awarded with Media Ratan & Best Editor Award. He was also awarded as the best teacher in Media field by NAI News. He has served as a Assistant Professor and HOD in School of Mass Communication and Journalism, RNB GLOBAL UNIVERSITY, BIKANER (RAJASTHAN). He is political expert (particularly in International Relation Issues and Theories) in various National News Channels like NDTV, India TV, India News, Sudarshan News, ETV Urdu, Khabar Fast, News 24 Etc.



Mr. Sorabh Kumar Aggarwal is currently working as an Assistant Professor in the Dept. of Journalism & Mass Communication, MERI College affiliated to GGSIP University, New Delhi. He has more than 2 years of teaching experience with Kamal Institute of Higher Education & Advance Technology. He also acquired industry experience while working with Concentrix Daksh India Pvt. Ltd. where he was associated with the Google process and involved in moneization of YouTube accounts. Mr. Sorabh Aggarwal has 5 years of experience with print media to his credit and has published numerous articles in renowned English and Hindi magazines. He interned with Nav Bharat Times and get by-lines for many articles. He also interned Dainik Bhaskar. He interned with Dainik Shah Times and Organiser also. In electronic media he interned with Doordarshan and played a character in award winning telefilm Ek-Ras.



KANISHKA PUBLISHERS, DISTRIBUTORS
 4697/5-21A, ANSARI ROAD, DARYA GANJ, NEW DELHI-110002
 PHONES: 23270497, 23288285 FAX: 23288285
 E-mail: kanishka_publishing@yahoo.co.in

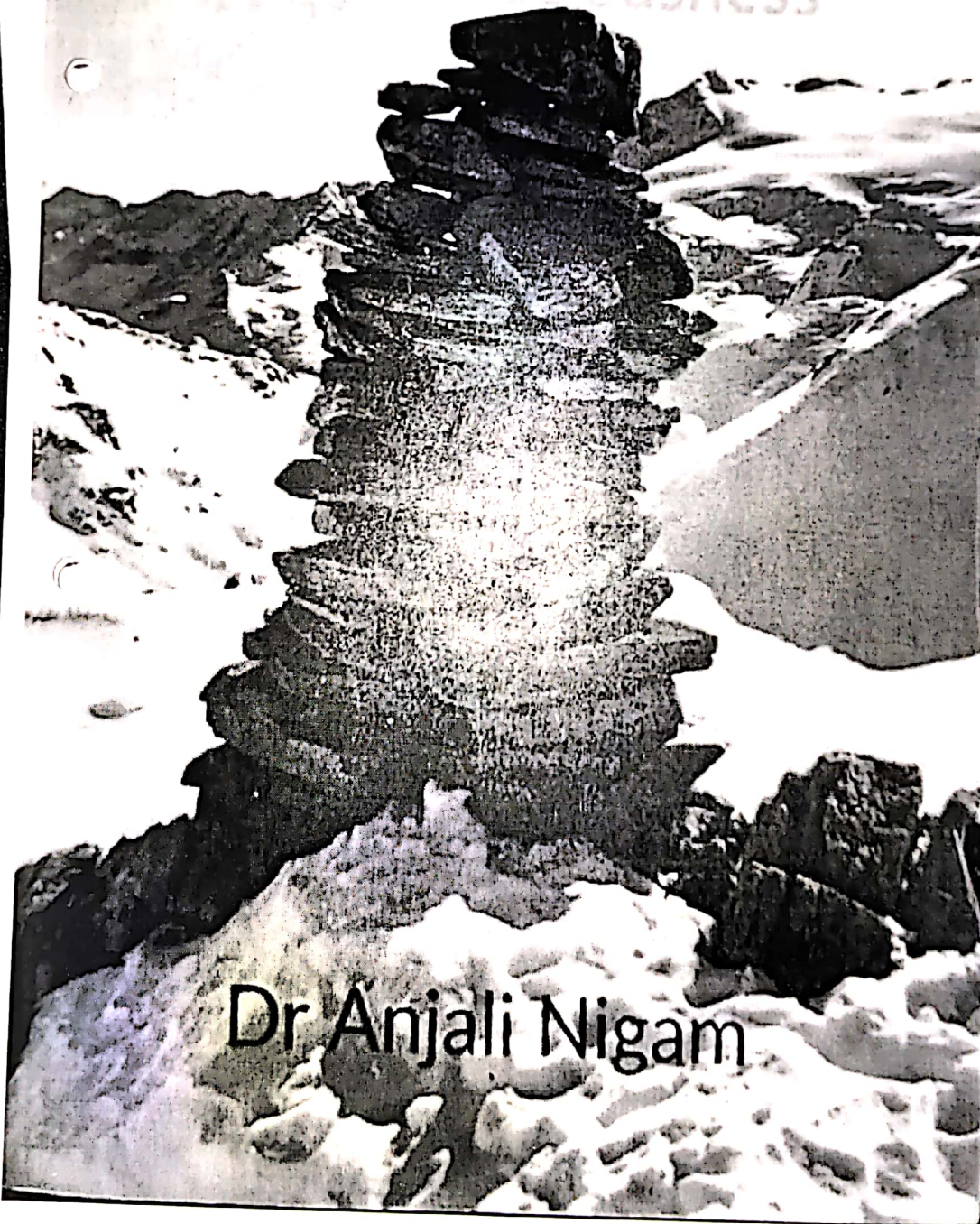
₹. 995



Know Your Values for Happy Living

Publication Year : 2020
S.No : 8

Post COVID-19 for Higher
Spiritual Consciousness



Dr Anjali Nigam



KNOW YOUR VALUES FOR HAPPY LIVING

POST COVID 19 FOR HIGHER SOCIAL
CONSCIOUSNESS

DR ANJALI NIGAM

Xpress Publishing
An Imprint of Notion Press





XpressPublishing
An Imprint of Nation Press

No.8, 3rd Cross Street, CIT Colony,
Mylapore, Chennai, Tamil Nadu-600004

Copyright © Dr Anjali Nigam
All Rights Reserved.

ISBN 978-1-64899-371-8

This book has been published with all efforts taken to make the material error-free after the consent of the author. However, the author and the publisher do not assume and hereby disclaim any liability to any party for any loss, damage, or disruption caused by errors or omissions, whether such errors or omissions result from negligence, accident, or any other cause.

While every effort has been made to avoid any mistake or omission, this publication is being sold on the condition and understanding that neither the author nor the publishers or printers would be liable in any manner to any person by reason of any mistake or omission in this publication or for any action taken or omitted to be taken or advice rendered or accepted on the basis of this work. For any defect in printing or binding the publishers will be liable only to replace the defective copy by another copy of this work then available.



I dedicate this book in the Lotus Feet of Huzur Radhasoami Dayal

I thank in Lord's Lotus Feet

For the life that I been given

I thank for the realisation

& for the brakes applied in my illogical life

I thank for the realisation

That I am a divine 'ansh'

I thank for all the Grace and Mercy

For all the Blessings and Benevolence!

I thank for the Guidance

That I am much more than a just earning puppet!

A rough clay 'Me', that only the Lord could shape

I only see my Lord, wherever I go, I visualise smiling at me

The divine smile, can see me through thick & thin!

I just adore My Lord, His presence, HIS Guidance,

HIS Benevolence!

I thank in HIS lotus feet, today & forever!



Contents

Foreword	vii
Preface	ix
Why I Wrote This Book?	xi
Acknowledgements	xiii
My Experiments!	xv
How Is The Book Organised?	xvii
Part I	
1. Me & Value!	3
2. What Is Value To Me?	6
3. Why Did I Choose Values?	12
4. What Constitutes Value For Me?	19
5. Values...i Am A Woman!	27
6. Values...i Am A Mother!	32
7. Man & Values	38
8. 'values' A Father Is Made Of...!	40
9. Son...a Value!	43
10. A Daughter! A Bundle Of Values!	49
Part II	
11. Regenerating Values, For A Higher Social Consciousness At Workplace	61
12. Value Innovation Framework Results For Creating Value-based Sensitive Workplaces	67
13. Value & Spirituality Models Based Better Managing Workplaces	71

• v •



Contents

PART III

14. Why I Started Value-based Schools In Slums To Tackle Juvenile Crime 87

15. My Model Of Education For Igniting, Imparting & Embedding The Right Values For Safer & Better Society 96

PART IV

16. Towards Science Of Consciousness 2016 109

17. Systems Approach For Enhancing Effectiveness Of Primary Education 121

Author's Note 139



Preface

We have been living our lives as if we will never die!

Brakes have been applied by the Almighty using a small micro-agent, which has now become an agent to shake us up from our reverie ...and we suddenly find ourselves at a loss for everything we lived for or thought was right.

Each of us be it animate or inanimate things in this world, have been created for a reason...that lends the innate value to that being or thing...like sun was made to give us light, flower was created to spread beauty and fragrance and similarly we human beings have created by the Lord for a specific purpose and a much higher reason...hence enriched with consciousness. The Lord made us as spiritual beings, with atman at the core, with the physical body made of the same five elements as the universe..hence the finality is the physical body going back into the earth, and the atman the divine ansh going back into the reservoir of divinity.

Instead of trying to decode the basic truth to find out 'who are we and what were we created for' we are running for something...we do not even realise what is that we are actually running for!

Let us start today!

To start with...maybe we could start thinking what different roles we play in this life...and align the values associated with each role.

For example if I am a mother my basic role is to nurse, nurture, prune, handhold and love...while on the contrary we may be leaving our newborn infant with a bottle and a nurse who may try to be a mother but cannot be the real mother! The real mother's values will be lost on the



PREFACE

child...if she is never there to nurse, nurture and care for the child with love! If I want to instill values in my children, I have to 'be the example'

Easier said than done. But this the only way, I've discovered. We have to take some hard decisions and set examples for our children to imbibe a value system that we want.

Priorities have to be set, to play our each role as ordained!

But everything's not lost...waking up from the reverie, would just need shaking up our consciousness..and that has already been done for us, by the 'micro-agent'!

The car has a back gear, so that we can use it! Just go for it. Reverse the car of your life and see if you can still see and pick up the loose ends lying around...your loved ones still eagerly waiting for your love and time.

You may like to use a pen or pencil!

Rate yourself today on a scale of 1-5 (1 is lowest, 5 is highest)

1. How you play your role in the family

1. 2. 3. 4. 5

2. How you play your role in society

1. 2. 3. 4. 5

3. How you rate yourself in your profession

1. 2. 3. 4. 5

4. How will you rate your contribution to environment

1. 2. 3. 4. 5

Introspect, Analyse, Activate (the action plan for living each role's value)

Write down your action plan for each role here

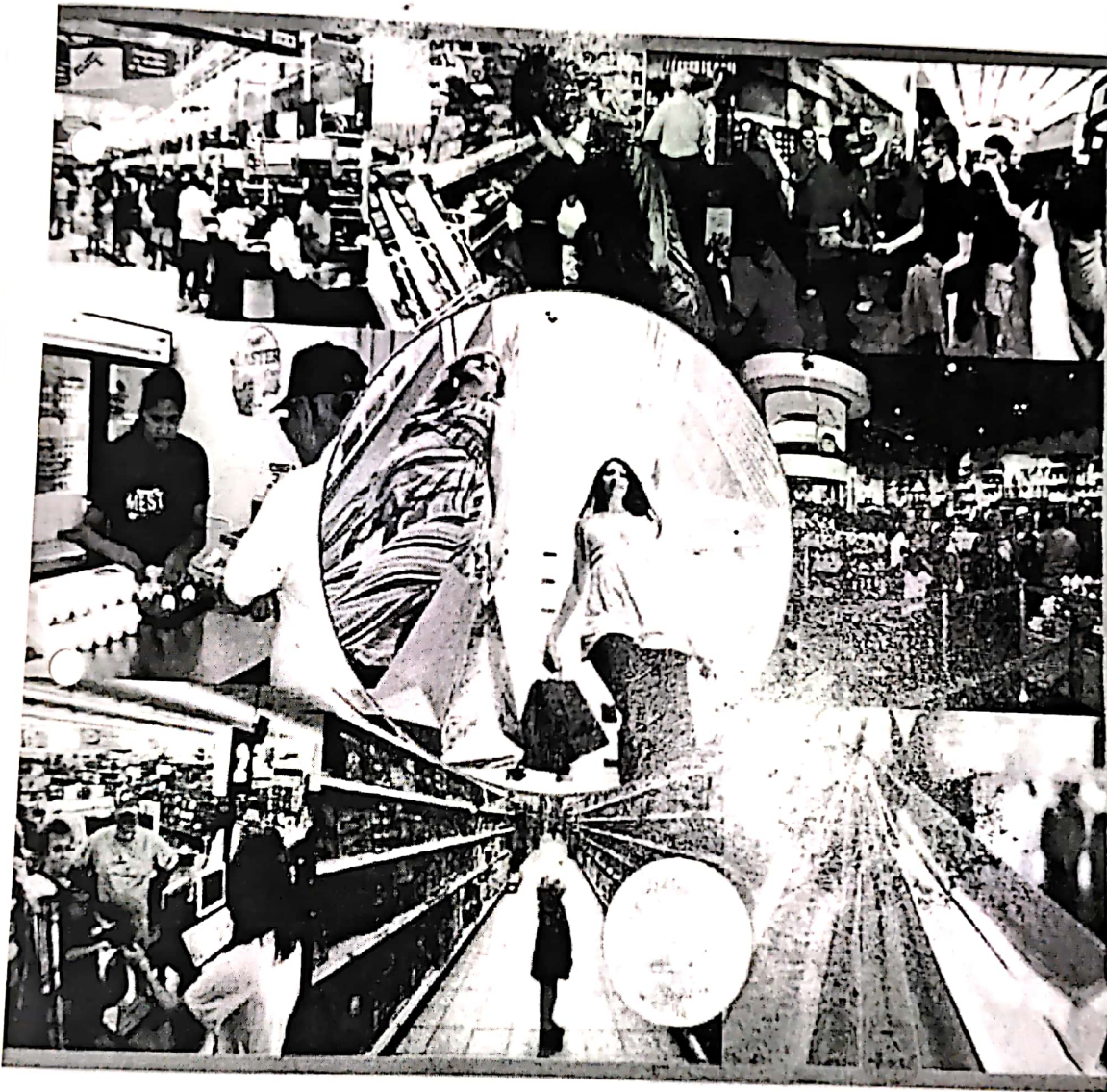
• X •



Publication Year : 2018
S.No. : 9

Consumer Behaviour

Foreword by
Dr. Sanjiv Mittal
Dean, USMS,
GGSIU, Delhi



Gurpreet Kaur Chhabra



biztantra

Ideas for Tomorrow!



CONSUMER BEHAVIOUR

GURPREET KAUR CHHABRA

Published by:
 **biztantra**
Ideas for Tomorrow!
An Imprint of **dreamtech**
PRESS



© Copyright 2018 by the Author

The book may not be duplicated in any way without the express written consent of the publisher, except in the form of brief excerpts or quotations for the purpose of the review. The information contained herein is for the personal use of the reader and may not be incorporated in any commercial programmes other books, databases, or any kind of software with written consent of the publisher. Making copies of this book or any portion thereof for any purpose other than your own is a violation of copyright laws.

Limits of Liability/ Disclaimer of Warranty

The author and publishers have used their best efforts in preparing this book. The author makes no representation or warranties with respect to the accuracy or completeness of the content of this book, and specifically disclaims any implied warranties of merchantability or fitness for any particular purpose. There are no warranties which extend beyond the description contained in this paragraph. No warranty may be created or extended by sales representatives or written sales materials. The accuracy and completeness of the information provided herein and the opinion stated herein are not guaranteed and warranted to provide any particular results, and the advice and strategies contained herein may not be suitable for every individual. Neither Biztantra (An Imprint of Dreamtech Press) nor the author shall be liable for any loss of profit or any commercial damages, including but not limited to special, incidental, consequential, or other damages.

Trademarks

All brand names and product names used in this book are trademarks, registered trademarks, or trade names of their respective holders. Dreamtech Press is not associated with any product or vendor mentioned in this book.

ISBN: 978-93-5119-780-5

First Edition: 2018

Printed at: Radha Offset, Delhi



*Dedicated to my beloved father late S.
Mohinder Singh Sawhney, who has been,
and still is the driving force of my life.*

*"Papa, I am sure you are blessing me and this
endeavor of mine from the heavens above."*



Preface

We all are acting as a consumer in one way or the other, all the time. It is very truly said by Blackwell, Miniard and Engel that "Consumer Behaviour is everything and everything is Consumer Behaviour". Whether we buy a loaf of bread for breakfast or buy a nice outfit for a weekend party or even when we watch an advertisement on TV or talk to a friend about a movie we just saw, we are acting and behaving as consumers all the time. In fact being a Consumer reaches into every part of our lives.

'Consumer Behaviour' is an omnipresent field that affects all aspects of the society, be it Business marketing, public policy, ethics etc., to name a few. The study of 'Consumer Behaviour' not only tells us about 'Why' but also about 'how' of the behaviour of consumers. It underlines the factors that motivate consumers. It captures attention, gives an idea about how they show and maintain their loyalty towards a particular brand, how others such as peers, family, even culture affects the shaping of consumer behaviour. Equipped with all this knowledge a person can choose any career because this information and knowledge can be applied not only in taking business, marketing and sales decisions but also helps a person in taking wise, personal decisions as a consumer.

Over the last two decades the Indian economic scenario has changed drastically. Especially, the last decade has seen Indian markets being influenced greatly by the global economy and global markets. Now India has entered the third decade after liberalization, buffeted by changes on all fronts: consumption structures, consumer behaviour, citizen aspirations, digital media and youth boom etc., to name a few. Ironically enough, 'India is a land of many opposing truths' because the consumer base in India is such that lives over four centuries at the same time, where majority of consumers are caught between a 21st century economy and 18th century society. Despite of all odds, this country still offers, one of the world's most promising markets and largest consumer base. To capture the untapped potential offered by the large urban markets and still larger rural markets in India, a marketer whether national or international, has to develop a thorough insight into the minds, psyche, attitudes and behaviour of Indian consumers.



Brief Contents

Brief Contents

FOREWORD	VII
PREFACE	IX
ABOUT THE BOOK	XI
ABOUT THE AUTHOR	XIII
ACKNOWLEDGEMENTS	XV

PART I: UNDERSTANDING THE IMPORTANT ASPECTS OF CONSUMER BEHAVIOUR

1

CHAPTER 1: CONSUMER BEHAVIOUR- AN OVERVIEW	3
CHAPTER 2: CONSUMER RESEARCH	15
CHAPTER 3: SEGMENTING, TARGETING & POSITIONING	29
CHAPTER 4: CONSUMER DECISION PROCESS: CONSUMER INVOLVEMENT AND INFORMATION PROCESSING THROUGH VARIOUS STAGES	55
CHAPTER 5: FACTORS INFLUENCING CONSUMER BEHAVIOUR	75
CHAPTER 6: ENVIRONMENTAL FACTORS INFLUENCING CONSUMER BEHAVIOUR: ROLE OF CULTURE AND SUB-CULTURE	87
CHAPTER 7: ENVIRONMENTAL FACTORS INFLUENCING CONSUMER BEHAVIOUR: ROLE OF SOCIAL CLASS, FAMILY, OPINION LEADERS AND REFERENCE GROUPS	113



CHAPTER 8:	PERSONAL FACTORS INFLUENCING CONSUMER BEHAVIOUR: PERSONALITY & CONSUMER MOTIVATION	1
CHAPTER 9:	CONSUMER ATTITUDES: FORMATION AND ATTITUDE CHANGE STRATEGIES	1
CHAPTER 10:	CONSUMER DECISION MAKING: BUYING SITUATIONS & CONSUMER DECISION MODELS	1
PART II: UNDERSTANDING SECTOR SPECIFIC CONSUMER BEHAVIOUR AND THE CONCEPT OF CONSUMERISM		19
CHAPTER 11:	UNDERSTANDING CONSUMER BEHAVIOUR IN RETAIL: AN INTRODUCTION TO THE RETAIL SECTOR	20
CHAPTER 12:	UNDERSTANDING RETAIL CONSUMER BEHAVIOUR AND TYPE OF RETAIL SHOPPERS	21
CHAPTER 13:	UNDERSTANDING BEHAVIOUR OF RURAL CONSUMER	23
CHAPTER 14:	UNDERSTANDING CONSUMER BEHAVIOUR IN SERVICE SECTOR	26
CHAPTER 15:	REACHING OUT TO THE CUSTOMER IN THE DIGITAL WORLD	29
CHAPTER 16:	CONSUMERISM: CURRENT TRENDS AND LAWS ON CONSUMER PROTECTION IN INDIA	32
GLOSSARY		35
SUGGESTED READINGS		35
INDEX		36



Detailed Contents

FOREWORD	VII
PREFACE	IX
ABOUT THE BOOK	XI
ABOUT THE AUTHOR	XIII
ACKNOWLEDGEMENTS	XV

PART I: UNDERSTANDING THE IMPORTANT ASPECTS OF CONSUMER BEHAVIOUR

1

CHAPTER 1: CONSUMER BEHAVIOUR- AN OVERVIEW

3

Opening Case	4
Introduction	5
Meaning: Consumer Behaviour Defined	5
Scope & Historical Development of Consumer Behaviour	7
Emergence of Consumer Behaviour as a Discipline	10
Why Study Consumer Behaviour?	11
Conclusions	12
Review Questions	12
Case Study	13

CHAPTER 2: CONSUMER RESEARCH

15

Opening Case	16
Uses of Consumer Research Data	17
Consumer Research: History	18
Consumer Research Process	19
Step 1- Collect Consumer Information	19
Step 2- Define Consumer Research Objectives	20
Step 3- Design Consumer Research Methodology	21
Step 4- Plan and Do Secondary Research	21



- Step 5- Plan and Do Primary Research
- Step 6- Tabulation and Analysis of the Primary Research Data
- Step 7- Report Writing and Presentation
- Quantitative Research Design
- Data Collection Methods
 - Observation Method
 - Surveys
- Data Collection Instruments
 - Questionnaires
 - Attitude Measurement Scales
- Sample Design
- Qualitative Research Design
 - Depth Interviews
 - Focus Group Interview
 - Projective Techniques
 - Laddering
- Conclusions
- Review Questions
- Case Study

CHAPTER 3: SEGMENTING, TARGETING & POSITIONING

- Opening Case
- The Rural Market Segment
- Factors Influencing Segmentation
- Bases for Segmentation or Segmentation Variables
 - Profile Segmentation
 - Psychographic Segmentation
- The Vals (Values & Lifestyle) Profiling
- Vals Segmentation Applied to India
 - Behavioural Segmentation
- Hybrid Segmentation Approach
- Selecting the Target Market from the Segments Targeting & Positioning
- Factors Influencing Market Targeting
 - Attractiveness of a Market Segment
 - Suitability of Market Segments to the Firm
- Market Targeting Strategies
- Positioning Strategies
 - Attribute Positioning
 - Benefit Positioning
 - Use/application Positioning
 - User Positioning



Competitor Positioning	46
Product Category Positioning	47
Quality-price Positioning	47
Repositioning	47
How Many Benefits to Promote?	48
Underposition	48
Overposition	48
Create Confused Positioning	48
Create Doubtful Positioning	49
Conclusions	49
Review Questions	51
Case Study	51
CHAPTER 4: CONSUMER DECISION PROCESS: CONSUMER INVOLVEMENT AND INFORMATION PROCESSING THROUGH VARIOUS STAGES	55
Opening Case	56
Consumer Involvement Theory	56
Consumer Involvement in Problem Identification Stage of CDP Model	57
Consumer Involvement in Information Search Stage of CDP Model	59
Antecedent Factors	59
Moderating Factors	60
What Is Information Processing?	61
Information Exposure	62
Selective Attention	62
Appeals to Cognitive and Hedonic Needs	62
Presence of Intense Stimuli	63
Presence of Moving Stimuli	63
Comprehending the Information Received	63
Seeking Agreement with What is Comprehended	64
Retention and Search/ Retrieval of Stored Information	65
Role of Memory in Information Processing	65
Role of Learning in Information Processing	65
Evaluation of Alternatives- (3rd stage in CDP Model)	66
Search and Retrieval of Information	66
Final-purchase Decision (4th Stage In CDP Model): Deciding Among Alternatives	67
Purchase Decision- 5th Stage In CDP Model	69
Post-purchase Behaviour- Last Stage In CDP Model	69
Conclusions	71
Review Questions	72
Case Study	73



CHAPTER 5: FACTORS INFLUENCING CONSUMER BEHAVIOUR

Opening Case	75
Inherited Factors Influencing Behaviour	75
Learned Factors Influencing Behaviour	77
Learnings, Perceptions, Motivations, Beliefs & Attitudes	77
Review Questions	82
Case Study	85

CHAPTER 6: ENVIRONMENTAL FACTORS INFLUENCING CONSUMER BEHAVIOUR: ROLE OF CULTURE AND SUB-CULTURE

Opening Case	87
The Changing Japanese Culture	88
The Internal Mental Culture	88
The External Material Culture	90
Characteristics of Culture	90
Concept of Cultural Values	91
The Concept of Change in Cultural Values	92
Sub-cultures	93
Nature of Sub-cultures	96
Types of Sub-cultures	96
Religious Sub-cultures	97
Gender as Sub-culture	97
Age as Sub-culture	97
Role of Cross-cultural influences on Consumer Behaviour	99
Effect of Cultural Differences on Non-verbal Communications	101
Space	105
Time	105
Friendship	106
Agreements	106
Signs, Symbols & Colors	107
Schwartz Value Scale (SVS)- Cultural Value Research	107
Conclusions	108
Review Questions	109
Case Study	110
	111

CHAPTER 7: ENVIRONMENTAL FACTORS INFLUENCING CONSUMER BEHAVIOUR: ROLE OF SOCIAL CLASS, FAMILY, OPINION LEADERS AND REFERENCE GROUPS

Opening Case	113
	114



The New Socio-economic Classification System	114
Social Class and its Impact on Buying Behaviour of Consumers	116
Role of Family/Household Decision Making and its Influence on Consumer Behaviour	118
Concept of a Household	119
Variables Affecting Families and Household	119
How do Families Take Purchase Decisions?	120
Role of Spouse and Children in Family Decision Making	121
Influence of Kids	122
Influencing Behaviour of Children as Consumer	123
Friends and TV	123
Internet	123
Parents	124
Shopping	124
Family Life Cycles and their Influence in Shaping the Buying Behaviour of Families	124
Stage I- Bachelorhood	125
Stage II- New Nest	125
Stage III- Full Nest I	125
Stage IV- Full Nest II	125
Stage V- Full Nest III	125
Stage VI- Empty Nest I	126
Stage VII- Empty Nest II	126
Stage VIII- Solitary Survivor	126
Reference Group and Their Impact on Consumer Behaviour	127
Reference Groups	128
Types of Reference Groups	128
Types of Reference Groups and Their Influence on the Buying Behaviour of an Individual	129
Types of Influence	130
Influence of Reference Groups	130
Role of Opinion Leaders	132
How do Opinion Leaders Influence Consumer Behaviour?	133
Conclusions	134
Review Questions	136
Case Study	137
Chapter 8: PERSONAL FACTORS INFLUENCING CONSUMER BEHAVIOUR: PERSONALITY & CONSUMER MOTIVATION	139
Opening Case	140
Trait Theory	143
Social Learning Theory	144



Self-concept Theory	145
Psychoanalytic Theory	147
Motivation and Consumer Behaviour	149
Needs	149
Goals	149
Variations of Needs & Goals	150
Motives	150
Role of Motivation in Shaping Consumer Behaviour	151
Abraham Maslow's Need Hierarchy Theory and its Evaluation	151
Various Levels of Needs	152
McGuire's Comprehensive Scheme of Psychological Motives	152
Cognitive Motives	153
Preservation-oriented Motives	153
Cognitive Preservation Motives	153
Cognitive Growth Motives	154
Affective Preservation Motive	155
Affective Growth Motives	155
Role of Motivational Intensity in Shaping Consumer Behaviour	156
Conclusions	157
Review Questions	158
Case Study	159
CHAPTER 9: CONSUMER ATTITUDES: FORMATION AND ATTITUDE CHANGE STRATEGIES	
	161
Opening Case	162
Attitude Models	163
Models of Attitude Formation	164
Tri-component Attitude Model	164
Multi-attribute Models	165
Strategies for Changing Consumer Attitudes	167
Understading the Process of Changing Consumer Attitudes	168
Role of Multi-attribute Model in Facilitating Attitude Change	170
Attitude Change with the Help of Elaboration Likelihood Model	172
Attribution Theory	174
Cognitive Dissonance Theory	174
Conclusions	175
Review Questions	177
Case Study	178





Search Amazo...



Sponsored

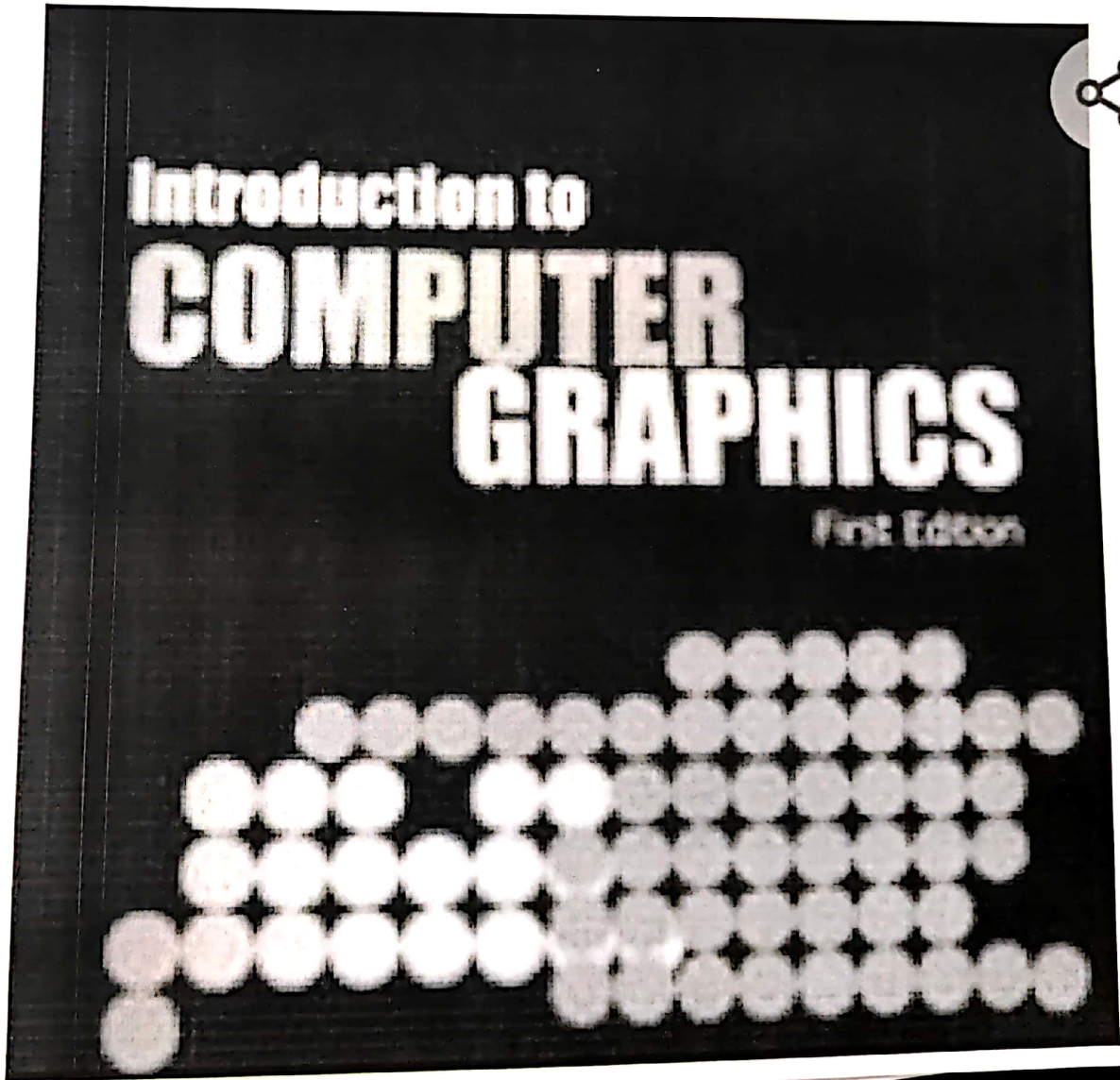
Sumit Chauhan

S.No: 10

Introduction to Computer Graphics

October 2018

ISBN-13: 978-9350514252 ISBN-10: 9350514257





Search Amazo...



S.No: 11

Back

Programming in C *using* LINUX



**CASE STUDIES
ON
EMERGING TRENDS
IN
MANAGEMENT STUDIES**

Management Education and Research Institute
Affiliated to GGSIP University, New Delhi, Approved by
AICTE, Ministry of HRD, NAAC Accredited & A+ Grade
Institute by GGSIPU & Govt. of NCT of Delhi
under the aegis of
IQAC- Internal Quality Assurance Cell



Case Studies on Emerging Trends in Management Studies

Edited By: Deepshikha Kalra, Pawan Kishore Jha

- Case 1: From Startup to Shut down: The Rise and Fall of ClickBazaar during the COVID-19 Pandemic**
Dr. Anil Grewal
- Case 2: CRYPTOCURRENCY**
Mr. Ishwar Singh
- Case 3: A Dillema of Maya: work Life Balance**
Ms. Jyoti
- Case 4: Initiative of Hansu towards Sustainable development: Case study of Amul Cooperatives**
Dr Meenakshi Kharb
- Case 5: Medical Outsourcing Dilemma: The JJ Diagnostics Saga**
Ms. Nisha Garg
- Case 6: Crossroads of Compassion: Euthanasia, Cryonics, and Legal Dilemmas in India**
Ms. Ritika Bhola
- Case 7: Scooby-Dooby: The start-up**
Ms. Sarita Yadav
- Case 8: E-HRM - Innovation or Irritation**
Ms. Sheela Narang
- Case 9: US Bank Collapse 2023: A Repeat of 2008 Crisis?**
Ms. Shweta Ahuja
- Case 10: Millet Recipes: The Smart Food of India**
Ms. Soumi De
- Case 11: Ghostly Encounter: The Tragic Misjudgment at Bahadurgarh Airport**
Ms. Stuti Narula
- Case 12: Engaging and Progressing with Aged workforce in an Indian IT sector: A HR Model transformation**
Dr. Swati Chawla



Fundamentals of Health Communication

Editors
Ms. Nivedita Sharma
Mr. Chandan Saxena



RUDRA PUBLISHERS & DISTRIBUTORS
NEW DELHI -110094 (INDIA)



RUDRA PUBLISHERS & DISTRIBUTORS

C-293A, Street No. 3,
West Karawal Nagar, New Delhi - 110094
Cell : 9873248544, 9312442975
E-mail : rudrapublishers@yahoo.com

Fundamentals of Health Communication

Ms. Nivedita Sharma
Mr. Chandan Saxena

© Authors

First Published 2022

ISBN: 978-93-92108-29-7

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

Disclaimer: The Authors are solely responsible for the chapters compiled in this book. The publisher do not take any responsibility for the same in any manner.

Printed in India

Published by Ravindra Pratap Yadav
For Rudra Publishers & Distributors
Typesetting by Pravin Kumar Yadav
Printed at Research Press India, New Delhi

Dedication

We dedicate this book to almighty, our guides, our mentors, our family members, our close friend and our students who have been a constant support and their love that kept us going!



Preface

"A healthy outside starts from the inside."

Robert Urich

Our world is completely networked with communication today. The globe has become a global village as a result of the rapid development of technology. At both the national and international levels, the exchange of information among the various social groupings has become exceedingly efficient, effective, and smooth. By clicking a simple button on a computer, you can easily get any information that fits your needs and tastes.

India is going through a quick health transition from facing the issues of growing epidemics of communicable diseases to non-communicable infections. Communication has always been among the most crucial activities since the beginning of the era. With the growing technology and transformation in the various segments: mass communication has widened itself. In the past few decades, health communication has strengthened its roots in the media.

Health communication is now widely used as a means of advancing public health. Today, many programmes to prevent and control disease use health communication principles. These include promoting health issues, selling health plans and goods, teaching patients about their medical care options, and telling consumers about problems with the quality of healthcare.

This book serves as a primer for the subject, providing an overview of this newly emerging topic on the one hand. The reader is exposed to the 5 W and 1 H of health communication "why", "what", "where", "when", "as well as the "who" and the "how". The book focuses on concepts, applications, and



emerging trends in health communication. This book will not only give insight to the readers about the healthcare segment but also shall provide information on the role of various media in promoting and creating awareness of healthcare programs. This book can be used as both a reference book and a classroom textbook. The approach taken by the book is to impart every bit of information related to health communication.

Ms. Nivedita Sharma

Mr. Chandan Saxena

Acknowledgement

Our special thanks to all the well-wishers and professionals for their unconditional support, help, and assistance during the editing and designing of this book. We are grateful to our colleagues and friends for their constant support and encouragement.

We thank all the media educators, media professionals, and health specialists who contributed to this book. We want to thank our faculty members from the bottom of our hearts for helping us to write this book.

We also thank our teachers, mentors, guides, senior colleagues, and family members for always being a guiding light. We are highly thankful to them for being a constant source of support throughout our journey.

Last but not least, we are thankful to Rudra Publishers and Distributors, New Delhi for publishing this book and making it available for the readers.

Ms. Nivedita Sharma

Mr. Chandan Saxena



Contents

<i>Preface</i>	vii
<i>Acknowledgement</i>	ix
1. Introduction to Public Health <i>Dr. Parineeta Sharma</i>	1
2. Health Awareness: Role and Importance of Yoga <i>Dr. Fakira Mohan Nahak</i>	14
3. Public Health & Lifestyle Issues in India <i>Dr. Arun Prakash</i>	25
4. Public Healthcare System: Issues & Problems in Urban and Rural India <i>Dr. Amit Verma</i>	33
5. India as a Medical Tourism Destination <i>Dr. Kamaljeet Kaur</i>	49
6. Health Journalism: Concept, Need & Importance <i>Ms. Harmeet Kochhar</i>	58
7. Health Journalist: Roles & Responsibilities <i>Mr. Sunil Kumar</i>	68
8. Sources of Health Reporting: NFHS reports, UNICEF reports, WHO, Census <i>Ms. Sakshi Singh</i>	75
9. Role of Media in Public Healthcare Campaign: Polio, HIV/AIDS, And Reproductive Child Health <i>Ms. Amanpreet Kaur</i>	85



10. Ethics in Health Reporting <i>Mr. Nitin Mengi</i>	102
11. Structure and Guidelines for Health Reporting <i>Dr. Anil Grewal</i>	114
12. Health Reporting for Various Media: Traditional and Digital Media <i>Dr. Sumit Chauhan</i>	128
13. Writing for Public Health Care: Think Globally and Write Locally <i>Mr. Sachin Kumar</i>	145
14. Define Information Education Communication (IEC): Concept and Functions <i>Mr. Rahul Kumar</i>	153
15. Define Behaviour Change Communication (BCC): Concept and Functions <i>Mr. Manav Sharma</i>	165
16. Future of Health Communication and Career Prospects <i>Ms. Neha Bharti</i>	175

Public Health: Definition & Concept

Dr. Parineeta Sharma

Health

Even though the word "health" is frequently employed in speech, its meaning appears straightforward. The 1948 formulation of the current WHO definition of health states that it is "a condition of complete physical, mental, and social well-being and not only the absence of sickness or disability. This formulation was ground breaking at the time due to its scope and aspirations. It considered aspects of the body, the mind, and society beyond the narrow definition of health like the absence of disease. Regardless of the definition has received criticism for the previous 60 years, but never adapted. The criticism is becoming worse now.

Introduction to Public Health

C. E. A. Winslow, an important figure in the history of public health, provided a definition of the field as the "science and art of preventing disease, extending life, and promoting health and effectiveness through coordinated community efforts for the sanitation of the environment, the control of community infections, the education of individuals in their own personal health, the organisation of medical and nursing services for early diagnosis and preventive treatment of disease, and the development of" public health. Winslow's definition is credited with helping to establish.

Pediatric Dentist, Dental Expert



Nivedita & Kunwar

Certificate of Publication

Proudly presented to

Dr. Kunwar Surendra Bahadur, Nivedita Sharma

For contributing the chapter titled

कॉर्पोरेट संचार : संरचना, कार्य और दायित्व

In

The print book titled **भारत में कॉर्पोरेट संचार** ISBN- 979-888684459-7

Edited by

Dr. Kunwar Surendra Bahadur, Girish Shastri, Ajai Kumar Tiwari
Published by

Notion Press Media Pvt Ltd, Chennai, Tamil Nadu.

CSM

Dr. Kunwar Surendra Bahadur
(Editor)

Girish Shastri

Girish Shastri
(Editor)

Ajai Kumar Tiwari

Ajai Kumar Tiwari
(Editor)



ISBN: 978-93-5300-918-2



MERI COLLEGE

Proceedings of
NATIONAL CONFERENCE
Management And Technical Innovations For IPR



SUPPORTED BY
Ministry Of Electronics And Information Technology

10TH MARCH 2018

**PROCEEDINGS OF NATIONAL CONFERENCE ON
MANAGEMENT & TECHNICAL INNOVATIONS FOR IPR**

ISBN: 978-93-5300-918-2

Published by : **Management Education And Research Institute (MERI)**
53-54, Institutional Area, (opp D Block)
Janak Puri, New Delhi-110058

Printed by : **GOEL PRINTERS,**
CB 217, Ring Road, Naraina, New Delhi-110028

Chief Editor-
Prof. Lalit Aggarwal

Associate Editor-
Ms. Gurpreet Kaur Chhabra

Price: Rs.500



Views expressed in the research papers/articles are those of the respective author(s), neither the publisher nor MERI can accept any responsibility for the same. They do not necessarily agree with the views expressed in the articles/papers. Every effort has been made by the editorial team to acknowledge source material relied upon or referred to but MERI does not accept any responsibility for any inadvertent omissions.

All copyrights are reserved, except as authorized, no part of the material published in this proceedings may be reproduced, or stored in retrieval systems, or used for commercial or other purposes.

PREFACE

In this dynamic and competitive world, industry is facing challenges from various aspects. Be it ever changing markets, changing consumer trends or technological advancements due to the fact that products are becoming absolute more faster now a days. At this juncture, innovation and creativity are the key drivers for economic growth of any country. Our country has immense potential as well as scope for the introduction of new products due to high consumption needs. India has a vast treasure of knowledge and intellectual resources. However due to lack of adequate knowledge of patents and copyright laws, this intellectual property can not be protected. IPR protection is vital for the growth of the IT industry in India. It has a direct impact on the way Indian IT companies transact their business with the rest of the world.

This conference was aimed at building greater awareness and insights into the complex mechanism of creation, ownership and protection of Intellectual Property. It gives us immense pleasure to present the conference proceedings which is a compendium of deliberations made by the experts from industry and academia, research scholars, students of various institutes across country and abroad to the academic world.

We congratulate all the authors for their contribution and hope this proceeding will be a valuable asset for both the organizers and contributors.

We pay our sincere gratitude towards our co-organizers Ministry of Electronics and Information Technology, Management, faculty and staff of the Institute for their whole hearted cooperation.

Prof. Lalit Aggarwal

Chief Editor



Table of content

S.no.	Contents	Author	Page no.
1.	Implementing Intellectual Property in field of Human Resource Management	Dipti Gupta Dr. S.K Gupta	1-7
2.	Role of Export Promotion Bodies in Protecting and Promoting the Indian Traditional Product in the Global Market through Geographical Indication	Dr. Alka Maurya	8-14
3.	Intellectual Property Right : Human Intelligence vs Artificial Intelligence	Dr. Maitri Bhusan	15-18
4.	Trademarks and Infringement	Dr Mandeep Kaur Nidhi Kukreja , Anisha Bhel, Atiksha Mishra, Akshay Kumar	19-27
5.	Artificial Intelligence and Intellectual Property Rights: A Survey	Gurbrinder Kaur	28-32
6.	IPR- A Source of Competitive Advantage in Pharmaceutical Marketing; A Case of Production of Human Insulin through Recombinant DNA Technology by Novo-Nordisk	Gurpreet Kaur Chhabra Beenu Kuard Amit Anil Thomas	33-37
7.	Intellectual Properties for Startups : Issues and Challenges	Hemant Satti	38-43
8.	A study on IPR : Awareness, Uses, and Challenges in Teaching and Learning Process in Digitalised Era	Mansi Saxena R. Sangeeta Gupta	44-50
9.	Start-ups and IP Strategies	Dr. Richa Singh Kapoor Mayanka Bhalla	51-58
10.	Technical Innovations: Safeguarding Intellectual Properties Online	Nitin Mohan Sharma Dr. Deepa Gangwani	59-69



- | | | | |
|-----|---|---|---------|
| 11. | Intellectual Property Rights (IPRS) with Special References to Copyright Issues in India: Challenges and Impact | Reema Aggarwal | 70-80 |
| 12. | Grassroot Innovations Institutionalisation in India | : Dr Samarth Singh | 81-88 |
| 13. | Indian Geographical Indicators and Different Promotional Activities to Market them in Domestic and International Market | Tanya Anand
Anirudh Mehta | 89-101 |
| 14. | A Study on IPR: Challenges and Issues in Digitalised Era | Pooja Singh
P P Vaishakh Raj
Mansi Saxena | 102-108 |
| 15. | Issues and Challenges in Competition Law and its Enforcement in India | Kavita
Deepti Kapoor | 109-114 |

