

Special Issue - 2

ISSN - 2229-3620  
APPROVED UGC CARE



SHODH SANCHAR BULLETIN  
Vol. 10, Issue 39, July-September, 2020  
Page Nos. 144-145

AN INTERNATIONAL BILINGUAL PEER REVIEWED REFEREED RESEARCH JOURNAL

# DIGITAL TRANSFORMATION – THE NEED OF AN HOUR POST COVID-19 ERA

## ABSTRACT

The outbreak of coronavirus pandemic has impacted the businesses globally. Most of the world has to adopt lockdown to limit the spread of coronavirus. Though Indian Economy was going through the challenging time, this pandemic has brought the economy to standstill due to lockdown and stoppage of economic activity. Despite of all negative outcomes in the businesses, digitisation has been one of the most positive outcome in businesses. Digitisation has brought the new avenues for businesses and change in trend in the work culture. Businesses who were hesitant to adopt digitalisation, now have to accept it as a business. Through this article, we discuss the need of digitalisation in the businesses.

Page 1 / 5



**HC PRINCIPAL**

Rajiv Gandhi College of Arts, Commerce & Sciences  
Vashi, Navi Mumbai - 400 703.



# DATA ANALYTICS –DRIVING THE FINANCIAL INNOVATION AND BUSINESS GROWTH POST COVID-19

Mr. Basukinath S. Pandey\*  
Mrs. Veena Sawant\*\*

## ABSTRACT

COVID-19 had severely impacted the global economy as well as the Indian economy. It has completely disrupted the economy, social and business system of the countries. Many countries on the verge of collapse. The healthcare system of many countries collapsed. To protect the human lives, isolations and lockdown was the only option to stop the spread of the virus. This pandemic has not only brought adversity but it has also brought some changes in doing the business. There has been a lot of demand of digitisation and data analytics during COVID-19.

Data management plays a very important role in today's dynamic business environment. Data management is very complex. But it has come out as an boon during COVID-19. This paper will highlight the importance of Data Analytics and how it helps to drive the financial innovation and business growth post COVID-19

**Keywords:** Data Analytics, Financial Innovations, COVID-19, Business Growth

### Introduction

Managing data effectively in today's environment of edge-to-cloud world has been becoming increasingly complex. Enterprises require the data management to be simple and agile to optimise the benefits from the data. Successful enterprises are shifting from mundane data management tasks to focus on using data to innovate and adding value to the business. In today's time, the world of data management has changed and need to identify where it can be beneficial in order to achieve the data-focussed business agility.

### Evolution of Data Management

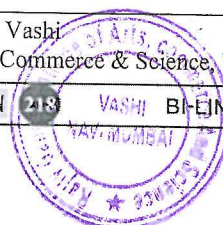
Data management has become the integral part of the organisation and the change is accelerating. Most of the enterprise data were earlier located on premises,

using many applications and stored in data warehouses in the hard copies. The data need to be converted in the structured way in the system which again led to the complexity.

That all changed with the cloud, a much more scalable and often more economical alternative. Later, enterprises started migrating their data lakes to the cloud. Amazon Web Services, Microsoft and Google are the examples of cloud platform. Further, organisations - reducing the dependency of one cloud platform started storing their data in multiple clouds. This, in turn, helped in bringing the cost reductions and operational efficiencies. However, it also made the data management even more complicated. Moving multiple data to the multiple cloud doesn't solve all data management problems. It has raised the further

\*Principal - Rajiv Gandhi College of Arts, Commerce & Science, Vashi

\*\*Asst. Prof. (BAF Coordinator) - Rajiv Gandhi College of Arts, Commerce & Science, Vashi



ISSN - 2229-3620

UGC CARE LISTED JOURNAL



SHODH SANCHAR

Bulletin

January-March, 2021

Vol. 11, Issue 41

Page Nos. 180-184

AN INTERNATIONAL BILINGUAL PEER REVIEWED REFEREED RESEARCH JOURNAL

## INDUSTRY 4.0: THE GAME CHANGER FOR INDIAN MANUFACTURING INDUSTRY POST COVID-19

□ Mrs. Anamika Singh\*  
Mr. Rohit Kumar Singh\*\*

### ABSTRACT

*The Fourth Industrial Revolution or Industry 4.0 has revolutionized traditional manufacturing and industrial practices with the use of smart technology. Smart autonomous systems capable of self-cognition, self-optimization and self-customization are taking automation of manufacturing processes to the next level. This has not only transformed the entire landscape of manufacturing processes but also unlocked value across supply chains and resulted in improved efficiency across the sector, with key focus on productivity, cost-reduction, faster time-to-market, competitive advantage, sustainability and innovation.*

*With the onset of the novel coronavirus disease (Covid-19) and the ensuing lockdown imposed across the world, manufacturing activity was among the worst hit. Manufacturing, which contributes nearly 20% of India's GDP, continues to reel under the aftermath of the ongoing pandemic. As a blessing in disguise, Industry 4.0 proved to be the only source of succor during these challenging times when remote working became the new norm. Collaborating with remote teams, monitoring operations remotely, learning and skill-building was all possible because of the use of advanced technology.*

*This research study is descriptive as well as explanatory in nature and aims to understand how players in the manufacturing industry have leveraged Industry 4.0 during and after the lockdown. The study also covers various challenges faced by the Indian economy and the opportunities available in the present scenario.*

**Keywords:** automation, manufacturing, Industry 4.0, COVID-19, artificial intelligence, smart technology

### Introduction

Use of smart technology has revolutionized traditional manufacturing and industrial practices. This revolution, as we know it as the Fourth Industrial Revolution or Industry 4.0, has taken automation of manufacturing processes to the next level with the deployment of smart autonomous systems, which are capable of self-cognition, self-optimization and self-customization. This has not only transformed the entire landscape of manufacturing processes but also unlocked value across supply chains and resulted in improved efficiency across the sector, with key focus

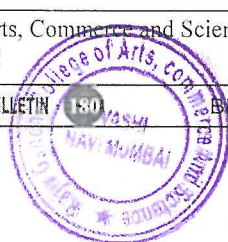
on productivity, cost-reduction, faster time-to-market, competitive advantage, sustainability and innovation.

### Indian Economy – The COVID-19 Impact

The ongoing COVID-19 pandemic has caused a ripple effect across the globe – be it in the political, social, economic or financial sphere, almost all facets of human life have been completely disrupted. As the virus began to cast its shadow on the world, in the absence of any medication or treatment, the only way to deal with and save human lives was to implement social distancing measures through isolation and lockdown. These stringent and unprecedented

\*Asst. Prof. (BMS Coordinator) - Rajiv Gandhi College of Arts, Commerce and Science, Navi Mumbai

\*\*Business Head - Stra Con Business Services, Navi Mumbai



ISSN - 2229-3620

UGC CARE LISTED JOURNAL



SHODH SANCHAR  
Bulletin

January-March, 2021

Vol. 11, Issue 41

Page Nos. 135-140

AN INTERNATIONAL BILINGUAL PEER REVIEWED REFEREED RESEARCH JOURNAL

## ROLE OF DIGITAL MEDIA IN THE B2B MARKET OF CEMENT INDUSTRY - A STUDY OF NAVI MUMBAI REGION

□ V. Ravi Shankar\*  
Dr. Kamini Khanna\*\*

### ABSTRACT

*This study was undertaken to find the impact of digital media and sales promotion along with other Digital tools of Integrated Marketing Communication on brand name of cement with respect to B2B consumers in Navi Mumbai region of Maharashtra state in India. The study was carried out during the period Nov2020 to Feb 2021. The geographical area of research is covering predominantly urban location from Vashi to Panvel in Navi Mumbai. This area has maximum residential projects for all segments of the society ranging from low income group to high income group. The builders are predominantly from Navi Mumbai & most of the projects are completed on time with fewer delays. For this study 9 brands of cement were taken namely: Acc, Ultra Tech, Ambuja, Bharathi, Coromandel, Birla A1, Sanghi, Jsw and Birla Gold. The study showed that Brand Sanghi was the most preferred brand followed by Coromandel. The Regression analysis was used to study the effect of Digital E Marketing, Email, social media, TV advertisement, Online Technical Training programme, Interactive company Website and Mobile marketing on the branding of the product, the study found that social media, emailing and company websites play a vital role for the branding of the cement. We hope that these findings would help B2B Marketers of cement & the concerned cement manufacturers to understand their B2B consumers effectively.*

**Keyword:** B2B Cement buying, parameters for B2B cement buying, social media, Digital marketing tools

#### Introduction to cement marketing

India is the world's 2nd largest cement market, both in terms of production and consumption. It is supported by high level of activity going on in real estate and high government spending on smart cities and urban infrastructure.

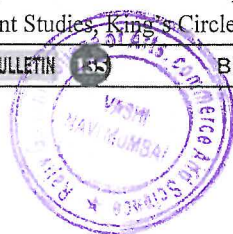
Builders most of whom are affected by common problems related to construction at sites, which impact their buying behaviour when it comes to a basic raw material like cement which is perishable & having a shorter product shelf life. The B2B segment is considered to be more Rational in its decision making, with many people involved in the decision making, yet their decision making is not fully understood. In B2B

buying scenario, cement is purchased by builder or an institution and is used by an Engineer and or mason, recommended either by builder, Architect Engineer, Mason, Contractor or even by retailer /dealer /stockist.

Online Branding is crucial part of B2B brand building. The power of a brand lies in the customer mind set. Branding in B2B situation increases information efficiency. It reduces risk for the buyer. There are many exogenous factors /variables that influence a B2B purchase decision & B2B purchase decision is not generally a solo shot but it has to be a group decision. Usually there is a team of people who analyse & in most cases in India there is a top level person who has the power to grant the purchase.

\*Assistant Professor - Department of Management Studies, Rajiv Gandhi College of Arts, Commerce & Science Vashi, Navi Mumbai and also PhD Research Scholar from University of Mumbai

\*\*Associate Professor - Guru Nanak Institute of Management Studies, Kings Circle, Matunga, Mumbai



I/C PRINCIPAL  
Rajiv Gandhi College of Arts, Commerce & Sciences  
Vashi, Navi Mumbai - 400 703.



## A STUDY ON WORK-FROM-ANYWHERE (WFA) POLICY AS AN ONGOING TREND RESHAPING CONVENTIONAL UNDERSTANDING OF WORK CULTURE

□ Nilanjana Mazumdar\*

### ABSTRACT

A concept of "Work-from-Anywhere" was brewing within organizations much prior to pandemic lockdown. Personal technology and digital connectivity has progressed so much that people had started questioning that "is it really needed to be together, in an office, to do work?". Well before pandemic some companies had already adopted this system. Pandemic Lockdown has only accelerated the process by multifold. We could learn that a great many of us don't in fact need to be together with colleagues on-site to do our jobs. Individuals, teams, entire workforces, can perform well while being entirely distributed and in fact they are performing. So now we face new question: Is work from anywhere (WFA) is the new normal? In this paper an attempt has been made to understand and analyze WFA's importance, effectiveness as well as limitations and whether it is prudent to establish Work from anywhere as the future of work.

**Keywords:** Work from Anywhere, Productivity, Work culture

#### Introduction:

Work from anywhere (WFA) is a popular trend taking advantage of the flexible work movement, organizations are offering employees the choice to work when, how, and where they want. "Working from anywhere" could entail working part-time in an office setting, working completely remotely, or a combination of the two. More and more companies are tapping into the benefits of the remote work culture and hiring people for work from anywhere jobs. WFA now applies across industries, from technology to banking, educational institutions, and even industrial companies handling manufacturing or supply chain management.

Work from anywhere has the power to reshape old understandings of work, employees and companies now connecting virtually in meetings rather than the previous approach of physical attendance, hierarchical communication and hours spent within office or

institution buildings.

#### Objective:

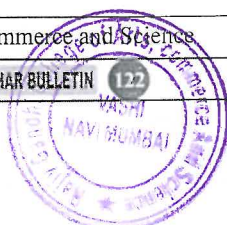
The objective of the present study are as follows:

- 1) To Analyse whether work from Anywhere as the future and new normal in Indian Context.
- 2) To understand the effectiveness, productivity and limitations pertaining to the company

#### Research Methodology:

The study is analytical in nature. Primary data is collected from sample survey on the basis of questionnaires pertaining to effectiveness, importance, limitations, work/life balance, impact on productivity and efficiency. Different news articles and authorized internet sources were also used which were enumerated and recorded. Percentage method has been used for analyzing the primary data in order to show the feedbacks on WFA's need, importance, effectiveness and limitations.

\*Assistant Professor - Rajiv Gandhi College of Arts, Commerce and Sciences





# IMPACT OF COVID-19 PANDEMIC ON CONSTRUCTION INDUSTRY WITH SPECIAL REFERENCE TO NAVI MUMBAI AREA

Mr. Basukinath S. Pandey\*  
Dr. Sangeeta Pawar\*\*

## ABSTRACT

World health organization has declared coronavirus (covid-19) outbreak as a pandemic and on 24<sup>th</sup> March 2020, the government of India declared a complete nation wise lockdown for 21 days effective from 25<sup>th</sup> March 2020 resulted into huge pandemonium. Due to this lockdown, all sectors of economy got affected and first time in recent history GDP recorded negative growth. Construction Industry was not an exception and faced complete shut down and all development projects were postponed. Being a planned and city of 21<sup>st</sup> century, Navi Mumbai's Construction industry also faced a massive stroke in form of lockdown and with this sudden lockdown activities has remarked all-time low. Government of India has declared Phase wise Unlock from 1<sup>st</sup> June 2020. Therefore, it is requirement of time to study the Impact of Covid-19 on each sector which contribute to economic development, social development, employment generation, revenue addition to government, civic amenities to masses and also the housing industry providing affordable houses to the masses.

The present research study is descriptive and also exploratory in nature and hence the study aims to understand the challenges faced by Construction Industry in Navi Mumbai area in the past 8 months of lockdown due to the pandemic. The study also aims to find out what possible opportunities are available to the housing industry in the coming times and how are the housing project builders will be able to sell off the ready housing projects. The impact has been studied with the help of Primary data collected from Buyers, Developers and Civic Authorities. Data has been collected through Interview of Civic authorities related with planning and implementation of construction activities. Structured Questionnaire has been prepared to collect data from buyers and developers. Secondary data has been used to give study a concrete background. Loss of Jobs, delay in project, Exceeding cost, Difficulty in supply line of material are some major findings of Study. The findings of this study raise awareness about evil effect of pandemic which can't be overlooked over a period of time.

**Keywords:** COVID-19, Pandemic, Construction, housing industry, Housing Projects downsizing

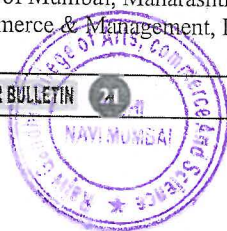
### 1. Introduction

Construction sector which was already railing with multiple challenges from lack of capital to insolvencies, multiple frauds, High cost, unsold stock and regulatory burden under the environment and the real estate regulation and development act 2016 is now crumpled by the covid-19 pandemic and in near future

also there is no sign of relief. Economy has already experiencing slowdown from few Quarters and this pandemic has created such a situation for which no one was prepared and this is causing severe destructive impact on construction and real estate industry. The first confirm case was registered on 30<sup>th</sup> January and since then there are only some sign of community transmission. Since March the transmission started

\*Research Scholar, Department of Commerce, University of Mumbai, Maharashtra.

\*\*Professor and Senate Member, Research Guide in Commerce & Management, Department of Commerce, University of Mumbai, Maharashtra



ANVESAK  
ISSN - 0378 - 4568

UGC Care Group 1 Journal

**POST COVID-19: MAJOR TRANSFORMATION IN THE EDUCATION SYSTEM  
PERTAINING TO INDIAN EDUCATION SYSTEM**

Anamika Singh BMS Coordinator Bachelor of Management Studies Rajiv Gandhi College of Arts,  
Commerce and Science, Vashti

Rohit Kumar Singh Business Head StraCon Business Services

**Abstract:** Digital education has been around pre COVID-19, but there has been hesitation in adoption in the traditional education system. During COVID-19, the adoption of digitization in the education system has been the only solution. Developing countries like India are distinctive in nature as most of the stakeholders and employees are not as tech savvy and may not be able to handle the rigors of online work. There are other challenges such as selection of right technologies and approaches adopted by institutes for educating and engaging students. In this paper, we will further discuss challenges faced by various stakeholders and how well we have responded to the crisis.

The study is descriptive and also exploratory in nature. The study aims to understand the challenges faced and possible opportunities that are available for the education industry in the Navi Mumbai area due to the lockdown. The study covered the views of professors, digital platform, educationists, edupreneur and students. The research study was based on primary and secondary data. The primary data was collected through interviews and structured questionnaire circulated to the key stakeholders of the education sector. The information of the secondary data was collected through various articles and journals published online and offline. The findings of the study show that the digital education proved to be the most effective to ensure uninterrupted education for the next few months while keeping students and facilities safe from risk of being infected, its position as a bankable substitute to a near-obsolete education system, in the long run, has been bolstered. Due to this, digital transformation has become the need of the hour. Numerous digital empowerment initiatives are being taken up to help students during lockdown, including webinars



**I/C PRINCIPAL**

Rajiv Gandhi College of Arts, Commerce & Sciences  
Vashti, Navi Mumbai - 400 703.

ISSN - 2229-3620  
UGC CARE LISTED JOURNAL



SHODH SANCHAR  
Bulletin

January-March, 2021  
Vol. 11, Issue 1  
Page Nos. 140-145

AN INTERNATIONAL BILINGUAL PEER REVIEWED REFEREED RESEARCH JOURNAL

## INDUSTRY 4.0 – OUTPERFORMED INDIAN MANUFACTURING SECTOR POST COVID-19

□ Mrs. Anamika Singh  
Mr. Rohit Kumar Singh

### ABSTRACT

Industrial productions were revolutionised in terms of the major technological advancements of the Fourth Industrial Revolution, of Industry 4.0. Industry 4.0 concentrates on automation of manufacturing processes to the next level along with smart autonomous systems capable of self-cognition, self-optimization, and self-customization. Industry 4.0 with technological integration capability has changed the landscape of manufacturing processes. Industry 4.0 has transformed the manufacturing operations and create the value addition in the supply chain management and efficiency improvements in the manufacturing sector. The growth drivers of Industry 4.0 focuses on productivity cost reduction, faster time to market, competitive advantage, sustainability and innovation.

However due to the sudden outbreak of COVID-19, the manufacturing sector had become standstill. The central government was left with no other option but to opt for complete lockdown to stop the spread of the virus.



  
**I/O PRINCIPAL**  
Rajiv Gandhi College of Arts, Commerce & Sciences  
Vashi, Navi Mumbai - 400 703.