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SANTOSH LAL
Dr. ABHISHEK K. SINGH



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FIRST EDITION

Authors

Santhosh Lal

Dr. Abhishek K. Singh

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**URBAN PLANNING AND MANAGEMENT
FOR A SUSTAINABLE FUTURE**

Edited by

Prana Krishna Biswas and Robert Dygas




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Urban Planning and Management
for a Sustainable Future

**Edited by Prana Krishna Biswas
and Robert Dygas**

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Dr. Bhanu Partap
Dr. Nitin Joshi



Digital Transformation in Libraries and Information Centres

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Exploring Causes and Consequences of Plagiarism in Academic Writing

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Abstract

Plagiarism is a serious form of intellectual misconduct and a violation of academic integrity which calls into question the validity of the work that has been produced. Plagiarism is the practice of claiming the expressions, creations, or ideas of someone else as one's own, without due citation or credit. In India, the government has already taken different steps to curb plagiarism. The Indian Copyright Act protects original pieces of art, music, theatre, and literature and gives writers the only right to reuse, execute, translate, and modify their creations. The UGC initiated action to educate learners, scholars, and teaching staff about academic integrity and plagiarism. Shodhshuddi, Shodhganga, many plagiarism detection software, and different workshops and training programs for awareness about plagiarism help to curb plagiarism. Inadequate knowledge of citation style, academic writing, lack of research skills are creating a knowledge gap between academic integrity. Due to the expectation of keeping a high-grade point average, students may think that they must use tricks to succeed academically. So academic pressure, career pressure, and peer pressure motivates people to plagiarize. Most of the times, because of poor time management, lack of motivation, and difficulties in starting to write any intellectual thing, students, scholars, and faculties tend to plagiarize. Cultural perspective could lead to confusion or misinterpretation about the importance of originality, which might lead to plagiarism. The demands of academic writing in English may be difficult for learners from non-English speaking

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Development of Mobile Accessibility Guidelines for Disable populace in disruption world

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PhD Scholar

Abstract- Mobile users with disabilities are having frustrating experience for using touchscreen mobile devices due to poor development of mobile applications user interfaces. Application developers are often hindered for the adaptation of any specific accessibility standards as the available documents of accessibility checklists of specific technologies and mobile web best practices found to be insufficient and difficult for implementation in application development and testing process as it does not provide information of specific compliance. Need is being realized to us to have Comprehensive and widely accepted mobile accessibility standards and guidelines to which application developers will comply their applications.

Keywords – Mobile accessibilities, guidelines, checkpoints, developers, tester etc.

Introduction:

It has been found that certain documents of checklists and best practices such as list of accessibility testing checklist and application developers' checklist, Mobile web best practices are available which can be referred by the mobile application developers while developing their applications.[1] But mobile application developers and testers have challenges to follow any specific guidelines as none of the guidelines is seems to be complete. Therefore, they have to consider several different guidelines as a reference for testing their application accessible and fully usable for users with disabilities.[2] Also, it becomes difficult to say that their application is compliant to any specific standards or guideline.

Strong need is being realized to us that there should be a complete and widely accepted guidelines or standards for mobile application to which the application developers can make their applications compliant.[3]



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Enhancing the Skill Sets and Fulfilling the Industry Requirements

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Abstract

This research study discusses industry-academia collaborations in India with a focus on National Education Policy (NPE) 2020, recent trends, and important challenges related to these collaborations. The economy is supported by two important pillars: academia and industry. The industry will be able to adapt and accommodate to changing market requirements very quickly and cost-effectively thanks to academia's ability to generate and nurture vast numbers of need-based quality manpower with solutions to every challenge. In order to adequately prepare students for the workforce in today's educational system, industry participation in curriculum design and delivery at institutions and universities is crucial. This will close the gap between businesses and educational institutions and prepare students for the workforce. In addition, less time, effort, and money will be expended on the students in the workplace before they begin working on actual projects. The NEP will give the government's Skill India, Start-up India, and Digital India missions even more momentum. The curricula must be compatible with the demands of the industry, thanks in part to regulating agencies like AICTE. Isn't getting a degree necessary only to work in the field? 'Collaboration between business and teachers fosters technological advancement and innovation. trade collaborations are essential for developing analysis and professional personnel. within the current data economy, a fortunate link between business and academe is crucial. The interaction between business and academe helps to fulfil each their necessities and expectations. extramural interactions. instructional establishments should improve their analysis capacities, recognise these business opportunities, and make a subsidiary setting for cooperation. this is able to considerably contribute to India turning into associate degree industrial hub for each tangible merchandise and services.

Keywords - Industry-academia collaborations in India, Changing market requirements, Industry Demands, Skill Development program

Roadmap to Industry Academia Collaboration

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Abstract

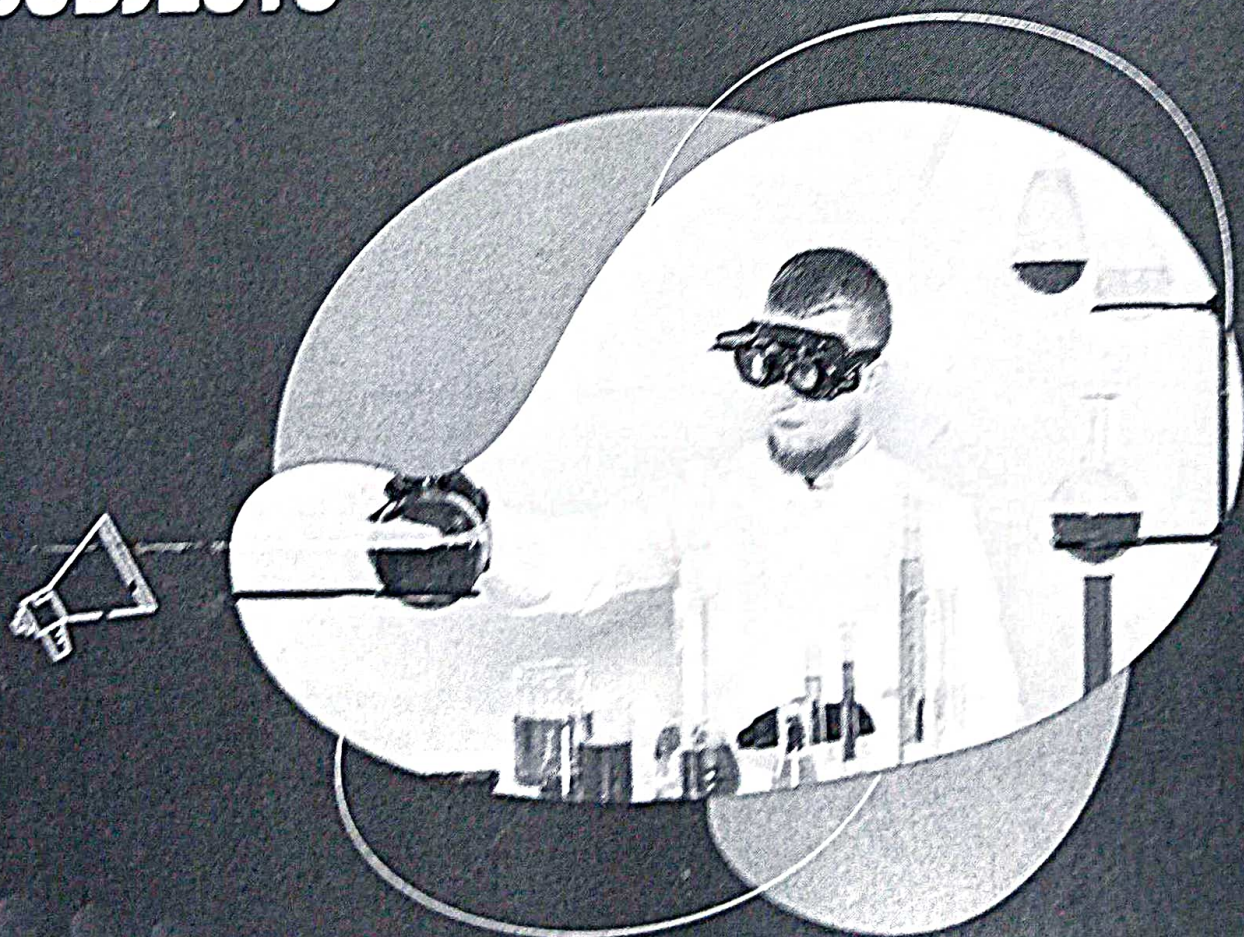
The major goal of the study to understand the relationship between entrepreneur development through institute industry interaction. Education and Demonstration of the subject will provide different perspectives for the problem. To respond to the question "Are entrepreneurs born or made?" is a paradoxical, where majority of the people—roughly 50% of them—see themselves as potential business owners and feel that entrepreneurs are created, not born (Andel, 2014). With so many opportunities coming up as the technology is advancing and keeping sustainability in mind, entrepreneurship education if guided from an initial stage can create huge employments and economic group. The education industry mainly lacks the procedure and the guidelines the start-ups should undergo to get the business approved. Having a knowledge of process and documentations through a proper channel will save a huge amount of time and money. Numerous institute industry programmes have produced fruitful research outcomes, however making India the 2nd most entrepreneurial country in the world after China according to global entrepreneur monitor 2018. This is the fruit of the government, industry and academics to take united and decisive actions.

India has a youthful, educated workforce and a thriving economy, and its administration is committed to fostering an environment that will promote economic growth and development. Over the past few years, the "Make in India" campaign has developed a compelling narrative with a larger emphasis on research and innovation. The government supports start-ups with novel concepts, and companies are vying for additional patents in order to gain a competitive edge. The education sector, where institutions put a priority on commercially viable research and patents, is one of the important hubs for fostering the innovative attitude. Young adults at colleges and business schools are thinking large because they have the entire world at their fingertips.

Keywords - Entrepreneurship-Academia Collaboration, youth, Economy, Make in India.



RESEARCH METHODOLOGY IN MULTIDISCIPLINARY SUBJECTS



Dr. Vishnu Wahatule

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E-Learning: Concept, Nature, Advantages, Limitations

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Introduction:

Concept:

A learning system based on formalized teaching but working with electronic resources is known as e-learning. E-learning is a sort of digital learning that takes place online using electronic media.

Most electronic devices, such as a computer, laptop, tablet, or smartphone, can access it, making it a convenient and adaptable way for kids to learn wherever they are. E-learning materials are available in a range of formats, including apps, interactive online platforms, and digital courses.

By using information and communication technology (ICT), or "e-learning," people can learn at any time and from any location-learning is nothing more than the use of technology to link distant professors and students. Multimedia is used in e-learning to improve learning. Training, the provision of knowledge at the right moment, and professional advice can all be provided through e-learning.

E-learning is primarily based on using computers and the Internet, while teaching can also take place in or outside of formal classroom settings.

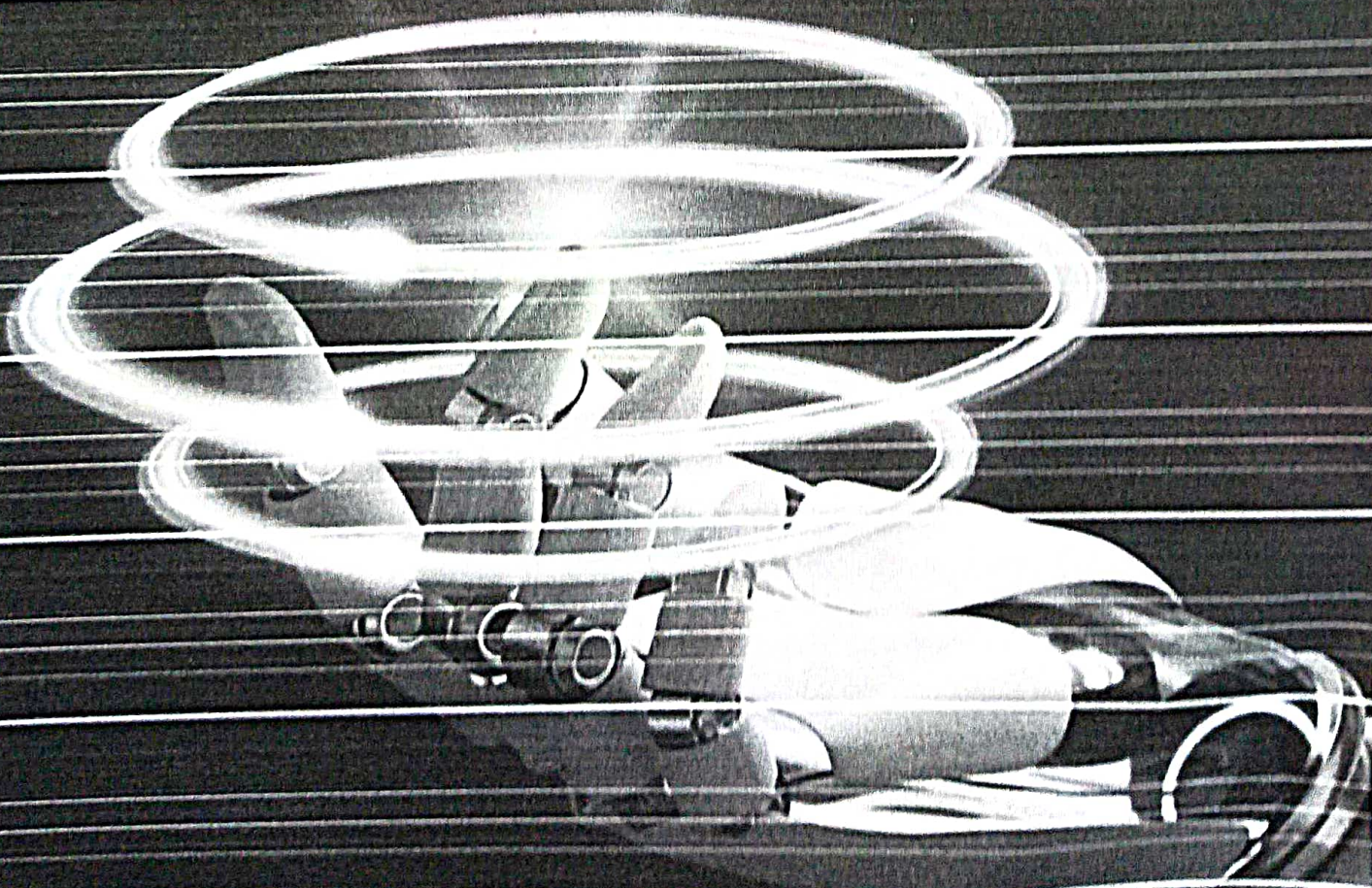
Another name for e-learning is the network-enabled transmission of skills and knowledge that allows for the simultaneous or asynchronous delivery of education to many receivers. Knowledge is available all around us through the e-learning techniques. With the aid of some electronics, such as a computer or mobile computing device like a laptop, tablet, or smart phone, some multimedia support equipment in the form of a microphone, speakers, video camera, LCD projectors, CDROMs/DVDs, touch screens, light pens, smart boards, video conferencing, etc., some communication and telecommunication support equipment's used in addition to Local Area or Wide Area Networks, In addition to these electronic tools, e-learning also requires a strong foundation from a few high-quality correct software.

Depending upon the purpose for which e-learning is used, different names are given such as: Learning Support System (LSS), Learning Management System (LMS), Managed Learning Environment (MLE), Virtual Learning Environment (VLE), Learning Platform (LP) and Course Management System (CMS) Virtual learning environments

Application Of Machine Learning And Internet Of Things

Dr. Imran Baig Mirza

Professor Dr. Shaikh Aftab Anwar



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AN OVERVIEW OF MACHINE LEARNING CONCEPTS AND ITS APPLICATIONS

S. Petricia Leema Roseline

Assistant Professor, Department of Management, Christ College- Pune

ABSTRACT

Machine Learning is a field of artificial intelligence that allows systems to learn and upgrade from experience without being explicitly programmed. It has come an increasingly popular content in recent times due to the numerous practical operations it has in a variety of diligence. ML is one of the most instigative technologies that one would have ever come through. As it's apparent from the name, it gives the computer that makes it more analogous to humans: The capability to learn. Machine learning is laboriously being used moment, maybe in numerous further places than one would anticipate. The function of a machine learning system can be descriptive, meaning that the system uses the data to explain what happed; predictive, meaning the system uses the data to prognosticate what will be; or conventional, meaning the system will use the data to make suggestions about what action to take the experimenters wrote.

Keywords: Diligence, Descriptive, Predictive, Machine Learning, Conventional.

UNDERSTANDING THE CONCEPT OF MACHINE LEARNING

In Computer science field Machine learning is a small branch of Artificial Intelligence (AI). The area focuses on the use of algorithms and data to imitate like humans learn and it gradually increasing its accuracy in learning.

The following figure shows that Deep learning, Neural Networks and Machine learning are all sub-fields of Artificial Intelligence.

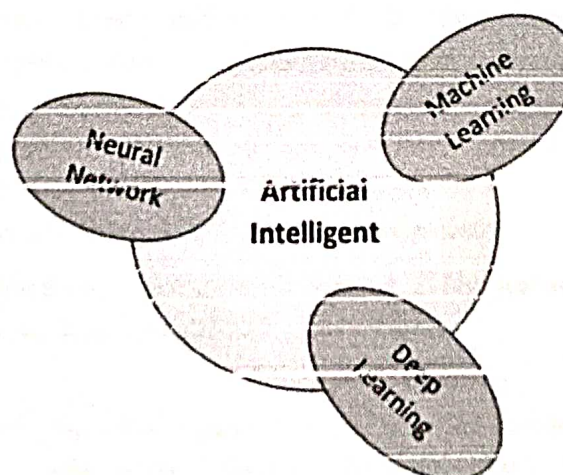


Fig 1: AI Sub-fields

Not
listed

A Study on Fast Fashion Sustainability: A Qualitative Inquiry

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ABSTRACT

Fashion brands have evolved into digital influencers as a result of their usage of social media platforms to connect with customers and expand their market presence. Instagram, among the multiple social media platforms, has grown in popularity in recent years as a result of its high degree of customer involvement. This research will aid in understanding fashion brands' sustainability consciousness, and the knowledge gained will aid in reducing the environmental impact of fast fashion. The primary research aims to explore fashion brands' awareness of sustainable fashion and to learn how they are adopting and fostering sustainable fashion. The secondary goal is to research fashion brands' business capabilities as they are influenced by fast fashion, as well as how they approach the problem of fast fashion. The exploratory nature of the study necessitates the use of a qualitative technique. A total of fifteen fashion labels were contacted for an interview. The respondents were chosen by a convenient sampling method. To further understand fashion businesses' viewpoints on sustainable and quick fashion, a telephonic interview was preferred. The study's findings imply that consumers are aware of sustainable fashion and are willing to pay a greater price than usual. The study also discovered that brands are growing more environmentally conscious and incorporating sustainable practices into their daily operations.

Index terms: Fashion, Fashion Brands, Business Capabilities, Sustainable fashion, Fast fashion.

INTRODUCTION

Fashion has a massive influence on both people and the environment, and fast fashion accounts for a considerable and growing portion of the problem. Adding to the fast-fashion brands' contributions to the environmental problem, (Barnes & Lea-Greenwood, 2006) articulates that fast-fashion chains hurt the environment as most of the products produced under the fast fashion model are made using plastic fibers. Fast fashion businesses have built a name for themselves by letting consumers acquire low-cost, designer-looking clothing for next to nothing. On the other hand, their sales practices significantly impact consumer behavior worldwide. It tries to persuade us that repeating outfits is a bad idea while we know it is a must for sustainability (Darmo, 2020). Fast fashion is a type of retail that regularly releases new products throughout the year and is significantly less expensive than other fashion industry sectors. According to (Shimamura & De Fátima Sanches, 2012), "the phenomenon of fast-fashion, even though it is not a novelty in the sector, draws attention to the high profitability achieved and the continuous expansion" since when the model was adopted by major brands in the years 1990. Fast fashion is currently experiencing unsustainable growth, upsetting the entire economy and causing a significant shift in consumer behavior. The authors (Michaela & Orna, 2015) acknowledge that fast fashion brands use social media to influence the behavior of consumers and greatly influence their purchasing decisions. This has sparked a question about the fashion industry's sustainability. It will be compelling to notice how sustainability can give the fashion industry a fresh perspective. A new perspective is not only by incorporating the most cutting-edge strategies and technologies but also the most legitimate ideas to meet the needs of fashion-conscious customers who are not just keen to buy the changing fad (Binet et al., 2019). The research (Hur & Cassidy, 2019) says that a higher level of awareness among consumers about sustainability would result in more inquiries about eco-friendly products. The lower level of inquiries shows that consumers are not aware of sustainable fashion. Similarly, (Henninger et al., 2016) states an increased interest in sustainable fashion, but awareness about sustainable fashion is still low. Consequently, this paper strives to study the cognition of sustainability in the minds of fashion brands. If fashion brands are aware and keen to spread sustainability to the consumers, they are likely to adopt sustainable fashion and spread awareness about it among consumers. In recent years, the fashion and garment businesses have seen a significant increase in the number of players and a resultant increase in competition, manufacturing volume, and growing concerns about sustainability and environmental implications. Many fashion supply chain organizations have tried various techniques to become more "green" ("Punishing or Subsidizing? Regulation Analysis

Goods & Service Tax: A Revolution in Indirect Tax Regime

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Abstract

A single, all-encompassing tax on goods and services consumed in an economy is known as a "goods and services tax." "One Nation, One Tax, and One Market" is the primary goal of the GST. Overall, it is straightforward, effective, and will boost the nation's economic growth by getting rid of a number of state and federal taxes including the VAT, excise tax, and services tax, among others.

With its streamlined tax bands of 0%, 3%, 5%, 12%, 18%, and 28%, the Goods and Service Tax (GST) represents a significant change in the indirect tax system. The goods and services are categorised under a specific subject, and the items are given an HSN number while the services are given a SAC code. (Service Accounting Code, HSN, Harmonized System of Nomenclature)

In this study, we examine the effects of the GST on the economy while concentrating on the issue that business owners are expected to encounter (the fixation of MRP), which is the cornerstone of the Indian economy and accounts for more than 60–70% of GDP. GST was introduced in India, though, in 1999. A committee was formed to develop the GST concept. However, on July 1, 2017, the Indian government reinstituted GST. There was a lot of uproar in support of its execution.

All of the different taxes levied by the federal and state governments were replaced with the GST. The phrase "One Nation, One Tax" refers to the fact that all taxes must be paid in one location nationwide. The abolition of bundled indirect taxes like VAT, CST, Service Tax, CAD, SAD, and Excise is the main benefit of the GST. It tries to eliminate the cascading effects of taxes and promote credit flow.

Key words: GST, GSTN, GST council, tax slab, Indian economy, and Goods and Services Tax Bill.

Introduction:

GST, or good and service tax, is an acronym. In India, it has taken the place of numerous indirect taxes including excise duty, VAT, service tax, etc. The goods and service tax Act was approved by the parliament on March 29, 2017, and it went into effect on July 1 of that same year. It is assessed on the supply of goods and services that exhibit the traits of a thorough, multi-stage, destination-based tax that is assessed on each value addition.

The following bills became law as a consequence on April 12, 2017:

1. The 2017 Central Goods and Services Tax Act

A DEEP DIVE INTO MACHINE LEARNING

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ABSTRACT

Data mining and machine learning approaches look at data from beginning to end to find hidden patterns in the dataset. A variety of study areas support the establishment of the multidisciplinary discipline of machine learning. The digital era has access to a multitude of data which includes business information, data from social media sites, Internet of Things (IoT) data, cyber security data, cellular data, health data, etc. In deep learning, multiple layers of interconnected neurons are used to process and learn complex patterns in data. These layers allow the network to automatically extract high-level features from raw input data, such as images, speech, or text. Machine learning permits the user to use a computer algorithm for a large amount of data and analyse the same with the help of a computer and make recommendations based on available data and decisions on the base of input data. Machine learning is of four kinds viz. Supervised learning, Unsupervised learning, Semi-supervised learning and Reinforced learning. We have done a deep analysis of techniques of machine learning through this research.

Keywords: Machine Learning, Algorithms, Decision tree, Neural networks, Metadata.

Introduction

Machine learning was created by Arthur Samuel, an American scientist in 1959, when he was working at IBM. According to him, machine learning is a study which gives computers an ability to learn without any systematic programming. Machine learning has a connection with artificial intelligence, which is involved in developing algorithms and statistical models, which enable computers to improve the performance in activities through experience. Machine learning is of four kinds viz. Supervised learning, Unsupervised learning, Semi-supervised learning and Reinforced learning. A recent study showed that machine learning (ML) engineers outpaced all others in salary package, demand as well as growth. In short, ML is a smart career choice for job aspirants. ML is also an important component in areas such as Big Data, Predictive Analytics, Data Mining and Computational Statistics.

The main responsibilities of an ML engineer include the following:

- Study of computer architectures, data structures and algorithms
- Designing machine learning systems
- Creating infrastructure, data and model
- Analyse large, complicated datasets
- Develop algorithms
- Build and maintain machine learning solutions in production etc.

A few examples of machine learning are as under:

- Recognition of speech and image, which help to convert speech into text.
- Google translation
- Prediction
- Extraction
- Extraction

Real-World Examples of Machine Learning (ML) are as under:

- Facial recognition
- Production recommendations
- Financial accuracy social media optimization
- Healthcare advancement
- Predictive analytics

PROPENSITY MODELLING- AN EFFICIENT PREDICTIVE TOOL USING MACHINE LEARNING

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ABSTRACT

Data gains its real importance when used to predict the future rather than just analyzing the past. Propensity modelling looks at the past behavior and uses that information to make predictions of tomorrow and provides a foresight.

Uncertainty has always been an elemental aspect of any business. In almost most of the businesses success or failure depends on human behavior. Through such behavior we can derive patterns which help us to come to various conclusions. Propensity modelling is a technique used to derive patterns and predict such behavior. Propensity modelling predicts what a customer is likely to do with the help of machine learning algorithms which explore patterns in human behavior.

This paper aims to explore the various areas where propensity modelling has been used. It also aims to suggest ways of evaluating the performance of the propensity model.

Keywords: Propensity Modelling, Machine Learning.

Introduction

Propensity modelling is something that was known since 1983 but it's only in recent times that machine learning has gained its true value.

Propensity modelling predicts what a customer is likely to do with the help of machine learning algorithms which explore patterns in human behavior. These models are used for a wide variety of tasks related to prediction in various areas. After building a model it is very important that we evaluate the performance of the model and understand which model is best suited for your organization or business. Various studies provide solutions for businesses to target the right customer and maximize their profit. But very few have been able to predict customers with accuracy.

Organizations are striving hard to reach out to the right customers at the right time. They are in search of models which measure up to one-size-fits-all and bring pieces together to create an effective model that can accurately give targeted solutions.

A model which can evolve with trends, adapts to a large data set, processes real time data and delivers predictions accurately.

Propensity Modelling is one such solution in an age of hyper personalization.

Objectives

- 1) To understand the importance of Propensity Modelling in Businesses.
- 2) To explore the different areas where propensity modelling is used.
- 3) To explore the different challenges involved in implementing propensity models.

Review of Literature

Clarke (2017) a propensity model, monitoring user actions in order to create content as per the propensity of the user. (Tasdighi, Arabi, Harmel, & Line, 2018) in the paper explores the effect of conditioning previous wave data on predictive and discriminative ability of Response propensity Models.

Campisi, Torrisi, Ignaccolo, Inturri, & Tesoriere (2020) the implementation of car sharing service among university students. A propensity model was applied to check the difference between expected and observed frequencies for several combinations of the analysed attributes.



Advertising legislations to ensure compliance of the online advertisement with the associated law

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Abstract

Online advertising is increasing prominence in society at the same time that technology is becoming more and more significant. Online advertising is becoming into a significant economic force in the internet economy as a result of the advertisements' sponsorship of multiple websites and services. False marketing could seriously harm Goodwill due to the market's rivalry and customers' sensitivity.

Investments in advertising have increased significantly, requiring a robust regulatory framework to ensure that all stakeholders are fairly and effectively represented. In India, there is no definite structure or plan in place to regulate advertisements. This is an issue because of the risks associated with advertising. Ads are thus governed by industry-specific legislation, subjecting stakeholders to a range of risks. Although there isn't a single legislation on the subject of advertisements, there are a number of guidelines to make sure that interested parties are informed.

A rapid change in advertising strategies has been brought on by the growth of the Internet and digital media. The rules governing advertising must ensure that these advances are taken into account and that customers are not misled. Government consolidation of several industry-specific rules and regulations into a single, all-encompassing body of law is necessary for the advertising industry.

In this essay, we'll examine the current laws controlling commercials. We'll research the government agencies in charge of enforcing ad laws. We'll also talk about the limitations on online advertising.

Key words: Online media advertising, legal Regulations, ASCI.

WHAT IS MEDIA ADVERTISING ONLINE?

In no Indian legislation is the term "internet advertising" defined. Online advertising is defined by the dictionary as a commercial marketing activity carried out over the Internet to increase consumer awareness of

ARTIFICIAL INTELLIGENCE BASED RISK MANAGEMENT OF CREDIT SALES IN E-COMMERCE

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-

Abstract

E-commerce, short for electronic commerce, refers to the buying and selling of goods and services over the internet. It encompasses a wide range of commercial activities, including online shopping, electronic payments, digital marketing, and supply chain management. E-commerce has become increasingly popular over the years due to its convenience, accessibility, and the rapid growth of internet and mobile technologies. There are several types of e-commerce models, including business-to-consumer (B2C), business-to-business (B2B), consumer-to-consumer (C2C), and consumer-to-business (C2B). E-commerce platforms can range from small online shops to large multinational corporations and can sell everything from physical products to digital services. E-commerce has revolutionized the way businesses operate, enabling them to reach customers around the world, reduce costs, and streamline operations. However, it also presents new challenges such as security risks, logistical complexity, and the need for innovative marketing strategies. Risk management on credit sales refers to the process of identifying and analyzing potential risks associated with extending credit to customers, and implementing strategies to mitigate those risks. Credit sales are a common practice in many industries, particularly in B2B transactions, where companies may offer credit terms to other businesses to build relationships and facilitate sales. The main risks associated with credit sales include default, late payment, and fraud. To manage these risks, businesses typically perform credit checks and use various risk assessment tools to evaluate the creditworthiness of customers. They may also set credit limits and payment terms, and monitor customer behavior for any signs of potential risk. Other strategies for managing credit sales risks include offering incentives for early payment, using factoring or invoice discounting services, and obtaining credit insurance to protect against bad debt. Effective risk management on credit sales can help businesses avoid financial losses, maintain positive cash flow, and build stronger relationships with customers. This study proposes an artificial intelligence-based risk management system for credit sales in e-commerce. The system utilizes machine learning algorithms to analyze various data sources, including customer transaction history, credit scores, and behavioral patterns, to predict the risk of default or late payment. The proposed system is developed and tested on a large e-commerce dataset, and the results demonstrate its

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THE NEW TRENDS AND CHALLENGES TO MANAGEMENT

Abstract

Most assessments from the past few years have indicated that how we work in the future will change. The work will be built on tuning in to the talent, and we will have the ability of a business ready to change, so we must be more adaptable, consider the worth of qualifications seriously, and pay attention to the talent. We are working to fulfil the requirements placed on us in terms of social and environmental obligations. Metrics, which will be crucial to the survival of the organizations, is another important issue that we are now considering. Metrics will become more crucial when organizations shift their focus from survival to proving business value because they will help management stay informed about project performance and how it affects the bottom line and customer service. This chapter examines the impending changes to our working habits and procedures.

Keywords: Talent management, tuning, qualifications, and adaptability.

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ORGANISATION FINANCIAL RISK MANAGEMENT CONTROL SYSTEM USING ARTIFICIAL INTELLIGENCE

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Abstract: Financial risk management aims to detect and manage several risks of any organization. The institutions can match several payment obligations and income streams if the employees can manage the entire system. Artificial intelligence can possess a particular change within its application as financial functions are highly automated. The risks can be easily measured with the help of machine learning and the leaders can solve the problems. Using the .cpp file has helped to mitigate the financial risks in the companies.

Keywords: Artificial Intelligence, Organization financial risk, Management control, competitive advantage, machine learning

Personality and Individual differences among Children and Adolescents: Literature in Psychology

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Abstract- Background: Personality refers to the enduring characteristics and behavior that comprise a person's unique adjustment to life, including major traits, interests, drives, values, self-concept, abilities, and emotional patterns. Literature which intertwines within such fields as history, philosophy, sociology, psychology and so on is a discipline wherein language is used as a medium of expression so as to interpret man, existence and culture, personality and individual differences which have always been studied and discussed by writers, philosophers, artists, psychologists and psychiatrists.

Objective: The objective of this experimental type research is that how Literature affects the psyche of Children and adolescents leading to the development of personality and individual differences among them

Method: The research had Participants from age group 7 to 18years. The participants were experimented using Observation, Interview and Questionnaire method.

Results: With the above experiment it is clearly seen that children who were shown diverse perspective of Literature and Language turned out to be more responsible, caring, understanding and developed problem solving behavior, whereas those who were not given these privileges were turned out to have just the opposite kind of perspective towards life and people around them.

Discussion: Literature can help children develop positive self-concepts through content and also through activities, which may follow the sharing of a book (Giorgis et al., 2009, p. 179). A child's personality development is part of who they are and who they can become; therefore, selecting the right book for a certain child could help the child deal with a problem or situation they are dealing with at that exact moment.

INTRODUCTION

Personality refers to the enduring characteristics and behavior that comprise a person's unique adjustment to life, including major traits, interests, drives, values, self-concept, abilities, and emotional patterns. The field of personality psychology studies the nature and definition of personality as well as its development, structure and trait constructs, dynamic processes,

variations (with emphasis on enduring and stable individual differences), and maladaptive forms.

The word "personality" stems from the Latin word *persona*, which refers to a theatrical mask worn by performers to play roles or disguise their identities. Examples of personality can be found in how we describe other people's traits. For instance, "She is generous, caring, and a bit of a perfectionist," or "They are loyal and protective of their friends."

Types of Personality:

- Type A: Perfectionist, impatient, competitive, work-obsessed, achievement-oriented, aggressive, stressed
- Type B: Low stress, even-tempered, flexible, creative, adaptable to change, patient, tendency to procrastinate
- Type C: Highly conscientious, perfectionist, struggles to reveal emotions (positive and negative)
- Type D: Worrying, sad, irritable, pessimistic, negative self-talk, avoidance of social situations, lack of self-confidence, fear of rejection, appears gloomy, hopeless.

The study of personality and individual differences is an integral field of analysis in psychology. Every single person is unique in the combination of their personality traits and how they behave individually in social situations. Individual differences are related to mental abilities, vocational interests, religious beliefs, political attitudes, and sexuality. These can be predictors of work, education, and broader life outcomes as well as cognitive ability.

Personality psychology is just one aspect of psychological analysis. If we're to consider both nature and nurture, social psychology is the scientific study of how other people's thoughts and behaviors, as well as societal norms, and our environment may also have an effect on our own thoughts and behaviors.

IMPACT OF GREEN MARKETING ON CONSUMER PURCHASE INTENTION

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Abstract:

The negative impact on the environment is increasing day by day with the rising industrial activities and huge demands across the world. Due to such activities, major problems like global warming, the melting of glaciers, significant decrease in the quality of the air, and abrupt changes in the season are becoming common problems that have taken place that clearly showcase the alarming sign. In order to reduce such diverse impacts on the environment while meeting the demand of the market, the concept of green marketing has evolved. Green marketing, in particular, encompasses a wide variety of actions aimed at reducing the company's environmental impact. Green marketing aims to increase sales of environmentally friendly goods while also inspiring the creation in a more innovative way. It is to be noted that advertising the items is a good way to get the word out there and encourage consumers to make more environmentally friendly purchasing decisions. In this context, this research study is going to showcase the impact of green marketing on customer intention to buy green products and also going to highlight how effective it is to improve the condition of the environment for the betterment of society.



BE ON THE RIGHT PATH: BUILD YOUR E-PORTFOLIO AND BE A PROFICIENT LIBRARIAN

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Abstract:

The librarian is responsible for a diverse variety of ever-changing tasks that are frequently poorly documented. This problem can be resolved for librarians on the tenure-track or who are looking for work by creating an academic portfolio that serves as a record of their work in librarianship, achievements, awards, roles and responsibilities. E-portfolio gives motivation for continuous professional development. E-portfolio is the tool which provides a platform to create self e-identity. This paper outlines how librarians can create a personal professional e-portfolio. Which attributes can be added in the librarian e-portfolio to showcase skills and ability to become proficient librarian.

Keyword: E-portfolio; Continuous professional development; Librarian.

Introduction:

We live in an age where we are constantly gaining new knowledge, skills and educational degrees, whether formally or informally. It might be difficult to keep track of all the continuing education opportunities and certificates available. On the other hand, working in a library is a thankless and difficult profession. It can, however, be immensely lucrative. Working in a library is challenging at times, but it can also be rewarding when viewed in a different light. For bridging the gap between achievements and work pressure and prove yourself as a proficient employee we have to take help from technology. There are various resources available to assist librarians in maintaining their abilities, such as an e-portfolio. “The new library will be a place where personnel and facilities are available to

support faculty in the creation of digitized teaching materials” (Stoffle & Williams, 1995). An e-portfolio is a digital collection of papers that demonstrate your librarianship skills and expertise. Because it allows you to see yourself from a different perspective, creating an e-portfolio can be advantage to your professional development, career planning, and job hunt. E-portfolio may be used to keep track of your education and training, previous jobs, software skill sets, work experience, résumé, and personal hobbies - basically anything that will help you better understand who you are as a separator and what you bring to the table. Employers, institutes, and different authorities need to know more about candidates' soft skills, such as communication skills, leadership potential, and adaptability under pressure



**RESEARCH PRODUCTIVITY OF DEPARTMENT OF LIBRARY
AND INFORMATION SCIENCE OF SAVITRIBAI PHULE PUNE
UNIVERSITY, PUNE (SPPU)**

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Abstract:

An institution's academic progress is reflected in its research productivity. The current study attempted to investigate the research contribution of Savitribai Phule Pune University's library and information science department. The Ph.D. thesis records were extracted using the Shodhganga e-theses and dissertation databases. A total of 82 theses were obtained from the SPPU's LIS departments under Shodhganga repository. The study examined all LIS department records available in the Shodhganga repository from 1977 to 2021. MS-Excel was used to extract the data, after which it was analysed using various formulas. The study's major findings revealed that 2008 was the most productive year for the LIS department in terms of research. Dr. Neela J. Deshpande guided 15.85% of Ph.D. theses in the LIS department. Male researchers and guides predominate in the LIS department; 67% of males are research guides and 66% are research scholars. The majority of Ph.D. candidates organised their work into six chapters.

Keywords: Department of LIS; Ph.D.; Research productivity; Shodhganga; SPPU.

Introduction:

LIS research in India began in the early 1930s with the initiative of Dr. S.R. Ranganathan, who promoted the library movement (Maity & Hatua, 2015). The direction of LIS research has shifted over time. The evolution of computers and the internet altered the face of libraries and LIS research. "The discipline of Library and Information Science (LIS) has grown more divided into the sub disciplines of Library Science and Information Science" (Lund, 2020). There are several tools available to assess research productivity and trends. An individual, institution, or nation's academic progress is measured by

their research productivity (Tomei et al., 2014). The tools used to evaluate the results of research include scientometry, bibliometry, and content analysis. Many Indian universities now conduct high-quality research in the area of library and information science. The evaluation of the institute's research productivity indicates the quantity, quality, growth, and current position of research. It also helps to identify research gaps in each area that need to be addressed in the future.

The research productivity of the institution/university reflects the quality of that institute. There are numerous tools available to assess an institution's

E- Portfolio:A Tool to Showcase Electronic Identity

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Abstract: -

E-portfolio is powerful tool to develop electronic identity. This paper emphasizes on historical development of e-portfolio. It includes evaluation of portfolio from paper portfolio to e- portfolio. There are basic three categories of e-portfolios like Showcase/Professional e-portfolios, Learning e-portfolio, Assessment/ General Education e-portfolio. This defines the content or aim of the e-portfolio. To develop portfolio there are two basic two stages like one is Multimedia development process and second is portfolio development process. Now days use of E- Portfolio is increased in many fields with effective results.

Keyword: -E-portfolio, Showcase/Professional e-portfolios, Development process of e-portfolio, Use of E-portfolio.

Introduction:-

Identity is the deep knowledge of where I come from, where I am going & to whom I belong.

Individual identity is at the heart of who we are. It shapes how we portray ourselves, our expectations for how we interact with others and how they treat us, and our perceptions of our own strengths and potential. Identity is formed after a person completes an educational degree or an intensive training programme, both of which have a significant impact on the creation and shape of a person's professional identity. A person's professional identity is how they see themselves in connection to a profession and their membership in it. Individuals identify themselves in their current or future professional lives by their views and attitudes, values, reasons, and experiences, which form their professional identity. In order to improve our identity, we must offer ourselves in a variety of ways. Like a portfolio format. The most significant aspect of a portfolio is self-reflection. The core aspects of every portfolio are reflections on one's own qualities and competences.

Objective of the Study: -

- To take overview of portfolio and e-portfolio.
- To know the history and development of e-portfolio.
- To identify types of e-portfolio.
- To know e-portfolio development process.
- To Know uses of e-portfolio in higher education.

• E-portfolio:-

Origin of word Portfolio:-

According to Wikipedia, Portfolio comes from the Italian words Portare, which means "to carry," and Foglio, which means "leaf or sheet."

Portfolio

A portfolio is a collection of a student's work (such as assignments and tests) that has been accumulated over time and is used to evaluate performance or progress.

Massive Open Online Course (MOOCs) for Library and Information Science Education

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Abstract:-

In this online learning environment Massive Open Online Courses (MOOCs) is an innovative addition. This innovative and useful landscape growing and spreading fast in different discipline, Library and information science (LIS) is not exception for that. LIS professionals have a better opportunity to learn new skills with the help of MOOC. This paper focused on MOOC concept, Library and information science and MOOC, Benefits of MOOCs, Need of MOOC in LIS and Contribution of SWAYAM in MOOC with reference to Library and information Science.

• **Keywords:-** MOOCs, LIS, SWAYAM

• **Introduction :**

During year 2020, total more than 385.36 lakhs students were enrolled in higher education. To meet the growing demand for higher education the number of distance education programmers is growing up in India. On other hand due to digital movement in India the country has gone through various waves of transformations. The Government initiatives like National Knowledge Commission, Digital India and so on, have encouraged people to move towards digital way of communications, accessing and delivering services on e-platforms. The significant changes in use of the technology in online education has seen emergence of the concept of Massive Open Online Courses (MOOCs). Which the Indian higher education sector has also facing (Joshi, 2020). Term MOOC was coined by Dave Cormier (University of Prince Edward Island) In 2008 University of Manitoba first time delivered Massive Open Online Courses (MOOCs) (Yuwan Li and Powell Stephen, 2013). The credit course was offered by University for regular student as well as for off-campus students. Since then MOOCs was initiated. MOOC is now favorite trend in the online learning environment.

• **Overview of MOOC :**

MOOC contains the terms like Massive Open Online, and Courses respectively. Platform like Edukart, EdX, Udacity, Coursera are popular now a days. For educating people and to reduce cost of education with consideration of affordability of students, higher educational institutions are implementing MOOCs. MOOCs are online courses designed for large numbers of registrations of participants, they can access their courses from any corner of the world with the help of internet. Most of the courses on MOOCs are used to be delivered free of cost but some course providers charging nominal fees for certificate. Nature of the MOOCs contains audio –video lectures, text documents in the form of notes, discussion forums and time bound assessment of progress in the form of quizzes and descriptive question - answers.

• **List of MOOC Providers (Vijaykumar, 2019)**

S.No	Provider	Type	Headquarters	Founded
1	ALISON	Commercial	Ireland	2007



EFFECT OF PILATES EXERCISE TRAINING PROGRAM ON FLEXIBILITY VARIABLE OF INTERCOLLEGIATE FOOTBALL PLAYERS

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Abstract:

The purpose of this study was to examine the effect of Pilates exercise training program on flexibility variable of intercollegiate football players. It was an experimental study in which pre-test & post-test non equivalent groups design was used. 30 intercollegiate boys football players were selected as sample by using simple random sampling technique total intercollegiate boys football players (n=30) from Christ college, Pune. They were equally divided into, Experimental group (n=15) & Control group (n=15) boys. Sit & reach test was conducted on both the groups obtained data was analyzed by using Independent sample t-test. Result Pilates exercise training program was useful to improve flexibility variable. This shows the significant effect at 0.05 level thus researcher concludes that there was significant improvement on flexibility performance of experimental group as compared to control group due to the treatment given.

Keyword: Pilates exercise program, Sit and reach test & Intercollegiate Football players.

Introduction:

Physical activity is as old as human life. A primitive man, even watchful of his foes, had to keep himself in a very good physique for his survival. Therefore the primitive man had to be a good footballer, runner, thrower and swimmer for his existence. Movement is the basis for life and growth, which is realized through physical activities, sports and games. It is a natural and an inborn quality of a child to involve himself in physical activities right from the day of his birth. Play is an integral part of our nature. It helps us to develop physically, mentally, and socially.

"Physical fitness can neither be achieved by wishful thinking nor outright purchase."

- Joseph H. Pilates

The football players most of involving themselves in physical exertion every day by sweating hours at ground practice, gyms with conditioning or football matches in clubs or playing some games apart from recreation. In the college life students those participates in

the sports in that situation students play double role academic achiever with sports players. In this study researcher selected sample of intercollegiate football player those studied in the Christ college and played intercollegiate matches and regular practice in ground. The footballers need exercise and physical fitness has been extremely emerging as one of the weapon to protect our body from the diseases and to stay healthy and to live a better life. In the recent many new forms of exercise have been discovered for rehabilitation or fitness purpose among them one of the popular exercises is the Pilates exercise. In recent years many athletes have been paying attention to the Pilates exercise for the conditioning purpose and also included in their exercise routine, which helps them to enhance their performance in the competition. Researcher was made Pilates training program for intercollegiate footballer to regularly practice to implement his scheduled. Pilates improves mental and physical well-being, increases flexibility also strengthens muscles through controlled

THE EFFECT OF SIX WEEKS PRO AGILITY CONDITIONING DRILLS TRAINING PROGRAM ON AGILITY SKILL PERFORMANCE OF COLLEGIATE HOCKEY PLAYERS

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Abstract:

The purpose of this study to determine if six weeks pro agility conditioning drills training program on improve collegiate hockey players agility skill performance. It was an experimental research. In this study true experimental pre-test and post-test equivalent group design was used. The sample of this study was collegiate boys hockey players $n=20$ among that (Players each 10 experimental and control group) the age group of below 20 years those selected through simple random sampling technique from Arihant college of arts, commerce & science, Pune district. For this study independent variable is pro agility conditioning drills training program and dependent variable is agility skill performance. The selected sample of hockey players both groups experimental and control pre-tested by Illinois agility test was conducted. After pro agility conditioning drills training program implemented for six weeks for experimental group and control group did not part any treatment after accomplished implement training plan post-test conducted on both the groups and data collected. Both groups collected data analyzed by using Independent sample t-test and interpretation drawn. Result shows that from the finding after that post-test significant reduce the time of agility skill performance basis of concluded researcher significant improvement of Illinois agility skill performance of experimental group compared to control group due to the treatment of training program.

Keyword: Pro Agility Conditioning Drill Training Program, Agility Skill & Hockey Players.

Introduction:

Field hockey is a field invasive team game played by both the sexes; it played indoor and outdoor. It is a popular and dynamic team game in which players compete at the same field of action as their opponents; field hockey has a long history but nowadays rules and playing surface are changed. A rule change (means that all matches were played in four 15-minute quarters) and the rules of the game allow unlimited substitutions. That's why modern field hockey demands that each player of the team be able to play in all play positions. To achieve the best possible performance in field hockey we need player readiness in the early age group. Field hockey were requires high specific strength, speed, agility, and flexibility for achieving success at elite level of competitions.

Vital of each Field positions: