



BASUNDHARA TEACHERS' TRAINING COLLEGE (A UNIT OF NORTH BIHAR EDUCATIONAL TRUST)

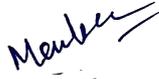
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GLOBAL CHANGES IN HIGHER EDUCATION: POST COVID-19**Dr. Sheo Prakash Dwivedi,***Principal,**Basundhara Teachers' Training College, Muzaffarpur**Abstract*

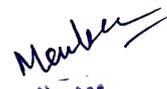
Crisis demands society to renew itself, albeit in a disruptive way. Novel Coronavirus, COVID-19, is one such crisis that affects the entire world. The pandemic transforms our world suddenly and dramatically. COVID-19 pandemic has led to the closure of schools, colleges and Universities in order to prevent the spreading of diseases by the measure of Social Distancing or Physical Distancing. According to UNESCO, Higher Education Institutions (HEIs) were closed completely in 185 countries in April 2020, and it affects more than 1,000 million learners around the globe. Every extraordinary time, call for extraordinary measures. So, during the COVID-19 pandemic, a dramatic or radical transformation has been seen in Global Higher Education system also. The world has been responded to the pandemic with emergency e-learning protocols, marking the rapid transition of face-to-face classes to videoconferencing-based learning systems. For a student it leads to a change in perspectives related to their conventional style of education. They realized that they can acquire knowledge from anywhere in the world according to their wish. It also provides opportunity for them to improve their skills as well. However, it leads to a strong competition around the world. This article offers an assessment of the emerging trends, issues, challenges and priorities in Global Higher Education in the post pandemic period which will help us to utilize all the opportunities for excellence

Keywords: Crisis, COVID-19, pandemic, social distancing, transformation, Global Higher Education, emergency eLearning protocols, videoconferencing.

INTRODUCTION

COVID-19 pandemic that spread globally in 2020, marked as a turning point within education. More than 20,000 universities and 200 million students were affected adversely through this because it leads to a sudden transition from face-to-face education to e-learning. Pandemic affects rich and poor countries alike, by disrupting the lives of all groups in society, the impact on students from vulnerable groups may be greater than for average student population. Students and academic institutions in low-income countries and in less


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INDIAN KNOWLEDGE PROCESS OUTSOURCING AND THE USE OF ENGLISH: INDIAN EXPORT TO THE WORLD

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Homework tutors in India

Each day at 9.30 am well-educated Indians start work in their college in Bihar, India. They provide one-to-one tutorial help in subjects such as mathematics and science to Californian school children. One recent estimate suggests that over 20,000 American school children now receive e-tutoring support from India, usually through US service providers.

Fast food service

When customers in some branches of McDonald's restaurants in the USA place orders for fast food, they speak to a call centre hundreds of miles away, who pass back the order, together with a digital photo of the customer, to the kitchen. This approach is marginally cheaper for the restaurant per transaction. It apparently can make the process 30 seconds faster, allowing more burgers to be sold per hour, with fewer mistakes.

Language, both spoken and written, comes in a variety of discourse types. As teachers of language, we attempt to introduce our learners to as many of these as possible. The variety and types of discourse ideally help to put the process of language learning in a multi dimensional mode. In Indian context, somehow the skill groups involved in learning a language are not properly balanced. An average Indian student likes to differentiate between the writing and the speaking skills and prioritises writing over speaking.

The expressive, (letters, diaries, etc.); transactional, (advertising, business letters, editorials, instructions, etc.); and poetic, (drama, poetry, novels, short stories, etc.) discourses of the language teaching are not equally explored in ESL/EFL class room. There is often reluctance on the part of teachers, course designers and examiners to introduce unabridged and authentic texts to the EFL/ESL syllabus. There is a general perception that literature is particularly complex and inaccessible for the


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**EDUCATIONAL HUMAN RIGHTS IN INDIAN CONSTITUTION: A PATH TO
GENDER EQUALITY**

Dr. Sheo Prakash Diwedi

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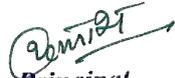
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Abstract

Human Rights are the right that every human being is entitled to enjoy freely irrespective of his religion, race, caste, sex and nationality etc. Because of human beings, some rights are inherent. Besides, human rights are those rights that pertain to legal rights. Human Rights provide an ethical and moral framework for living in a community. For the protection of Human Rights, it is very essential that people know their rights and are fully conscious of them. Human Rights violation is at the peak, in every day- to- day activities, we come across through number of Human Rights violation, and therefore knowledge of Human rights holds the most important place in our society, so there exists a great need for spreading the knowledge of human rights. The knowledge of human rights helps the people to know about their rights and protect themselves from its violation. The ultimate aim of education is all-round development of the child, college students need to be sensitized to the fact that observance of human right in their day-to-day life enhances quality of life. The objectives of the present study are to find significance of difference in awareness of human rights among male and female students of Colleges of Muzaffarpur and to study the significance of difference in awareness of human rights among rural and urban area students of Colleges of Muzaffarpur. The findings of the present study will be of immense help to the teachers, policy planners and parents to enhance the awareness of college student towards Human Rights. Besides this the study will also provide data to researcher on which they can base future studies in the field of Human Rights and the curriculum. teaching- learning process will be addressed keeping in view the need of Human Rights in the society.

INTRODUCTION:

Human Rights violation is at the peak, in every day- to- day activities, we come across through number of Human Rights violation, and therefore knowledge of Human rights holds the most important place in our society, so there exists a great need for spreading the knowledge of human rights. The knowledge of human rights helps the people to know about their rights and protect themselves from its violation. College Student plays an important role in promoting world peace and Human Rights. The ultimate aim of education is all- round development of the


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STATE INITIATIVES FOR START-UPS IN RAJASTHAN AND OTHER NEARBY STATES IN EDUCATION SECTOR

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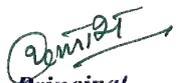
ABSTRACT

Rajasthan has been the cradle of entrepreneurship and is the birth place of some of the most successful businessmen and large industrial houses of India and the world. Despite this, a large population of educated youth of the State leave the State after completing their education in search of better employment opportunities in other destinations, within India and abroad. Rajasthan also faces some serious challenges in areas like water availability, arid land, agriculture, rural healthcare, food processing and efficient food supply chains – answer to lot of these problems would need the development of low cost, indigenous and technology - enabled solutions. Towards this, the Rajasthan Start-up Policy has been formulated

Key Words:- *Rajasthan, employment opportunities, entrepreneurship, indigenous, technology enabled solutions, start-up policy*

INTRODUCTION

Start-up is an entity that develops a business model based on some innovation and makes it scalable for achieving commercial success. According to Department of Industrial Policy and Promotion (DIPP), under the Union Ministry for Commerce and Industry, an entity shall be considered as a start-up up to a period of seven years from the date of incorporation/registration, if it is incorporated as a private limited company (as defined in the Companies Act, 2013) or registered as a partnership firm (registered under Section 59 of the Partnership Act, 1932) or a limited liability partnership (under the Limited Liability Partnership Act, 2008) in India. The entity should be working towards innovation, development or improvement of products or processes or services, or if it is a scalable business model with a high potential of employment generation or wealth creation. However, an entity formed by splitting up or reconstruction of an existing business shall not be considered a 'start-up'. For the iStart initiative, the start-


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Higher Education in India Present Scenario and 21st Century Global Issues

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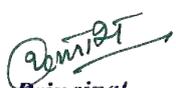
Abstract

This paper presents an overview of the contemporary issues of Indian higher education. India's huge pool of young people might be considered its biggest strength. Unfortunately, India is far from having its act together when it comes to figuring out how to educate these young people. Government data suggests that only one out of every seven children born in India goes to college. What's more, the nation suffers from both a crippling quantity, as well as a quality, challenge when it comes to higher education. For instance, the QS World University Rankings, an annual listing of the world's top universities, had no Indian institutes in the top 200 of its recently released global list for 2013. Also, India has one of the poorest Gross Enrolment Ratios (GER) for higher education in the world. According to 2010 data, India's GER was a meagre 13.8 percent, compared with the global average of around 26 percent. Australia, Russia and the U.S., to name a few examples, have GERs upwards of 75 percent. Although the Ministry of Human Resources & Development had set a target of a 30 percent GER for India by 2020, that target is unlikely to be met. At the current rate of GER growth, India is looking at a GER of around 19 percent.

Keywords: Higher Education, Economic Perspective, Ministry of Human Resources & Development

INTRODUCTION

India needs a clear long-term policy and heavy investment to transform its higher education system to suit the need of the 21st Century global knowledge economy. The initiatives need to be taken at the level of the government as well as by the institutions. The Government (Central as well as State) have to make education policies and develop an effective regulatory mechanism that encourages institution to aspire to get better and provide adequate funding to the institutions. Our education policy must be driven by key imperatives of higher education alignment with global standards, social and economic demands, institutional autonomy, innovation and continuous improvement the government of Indian under Rashtriya Uchchatar Shiksha Abhiyan (RUSA) scheme beside many proposals plans to focus on increasing institutional responsibility for scurcing funding and in general move to regime of


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Indian Start-Up Collaboration with Corporates: Benefits and Challenges

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ABSTRACT

Collaboration between start-ups and large corporates is a key for fostering innovation. It is done to benefit both sides. It helps corporates to gain hands on latest innovations in the market and help start-ups to gain customer base and infrastructure requirements. If the new strategy is carefully implemented by both startups and corporates, the collaboration would turn out to be a win-win solution not only for both parties, but for the industry and the entire entrepreneurial ecosystem too.

Successful collaboration depends on each side learning to understand the interests, expectations, incentives, culture and work ethics of the other. It depends on the two parties identifying the most appropriate proven collaboration model for their situation – which could be incubation, acceleration or partnership – and clearly defining roles and responsibilities.

This paper attempts to find out how start-ups and corporates can work together, by improving their mutual understanding of the risks and challenges each side faces. It identifies the strengths of either parties to utilize it for each other's benefits and overcome their weaknesses.

Keywords: *Collaboration, Start-ups, Corporates, Innovation.*

The business landscape is changing, making it hard for big firms to innovate quickly enough to meet the market requirements alone. Hence, more and more corporations are looking forward to collaborate with start-ups. Take hospitality company Hilton, for instance, It has been in existence for almost 100 years and it has approximately 838,000 rooms in 103 countries and a market capitalization of \$25.1 billion (Source: Forbes.com). However, in just 10 years, starting from scratch, Airbnb has surpassed Hilton's market capitalization, with quadruple the number of managed rooms. In parallel, without it owning a single car, in just nine years, Uber has exceeded the market capitalization of BMW, which began 102 years ago.


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IMPORTANT FACTOR CONTRIBUTING TO THE GROWTH OF DERIVATIVE AND OPPORTUNITIES IN MARKET

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Introduction

Factors contributing to the explosive growth of derivatives are price volatility, globalization of the markets, technological developments and advances in the financial theories.

Price Volatility:

A price is what one pays to acquire or use something of value. The objects having value may be commodities, local currency or foreign currencies. The concept of price is clear to almost everybody when we discuss commodities. There is a price to be paid for the purchase of food grain, oil, petrol, metal, etc. the price one pays for use of a unit of another person's money is called interest rate. And the price one pays in one's own currency for a unit of another currency is called as an exchange rate.

Prices are generally determined by market forces. In a market, consumers have "demand" and producers or suppliers have "supply", and the collective interaction of demand and supply in the market determines the price. These factors are constantly interacting in the market causing changes in the price over a short period of time. Such changes in the price are known as "price volatility". This has three factors: the speed of price changes, the frequency of price changes and the magnitude of price changes. (Pati et.al, 2009)

The changes in demand and supply influencing factors culminate in market adjustments through price changes. These price changes expose individuals, producing firms and governments to significant risks. The breakdown of the BRETTON WOODS agreement brought an end to the stabilizing role of fixed exchange rates and the gold convertibility of the dollars. The globalization of the markets and rapid industrialization of many underdeveloped countries brought a new scale and dimension to the markets. Nations that were poor suddenly became a major source of supply of goods. The Mexican crisis in the south east - Asian currency crisis of 1990's has also brought the price volatility factor on the surface. The advent of telecommunication and data processing brought information very quickly to the markets. Information which would have taken months to impact the market earlier can now be obtained in matter of moments. Even equity holders are exposed to price


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Present Scenarios Value Education in India: Need and Importance

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ABSTRACT

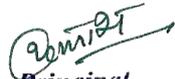
Unacceptably many young people engage in unlawful activity and antisocial behaviour, which considerably contributes to society's general downfall. In the modern period, moral and ethical standards are decreasing. People are becoming ever more egocentric. Even when they do exercise discipline, our kids disregard the wisdom of their elders. Having a firm grasp of what moral ideals stand for is crucial for today's youth. If we want to build a society free from crime, both professional and human ethics must be respected. Morality serves as the best deterrent to significant crimes including theft, vandalism, violence, cybercrime, and corruption. It is essential to pinpoint the primary causes of society's moral decline. Moral values are key to hold world together. Therefore, the main objectives of this paper are, to understand concept of Values and Value-based education, to appreciate need, importance and approaches for Value-based education in India and to learn about important committees and commission for introduction of value-based education in India post-independence.

Key words: Values, Education, Value-based education

INTRODUCTION

According to Economic survey report 2021-22, 26.45 crore kids were enrolled in schools in 2019–20. According to the Unified District Information System for Education plus (UDISE+) database, schools took in around 42 lakhs more students during the course of the year, of whom 26 lakhs were in primary through higher secondary levels and 16 lakhs were in pre-primary. The gross enrolment ratio at the higher education level was 27.1 percent in 2019–20, up from 26.3 percent in 2018–19. Males saw an increase from 26.3 percent to 26.9 percent in FY20, and females saw an increase from 26.4 percent to 27.3 percent¹. This report shows the growing demand of education in India. Adults and children who are economically and socially oppressed can escape poverty and fully engage in society by obtaining an education. Article 21-A of the

¹ <https://www.indiabudget.gov.in/economicsurvey/doc/eschapter/echap10.pdf>


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Good Internship is A Weapon to Figh with Unemployment

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ABSTRACT

Unemployment is a major hurdle in India's growth path. The rate of unemployment varies over a wide range among the different states of India. When a person does not get a full time work, it is called under-employment. When the productivity and income of a person increase by changing his occupation, he is also known as under employed. Unemployment has its own effects and consequences not only economical but social and political too. When battling unemployment, entrepreneurship could be seen as a solution, entrepreneurs open doors to new ventures, new business and also new alliances. In under developed economies the need of entrepreneurship is been recognized as the major factor of growth in an economy. As the number of entrepreneurs, increasing in an economy the growth rate is high, reduction of employment and it also helps in the economic growth of the country. Along with knowledge of self-employment, some of government initiatives have been incorporated in the present article, having information for youth to become entrepreneur and generate more jobs for others.

Key-words: *Unemployment, self-employment, entrepreneurship, government schemes.*

Introduction

Unemployment may be defined as "a situation in which the person is capable of working both physically and mentally at the existing wage rate, but does not get a job to work". According to its latest report by International Labour Organization, India has an estimated 18.6 million jobless in the country in the year of 2018 which will increase to 18.9 million in 2019 (India today, 2018).

Among the states and Union Territories of India, Gujarat had the lowest unemployment rate of 1.2% followed closely by Karnataka at 1.8%, Maharashtra and Chandigarh at 2.8%, Madhya Pradesh at 2.9% and Telangana at 3.3% while Sikkim had the highest at 15.8%. In the northern India, the unemployment rate is quite high, Jammu and Kashmir at 10.5%, followed by Himachal Pradesh at 7.5%, Rajasthan at 6.5%,


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WORK DIFFERENCE BETWEEN STARTUP AND SMALL BUSINESS IN INDIA

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ABSTRACT

Start-up and small business are born of the same lineage, but they differ in as many ways as they are similar. Depending on who you ask, you will hear that the two are either synonymous, or completely unique; nevertheless, there is a reason for different titles. So which type of business do you have—and what does it mean for you? Here we take a look at the key characteristics of the two types to find out what defines as a start-up, or a small business. A start-up company is by no means superior to a small business, or vice versa. Founding a start-up can be more exciting, and more risky. Small business owners may have more precedent to work from, but we certainly couldn't say that it's safer. To run a new business, start-up or otherwise, always involves keen instinct that requires entrepreneurs of every kind to stay frosty—adapt to change, and manage risk. Either way, the key to success is to, as always, prepare well and aim high. This Paper focused mainly the difference between these both.

Keyword: *Start-up, Entrepreneurs, Small businesses,*

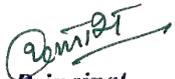
INTRODUCTION:

“Start-ups looking for angel investors or venture capital (VC) absolutely need an exit strategy because investors require it. The exit is what gives them a return.”– Tim Berry

A startup is often misrepresented as being a new small business, but there are significant differences defining them. Starting a small business isn't easy, even when there are similar examples to learn from. Bringing a startup to fruition is even more difficult. While a small business will look to start generating cash quickly, startups might go through many rounds of funding and investment. Their plan might include a budget that doesn't seek to be profitable for the first few years; they focus instead to carve out a brand new market or to disrupt an industry and gain market share. Look at Uber as a perfect example of a startup

REVIEW OF LITERATURE:

Startups play a key role in innovation processes (Colombo and Piva, 2008; Davila *et al.*, 2003; Mustar *et al.*, 2008).


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INDIA SITUATED THEORY FOR BUSINESS DEVELOPMENT IN PRESENT AND PAST SCENERIO

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ABSTRACT

The purpose of this paper is twofold: first, to provide a critical assessment of the literature on business incubation effectiveness and second, to submit a situated theoretical perspective on how business incubation management can provide an environment that supports the development of incubatee entrepreneurs and their businesses.

The paper provides a narrative critical assessment of the literature on business incubation effectiveness. Definitional issues, performance aspects and approaches to establishing critical success factors in business incubation are discussed. Business incubation management is identified as an overarching factor for theorising on business incubation effectiveness. The literature on business incubation effectiveness suffers from several deficiencies, including definitional incongruence, descriptive accounts, fragmentation and lack of strong conceptual grounding. Notwithstanding the growth of research in this domain, understanding of how entrepreneurs and their businesses develop within the business incubator environment remains limited. Given the importance of relational, intangible factors in business incubation and the critical role of business incubation management in orchestrating and optimising such factors, it is suggested that theorising efforts would benefit from a situated perspective.

The identification of specific shortcomings in the literature on business incubation highlights the need for more systematic efforts towards theory building. It is suggested that focusing on the role of business incubation management from a situated learning theory perspective can lend itself to a more profound understanding of the development process of incubatee entrepreneurs and their firms. Theoretical propositions are offered to this effect, as well as avenues for future research.

Key-words: *Business incubation management, Business incubation effectiveness, situated learning theory, Business incubation performance*


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DIGITAL EDUCATION: IMPACT OF SOCIAL MEDIA IN QUALITY HIGHER EDUCATION

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Abstract

With the technological advancements all around the world, the higher education industry is also getting benefited by digitalisation. Digital Education is the new innovative tool for spreading knowledge to wider audience and at a higher pace. Also, the quality of higher education is a matter of myriad state concern all over the world. The rapid growth of social media and social networking sites, especially, in developing country like India makes it easier for everyone to access information and communicate conveniently. Nowadays, it has become an important part of teachers' and students' routine life. From admissions to classes and from notes to alumni relations, social media is being integrated in every way possible in every college and university. It takes many forms such as social networking sites, blogs, vlogs, instant messaging and virtual communities. Social media enables educational institutions to provide stakeholders with information about new research programs, changes to policies, events, job vacancies, alumni engagement and institutional news. Some colleges and universities also use social media as a tool for recruiting students. Social media provides a perfect platform to highlight new courses, research and teaching staff and campus facilities in an attempt to attract more students. The research objective of this study is to understand the concept of digital education and to establish Social media as the transformation tool in imparting quality higher education in India. For this, analytical approach is used and a questionnaire was prepared to collect data to analyse the impact of social media platform in higher education from the perspective of a student. The study concluded that social networking sites are nowadays most widely used in information source for perceived convenience, effectiveness and perceived credibility. They have positive influence among students and are considered as the innovative digital tool for imparting knowledge.

Keywords: *Digital Education, Social Media, Quality Education*


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HIGHER EDUCATION REDUCES ENTREPRENEURIAL STRESS IN TEACHER EDUCATION

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Abstract

Higher education serves to develop skills and character development, as well as the civilization of the nation's dignity in the context of the intellectual life of the nation (Act No. 12 in 2012). This study is aimed to compare the level of stress among Graduates and non-graduate entrepreneurs. A sample of 100 entrepreneurs has chosen for study. Data was collected from 50 engineering graduates and 50 non-graduates comprising of both male and female entrepreneurs. A self-made tool was administered to find their level of stress and t test was applied to test the significance. result if the study

Keywords: - Stress, Graduate, Non Graduate

RESEARCH CASE STUDY

Research Methodology

Objectives

- (1) To study the reasons for their stress.
- (2) To compare the level of stress among Graduate and Non- Graduate entrepreneurs.

Data collection: For this study primary data was collected from 100 entrepreneurs.

Sample size: - 100.

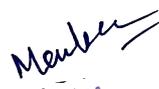
Sampling technique: - The convenient sampling was used for the research.

Hypothesis

Ho. There is no significant difference between the stresses among graduate and non- graduate entrepreneurs.

Tools used: - A self made standardized tool was administered on 100 entrepreneurs (50 were graduated from engineering colleges and 50 were non graduates).t test of significance was applied.


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NDA START-UP POLICY: STATES' START-UP POLICY IN BIHAR UTILISATION FOR EDUCATION

Mr. Chunchun Kumar,

Assistant Professor, Basundhara Teachers' Training College, Muzaffarpur, Bihar

Startup India is an initiative of the Government of India

The campaign was first announced by Indian Prime Minister, Narendra Modi during his 15 August 2015 address from the Red Fort, in New Delhi. The action plan of this initiative is based on the following three pillars:

1. Simplification and Handholding.
2. Funding Support and Incentives.
3. Industry-Academia Partnership and Incubation.

An additional area of focused relating to this initiative is to discard restrictive States Government policies within this domain, such as License Raj, Land Permissions, Foreign Investment Proposals, and Environmental Clearances. It was organized by The Department of DIPP A startup defined as an entity that is headquartered in India, which was opened less than seven years ago, and has an annual turnover less than ₹25 cr. Under this initiative, the government has already launched the I-MADE program, to help Indian entrepreneurs build 1 million mobile app start-ups, and the MUDRA Banks scheme (Pradhan Mantri Mudra Yojana), an initiative which aims to provide micro-finance, low-interest rate loans to entrepreneurs from low socioeconomic backgrounds. Initial capital of ₹200 billion has been allocated for this scheme.

Features

- + 10,000 crore startup funding pool.
- + Reduction in patent registration fees.
- + Improved Bankruptcy Code, to ensure a 90-day exit window.
- + Freedom from mystifying inspections for first 3 years of operation.
- + Freedom from Capital Gain Tax for first 3 of operation.
- + Freedom from tax for first 3 years of operation.
- + Self-certification compliance.
- + Create an Innovation hub, under the Atal Innovation Mission.


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STRENGTH DEVELOPMENT OF CHILD LABOUR IN BIHAR: ISSUE & CHALLENGES

Chunchua Kumar,

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Abstract:

The problem of child labour continues to pose a challenge before the nation. Government has been taking various pro-active measures to tackle this problem. However, considering the magnitude and extent of the problem and that it is essentially a socio-economic problem inextricably linked to poverty and illiteracy, it requires concerted efforts from all sections of the society to make a dent in the problem.

Introduction:

According to the Census 2001 figures there are 1.26 crore working children in the age group of 5-14 as compared to the total child population of 25.2 crore. As per survey conducted by National Sample Survey Organisation (NSSO) in 2004-05, the number of working children is estimated at 90.75 lakh. As per Census 2011, the number of working children in the age group of 5-14 years has further reduced to 43.53 lakh. It shows that the efforts of the Government have borne the desired fruits.

Based on the recommendations of Gurupadaswamy Committee, the Child Labour (Prohibition & Regulation) Act was enacted in 1986. As per the Act, employment of children was prohibited in certain specified hazardous occupations and processes and regulates the working conditions in others. The list of hazardous occupations and processes is progressively being expanded on the recommendation of Child Labour Technical Advisory Committee constituted under the Act. Subsequently the act was amended in 2016 with the enactment of the Child Labour (Prohibition & Regulation) Amendment Act 2016 prohibiting the employment of Children below 14 years in all employment and also with the provisions for prohibition on employment of adolescents (14-18 Years) in the scheduled hazardous occupations and processes .

According to the International Labour Report, India has the highest number of child laborers in the world. Even so, the reported number of child laborers is probably much lower than the real number, because the census only accounts for children living within a family household. With poverty rates so high in India, homeless or orphaned children are not taken into account.


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**AN EMPIRICAL STUDY ON INVESTORS BEHAVIOURAL PATTERN
TOWARDS MUTUAL FUND MARKETING**

Mrs. Pratibha Kumari,

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Muzaffarpur, BIHAR

Abstract

Indian mutual fund has gained a lot of popularity from the past few years. As the time passes this industry has become a buzz word in the Indian financial system. Mutual funds have seen a tremendous growth in the last few years. This is the result of combined efforts of the brokerage houses and the fund managers who come to one's rescue by educating the investors and making them aware of the mutual fund schemes by different modes of promotion, So it is very important to know the investors' perception about this industry. The present study analyses the mutual fund investments in relation to investor's behaviour. Investors behaviour has been studied on the basis of factors influencing like Tax benefit, Flexibility, Mobility, Different available schemes, low transaction cost, Professional Management, etc. The main objective behind investing in mutual fund scheme, role of financial advisors and brokers, investors' opinion relating to factors that attract them to invest in mutual funds, sources of information, deficiencies in the services provided by the mutual fund managers, challenges before the Indian mutual fund industry etc. This study is very important in order to judge the investors' behaviour in a market like India, where the competition increases day by day due to the entry of large number of players with different financial strengths and strategies. This studies will be helpful to the mutual fund companies to know the factors which are influencing and preventing investors behaviour towards Mutual Funds. The scope of study is to increase awareness of investors towards mutual funds. This study will also give awareness about the factors which are preventing investors to invest in mutual fund so that mutual fund companies can focus on that factors and try to overcome the limitations.

Key Words:- *Mutual Fund, Investors behaviour, Factors influencing and preventing*


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INNOVATION AND CREATIVITY HIGHER EDUCATION SYSTEM IN INDIA

Pratibha Kumari,

Assistant Professor, Basundhara Teachers' Training College, Muzaffarpur

Abstract:

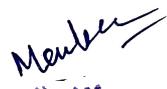
A well planned and well implemented policy of higher education plays an indispensable role in an overall development of any nation in imparting knowledge and requisite skills so as to enable the students to broaden their perspective to understand and analyze. The Indian Higher Education System is one of the largest system in the world and has grown in a remarkable way, particularly in post-independence period. Now it's time to create and reorient a new wave of Institution building by paving the way in for educated people who are skilled and can drive our economy forward. There is a need to build strong professional cadre for teachers to promote their comprehensive professional development and developing more effective pedagogy for better practical orientation. To impart strong educational support to bring out innovators and technopreneurs among the youth, the Government should work to collaborate efforts of Industry and Academia. This kind of interface between industry and universities can bring about practical orientation in our education system leading to new products and business opportunities through research. Moreover, for reorientation of higher education system, the government should take steps as academic interventions like- Updating University Curriculum regularly, faculty upgradation, mandatory apprenticeship, credits to MOOCs, distribution of technology kits to promote the basics of computer science and electronics in schools and ignite the imagination of students through Do it Yourself projects.

Keywords- Industry-Academia Collaboration, Technopreneurs, Academic Intervention

INTRODUCTION

Encouraging entrepreneurs to start new businesses should be the focus for any government and is increasing in importance as nation grow, becomes self-reliant and overcome economic uncertainty. These are multi- dimensional objectives that can be fulfilled by promoting entrepreneurship in any economy, but in India, they are of utmost significance because of the size and age of the population. India ranks second in terms of population after


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SOCIAL CHANGES OF HIGHER EDUCATION FOR POSITIVE CONTRIBUTION TO THE PROGRESS OF SOCIETY

Pratibha Kumari,

Assistant Professor,

Basundhara Teachers' Training College, Muzaffarpur

Abstract:

Higher Education and employment are considered the most important components of women's empowerment in modern India. One of the major recommendations of the recent National Policy of Higher Education (1986) is promote empowerment of women through the agency of Higher Education. Higher Education is one of the most important determinants for social developments. Many of the key processes of socialization now occur in and through schools and colleges. Greater exposure of women to Higher Education may result in an increased sharing or responsibility within the family, more continuous employment in outside jobs, lower fertility patterns, and greater participation in social and political activities.

INTRODUCTION

Higher Education is a major force in redefining women's roles and status (sapru, 1989:268). Literacy, the primary form of Higher Education, understood as the ability to read and write in one's language, identified as an important instrument of social change. For example, elementary literacy enables women, working in unorganized sectors both in rural and urban areas, and also housewives to read signboards, prices mentioned on packets of consumer goods such as soap, salt, oil etc. Thus literacy helps women in getting their day-to-day transactions done with greater understanding and efficiency.

A document of the union Govt. rightly points out that literacy is the only pass-port for an illiterate or semi- literate for independent learning for gaining knowledge, bettering one's understanding and relying more and more upon one's capacity to take one's own decisions. An individual's development depends on the different levels of Higher Education he/she receives.

Primary Education

Primary education provides the ability to read and write. But its impact on one's reasoning, outlook and world view is limited. Secondary education lays a broader base for the


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**IMPACT OF GREEN MARKETING ON CONSUMER BEHAVIOR:
A STUDY WITH SPECIAL REFERENCE TO BIHAR"**

Mrs. Sushma Kumari

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Abstract:

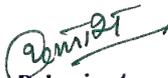
Environment issues is an excited topic recent day as almost every countries government and society has started to be more aware about green marketing issues, here, the term "green" is indicative of purity, green means pure in quality and fair or just in dealing. The industry will be benefited once green marketing strategy like production and consumption, disposal of eco-friendly products, reduced production waste in both energy and material, making products reusable and recyclable. Now a day's consumers prefer environmental friendly products but their purchase decision varies by lack of awareness towards green marketing issues as well as knowledge of eco-friendly label influences the consumer behavior and helps to increase the knowledge on green production. The present paper is going to look on perception of consumers regarding green initiatives in production process and to check the impact of production activities on environment.

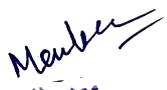
Key Words:- *Environment, Eco-friendly, Green products.*

INTRODUCTION

Green marketing is the marketing of environmentally friendly products and services. Here, the term "green" is indicative of purity, green means pure in quality and fair or just in dealing. It involves eco-friendly products, using eco-friendly packaging, adopting sustainable business practices or focusing marketing efforts on messages that communicate a product benefit. It is a phenomenon which has developed particular important in modern market. Green marketing is the historical marketing concept in which it concentrated on producing environmentally friendly products to the customers.

Global warming and greenhouse gas is the main problem today which everybody facing because of these, increasing awareness among the marketers to brand and rebrands their products to their concerns towards their global problem.


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ENABLING EASE OF COMPLIANCES UNDER VARIOUS LAWS

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ABSTRACT

Liberalization as a word and Liberalization as a process is very well known to us, how far its plays a vital role in way from under developed economy to developing economy towards the Developed Economy is clearly witnessed since last many years back. Liberalization means doing away with control and DOES a WAY with Regulation only. During this last two years we see that Start up Initiative of Government of India, how effectively work out among highest strength- the Youth of India. As per the 3rd pillar for this policy "Industry Academia Partnership and Incubation" the Union Ministry of MHRD has announced plans for the development of 'Research Parks' to be created in partnership with higher education providers across India. So highest strength involve in the project were students from NITs, IITs, IISERs and National Institutes of Pharmaceutical Education and Research (NIPERs) and to make ease for them the Government has taken several steps by enabling relaxation and easy registration under various laws. This paper focus more on comparative study from student perspective with concerned respective law, justifying the Role of Higher Education Institute in Growth of Startup Eco System and Innovative Business Incubation through Legal Support as Facilitators.

Key Words:- *Liberalization, Economy, Facilitators, Laws, Higher Education.*

India today is the home to 39k startups. The Indian Startup ecosystem is producing unicorns at double the speed than before with multibillion dollar funding from global investors and celebrating high profile exits. Where about it equal important portion to understand about basic laws, rules and regulation that are applicable for the smooth functioning of the business. From formalizing a founders' agreement to safeguarding intellectual property to enforcing business contracts, it is essential that entrepreneur are aware and up to date with the latest laws governing their business and market. The Government of India decided to boost the startup ecosystem in the country and help India became a nation of job creators rather than job seekers. The Government through this startup initiative aims to empower startups to grow through


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