

**EFFECTIVE STRATEGIES
FOR
TEACHING AND LEARNING**

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Siby Samuel
Elena Philip



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CSR as Educational Tool in Corporate World Using CEI

Smt. Divyashree D. V.*

ABSTRACT

Today, education faces the rising challenges of standardized testing, strained budgets, teacher retention, and global workforce competition. Businesses have begun to take a more targeted approach in their corporate social responsibility programs and are seeking to impact areas that have a correlation with their own business goals. For many businesses, education is an important part of their plans, since the needs exist in all geographic areas, across all subject areas, and for all kinds of people. The bottom line is that educational outreach efforts have the capability to make a real and lasting difference for all players involved.

This paper traces the use of CEI as Educational technology. Educational technology was initially viewed as technology in education, a sole focus on CEI under CSR. Subsequently, a holistic perspective of the educational system was adopted, termed the technology of education in all round Educational development. In this larger view, educational technology is informed by research from learning theories and other educational research with the support of corporate sectors under **Corporate Education Initiative (CEI)**

Keywords: Educational technology, CSR, E-learning, CEI

INTRODUCTION

CSR and Education

To educate, in Latin stems from the term "educare" with its root meaning to "lead forth" (Oxford English Dictionary 1989). The Latin word also implies a change brought about by practice or usage (Sharma 1987). The leading out of an individual has been formalized by society through educational systems and the induction of a curriculum. The earliest known educational systems originate from the ancient cultures of Greece, China and India. The structure of each educational system is based on each country's educational philosophies at that time.

Computing power and technologies under CEI practices have been developing rapidly in the present century. Fuelled by the knowledge economy, IT and education are forecast to become one of the biggest sectors in the world using CSR by many corporate sectors.

Businesses have begun to take a more targeted approach in their corporate social responsibility programs and are seeking to impact areas that have a correlation with their own business goals. For many businesses, education is an important part of their plans, since the needs exist in all geographic areas, across all subject areas, and for all kinds of people. The bottom line is that educational outreach efforts have the capability to make a real and lasting difference for all players involved.

Corporations are getting involved in education sector for a number of reasons, including Improved financial performance, building a positive reputation and goodwill among consumers, employees, investors, and other stakeholders; Increased ability to attract and retain employees developing brand recognition, whether to increase consumer loyalty, boost sales, or establish the company as an industry leader, easier access to capital; building a more educated workforce; raising consumer awareness about a particular issue; and fulfilling a company mission or mandate. Students, schools, and the general public can benefit from the experience and expertise that corporations bring to the table, particularly if the groups work together to ensure the right needs is being met on both ends. Companies looking to contribute to public school education, for instance, must consider the many demands that schools and educators face daily – time constraints, tight budgets, technology access, standardized testing, and explicit curriculum standards – as well as the unique places where outside help is needed.

sharada S

Principal

M.E.S. Institute of Management
Rajajinagar, BANGALORE - 10.

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Rev. Dr. Fr. J. G. Valan Arasu is the Principal of St. Aloysius' College, (Autonomous, Reaccredited with Grade A+ by NAAC and College with Potential for Excellence by UGC), Jabalpur M.P and the Additional Director of St. Aloysius Institute of Technology, Jabalpur. Academic achievement include a Doctoral Degree in Economics on "Impact of Globalization on Infrastructural Development in India since 1981". He is also registered as a Research Guide in Economics. He is the member of NAAC peer Team and also member of any academic administrative and profession bodies. He has authored 01 book and edited 17 books published more than 69 articles and research papers in Journal, Books and Newspapers. He has completed 03 Minor Research Projects and organized number of National Seminar, Conferences and workshops sponsored by UGC and other agencies. He has been resource person for Leadership and Human Resource Development Programmes and has conducted several Retreats and Orientation Programmes. As the National Coordination of World Wide Marriage Encounter, India, he represented the country in various parts of the world, 04 years and conducted orientation programmes and meetings at the international and National Level.



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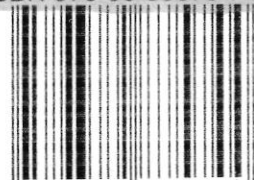
Dr. Elena Philip is the Dean of Social Science, St. Aloysius College (Autonomous), Jabalpur. She has 40 years of teaching experience. Areas of specialization are Macro Economics, Monetary Economics, Economics of Growth and Development, Agricultural Economics, International Economics and Financial Markets. She is a research guide. She has published many research papers and successfully completed UGC sponsored minor and major research projects



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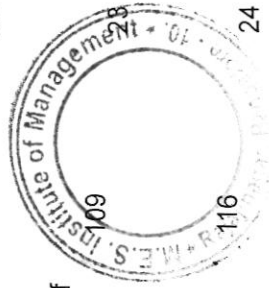
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Innovation in Evaluation Process

Mrs. Rohini Patil*

ABSTRACT

Education implies cultivation of mind to make life tolerable with the acquisition of skills. It has been a part and parcel of human life since antiquity. Education has become basic human necessity and that is why everyone is keen to learn and educate himself as education equips him with the knowledge necessary to face the challenges of life. There is an increasing realization all over the world is that only through the right type of education can human beings be made as good citizens and a better order of society be built. There are various dimensions of providing good education; evaluation is one of the important segments of providing better education. The ways in which learners are assessed have a major influence on the most aspects of how an education system is designed, organized and implemented. There has been, currently, a general feeling among the leaders, educationists and thinkers of various disciplines that the present education system needs to be updated as to the curriculum, way of teaching and even changes need to be brought in evaluation pattern. The present paper which is based on secondary data highlights upon the innovations in evaluation process in the present education system.

Keywords: Education, innovation, evaluation

*MES Institute of Management Rajajinagar, Bengaluru.

INTRODUCTION

Education plays a very important role in everyone's life. Education expands our vision and creates awareness. It helps us to develop a disciplined life and provides us with better earning opportunities. It helps us to know the world beyond our surroundings. Education gives us knowledge of the world around us and changes it in to something better. It develops in us a prospective of looking at life. Education is a foundation for the development of any society. Higher Education is important for the personal, social and economic development of the nation. Education empowers minds that will be able to conceive good thoughts and ideas. Good education is attaining value education. A good education is a system that makes a student better. A good education is when it could increase student's creativity and help them to build their future. Education does not only mean giving lectures in the class room, it also involves continuous evaluation process.

Evaluation is a systematic determination of a subject's merit, worth and significance, using criteria governed by a set of standards. The primary purpose of evaluation, in addition to gaining insight into prior or existing initiatives, is to enable reflection and assist in the identification of future change.

According to Cambridge dictionary Evaluation means judging or calculating the quality, importance, amount, or value of something.

Evaluation plays an important role in the teaching-learning process. It helps teachers and learners to improve teaching and learning. Evaluation is a continuous process and a periodic exercise. It helps in forming the values of judgment, educational status or achievement of student.

STATEMENT OF THE PROBLEM

The early 21st century saw education reforms in many counties that were driven by new economic importance and that generally called for realignment of assessment concepts to match the prevailing educational goals. To achieve this there is need to update in evaluation procedure.

OBJECTIVES OF STUDY

1. To understand the concept of evaluation
2. To study the present evaluation system

Sharada S
Principal
M.E.S. Institute of Management
Rajajinagar, BANGALORE - 10.

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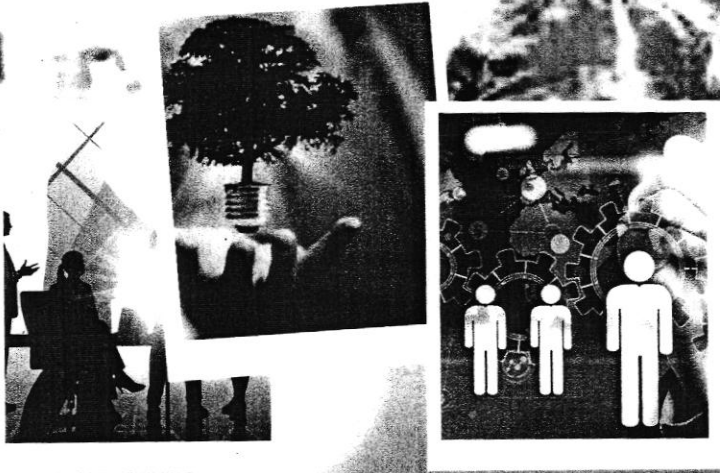
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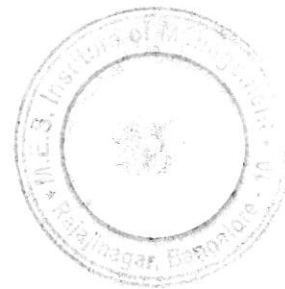


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A Conceptual Study on Impact of COVID-19 on Public Transportation: Current Assessment, Prospects and Possible Remedies

Sushmitha V¹, Dr. K. Nagendra Babu²

¹Research Scholar, DOS in Commerce, Manasa gangotri, University of Mysore.

²Professor, DOS in Commerce, Manasagangotri, University of Mysore.

Abstract

The COVID-19 pandemic poses a great challenge for contemporary public transportation worldwide, resulting from an unprecedented decline in demand and revenue. In this paper, we synthesize the state-of-the-art, up to early June 2020, on key developments regarding public transportation and the COVID-19 pandemic, including the different responses adopted by governments and public transportation agencies around the world, and the research needs pertaining to critical issues that minimize contagion risk in public transportation in the so-called post-lockdown phase. While attempts at adherence to physical distancing (which challenges the very concept of mass public transportation) are looming in several countries, the latest research shows that for closed environments such as public transportation vehicles, the proper use of face masks has significantly reduced the probability of contagion. The economic and social effects of the COVID-19 outbreak in public transportation extend beyond service performance and health risks to financial viability, social equity, and sustainable mobility. There is a risk that if the public transportation sector is perceived as poorly transitioning to post-pandemic conditions, the viewing public transportation as unhealthy will gain ground and might be sustained. To this end, this paper identifies alternative strategies or scenarios, specifically measures to reduce crowding in public transportation. The paper provides an overview and an outlook related to the impacts of the pandemic crisis on public transportation.

Keywords: COVID-19 Virus Transmission, Sustainability, Safety, Resilience, Public Health.

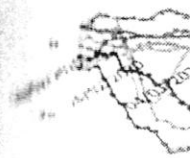
Sharada S

Principal

MES Institute of Management
Rajajinagar, Bangalore-560 010

Introduction

The rapid spread of the COVID-19 pandemic in a short period of time has disrupted our current lifestyle. Since the outbreak in Wuhan, the profound effects have been dramatic, including a decline in teleworking. Travel restrictions as an individual choice to other people have been taken over the world, and the hard lockdown in 2020; AstraZeneca reduced service in public transportation because of the coronavirus. Inevitably, in the variation on the Mobility Report, the median value in the week period between



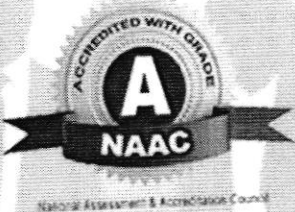
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18th & 19th September, 2020

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WORK FROM HOME: THE NEW NORMAL AMIDST COVID-19 OUTBREAK

Vinutha T.N

*Assistant Professor MES Institute of Management (Affiliated to Bangalore Central University) Vidyavihara,
Rajajinagar, Bengaluru - 560010*

The outbreak of COVID-19 round the globe forced businesses to innovate and alter the way they conduct their work. Offices became trivial and work from home has suddenly become mandatory. This sudden requirement for work from house is lashing the digital transformation of the workforce and also the growth of the work environment at an unparalleled speed. Mass adoption of home working has become significant business change since the outbreak of the virus. With e-commerce players helping people procure their daily needs, the telecom companies providing high speed connectivity to remain connected, virtual social media platforms offering the much-needed breather of socializing, and streaming services offering entertainment at their fingertips, the overall public became wont to the next level of digitization supported convenience. Because the employees are experiencing new environment, this paper looks at this unprecedented impact of corona virus pandemic on sudden demand for work from home and be told the experience of the workers in engaging from home when put next to working in office.

Key words: *COVID-19; Pandemic; Work from Home.*

DIVERSITY AT WORKPLACE

¹MS. Anchal

First Year Law student at Ramaiah College of Law, Bengaluru, Karnataka.

²Ms. Bharani Raju

First Year Law student at Ramaiah College of Law, Bengaluru, Karnataka

Diversity means a range of different things. A recent article defines workplace diversity as "a company which employs people of varying characteristics, such as gender, age, religion, race, ethnicity, cultural background, sexual orientation, religion, languages, education, abilities, etc." When we accept different places, foods, clothing, etc. why behave any differently or show intolerance when it comes to people at the workplace? Diversity at the workplace can bring about a plethora of benefits along with teaching the important lesson of coexistence. With the introduction of diversity in an organization comes varied opinions, strategies, and perspectives of dealing with tough situations. This mixture is a blessing in disguise which allows the organizations to stay competitive and put in the dynamic environment. It also generates employment, therefore, increasing the GDP for the country. Sometimes, due to internal resistance, feelings of bias, and unique organizational goals the process of diverse employment is abandoned. For instance, a common stereotype made about most of the Indians is that they are uneducated or lack discipline and work in 7 to 11 stores which is completely false. This kind of notion is misleading. Companies should look beyond the country, race, caste, sex, etc. of the person and focus more on their skills and achievements! It is important to understand the pros, which conspicuously, outweigh the cons, and encourage a diverse workforce. An organization having a diverse workforce is viewed by the public eye as good, more humane as well as socially empathetic and responsible. People will find the organization easier to relate, opening doors to newer markets, customers, and business partners.

Keywords: *Coexistence, Diversity, Dynamic Environment, Stereotype, Workplace.*

A STUDY ON IMPACT OF CHANGE IN WORKPLACE OF IT EMPLOYEES DUE TO COVID-19

Sanjana S

Assistant Professor, M E S Institute of Management, Rajajinagar Bangalore, Karnataka State

Suresh S Patil

Assistant Professor, M E S Institute of Management, Rajajinagar Bangalore, Karnataka State

The year 2020 has become very challenging for every individual on this universe irrespective of the country because of pandemic caused by a virus corona (COVID-19). It has very badly impacted all the sectors of the business and having direct impact economically, socially and emotionally.

Many people have lost jobs, many are on the verge of losing job many fresher's are not able to get employment. There are very challenges faced by people because of this COVID-19. There are a lot of changes found in lifestyle of many people. Similarly, the IT employees working in many huge MNC or even a small enterprise have found a major change in their life that is their change in work place. Since our honorable Prime Minister had announced lockdown during March 90% of the IT employees are working from home. During lockdown the Industry has adopted WFH (work from home) model for smooth functioning on business continuity to clients without compromising on the quality & productivity. These IT professionals are forced to work from home by the company keeping in mind the hygiene factor and their health and the company wants their employees to stay at home and stay safe during this pandemic. So hence this research paper focuses on the "A Study on impact of change in workplace of IT employees due to COVID -19". The objective of this research paper is to know the challenges faced by the IT professional's when have to work from home, to study the impact faced by them because they are working from home and to understand the problems faced by them when the company is following WFH model.

Key words: Problems, Quality, WFH, Workplace

E-COMMERCE IN RURAL INDIA – CHANGING DIMENSION AND ITS IMPACT POST COVID-19

Sushmitha V

Research Scholar, DOS in Commerce, Manasagangotri, University of Mysore.

E-commerce is the word ruling the business since the last few decades. Thousands of businesses have moved online to utilize the potential of internet reaching wider audience. Further, this helps them to earn increased ROI with lesser cost and time. The Indian Economy is dominated by rural population as major chunk of population resides in rural areas. From business perspective, it comes as a massive opportunity. The technology has touched rural parts of India through various government initiatives like Digital India and increase in number of Smartphone users has encouraged these firms in the development of e-commerce websites to reach untapped rural markets. Mckinsey Global Institute has predicted a 40% increase in number of internet users between 750 and 800 million and double the smart phone users between 650 million and 700 million by 2023. Post COVID-19, it is realized that e-commerce

would be one of the solutions to maintain physical distancing and avoid crowd gathering. It is the known fact that Indian Postal Services has long history and has evolved over the years with greater connectivity to every corner including rural and remote areas of the country. With more than 1,55,000 offices, it is getting collaborated with 400 plus e-commerce websites like Amazon and Flip kart. The e-commerce firms can develop their own delivery system or use third party services like postal services to cater to the needs of customers even in far-flung locations and get penetrated to rural markets as well. Certainly, there is lack of tech-savvies among rural customers. The best approach for these firms is to simplify various parameters like simple design, intuitive navigation, secure payments and seamless experiences irrespective of connectivity-related challenges to strengthen their businesses. Thus, the paper focuses on E-Commerce and its impact in rural India post COVID-19.

Keywords: Digital India, E-Commerce, ROI, Secure Payments, Websites.

Sharada S

Principal

**A STUDY ON INNOVATIVE HR STRATEGIES IN VUCA BUSINESS
WORLD WITH REFERENCE TO ELAN**

MES Institute of Management
Kalyan Nagar, Bangalore-560 010

Dr. P.Vasantha Kumari

Associate Professor, Immanuel Business School, Hyderabad.

Changing trends in business has made business arduous. The rapidly evolving socio-politico-economic situations have repercussions on the business scenario. This affects the structure and systems of organization. The innovative role of HR is not only to help in streamlining the processes but also to help organization to overcome situations and move forward in the competitive global market and create, implement systems and processes which enhance organization strength and ensure stability and continuity during vulnerable conditions. The functions of HR business consultancy is becoming crucial where they have more inclusive role in strategic alliance, involving itself in different verticals of the business, along with analyzing and alignment with nuts and bolts of business. HR business consultancy is bringing new trend and act as a change agent. This study is conducted on Elan's whose core activity are mostly outsourced HR functions for Small and Medium size Enterprises and specializes in core HR, compliances, Organization Behavior, Organization Development and training . These changes are helping organization in bringing changes as per the current needs to sustain in the market, which can be beneficial not only for the business but also for the society.

Key words: organizational Development, Innovation, Training, SMEs

**EMOTIONAL LABOUR AND ORGANIZATIONAL CITIZENSHIP BEHAVIOUR: ELUCIDATING
THE TIE-UP AND ITSINTERCEDING ALLYS**

Anshika Sharma

UGC NET, ICSSR Research Fellow, Department of Management Studies, Gurukul Kangri Vishwavidyalaya,
Haridwar,

Prof. Patiraj Kumari

Department of Management Studies, Gurukul Kangri Vishwavidyalaya, Haridwar

Abstract

Track 4: Innovations in Finance & Operations

COMPREHENSIVE STUDY ON LEAN SIX SIGMA TOOLS

¹Smt. Divyashree D V

Assistant Professors in Dept of Commerce and Management, MES Institute of Management, Bangalore

² Smt Rohini Patil

Assistant Professors in Dept of Commerce and Management, MES Institute of Management, Bangalore

Lean six Sigma is the fusion of lean manufacturing and six sigma and it is one of the systems adopted by the manufacturing companies around the world to improve and optimize process control for effective efficiency within their organisation. The lean six sigma uses qualitative and quantitative data driven techniques as an integrated part of a system using statistical and graphical tools called lean six sigma tools by DMAIC(Define, Measure, Analyse, improve and control) that help with the analysis and improvement procedure in waste reducing methods and through increase employee productivity. This paper concentrates on understanding the lean six sigma concept in manufacturing industry and to know about lean six sigma tools for process control that reduce wasteful steps for improvement. This is analysed by interpreting primary data of the employees in few companies and interpreted through graphical methods. Finally lean six sigma aims for long term process by achieving the best quality, low cost, good delivery management and customer satisfaction through continuous improvement that aims at growth and innovation in organisation.

Keywords: Lean six sigma, Manufacture, Tools, Waste reduce

A STUDY ON IMPLICATIONS OF KNOWLEDGE MANAGEMENT ON THE FINANCIAL PERFORMANCE AND EFFICIENCY OF SELECTED INDIAN COMPANIES

¹Umamaheswararao Gobbilla

Associate Professor, CMR Institute of Technology, Hyderabad, Telangana State

²Dr. A Bhavani Shree

Associate Professor, Vidyavardhaka College of Engineering, Mysore, Karnataka

Knowledge management (KM) came into existence in India at the beginning of 2000 but to date, the extent of KM implementation differs widely across industries. Some companies have successfully implemented knowledge management but there are others that practice KM in bits and pieces. Empirical evidence to some extent supports that KM has a positive impact on operational performance including financial performance. The purpose of this study is to confirm these findings in selected Indian organizations via an awareness study of the employees. The sample for the study is companies listed in Indian stock exchanges with 200 respondents across different sectors and with different levels in the organization. KM practices in these organizations vary from moderate to high. Data for the study was collected between 2019-2020. The findings of the study indicate that most of the organizations which claim that they have implemented KM but are not deriving the results out of it may not be aware of the term "effective KM". Effective KM does not mean 'more the learning the better' or 'the more knowledge the better' rather it means relevant knowledge. The results of the study indicate a proclivity towards better financial performance for companies that are practicing