



Majestic Research



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CHALLENGES FOR START-UP INDIA**Mrs Amrita A. Jadhav**

Assistant Professor

Department of Commerce

Annasaheb Vartak College, Vasai West, Dist. Palghar

Abstract

Any entity incorporated and registered in India and meet the definition under GSR notification 180 (E) are eligible to call and apply under Start-up program. Start-ups are redefining the Indian economy. The role of small cadre of these start-ups having innovation and economic growth as their driving source but at the same time it is well reorganised that, while playing crucial role, it has to bear intense risk and high reward, followed by these start-ups having significant failure rates and low ratio of success. So, it is curious to examine the stories of start-ups that failed. This paper is an attempt to post mortem the documents or data that would derive the start-up failure pattern and reasons. Some start-up failure cases are taken to show how the lack of a structured business development led to start-up failure in majority of cases in India.

Keywords: *Start-up failure, Innovation, Economic growth.*

Introduction

India's fast growing entrepreneurial landscape is giving rise to important start-up and entrepreneur. Start-ups are redefining the Indian economy. With its favourable demography, open economic environment and culture of entrepreneurialism, India is highly conducive to entrepreneurial activity. There is no doubt that start-ups and innovations are the drivers of India's growth story. It gives us a chance to shed our independence on imports. They not only contribute to India's GDP but also benefit society at large. On 16th January, one of its kind (probably in the world) Start-up event was conducted by Government of India. Prime Minister himself graced the occasion and unveiled the Start-up Action Plan 2016. The action plan contains several positive initiatives for Indian start-ups that look at easing up various regulatory, legal, financial and other challenges faced by them. Launching a start-up is many entrepreneurs' dreams in India and our honourable Prime Minister's vision is a guiding light.

Research Problem

There seems start-up boom in India but in recent time many start-ups failed and there is a doubt about its viability to the Indian Market.

Covid-19's Impact on Rural Communities: Educational Attainment, Digital Literacy, Employment, Rapid Innovation and Ideas for the Future

Avhad Sunil B¹

Abstract

Covid-19, a global pandemic, has forced humankind to keep a social distance. It has had a negative impact on the Agriculture and education, which is one of the most crucial factors determining a country's economic future. It is estimated that more than half of India's population will remain rural. Consequently, the expansion and development of rural economies and populations is vital to the overall growth and inclusive development of the country in overall. The goals of present paper to discuss on Covid-19's impact on Rural Communities including an Educational attainment, Digital Literacy, Employment, Rapid Innovation and Ideas for the Future.

Keywords: Covid-19, Educational attainment, Digital Literacy, Employment, Rural Communities.

1. Introduction

The Covid-19 pandemic impacted negatively in countries all across the world, prompting governments to go into lockdown mode. The nationwide lockdown went into effect on March 25, 2020. With the exception of those supplying necessary goods and services and those involved in agricultural operations, all businesses have been closed during the lockdown. Food, medicine, and electricity are examples of essential things. Because of that, the second lockdown (which began on April 20, 2020) allowed measures to ensure that agricultural and allied activities could continue to operate regularly. There was a lot of money available for rural industries, notably food processing businesses, as well as for the construction of rural road systems, irrigation systems, buildings and other industrial projects, and for MNREGA-related projects. The global epidemic has had a significant impact on the Indian economy. The Indian government has taken a number of initiatives to build a strategy to grow the economy. ^[1]

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For his commitment and dedication towards work he has received Smt. Indira Gandhi NSS Best programme officer, a National Level Award in 2014, best NSS programme officer, a State Level award in 2015, Best NSS programme officer award from University of Mysore in 2013 and Best Teacher award in 2013.



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TRENDS AND EMERGING APPROACHES OF COVID-19 ON HIGHER EDUCATION: ADMISSION, DIGITAL EDUCATION, E- LEARNING AND MENTAL HEALTH

Avhad Sunil B*

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Abstract:

The pandemic COVID-19 has spread across the globe, forcing humanity to maintain social distance. It has impacted negatively on the education system, which is an important determinant of a country's economic future. Campuses at universities and colleges are areas where students reside and study in close quarters. They are even buzzing cultural hotspots where students from all over the world form a community. The foundations of this special ecosystem have recently been affected. The following goals were the subject of this review paper: Provide information about impact on admissions procedure and online higher education in India during COVID-19. Focus on the steps taken by the Indian government in the higher education sector during the pandemic. COVID-19 deepens India's digital education divide and enlist some of positive and negative effects and make some practical recommendations for continuing education during a pandemic.

Key Words: Admission, COVID-19, e- Learning, Higher Education and Mental health.

Introduction:

COVID-19 has a tremendous impact on the framework of higher education and science, including teaching, training, and evaluation methodologies. On March 5th, 2020 the UGC, India's regulatory body for higher education, issued an advisory to universities and colleges advising them to take preventive steps and to stop major gatherings on campus.

CHALLENGES AND OPPORTUNITIES FOR ONLINE BUSINESS DURING THE TIME OF PANDEMIC

Prof Bhavana Chauhan,
Vartak College, Vasai, Maharashtra

Abstract :

The Covid-19 pandemic has affected the world economy as well as the way the businesses are run in different countries. Restriction of movement of people and goods, nationwide lockdowns and social distancing norms have resulted in a new normal in conduction of business. The businesses that up to now were dependent on a wide network of physical stores displaying and selling their goods as well as door to door selling activities, public exhibitions were jolted by the pandemic as they were suddenly unable to use any of these mediums of marketing and selling.

All this has compelled the businesses to look at the other alternative which was till now available but not so popular, especially in developing countries, E- retail shops or online shopping business. Hence, online business which was just looked upon as a way to save time and physical efforts of consumers has now become imperative for the businesses worldwide for sustaining their sales and consumer base.

All this comes with its fair share of challenges that the businesses, especially medium and small ones would have to face going forward with online business.

Objectives of the study:

Following are the objectives of the study:

1. To study the benefits of Online Business during the time of Covid-19 Pandemic.
2. To study the challenges faced by the business firms in conducting online business.

Introduction:

E-Business or Online Business for marketing, displaying and selling of goods over the internet has been existent for a considerable period now. Many large-scale business companies as well as new start ups have taken their business to the internet in order to attract the younger demographic in their respective countries. Young people being more techno savvy as well as time constrained have shown more inclination towards online

2021-2022 (5)

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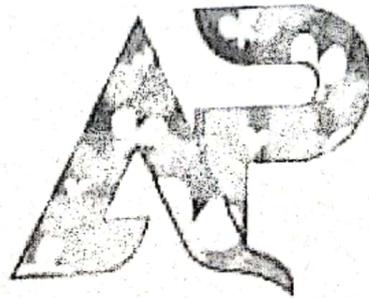
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आंध आदिवासी समाज : संस्कृती आणि बोलीभाषा

प्रा.डॉ.सखाराम डाखोरे, वसई रोड (प.)

प्रस्तावना :

‘आंध’ ही भारतीय भूपृष्ठावरील एक प्रमुख आदिवासी जमात आहे. संथाल, ओराँव, मीना, मुंडा, गोंड, भिल्ल, वारली, कातकरी, महादेव कोळी, कोकणा, कोरकू, कोलाम अशा भारतातील अनेक आदिवासी जमातींप्रमाणेच आंध जमातीचीसुद्धा काही वेगळी वैशिष्ट्ये आहेत. जागतिक स्तरानुसार आदिवासींची घनता अभ्यासल्यास आफ्रिकाखंडामध्ये आदिवासींची लोकसंख्या सर्वाधिक आहे. त्यानंतर आशिया खंडातील भारताचा दुसरा क्रमांक लागतो. भारतातील आदिवासी लोकसंख्येचा विचार केल्यास महाराष्ट्र, राजस्थान, गुजरात, मध्यप्रदेश, ओरिसा, बिहार, आंध्रप्रदेश आणि पश्चिम बंगाल या भारताच्या मध्यवर्ती प्रदेशात आदिवासींचे प्रमाण जास्त आहे. सर्व आदिवासी जमाती नागरी जीवनापासून दूर जंगलझाडीत, निसर्गाच्या सान्निध्यात राहत असल्यामुळे त्यांची स्वतंत्र अशी आचार-विचारपद्धती, केशभूषा-वेशभूषा व जीवनशैली जाणवते.

भारत हा बहुधर्मीय, बहुभाषिक, बहुजातीय, बहुजमातीय देश असून प्रत्येकजाती, जमातींची जीवनशैली विविधांगी दिसून येते. भारताच्या बहुगंभीय संस्कृतीवर आदिवासी संस्कृतीचा मोठ्या प्रमाणात प्रभाव पडलेला जाणवतो. वैदिक साहित्य, रामायण-महाभारत आदि महाकाव्यात, प्राचीन-मध्ययुगीन साहित्यात प्रामुख्याने, भरत, भिल्ले, किरात, किरि, मत्स्य, निषाद, वानर अशा विविध आदिवासी जमातींचा उल्लेख आढळतो. ह्या सर्व जमाती राजे, महाराजे व त्यांच्या राजेशाहीशी संबंधित होत्या. संपन्न व समृद्ध जीवनशैलीचा वारसा त्यांनाही लाभलेला दिसून येतो. सिंधू भूमधील मुंडा व्यवस्था, संथाल परगण्यातील मांडी आणि परगनैत व्यवस्थाही पारंपरिक आदिवासी संस्थांची आजची काही उदाहरणे याची साक्ष देतात. भारतीय इतिहासात काही राज्यांची नावे आदिवासी जमातीवरून पडलेली दिसून येतात. उदा.- त्रिपुरी जमात-त्रिपुरा, गोंडजमात-

(१३०) / आदिवासी साहित्य : संकल्पना, स्वरूप व वाटचाल



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आणि

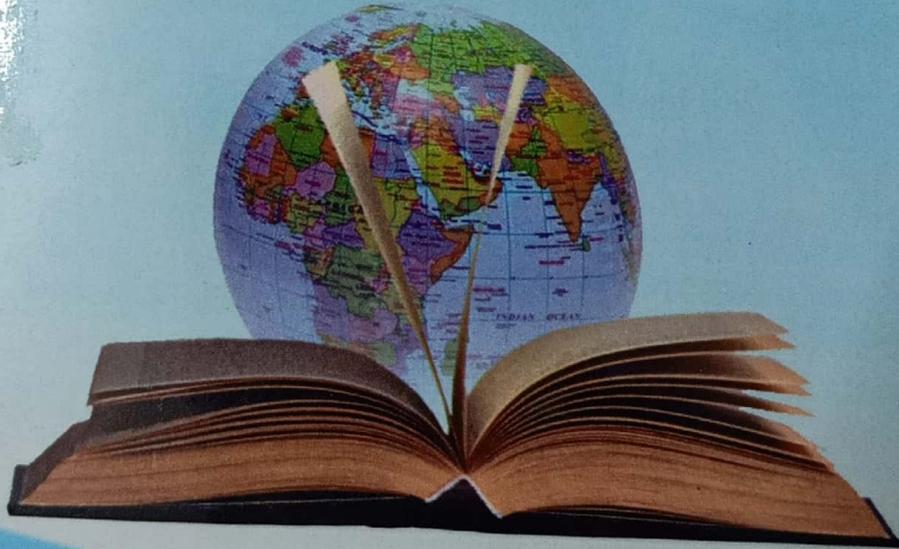
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डॉ. सुरेश शिंदे

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डॉ.सखाराम डाखोरे

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अण्णासाहेब वर्तक मानव्य महाविद्यालय,

वसई रोड (प.)

प्रस्तावना

भारत भूमीवर हजारो वर्षांपासून वास्तव्य करणाऱ्या आदिवासी समाजाची संस्कृती, साहित्य आणि एकूणच जीवनमान नाविन्यपूर्ण असल्याचे दिसून येते. लोककथा, लोकगीतांच्या माध्यमातून आदिवासी समाजाने आपली संस्कृती नेहमीच प्रवाहित ठेवली आहे. भारतीय स्वातंत्र्योत्तर कालखंडात मात्र ग्रामीण, दलित व स्त्रीवादी साहित्यप्रवाह जोरकसपणे वाटचाल करीत असताना आदिवासी लिखित साहित्याच्या प्रारंभासाठी मात्र स्वातंत्र्यानंतरही तीन दशके जावी लागली. साधारणपणे १९८० नंतर आदिवासी कवितेने मूळ धरायला सुरुवात केली आणि आज कवितेचा हा प्रवाह विशाल रूप धारण करून वाहतो आहे. भिल्लोरी, देहवाली, पावरी, कोकणी, वारली, कातकरी, गोंडी, संधाली व मुंडारी अशा अनेक बोर्लींच्या माध्यमातून भारतभरातून साहित्यनिर्मिती होताना दिसते आहे. मराठी भाषेतून निर्माण झालेल्या अनेक कवितांमधून खाजगीकरण, उदारीकरण आणि जागतिकीकरणाचे अनेक संदर्भ आपणास बघावयास मिळतात. जागतिकीकरणाने निर्माण झालेली विकासाची अपरिहार्यता आदिवासी समाजाच्या जल-जंगल-जमिनीवर घाव घालणारी आहे. झारखंड, छत्तीसगढ, मध्यप्रदेश, गुजरात याप्रमाणेच महाराष्ट्रातील अनेक प्रांतांमध्ये आदिवासींच्या जमिनी शासनाकडून किंवा सावकार, विल्डरांकडून हडपल्या गेल्या आहेत. परिणामी विकासाच्या नावाखाली चाललेल्या लुटमारीत आदिवासींचे विस्थापन झालेले दिसते. ह्या सर्वांचे प्रतिबिंब पहिल्या पिढीतील आदिवासी कवितेत जसे पडलेले दिसते तसेच एकविसाव्या शतकाच्या प्रारंभी निर्माण झालेल्या कवितांमध्येसुद्धा मोठ्या प्रमाणात अधोरेखित झाले आहे.

आदिवासी नवकवितेतील जागतिकीकरणाचे संदर्भ

१९८० पासूनच अनेक कवींनी आदिवासी कवितेला समृद्ध केले आहे.

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Oral and written skills in English have become an essential part of our lives today. A team of authors from University of Mumbai has worked together to prepare this book for students of FYBA, that provides both theoretical foundation and practical exercises so as to help the learners hone their oral and written skills in English. This book aims to assist students across geographies to learn to communicate in English, while maintaining the desired academic standard. The text is accompanied by an app that provides listening passages.

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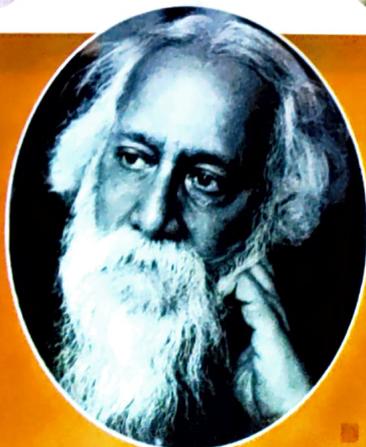
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Religious Radicalism in Taslima Nasrin's *Lajja*: A Critical Study

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Introduction: Taslima Nasrin is one of the most powerful voices in the literary domains of the world. She reveals suppressed voices of the minority communities in Bangladesh. *Lajja* is a remarkable novel that underlines religious radicalism. The people who fought against west Pakistan collectively for the Bengali pride, now they had blatantly divided on the basis of religious line. *Lajja* puts the harsh reality of Bangladesh society upfronts and it made the reader retrospect over the religious radicalism. *Lajja* lights on the Post-colonial reflections in the society and how society bitterly divided and surged the dissonance between two communities due to colonial legacy. Amicable relations between two communities started to be hostile and it simmered further at the backdrop of Babri demolition and after that, it exploded badly.

After the attainment of independence, Bangladesh emerged as a sovereign, secular democratic republic nation. But the secular spell of the government would not get further and it turned in to religious nation with the 8th amendment. The tension between the two communities heightens when demolition of the sixteen-century edifice Babri Mosque in India. The seed of separation had been sown by the British empire for their smooth conduct of administration. by executing partition of Bengal. Divide and rule policy exponential the rift between the community further and the minority Hindu community has been devastated by religious nationalism. Forceful eviction, confiscation of property, rape, molestation and abduction of the women were largely orchestrated by fundamentalists to terrorise the minority community. Even the system was not impartial; it had been given high handed treatment to vulnerable communities. System intentionally connived the real issues of vulnerable sections of society.

This novel is important to understand the psychology of oppressors, for sustaining dominance, they use various tools. It draws attention to the humanitarian issue; the main intention of the novel is that people should understand the need of humanity and it should be prioritised first requirement and religion should be treated secondary part of the process of human civilisation.

This research paper, it is explored the spirit of Bangla, a sense of fear among the minority community, a struggle for survival, power dimensions and an urgent need to enshrine the principle of humanity to avoid a humanitarian crisis in Bangladesh.

Lajja defined the trajectory of the Dutta family in Bangladesh. Sukumar Dutta head of the family, Kiranmoyee is the caretaking wife, Suranjan is the very smart and active son and Maya is a hardworking daughter. Their struggle in the midst of religious enmity, they lost everything their ancestral property, identity, and many more things. Daughter of Sukumar and Kiranmoyee and sister of Suranjan abducted by fundamentalists. At the backdrop of