

#### Maratha Vidya Prasarak Samaj's

#### Arts, Commerce & Science College, Manmad.

Tal. Nandgaon, Dist. Nashik (M.S.) 423104

Affiliated to Savitribai Phule Pune University, Pune (ID No-PU/NS/AC/108/2007) AISHE: C-42066

Web - www.acsmanmadcollege.ac.in Telephone: - 02591-225364

ISO 9001:2015 Certified

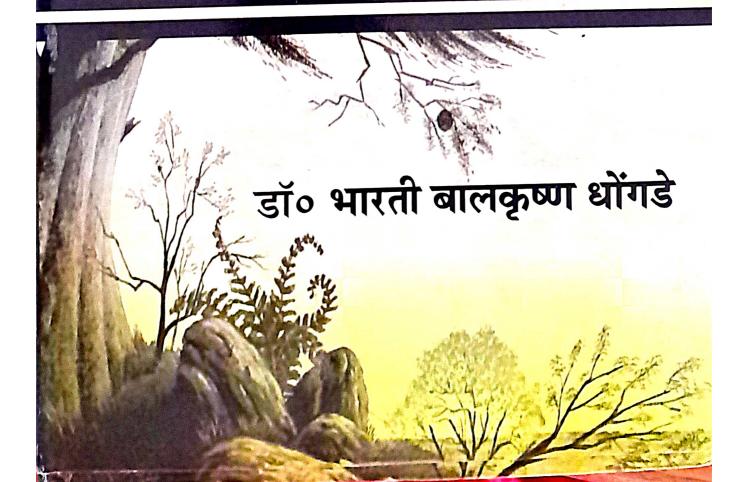
3.3.2: Number of books and chapters in edited volumes/books published and papers published in national/ international conference proceedings per teacher during last five years.

3.3.2.1: Total number of books and chapters in edited volumes/books published and papers in national/ international conference proceedings year wise during last five years.

Year	2017-18	2018-19	2019-20	2020-21	2021-22
No.	00	00	01	00	01



# नासिरा शमां का कथा साहित्य नांवेदला और शिल्प



ISBN: 978-93-85804-26-7

पुस्तक

: नासिरा शर्मा का कथा साहित्य: संवेदना और शिल्प

लेखक

डॉ॰ भारती बालकृष्ण धोंगडे

प्रकाशक

: चिन्तन प्रकाशन

3ए/119, आवास विकास, हंसपुरम्, कानपुर - 208 021

@chintanprakashan@gmail.com

**4** 0512-2626 265, +91 9450 151 379

www.chintanprakashan.com

संस्करण

: प्रथम, 2018

(C)

: लेखकाधीन

मूल्य

: ₹400.00

शब्द-सज्जा : रुद्र ग्राफिक्स, कानपुर

मुद्रक

: पूजा प्रिन्टर्स, कानपुर

Nasira Sharma Ka Katha Sahitya: Samvedana Aur Shilp

By: Dr. B.B. Ghongade

Price: Rs. Four hundred Only.

ISBN: 978-93-85804-26-7

पुस्तक : नासिरा शर्मा का कथा साहित्य : संवेदना और शिल्प

लेखक : डॉ॰ भारती बालकृष्ण धोंगडे

प्रकाशक : चिन्तन प्रकाशन

3ए/119, आवास विकास, हंसपुरम्, कानपुर - 208 021

©chintanprakashan@gmail.com

**4** 0512-2626 265, +91 9450 151 379

www.chintanprakashan.com

संस्करण : प्रथम, 2018

© : लेखकाधीन

मूल्य : ₹ 400.00

शब्द-सज्जा : रुद्र ग्राफिक्स, कानपुर

मुद्रक : पूजा प्रिन्टर्स, कानपुर

Nasira Sharma Ka Katha Sahitya : Samvedana Aur Shilp

By: Dr. B.B. Ghongade

Price: Rs. Four hundred Only.

## अनुक्रम

٦.	नासिरा शर्मा का व्यक्तित्व एवं कृतित्व	
		13
2.	संवेदना का स्वरूप और शिल्प	24
3.	नासिरा शर्मा की कहानियों में व्यक्त संवेदनाएँ	54
4.	नासिरा शर्मा के कथा साहित्य में संवेदना के विविध आयाम	94
5.	नासिरा शर्मा की कथा साहित्य का अभिव्यंजना कौशल	113
6.	नासिरा शर्मा की कहानियों में संवेदनाओं का मूल्यांकन	127
	उपसंहार	144
	परिशिष्ट	144
	11/1/190	148

## नासिरा शर्मा का व्यक्तित्व एवं कृतित्व

किसी साहित्यकार के साहित्य का अनुशीलन करने से पहले उसके व्यक्तिगत जीवन, स्वभाव एवं व्यक्तित्व पर प्रकाश डालना अत्यन्त आवश्यक है, क्योंकि ये व्यक्तिगत विशेषताएँ उसकी कृतियों को समझने में विशेष सहायक होती हैं। कृतिकार साहित्य निर्माण में आवश्यक सामग्री जगत् और जीवन से ग्रहण करता है, पर अपनी कृतियों पर अपने व्यक्तित्व की अमिट छाप डाले विना नहीं रह सकता।

साठोत्तर काल में कथाकारों की रचना दृष्टि पूर्णत: नवीन है। कथ्य के प्रति दृष्टिकोण बदल कर मानव सम्बन्धों की सार्थक व्याख्या करने वाली अनेक महिला साहित्यकारों में नासिरा शर्मा का स्थान महत्वपूर्ण है। नासिरा जी का साहित्य पाठक को प्रेरित करने की क्षमता रखता है। वे गहन अध्ययन की धनी समाज के प्रति अपनी प्रतिवद्धता का ध्यान रखते हुए उन्होंने लेखन कार्य किया है। नासिरा शर्मा के कथा साहित्य का अध्ययन करने पर उनकी मार्मिकता, गहन एवं सूक्ष्म दृष्टि का ज्ञान होता है, साथ ही समाज का सर्वांगीण चित्रण करने वाली इस महिला लेखिका का व्यक्तित्व जानने की लालसा शोधकार्य के लिए अनिवार्य भी है। वस्तुत: उन्होंने उत्तरशती के हिन्दी कथा साहित्य में अनेक नवीन साहित्यिक अवधारणाओं की स्थापना में अमूल्य योगदान दिया है। कृष्णा सोवती, मृदुला गर्ग, सूर्यवाला, माणिक मोहनी, मंजुल भगत, शुभा वर्मा, रजी सेठ, निरुपमा सेवती, चित्रा मुदगल, दीप्ति खंडेलवाल, प्रभा खेतान, नासिरा शर्मा जैसे महिला साहित्यकारों ने एक नयेपन से एक नया जीवनवोध लिया है। जिसके कारण परिवेश, घटना एवं विधा आदि सव कुछ नये सिरे से कलात्मक स्तर उठाये जाकर एकान्वित का प्रभाव छोड़ते हैं। नासिरा शर्मा का व्यक्तित्व उदात्त है। व्यक्तित्व अंग्रेजी शब्द पर्सनालिटी का पर्याय है। व्यक्तित्व को व्यक्त करते हुए कोशकार का मन्तव्य है कि ''व्यक्ति के गुण या भाव वे विशेष गुण होते हैं जिनके द्वारा किसी व्यक्ति की और स्वतंत्रता, सत्ता सुचित होती है।'"

आ. क्षेमचन्द्र के अनुसार''व्यक्तित्व वह होता है जिसमें गुणों का समुच्चय हो जो एक व्यक्ति का अन्य व्यक्तियों से अलग कर दिखाता है।''



### डॉ० भारती बालकृष्ण धोंगडे

जन्म- 6 अक्टुबर सन् 1973, ओझर (मिग) नासिक शिक्षा- एम०ए०, बी०एड०, एम०फिल०, सेट, सावित्रीबाई फुले पुणे विश्वविद्यालय, पुणे (महा०), पी-एच०डी०, श्री जगदीश प्रसाद झाबरमल टीबड़ेवाला विश्वविद्यालय, झुन्झुनू (राज०)।

सम्प्रति- सहायक प्राध्यापिका, हिन्दी विभाग, मराठा विद्या प्रसारक समाज, नासिक, महाराष्ट्र।

प्रकाशन- विभिन्न पत्र-पत्रिकाओं में अनेक शोध लेख प्रकाशित। निवास- खुटे बस्ती, पिंपलगाँव निजक (लासलगाँव), नासिक, महाराष्ट्र।

चलभाषा- 9028 331 687, 9881 434 927

Email- dhongadebharati77@gmail.com

## चिन्तन प्रकाशन

हंसपुरम्, कानपुर-208 021 0512 2626 265, 94501 51379

rintanprakashan@gmail.com

www.chintanprakashan.com

f /ChintanPrakashan

₹ 400.00



## International Research e-Conference on Corporate Social Responsibility and Sustainable Development



#### **About University & Institute**

Global Business School & Research Centre (GBSRC) situated at Tathwade, Pune is the flagship institute of Dr. D Y Patil Vidyapeeth, Pune. It was established in 2006. In a span of 12 years, the Institute has carved a name for itself amongst the top business schools in the country.

The Government of India, Ministry of Human Resource Development, on the advice of UGC, declared Dr. D. Y. Patil Vidyapeeth, Pune as deemed-to-be university comprising of Dr. D. Y. Patil Medical College, Hospital and Research Centre, Pimpri, Pune vide its notification dated 11th January, 2003.

The Dr. D. Y. Patil Vidyapeeth, Pune has been Re-accredited by NAAC with a CGPA of 3.62 on a four point scale at 'A' grade on 3rd March, 2015, valid up to 2nd March 2020.Dr. D. Y. Patil Vidyapeeth, Pune is also an ISO 9001: 2015 Certified University.

Under National Institutional Ranking Framework (NIRF) 2020, conducted by Ministry of Human Resource Development (MHRD), New Delhi, the Dr. D. Y. Patil Vidyapeeth, Pune has achieved rank as 3rd in Dental Category, 24th in Medical Category & 46thin University Category in India.

Global Business School & Research Centre offer BBA, MBA (Approved by AICTE) and PhD program under Faculty of Management.

#### Introduction to the Conference

Today role of CSR is very crucial especially in developing economy like India. CSR encourages business practices for sustainable Development in the nation. To explore new horizons through sustainable development and e learning Global Business School & Research Centre (GBSRC) is organising International Research Conference (online) with a theme "Corporate Social Responsibility and Sustainable Development" on 10<sup>th</sup>, 11<sup>th</sup>, 12<sup>th</sup> December 2020.

The conference attempts at capturing the views of researchers and Industry experts to present corporate responsibility and accountability through effective implementation of governmental guidelines & international initiatives. As business grow, it is important than ever before that consideration of impact on a country's domestic populace. In the present conference, researchers will discuss the role of corporations to improve local environment and their sustainable development.

#### **Published By**

Novateur Publication, India's JournalNX-A Multidisciplinary Peer Reviewed Journal (ISSN: 2581-4230). Novateur Publication is fastest upcoming publication house, which especially focuses on online and hardcopy journal/ Book publication with excellent quality of papers. Novateur publication, rapidly growing company based in Pune, Maharashtra.

Proceedings of

2<sup>nd</sup> INTERNATIONAL RESEARCH e-CONFERENCE

On

# Corporate Social Responsibility & Sustainable Development

ISBN: 978-93-87901-17-9 10<sup>th</sup>, 11<sup>th</sup>, 12<sup>th</sup> December, 2020



Organized by

## GLOBAL BUSINESS SCHOOL & RESEARCH CENTRE

Mumbai-Bangalore Highway, Tathawade, Pune- 411 033



#### Dr. D. Y. PATIL VIDYAPEETH PUNE

(Deemed to be University) (Re-accredited by NAAC with a CGPA of 3.62 on four point scale at 'A' Grade)





#### Dr. D. Y. Patil Vidyapeeth, Pune

(Deemed to be University) (Re-accredited by NAAC with a CGPA of 3.62 on a four point scale at 'A' grade)

#### **IQAC**

of

#### GLOBAL BUSINESS SCHOOL & RESEARCH CENTRE

**Presents** 

## 2<sup>nd</sup> INTERNATIONAL RESEARCH CONFERENCE (Online) PROCEEDING

On

## "Corporate Social Responsibility & Sustainable Development" (ICCSR2020)

(Thursday, Friday, Saturday 10th, 11th & 12th December 2020)

#### Copy Rights:

All rights are reserved with Dr. D. Y. Patil Vidyapeeth's, Global Business School and Research Centre. No part of this publication may be reproduced or transmitted, in any form or by any means, without permission. Any person who does any unauthorized act in relation to this publication may be liable to criminal prosecution and civil claims for damages.

ISBN: 978-93-87901-17-9

ISSN-2581-4230

Printed and Published by:



466, Sadashiv Peth, Alka Talkies Chowk,

Pune, Maharashtra, India

Contact - +917841988020

Email- editor@journalnx.com

Website-https://journalnx.com

#### Edited by:

Dr. Chetan Chaudhari (Conference Chairperson & Chief editor)

Dr. Shailendrakumar Kale (Conference Convener)

Dr. Naim Shaikh (Conference Co-Convener)

Dr. Deepali Garge (Conference Secretary)

Dr. D. Y. Patil Vidyapeeth's

Global Business School & Research Centre

Tathawade, Mumbai Bangalore Highway

Pune 411033, Maharashtra, India

Tel.: +91 020 67919400

Website: gbsrc.dpu.edu.in

#### CHANCELLOR'S FOREWORD

Global Business School & Research Centre (GBSRC) situated at Tathawade, Pune is the flagship institute of Dr. D. Y. Patil Vidyapeeth, Pune. It was established in 2006. In last decade the Academy has cut a niche for itself among the top business colleges of the nation.

The established track record of systematic research in domains where functional, performance, and reliability requirements mandate the tight integration of information processing and physical processes make Global Business School & Research Centre, an excellent venue for exploring the research of societal issues. Business Management is viewed as the most glamorized and flexible professions of the advanced occasions. It has advanced through a unique cycle of development and experimentation. It is impacted by assorted elements going from financial, political, innovative and human brain science. From this Institute, understudies seek after their graduation, under graduation and Ph.D programs in Business Administration. Not with standing ordinary scholarly exercises, visitor meetings, espresso with corporate, the executive's occasions are a standard component of the Institute.

It gives me immense pleasure to know that Global Business School & Research Centre, Pune is organizing its second International Research Conference (Online) on the Theme: 'Corporate Social Responsibility & Sustainable Development'.

In today's fast changing world, attending a conference has become a "must" to survive in an academic discipline. Many academics have become aware of this fact as the number of conferences and participants increase dramatically as apart from networking one will learn from others and improve your own skills and knowledge about your field.

I am certain such intelligent conversation will overcome any barrier among Academicians and Industry which thus will help the scholarly network tremendously.

Best wishes for collaborative learning.

**Dr. P. D. Patil Chancellor**Dr. D. Y. Patil Vidyapeeth
Pune

#### VICE CHANCELLOR'S FOREWORD

It is with deep satisfaction that I write this forward to the 2<sup>nd</sup> International Research Conference 'Corporate Social Responsibility & Sustainable Development' 10<sup>th</sup> Dec to 12<sup>th</sup> Dec 2020. Sustainability is a comprehensive approach to management of organizations which is focused on creating and maximizing long-term economic, social and environmental value. Economic & social values can be built among society through CSR only. CSR activities can build loyalty and trust of customers through a dialogue and engagement.

Holistic development of economy is important through Private sector and their CSR activities. As a premiere conference in the field, 'Corporate Social Responsibility & Sustainable Development' provides a highly competitive forum for presenting the latest developments in the research and application of emerging technologies in every area of management.

The Proceedings are the result of an extraordinary effort made by the authors and members of program committee and aim to accommodate both academia and industry participants to share their expertise and exploration done on the theme. Hope this conference will further stimulate research in digitalization and its implication on the vivid areas of management.

I congratulate Director-GBSRC and his team for organizing the conference on the contemporary theme.

**Dr. N. J. Pawar Vice Chancellor**Dr. D. Y. Patil Vidyapeeth
Pune

#### TRUSTEE'S MESSAGE

I am immensely happy to hear that Global Business School & Research Centre, Pune is organizing its second International Research Conference (Online) on the Contemporary Theme: 'Corporate Social Responsibility & Sustainable Development'. I firmly believe that the application and research-based management practices is the need of hour. Corporations need to take action to improve the economy, society as a whole, and the environment. The way to do so is to innovate. Innovation can uncover new ways to foster societal progress and when it comes to innovation, the private sector has a crucial role by engaging in CSR.

Indian economy is now embracing itself to the new world of in post covid period. Slow but steady improvements in all the sectors are expected in near future. This conference is the excellent platform to engage debate and discuss on how to handle the disruptions that lie ahead and create opportunities for the next generation. As learning is a lifelong engagement, the 3 days deliberation during the online conference will open up new horizon to learn, unlearn and re-learn.

Congratulations to all the delegates who have participated from the length and breadth of India and across the globe.

I am confident the research papers compiled in this research proceeding will serve as a valuable repository for further research studies.

I congratulate team GBSRC for their collective efforts towards successfully organizing this conference.

Dr. Mrs. Smita Jadhav Trustee

Dr. D. Y. Patil Vidyapeeth Society

Pune

#### **DIRECTOR'S MESSAGE**

An enterprise exists and lasts only because it creates value for society as a whole Franck Riboud, Former Chairman, Danone, Europe

It gives me indeed a great pleasure to welcome you all for the 2<sup>nd</sup> International Research Conference (Online) on 'Corporate Social Responsibility & Sustainable Development' held at Global Business School and Research Centre.

Corporations that practice CSR and sustainable development need to operate in ways that are respectful to the society at large and their surrounding environment. Covid-19 has push CSR deeper into corporate consciousness.

The purpose of this conference is to give overview of the CSR activity during Covid period and before Covid period. CSR is the obligation of a business to act in accordance with the overarching goals of society, thus directly linking the concept to sustainable development. Contemporary thinking and the expanded scope of CSR suggests a need to discuss the contribution of business to sustainable development from various disciplinary and thematic perspectives.

I am very much glad to share that we have received 68 research papers from various parts of the world out of which 61 papers were selected for presentation and 38 publishing in conference proceeding. We have received International papers from different countries like Germany, Nepal, Indonesia, Afghanistan, Algeria, Malaysia and various parts of India.

This success would have not been possible for us without the blessings and inspirations of our beloved Chancellor, Pro-Chancellor, Vice Chancellor and Trustee of Dr. D. Y. Patil Vidyapeeth, Pune.

Best wishes,

Dr. Chetan Chaudhari
Director, GBSRC
Dean- Faculty of Management
Dr. D. Y. Patil Vidyapeeth
Pune

#### **INDEX**

Sr.NO.	Paper Title , Authors	Page No.
1.	A RESEARCH PAPER ON THE NEED FOR DIGITALIZATION OF SMES IN	1-10
	INDIA	
	Madhavi Kulkarni	
2.	A STUDY ON BRANDING OF HUMAN RESOURCE TECHNOLOGIES AND ITS	11-16
	EFFECT ON EMPLOYEE PRODUCTIVITY	
	Ms. Shraddha Shinde, Dr. Shailendrakumar Kale	
3.	STUDY OF COMPARATIVE ANALYSIS ON THE PERFORMANCE OF	17-24
	SECTORIAL, MULTI SECTORIAL AND EQUITY DIVERSIFIED MUTUAL	
	FUNDS	
	Prof. Indrajeet Kole, Ms. Pooja Kiran Deshpande	
4.	STUDY OF BEHAVIORAL COMPETENCIES REQUIRED FOR INDUSTRY 4.0	25-31
	Leena Immanuel, Dr. Mohsin Shaikh	
5.	TO STUDY AND ANALYSE THE IMPACT OF SMART ARTIFICIAL	32-36
	IRRIGATION SYSTEM ON AGRICULTURE INDUSTRY USING THE CONCEPTS	
	OF ARTIFICIAL INTELLIGENCE AS A CSR FOR FARMERS	
	Dr. Deepali Garge, Dr. Priya Vij, Mr. Saptarshi Majumdar	
6.	AN ONLINE SHOPPERS: GRATIFICATION IN COVID - 19	37-50
	Joshi Bharat M, Bhadane Jaywant R	
7.	A STUDY OF EDIBLE WATER BALLS IN INDIAN MARKET CONTEXT	51-55
	Miss. Urja Mistry, Prof. Sunita P. Kharate	
8.	THE IMPACT OF IBC (INSOLVENCY AND BANKRUPTCY CODE) 2016 ON	56-67
	THE STOCK PRICES OF SELECTED INDIAN BANKS – AN EVENT STUDY	
	Dr. P.Sreelakshmi, Ms. Dhumpala Sindura	
9.	IS SOCIAL FINANCE A KEY TO PROMOTE SUSTAINABLE DEVELOPMENT	68-74
	Mrs. Barkha Rajeev Doulatramani, Dr. Harshal Raje	
10.	INDUSTRY-ACADEMIA INTERACTION – NEED OF THE HOUR	75-84
	Mayuresh Gangadhar Ghare	
11.	APPRAISAL OF GREEN MARKETING INITATIVES IN INDIAN CORPORATE	85-92
	CONTEXT	
	Prof. Sunita P. Kharate, Prof. (Dr.) Nitin Zaware	
12.	IMPACT OF SOCIAL MEDIA PROMOTIONS & MOBILE APPLICATIONS ON	93-101
	THE SUSTAINABLE DEVELOPMENT & GROWTH OF OTT PLATFORMS IN	
	INDIA	
	Ms. Sonal Khatri, Dr. Aruna	
13.	ROLE OF CORPORATE SOCIAL RESPONSIBILITY IN SUSTAINABLE	102-105
	DEVELOPMENT	
	Prof. Aftab Anwar Shaikh, Gulnawaz Usmani	
14.	ARTIFICIAL INTELLIGENCE IN HUMAN RESOURCE MANAGEMENT	106-118
	B.V.D.S SAI PAVAN KUMAR, Dr. KOMAL NAGRANI	-
15.	AN ANALYTICAL STUDY OF HOSPITALITY INDUSTRY WITH SPECIAL	119-126
	REFERENCE TO SOCIAL MEDIA MARKETING AS A PROMOTIONAL TOOL"	- <b></b>
	Hiren N. Gandecha, Dr. Chetan Chaudhari	

16.	A STUDY ON GREEN HRM PRACTICES AND THEIR EFFECTRIVE IMPLEMENTATION IN THE INDIAN INDUSTRY	127-134
	Janardhan D.Mandhare, Dr. Safia Farooqui	
<b>17.</b>	A BRIEF INSIGHT INTO PERFORMANCE OF MAHARASHTRA REAL ESTATE	<mark>135</mark> -140
	REGULATORY AUTHORITY (MAHARERA)	
	Chobhe Pramod Bhagwant, Dr. Khandare M. B.	
18.	AN EXPLORATORY INVESTIGATION OF THE HRM PRACTICES IN	141-148
	HOSPITALITY SERVICE SECTOR: THE CASE OF SMALL FINE DINING	
	RESTAURANTS IN PUNE	
	Imran. A. Sayyed	
19.	A STUDY ON SUSTAINABLE REVIVAL OF HOSPITALITY INDUSTRY POST	149-154
	COVID- 19 PANDEMIC	
	Mrs. Asmita Patil, Mr. Sandeep Naik, Dr. Deepali Garge	
20.	A COMPREHENSIVE REVIEW ON THE ROLE OF HUMAN RESOURCE	155-163
	MANAGEMENT IN CORPORATE SOCIAL RESPONSIBILITY	
	Sayali Karande, Dr. Naim Shaikh	
21.	A STUDY ON CURRENT POSITION OF CORPORATE SOCIAL	164-168
	RESPONSIBILITY (CSR) IN GUJARAT	
	Dr Bhaumik P.Upadhyay	
22.	ARTIFICIAL INTELLIGENCE (AI) INFLUENCE IS CHANGING CONSUMER	169-172
	BUYING BEHAVIOR IN ONLINE SHOPPING	
	Mr. Patil Sudhir Rajdhar, Mr. Mandar Brahme	
23.	A STUDY TO ASSESS WEED CONTROL TECHNIQUES USED FOR TOMATO	173-178
	CROP IN AMRAVATI REGION	
	Hrishikesh Gajananrao Kokate, Dr. Sharmishtha Deshmukh,	
24.	STUDY THE EFFECT OF COVID-19 IN INDIAN BANKING SECTOR	179-184
	Dr. Priyanka Bobade, Prof. Anu Alex	
25.	CURRENT CSR AND SUSTAINABILITY TRENDS IN HEALTHCARE:	185-199
	CONCEPTUAL FRAMEWORK PROPOSED BY MAGHSOUDI, CASCON-	
	PEREIRA AND LARA	
	Dr.Vidya Nakhate, Prasad Kajale,	
26.	A STUDY ON THE PERCEPTION OF CUSTOMERS FOR REMEDIAL ACTION IN	200-206
	QSR TO SUSTAIN IN THE HOSPITALITY SECTOR POST COVID-19 IN PUNE	
	REGION	
	Mr. Pralhad Botre, Dr. Shailendrakumar Kale	
27.	MOVING FROM THE MANUAL SYSTEM OF ANNUAL PERFORMANCE	207-215
	APPRAISAL REPORT (APAR) TO SMART PERFORMANCE APPRAISAL	
	REPORT RECORDING ONLINE WINDOW (SPARROW) SYSTEM FOR THE	
	CENTRAL GOVERNMENT OFFICERS	
	Mr. Sachin B. Raval, Dr. Mohsin Shaikh	
28.	DO GENDER AND JOB ROLES HAVE A BEARING ON EMPLOYEE	216-222
	PERCEPTION OF EMPLOYEE ENGAGEMENT, EMPLOYEE SATISFACTION,	
	EMPLOYEE PERFORMANCE AND THE FIRM'S PERFORMANCE - AN	
	ANALYSIS	
	Bobby Jacob, Dr. Mohsin Shaikh	

29.	THE INFLUENCE OF CURRENT ECONOMIC TRENDS WITH REFERENCE TO	223-229
	CSR PRACTICES IN HEALTH CARE SECTOR, A CONCEPTUAL STUDY BASED	
	AT INDIA	
	Prof Dr. T. J. Vidyasagar	
30.	A STUDY ON CSR INITIATIVES AND SUSTAINABLE PRACTICES BY	230-236
	HOSPITALS FOR ENHANCED BRAND IMAGE & REPUTATION IN PUNE CITY	
	Dr. Neelam Raut	
31.	STRATEGIC ROLES IN HUMAN RESOURCE MANAGEMENT IN URBAN CO-	237-240
	OPERATIVE BANKS-A CASE STUDY	
	Prof. Revati Ramrao Rautrao, Dr. Kharat Pandurang Bhimrao	
32.	MICRO-MOMENTS, THE NEW APPROACH TO CONNECT WITH CUSTOMERS	241-245
	Dr. Kharat Pandurang Bhimrao, Prof. Revati Ramrao Rautrao	
33.	AGRITOURISM BEST MANAGEMENT PRACTICES AND PLAN OF	246-250
	OPERATION	
	Mr. Mandar Brahme, Prin. Dr. Nitin Laxman Ghorpade	
34.	A STUDY OF CORPORATE SOCIAL RESPONSIBILITY (CSR) ISSUES &	251-259
	CHALLENGES IN AUTO COMPONENT INDUSTRY	
	Shashikant G Kurbetti ,Dr Snehal Maheshkar	
35.	A STRUCTURED LITERATURE REVIEW OF CAPITAL STRUCTURE AND IT'S	260-269
	IMPACT ON FINANCIAL PERFORMANCE	
	Deepali Sachin Surana, Dr.Bipin R.Bankar	
36.	AN EXPLANATORY STUDY OF CONSUMER FULFILMENT LEVEL WITH	270-276
	SPECIAL REFERENCE TO THE VEGETABLE BASKET IN PUNE REGION	
	Mr. Hrishikesh Kokate, Prof. Dhanashri Havale	
37.	FOREIGN DIRECT INVESTMENT AND ECONOMIC GROWTH IN INDIA	277-288
	Stanekzai Mohammad Omid, Mahendra Yadav	
38.	A STUDY ON ENVIRONMENTAL STEWARDSHIP 30 BOMBAY STOCK	289-298
	EXCHANGE SENSEX COMPANIES	
	T. Ramesh, Dr. Aparajita P. Singh	

### Proceedings of 2<sup>nd</sup> INTERNATIONAL RESEARCH e-CONFERENCE on "Corporate Social Responsibility & Sustainable Development"

Organized by Dr. D. Y. PATIL VIDYAPEETH PUNE (Deemed to be University)
GLOBAL BUSINESS SCHOOL & RESEARCH CENTRE, Pune- 411 033
ISBN: "978-93-87901-17-9"
10th, 11th, 12th December, 2020

## "A BRIEF INSIGHT INTO PERFORMANCE OF MAHARASHTRA REAL ESTATE REGULATORY AUTHORITY (MAHARERA)"

**Chobhe Pramod Bhagwant** 

Research Scholar, Department of Commerce and Research Centre Annasaheb Waghire Arts, Science & Commerce College, Otur Tal - Junnar, District - Pune Email id: pbchobhe@gmail.com

Dr. Khandare M. B.

Research Guide, Department of Commerce and Research Centre Annasaheb Waghire Arts, Science & Commerce College, Otur Tal - Junnar, District - Pune Email id: khandaremb.awco@gmail.com

#### Abstract

The Central Government has enacted and regulated the real estate Regulation and Development act (RERA Act, 2016) and the implementation of all the sections from the RERA Act, 2016 were brought into regulation form 1<sup>st</sup> May, 2017. Under this Act the Maharashtra government has passed the regulatory functions for the regulation of RERA Act in Maharashtra for this Maharashtra government passed the circular No.23 dated on 8<sup>th</sup> March, 2017 and accordingly the MahaRERA established.

Since the establishment of MahaRERA in Maharashtra this authority has brought Transparency, Accountability in the real estate sector and gradually promoted the services in financial discipline and trust. The authority avails the fully paperless work and online transactions and its completely transparent office which came on 1st may, 2017 for the smooth functioning of this sector the MahaRERA has established two regional offices at Pune and Nagpur district. As a results of this the MahaRERA is receiving amazing crowed and innumerable registrations not only from real estate sector projects but also real estate agents. After regulation of the MahaRERA in Maharashtra most of the pending dispute cases are solved and many of them are disposed under this authority.

This authority has gained the good gripe and control over the Maharashtra real estate sector and by issuing time to time guideline to real estate promoters, agents and homebuyers. Which has brought the sweeping changes and strict discipline in the sector.as a result it could create and win the trust and faith in it. Though the MahaRERA started in a smooth and good way and it could reach at the expected goals within very short period of time but if this authority maintains and the continuous command and control over the real estate sector related to it, then it would achieve accountable success in the field.

**Keywords:** RERA Act, MahaRERA, Transparency, Accountability, RERA, Financial Discipline, Regulatory Authority.

#### Introduction:

To deal and resolve the various structured issue in real estate sector, the central government has enacted the RERA Act, which received final signature of president on 25<sup>th</sup> March, 2016 and the act has been partly brought into notice which implemented on 1<sup>st</sup> may, 2016 as it related to the establishment of regulatory authority, central advisory council and appellate tribunal and administration within one year. The Maharashtra was the first state to established real estate regulatory authority within one year dated on 1<sup>st</sup> may, 2017.but the operative part the act is yet to be notified.

The RERA Act, 2016 commands and controls the various divisional offices in the various states and authorities. The MahaRERA established central advisory council and appellate tribunal and administration system at the various levels in very short period of time. Due to enactment of MahaRERA the Transparency, Accountability has come in the financial discipline. The MahaRERA has addressed

Novateur Publication's JournalNX- A Multidisciplinary Peer Reviewed Journal
Website: www.journalnx.com ISSN No: 2581 – 4230

## Proceedings of 2<sup>nd</sup> INTERNATIONAL RESEARCH e-CONFERENCE on "Corporate Social Responsibility & Sustainable Development"

Organized by Dr. D. Y. PATIL VIDYAPEETH PUNE (Deemed to be University)
GLOBAL BUSINESS SCHOOL & RESEARCH CENTRE, Pune- 411 033
ISBN: "978-93-87901-17-9"
10th, 11th, 12th December, 2020

various structured issues such as dispute of projects, agents and homebuyers resolved them timely. The MahaRERA smoothly functions with its elements such as

Registration of real estate Projects and Agents, Complaints Redressal, Adjudication, Appellate Tribunal, MahaRERA Conciliation Forum, Budget and Accounts and tries to work transparently.

The MahaRERA has changed the face of arena of the real estate sector by fast resolution of issues strict regulations of functions has created financial discipline in this sector.

#### **Objectives of the Research Paper:**

- To study the Annual Reports of MahaRERA.
- To analyse the statistical data of MahaRERA annual reports.
- To review and reconsider the annual budget of MahaRERA.
- To study the achievement of MahaRERA.

#### **Research Methodology:**

The nature of this research paper is statistical comparative and analytical. In this paper the secondary data which is collected and shown in MahaRERA Annual Reports F.Y. 2017-2018 and 2018-2019 and relevant books and MahaRERA authorized web side. From which the few sample are used. Two successive years F.Y. 2017-2018 and F.Y. 2018-2019 statistical data is comparatively used to bring the satisfying conclusion.

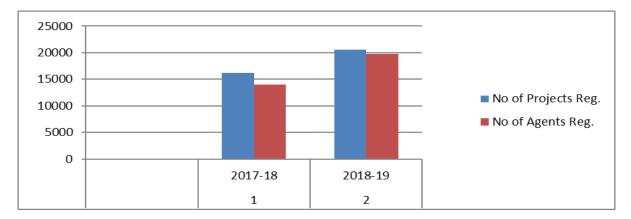
#### **Data Analysis:**

In this research paper the secondary data used which MahaRERA Annual Reports is of F.Y. 2017-2018. F.Y. 2018-2019 and relevant books for the data analysis of this paper I have used the following samples and comparative study of the statistical information is done and numerical comparison is consider fruitfully. The sample are as follows.

- Registration of real estate Projects and Agents
- Complaints Redressal
- Adjudication
- Appellate Tribunal
- MahaRERA Conciliation Forum
- Budget and Accounts

**Table 1: Registration of Real Estate Projects and Agents** 

Sr No	Year	No of Projects Reg.	No of Agents Reg.
1	2017-18	16188	14044
2	2018-19	20560	19722



### Proceedings of 2nd INTERNATIONAL RESEARCH e-CONFERENCE on "Corporate Social

Responsibility & Sustainable Development"

Organized by Dr. D. Y. PATIL VIDYAPEETH PUNE (Deemed to be University) GLOBAL BUSINESS SCHOOL & RESEARCH CENTRE, Pune- 411 033 ISBN: "978-93-87901-17-9" 10th, 11th, 12th December, 2020

#### **Conclusion of Table 1:**

Since the establishment of MahaRERA in Maharashtra 1st may, 2017.the authority has reached a good high and within two years during the first year 2017-2018 it received 16188 registration of the projects. On the other hand in the successive year of 2018-2019 the authority received 20560 increased projects registration of projects which is in comparison to the previous year, it increased by 4372 which is 27% of the first year. This it shows that with vary short span of time the MahaRERA shown its probability and future prospective in the field and assures the progress continuously.

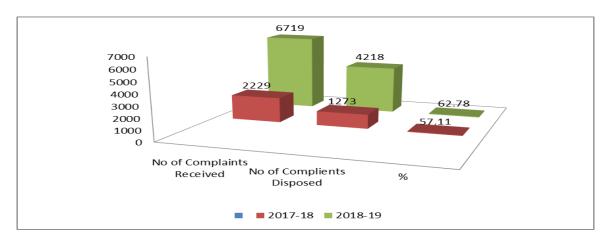
Secondly. The registration of real estate agents on the establishment of MahaRERA during 2017-2018 the numbers of registration of agents were 14044 then it increased by 5678 which is 40% of the previous year registration of the agents as a results of increasing in registration of projects and agents the MahaRERA has gained the transparency, strong hold and controls over the field.

Sr No	Year	No of Projects Registration	Increased/ Decreases	%
1	2017-18	16188	0	0%
2	2018-19	20560	4372	27%

Sr No	Year	No of Projects Registration	Increased/ Decreases	%
1	2017-18	14044	0	0%
2	2018-19	19722	5678	40%

Table No. 2 Complaints Redressal

Sr No	Year	No of Complaints Received	No of Complaints Disposed	%
1	2017-18	2229	1273	57.11%
2	2018-19	6719	4218	62.78%



#### **Conclusion of Table 2:**

The complaint Redressal cell of the MahaRERA tried to dispose the complaint cases as could as possible the cell witnessed and received 2229 complaints during the F.Y. 2017-2018 of which the cell disposed 1273 cases which is 57.11% of total received complaints. Whereas the complaint Redressal cell received 6719 cases of complaints during the F.Y. 2018-2019 of which the cell could disposed 4218 complaints which is 62.78% of the total received complaints. Within this very short period of time and this is one of the great achievement of complaints Redressal of MahaRERA authority. The comparative increased of complaints disposal it by 5.67% within two successive years.

ISSN No: 2581 - 4230

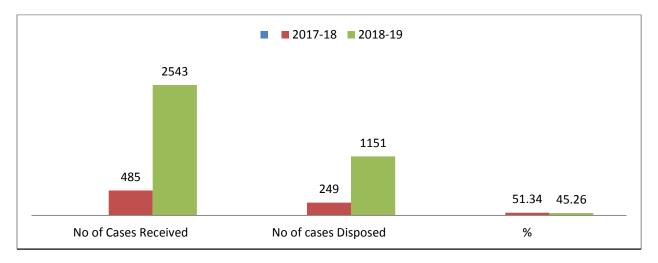
### Proceedings of 2<sup>nd</sup> INTERNATIONAL RESEARCH e-CONFERENCE on "Corporate Social

#### Responsibility & Sustainable Development"

Organized by Dr. D. Y. PATIL VIDYAPEETH PUNE (Deemed to be University) GLOBAL BUSINESS SCHOOL & RESEARCH CENTRE, Pune- 411 033 **ISBN:** "978-93-87901-17-9" 10th, 11th, 12th December, 2020

Table No. 3: Adjudication

Sr No	Year	No of Cases Received	No of cases Disposed	%
1	2017-18	485	249	51.34
2	2018-19	2543	1151	45.26



#### **Conclusion of Table 3:**

The MahaRERA received 485 cases in the F.Y. 2017-2018 and 249 cases are dispose in this year. Which mean 51.34% of the total cases were actually adjudicated transparently. On the other hand the total cases received during the F.Y.2018-2019 were 2543 from which 1151 cases were disposed which is 45.26% and it is in comparison to the previous years decreased by 6.08%. The number of cases during the first year were only 485 whereas there were 2543 received cases which shows increased the rate of filling cases and disposal of them. That is why the performance of the disposal decreased.

Table No. 4: Appellate Tribunal

Sr No	Year	No of Cases Received	No of Order Pass	%
1	2017-18	106	70	66.04
2	2018-19	900	319	35.44



#### **Conclusion of Table 4:**

Since establishment of appellate tribunal under the MahaRERA. The firm has received 106 cases during the F.Y. 2017-2018 from which the orders were passed for 70 cases which is 66.04% of the total cases.

Website: www.journalnx.com ISSN No: 2581 - 4230

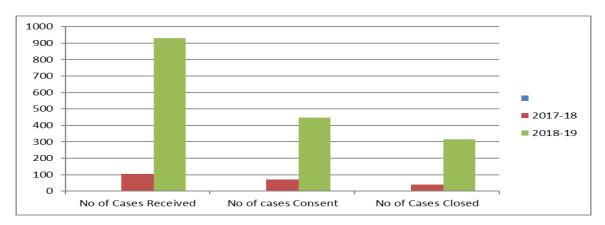
### Proceedings of 2<sup>nd</sup> INTERNATIONAL RESEARCH e-CONFERENCE on "Corporate Social Responsibility & Sustainable Development"

Organized by Dr. D. Y. PATIL VIDYAPEETH PUNE (Deemed to be University)
GLOBAL BUSINESS SCHOOL & RESEARCH CENTRE, Pune- 411 033
ISBN: "978-93-87901-17-9"
10th, 11th, 12th December, 2020

Whereas the appellate tribunal received 900 cases during the F.Y. 2018-2019 of which the order were passed of the total received cases. The rate of low performance in the percentage of the previous year is considerably poor but the number of cases received and order passed are comparatively increases and they are near about 08 times more than first year that is why though there may be lower performance but there is increased rate of cases tribunal.

Table No. 5: MahaRERA Conciliation Forum

Sr No	Year	No of Cases Received	No of cases Consent	No of Cases Closed
1	2017-18	105	70	39
2	2018-19	930	447	314



#### **Conclusion of Table 5:**

The MahaRERA Conciliation Forum received 105 cases during the F.Y. 2017-2018 which 70 cases got consent and 39 cases were closed. On the other hand the conciliation forum witnessed and received total 930 cases during the F.Y. 2018-2019 of which 447 cases got the legal consent and 314 cases got closed. The MahaRERA Conciliation Forum performance is considerably good and it will show continuous progress in the field.

Table No. 6: Budget and Accounts

#### Budgeted Total Expenditure

Sr No	Head of Account	Revised Budget of 2017-18	Revised Budget of 2018-19	Variation	%
1	Total Personal Cost	20262614	29950000	-9687386	-47.81
2	Administration Expenses	105135238	65760803	39374435	37.45
3	Capital Expenses	10000000	3100000	6900000	69.00
	Total Expenditure (1+2+3)	13,53,97,852	9,88,10,803	3,65,87,049	27.02%

#### Budgeted Total Receipts

Sr No	Head of Account	Revised Budget of 2017-18	Revised Budget of 2018-19	Variation	%
	Total Receipts	1,53,47,69,407	60,94,92,894	92,52,76,513	60.29%

#### **Conclusion of Table 6:**

The budget and accounts of the MahaRERA during the F.Y. 2017-2018 the budgeted total receipts Rs. 1,53,47,69,407 and budgeted total expenditure Rs. 13, 53, 97,852. During the Financial year 2018-2019 the budgeted total receipts were 60, 94, 92,894 and the budgeted total expenditure of the year was 9,

Website: www.journalnx.com ISSN No: 2581 – 4230 139 | Page

## Proceedings of 2<sup>nd</sup> INTERNATIONAL RESEARCH e-CONFERENCE on "Corporate Social Responsibility & Sustainable Development"

Organized by Dr. D. Y. PATIL VIDYAPEETH PUNE (Deemed to be University)
GLOBAL BUSINESS SCHOOL & RESEARCH CENTRE, Pune- 411 033
ISBN: "978-93-87901-17-9"
10th, 11th, 12th December, 2020

88, 10,803 which considerably 60.29% less than previous year the budgeted total receipts. This shows that the budgeted total expenditure is decreased by 27.02% which 3, 65, 87,049.

#### **Important Achievements:**

The MahaRERA has won and received many numbers of achievements during the F.Y. 2017-2018 and 2018-2019 they are as a follows.

#### Achievements for the F.Y. 2017-2018:

- First fully authorized authority to have fully online office.
- Established Helpdesk.
- Speedy Registration Average time of registration 16 days as per Act time period provided registration of 30 days.
- First RERA conciliation forum in India.
- MahaRERA has created two modules for correction in information as well as for extension to the project

#### Achievements for the F.Y. 2018-2019:

- Case study of online conciliation of MahaRERA was published and discussed among international experts.
- National E Governance award 2019 (silver) for excellence in citizen centric delivery.
- Skoch silver award 2019 in housing sector.
- CNBC real estate award 2018-2019 for transformational leadership.
- Construction week India person of the year 2018.

#### Conclusion:

From the above analyzed the secondary data it can be concluded that the performance of the MahaRERA in the registration of real estate projects and agents is satisfying. Secondly Complaint Redressal cell of the MahaRERA redressed and disposed good number of complaints which is comparably good. The adjudication of MahaRERA is considerably low and poor but if it is continuous with the time span it would peak its good heights. The MahaRERA appellate tribunal firm received good number of cases and it got orders for expectable cases but no of received cases and orders passed for second year are decreased but the number of received cases increased.

The first RERA conciliation forum established in India which is in Maharashtra this forum received good condition of cases during the second year in comparison to previous year of which half of the cases got consent and 1/3 cases got closed. The performance of MahaRERA during the successive years 2017-2018 and 2018-2019 considerably average but if it continuous as it is it will defiantly deal successfully with the work and bring transparency, financial discipline, accountability and strong and firm hold over the sector.

The MahaRERA has received many successes and achievements i.e. awards, speedy registration, created modules, etc. finally the MahaRERA has reached in good condition within vary short span of time.

#### **References:**

- 1. The Real Estate (Regulation and Development) Act 2016 and Rules 2017
- 2. Author: Advocate Sudhir Birje (Ajit Publication)
- 3. Real Estate (Regulation and Development) Act 2016 BARE Act
- 4. (PNS RERA CONSULTANTS)
- 5. The MahaRERA Annual Report 2017-2018
- 6. The MahaRERA Annual Report 2018-2019
- 7. www.maharera.mahaonline.gov.in

Website: www.journalnx.com ISSN No: 2581 – 4230 140 | P a g e