

THE KALEIDOSCOPE

**AN EDITED BOOK WITH
TWENTY RESEARCH PAPERS
IN THE MANAGEMENT AREA**

EDITOR

Prof. (Dr.) Pravash R. Mohapatra

THE KALEIDOSCOPE

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PREFACE

This edited book “**The Kaleidoscope**”, is a compilation of chapters, contributed by more than twenty prominent academicians, researchers, and scholars associated with different universities. Many eminent professors and experts in their field have made a deeper and more insightful analysis of their topics.

This book is dedicated to my mentor, Prof. (Dr.) Satya Prakash Panda, Chairperson of Gandhi Group of Institutions and The President of GIET University, Gunupur. In addition, this edited book is also dedicated to all the authors and co-authors, whose research papers are published in this book.

With a very deep sense of regret, I am expressing my inability to publish the research papers contributed by some authors, however, publication of those papers will take place in the next edited book, to be published shortly.

 *Editor*

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INSIGHT

This edited book **“The Kaleidoscope”** is consisting of twenty research papers, pertaining to multiple specialties. Unquestionably these are thought-provoking and are full of new ideas. True to the name, the multi-dimensional nature of these papers are having insightful analyses and suggestions, which can be useful not only for corporate houses but for many Govt. departments as well. Some of them have even suggested path-breaking research which sometimes gives a feeling of out-of-the-box ideas.

The research papers are categorized into four major areas. To start with HRM and related areas, **Dr. Bijaya Kumar Sundaray** and **Ms. Ipsita Mohapatra**, have highlighted in their research paper titled **“Impact of green HRM practices towards employee wellbeing”** regarding various impacts of Green HRM practices on employee well-being. Green HRM practices like green training, green compensation, green employee empowerment, green employee engagement, and green employee relations have an impact on not only employees' well-being but also on the interest of the other stakeholders. According to the study, there is a significant relationship between Green HRM practices and company wellness (Employees' organizational commitment, Employees' Eco-friendly behavior, and Environmental performance). Businesses should be putting more emphasis on the advancement of technology or start executing a modern system that allows them to save resources, employees, and operations time, effort, and cost.

Dr. Swati Mishra in her research paper **“An Overview of Intrinsic Motivation”** discussed in detail regarding employee commitment, high productivity, and retention strategies are rising as the most serious human resource management challenges of the upcoming future driven by employee loyalty concerns and heavy competition to retain key talent. In this scenario, employee turnover has a significant impact on the decline of productivity and the failure of corporate plans. Motivation is an internal energy that persuades an individual

to achieve his or her goal and to be retained in the organization. An employee is extrinsically motivated through reinforcement contingencies but this is not enough, so it should be accompanied by intrinsic motivation which includes interest in the job and making it pleasurable.

In the article **“Revamping organisational performances through talent management practices in the manufacturing sector of South Odisha”** by **Dr. Maitrayee Rout** and **Dr. Biswajit Satpathy** discussed talent management as one of the leading concepts in today’s workplace. Each organization’s performance are evaluated by the performance of its employees. If an employee has a unique talent, the organization will work to develop, deploy, and retain that talent. The objective of this research is to explore how talent management impacts organizational performance in the manufacturing sectors of south Odisha. They have suggested that to enhance performance and productivity, the organization must undertake learning and development initiatives while stressing upon retention strategy and talent management have an intense impact on organizational performance. That is why all the corporate houses in the manufacturing sector should incorporate the business plans to spur their performance, productivity and profitability.

Some papers from the developmental sector are also included in this book. In his research paper titled **“External migration of ultra-poor households of western Odisha: A cross-sectional randomized household study”** by **Dr. Radhakrushna Panda**, of E&Y, highlights the fragile livelihoods of western Odisha as the base of a sizable chunk of rural households of this region induces them for livelihood alternatives by resorting out-migration at regular intervals. Taking into account the vulnerabilities of distress migration in Western Odisha, the study examines household level migration outlook and practices by disaggregating household characteristics by currently migrating households, previously migrating households and non-migrating households. The migration and practices are assessed with respect to migration corridor, place of work, nature of work, migration period, and

migration-based household income.

In the research paper, **“Agri-Micro Enterprises to Agri Start-Up: Market Fit-Postal Code Model”**, **Dr. Malaya Malla, and Dr. Prafulla Kumar Padhi** have done a review of the literature and prepared a suitable business model for the Agri- Micro Entrepreneurs and Start-Ups. They prepared the postal code model in accordance with the Indian context. The physical market, Indian post office, and digital market are clubbed to fit a model for the market link and distribution link. The proposed model can be useful for corporate and Agri-Micro enterprises and startups for its adoption to overcome marketing challenges. The Agri-micro-entrepreneurs will shift their business from the traditional format to Agri-Start-ups.

Insightful analysis is done by **Dr. Sadananda Sahu** in the paper **“Digital Transformation of Microfinance: A Strategic Approach for Implementation of Management Information System (MIS) in Microfinance Institutions (MFIs)”**, wherein he has discussed about the key challenges in enhancing access to financial services in underserved people has been the high cost to serve. Increasingly, technology is being viewed as key to a low-cost finance stratagem for the underserved. Making financial services accessible to the poorest people is recognized as an important part of poverty reduction strategies. His paper advocates that digitalization can be used as a strategic instrument to help MFIs become more efficient and productive. By deploying the appropriate management information system (MIS), MFIs can reach more consumers in a more cost-effective manner

In their paper, **Dr. Manas Kumar Pal and Ms. Anamika** wrote in **“Community Involvement through entrepreneurship: Art of Pattachatra and Community of Chatrakars”** that Pattachatra has retained the age-old tradition, but what plagues the traditional art form is modernization, absence of market intelligence, raw materials availability, commercialization, quality issues, supply chain issues, entry of non-chitrakar community, and intervention of the middle men. unhealthy competition and less interest in

preserving the culture and tradition of the art have diluted the quality. It is important to mention here that the age-old painting is at crossroads. Government, NGOs, and other bodies have to take a note of the issues and challenges faced by the chitrakars

Relating to the same developmental sector, **Dr. Biswojit Swain** and **Mr. Sudhanshu Sekhar Dhir** discuss the economic growth strategy of India, in their paper titled **“Exploring the Potential of India's Economic Growth Strategies for Sustainable Development”**. Their paper examines the various strategies adopted by the country in the past and the challenges faced in implementing them successfully. It also looks at the role of the government in policymaking, the role of the private sector in driving economic growth, and the importance of access to technology and innovation in ensuring sustainable development. The paper also discusses the potential of India's economic growth strategies to address the challenges facing the country and to promote sustainable development. They have concluded that India's economic growth strategies have the potential to promote sustainable development in the country.

Few research papers are in the marketing and related areas, which added flavors to not-so-interesting book for readers, especially for those not into heavy-duty research. Lack of awareness among the people regarding digital marketing options and their potential in terms of providing alternate marketing platforms and promoting the business in a better way than ever is very low. Further, digital literacy among micro-level entrepreneurs from poor or rural background is also a concern. However, in recent times digitalization has overtaken the entire world. The popularity of UPI payment methods among micro-entrepreneurs is a great example of the same. Various online platforms are being used in various conventional and non-conventional ways for the promotion of the business. The present study is done to understand the use of Digital Marketing and its popularity among the entrepreneurs of South Odisha. As written in the paper titled **“Descriptive study on the perception of digital**

marketing among entrepreneurs of south Odisha by Mr. Rahul Goel.

Dr Sumana Chaudhuri wrote in “**Neera: A Novel Health Drink from Coconut**” that Neera agribusiness is a well-established profitable business in the major coconut s countries of the world like Philippines, Indonesia, Malaysia, and Sri Lanka. This helps them in earning revenue (foreign exchange) for the country. Neera tapping should be promoted in India in order to make coconut cultivation a profitable business in the future. The coconut development board of India is receiving a lot of enquiries about Neera both from the domestic market and the international market. So, they have taken the responsibility to extract process and pack Neera as a “natural, nutritious, health drink” and to make it available in required quantities.

In “**Consumerism & Gandhi: A Modern Day Perspective**”, Consumerism is the buzzword of the globalised economy. Human beings are heavily dependent on various consumer products. All the wants of the present time were unknown to the people till a couple of decades ago. They were actually created artificially by MNCs to promote their products. The excessive production and consumption of goods have over-exploitation of nature and its resources. Blindly imitating the Western model of development has aggravated the problems further. The search for alternatives to get over the present social malaise leads one to the doorstep of Gandhi” as written by **Dr. Raja Sarkar**

Similarly in the finance area, the authors have shown light upon the financial inclusion and stock market etc. In her research paper “**An empirical study on role of fundamentals in stock evaluation**” **Dr. Shradhanjali Panda** wrote about stock valuation based on fundamental analysis aims to give an estimate of the intrinsic value of the stock. The investment decision to buy or sell a security is always based on the comparison of its fundamental value with that of its market value. Because Fundamental analysts believe that the market value of each share follows the trend of

intrinsic value. The intrinsic or fundamental value is the realization of all the future cash flows in the form of capital appreciation and dividends identification of the under-valued as well as over-valued stocks and to take rational decisions in investment investors all over the world widely use various valuation models and compare the calculated fundamental values with market values to reach at an investment decision.

Showing light on financial inclusion **Mr. Prafulla Kumar Dwibedi** wrote in his research paper **“A Study on Small Finance Banks and Payment Banks for Achieving Financial Inclusion in India”** regarding ensuring access to banking and financial services like savings, insurance, remittances, payments, investment, pension, etc., to the weaker sections and low-income groups at an affordable cost. His paper focuses on effective financial system and for the same government has introduced various initiatives starting from Jan Dhan Yojana to giving licenses to local banks to operate as Small Bank and Payment Bank in India. The study highlights the role of Small Finance Banks and Payment Banks in the growth and development of the economy by involving more people in the formal financial sector through the process of financial inclusion.

Some papers have done an in-depth analysis of COVID-19 and its impact upon various areas namely Universities, tourism, entrepreneurship etc. Their paper **“Quality of service and associated satisfaction levels of patients towards Covid hospitals”** by **Dr. Manabhanjan Sahu** and **Ms. Diptimayee Sahu**, here threw light on the outbreak of COVID-19. Which imposes unprecedented demands on our healthcare system. The medical facilities and employees are flooded with multiple activities related to the fight against the pandemic. But the same was not there during its outbreak of COVID-19. Phase one was not encountered properly except the lockdown was the predominantly the biggest major step taken by the Government. There was proper planning followed by proper execution in the second phase of the outbreak.

In his paper **“A Study on Employee satisfaction in**

Tourism Sector aftermath of COVID-19 With Reference to Odisha, Mr. Joyant Yosobardhan Sahoo, has discussed on the COVID-19, situation, when travel becomes restricted in the affected continues. It causes severe impact upon tourism, hospitality, travel sector in and around not only in India but in the entire world. As a responsible citizen one has the obligation to promote the practice of “*Green tour*”. He further suggested that the quality of employees’ work in the tourism industry depends primarily on their job satisfaction. Green tourism should encircle several stake holders including tourists, hotels, tourist’s attractions, tourist managers, travel agents etc. His article investigates the relationship between attitude towards green practices, employee satisfaction as well as various motivating factors in a tourist destination, especially within Odisha. He concludes It, by saying that reappearance intentions may result in financial sustainability and profitability of the tourism sector.

In his research paper titled “**Impact of the epidemic on education and Universities**”, Mr. Tara Prasad Padhy, wrote regarding the report, which aims at examining the impact of the epidemic (COVID-19) on the educational sectors as well as the academic institutions worldwide. His research is based on a cross-sectional analysis for the evaluation of the effect of the epidemic on educational sectors. The maximum impact is felt by the students coming from the lower class, lower middle class and the minority section. Closure of schools and universities followed by absence of free meals on the other hand, have made the matter worst. In addition to it, digital illiteracy and stranger to technology-based learning have increased the level of difficulty further. However, the higher and middle class students on the other hand, although lacking the practical education, but can afford digital learning.

In addition to the theme specific papers, there are some research articles, stand-out from being “theme specific topics” yet deserve to be here in this book to accelerate the qualitative superiority. **Carbon credit trading: Past Present and Future**” by Dr. Shradhanjali Panda and Dr. Swayambhu Kalyan Mishra highlights about sustainability. Their

research investigates the carbon derivatives trading mechanism and its function in reducing carbon emissions. Their paper also examines several opportunities and difficulties related to the country's existing carbon market standards. In order to create a connection between industrialization, sustainability, and the idea of carbon trading as a tool for sustainability, this research paper primarily focuses on various facts and literatures. The report analyses the issues and future prospects of carbon derivatives and trading in the nation and globally using data from a variety of sources. Their research study explores the usage of carbon derivatives by commercial organisations to reduce carbon emissions.

In her research paper “**CSR: Driving the skill development in Odisha**”, **Dr. Ananya Mitra** gives an insight into the availability of unskilled educated workforce, who are unemployable although graduated from various institutions / Universities imparting professional education. She has suggested that CSR funding (Corporate Social Responsibilities) should be utilized to have synergy between skill and knowledge. UTBIs alone cannot solve the problem of unemployment but when combined with other schemes may do a miracle. The major problem in establishing a successful UTBI is a synchronized amalgamation of University, Technology, and Business to work together, which should be supported strongly by corporate funding.

In the paper “**A review on social entrepreneurship emerging issues and challenges with reference to women empowerment**”, by **Dr.N.V.J.Rao** and **Mr.KarteeK Madapana** have discussed about the conventional view of women entrepreneurship. They have suggested how the mainstream start-up businesses by women have contributes to the economic growth. The contribution of all entrepreneurial activity within a country's economy, should be covered in a wide spectrum of activities to facilitate and empower the women. The entrepreneurship should be conceived more broadly to capture the varying forms of entrepreneurial activities. Social entrepreneurship is the emerging form, which

empowers the women. It is gaining momentum as “*emerging enterprise culture*” with a greater view to solve social problems.

Ms. Swagtaika Nanda has discussed about how knowledge is the fulcrum of the development of a country. The knowledge economy should be based on innovation, research, advance technology. Her study identifies the challenges and opportunities in the knowledge economy. This research study is based on the secondary data. She has suggested some points for the development in her paper “**Knowledge economy in India**”. She has further opined that “To create and sustain an effective knowledge economy, emphases should be given on education, technology and innovation etc. Effective use of knowledge through proper policies, institutions and investment can accelerate it further. India needs to develop an integrated strategy for the development of education, innovation and entrepreneurship”.

After going through all the papers and having an insight, I have concluded that, this edited book is very useful, not only for the scholars pursuing PhD degree and researchers writing papers for various quality journals but for the academicians of management stream as well.

 Editor

