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Cantonment, Ballari-583104, Karnataka, India

## *AICTE Sponsored* *International Online Conference on* **PATTERN RECOGNITION APPLICATIONS & METHODS**

28<sup>th</sup> & 29<sup>th</sup> December 2020

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(An ISO 9001:2015 certified Institute by International Accurate Certification, Accredited by UASL)

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This is to certify that

**Deepthi Amith**

has successfully presented the paper titled

**Quality of Work Life & Work Life  
Balance of Women of Technical  
Teaching Using Artificial Intelligence**

in ICPRAM-2020 organized by


**Rao Bahadur Y. Mahabaleswarappa Engineering  
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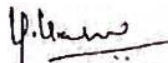
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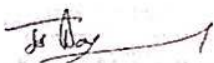
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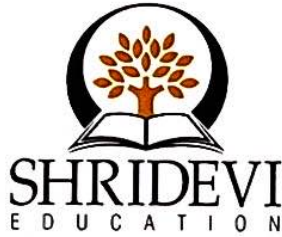
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his/her Article titled as Pros and Cons of Marketing of

Ayurveda Medicines thru Electronic Media

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in the National Conference on "Management of Evolving Trends of Indian Economy - A New Outlook"  
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Prof. B. Shekhar  
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## Certificate



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has attended the National Conference on **“Sustainable Development: Innovations Practices and Technology”**  
as Delegate/ Resource Person / Chairman / presented paper titled Government Schemes towards  
Sustainability of the business: Merits & Demerits

on 8th December 2017 by the Department of Studies and Research in Business Administration &

Skill Development Centre Tumkur University Tumkur.

Dr. Shivashankar K.C.  
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Dr. R. Shashidhar R.  
Organizing secretary

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### GOVERNMENT FIRST GRADE COLLEGE, TIPTUR

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of Kalpataru Institute of Technology.....has participated as Resource person/invited speaker/Chair person/  
co-chairperson/delegate/Research Scholar/Student and presented a paper on...Impact...of...Demonetization  
...on...copra Business...with Respect to Tiptur Market.....  
in the two day National Level Seminar held on 17<sup>th</sup> & 18<sup>th</sup> March 2017 organized by Department of Sociology,  
GFGC Tiptur, Tumakuru Dist.

  
**Dr. Nagendraappa E.**  
Organizing Secretary

  
**Prof. Siddagangaiah S.G.**  
Coordinator

  
**Prof. Kumaraswamy H.B.**  
Principal



# IMPACT OF DEMONETIZATION ON COPRA BUSINESS WITH RESPECT TO TIPTUR MARKET

Mrs. Hamsalekha S

Asst.Prof, Dept of MBA, Kalpataru Institute of Technology, Tiptur

## Abstract

*Demonetization is the act of stripping a currency unit of its status as legal tender. It occurs whenever there is a change of national currency. The current form or forms of money is pulled from circulation and retired, often to be replaced with new notes or coins. The demonetization drive in India had a significant impact on people and business in the country in the last quarter of 2016. Small businesses and households struggled to find cash and reports of daily wage workers not receiving their dues surfaced. The unexpected and sudden demonetization has had a 'knee jerk' reaction on the level of economic activity. All the cash dependent consumption-led sectors such as retail, wholesale, jewellery, hospitals, healthcare, diagnostics, trading, restaurants, transport, logistics are severely affected. Benefits of demonetization will take time to reflect in Indian economy. Major Demonetization Impact on business are Liquidity crunch, welfare loss for the currency using population, consumption will be hit, loss of growth momentum, bank deposits and interest rate and major impact on black money. This research is conducted in face to face interaction with the copra merchants and farmers and data filled from 50 merchants and 100 farmers in Tiptur APMC. This research paper is based on 22 satisfactory Questions. Study was conducted through random sample population of Merchants and farmers. The Primary Objective is to know that Impact of demonetization on overall copra business with respect to Tiptur copra market. Another important Objective of this research is to identify the needs and expectations of the merchants and farmers to overcome from the demonetization problem and few questions are set to identify the same.*

**Key words:** Demonetization, Black Money, Legal tender, APMC, Currency.

## 2. Introduction:

The whole country was taken aback when Prime Minister Narendra Modi on November 8 announced that the currencies in the denominations of Rs 500 and Rs 1,000 will be invalid post midnight. However, the lower denomination –Rs 10, Rs 20, Rs 50, Rs 100 and coins –will be valid. He further announced that new notes of Rs 500 and Rs 2,000 would introduce shortly. Thus, giving millions of Indians a panic attack. Demonetization has been implemented twice –1946 and 1978 – in the past. In 1946, the currency note of Rs 1,000 and Rs 10,000 were removed from circulation. The ban really did not have much impact, as the currency of such higher denomination was not accessible to the common people. However, both the notes were reintroduced in 1954 with an additional introduction of Rs 5,000 currency. Rs 500 and Rs 1000 notes were introduced in 1934 and after four years in 1938, Rs 10,000 notes were introduced. That came in 1978; the then Prime Minister of India Morarji Desai announced the currency ban taking Rs 1000, Rs 5000 and Rs 10,000 out of circulation. The sole aim of the ban was to curb black money generation in the country.

**2.1. Similarities in 1978 and 2016 ban :** The note ban by Morarji Desai also aimed to drive away black money out of circulation in the economy. Hence, The High Denomination Bank Notes (Demonetization) Act was implemented. Narendra Modi announced the currency ban is an address that was broadcasted across all news channels. Similarly, Desai announced the ban over the radio after which the banks were closed the following day. Both the affairs were kept confidential.

**2.2. Differences in the ban:** Unlike Modi, Desai didn't have the backing of the RBI Governor. The Governor I.G. Patel believed that the ban was implemented simply to immobilize the funds of the opposition party. Patel also believed that people never store black money in the form of currency for too long. It didn't have much effect on the people and affected only the privilege few. While the recent ban had shaken the whole country. Coming back to 2016, there is also a buzz that smaller denomination currency notes like Rs 50 and Rs 100 will also be replaced by incorporating new features and design. And that reminds us of an incident dating back to early 70s, when there were rumours of withdrawing Rs 100 note from circulation, and immediately hoards of people were seen rushing to banks to exchange their Rs 10 and Rs 20 currencies.

## 2.3. Need of Demonetization:

- To curb the black money menace and make a comeback from the Emergency period problems by starting afresh for the betterment of the Indian economy.
- Another main objective of this move was to curb corruption and fake money menace.
- To remove counterfeit currency from the market which is used in tax evasion and even in funding terrorist activities.



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## COMPARATIVE ANALYSIS BHARATH SANCHAR NIGAM LIMITED, TUMKUR

SUJATHA N SHEERI

Assistant Professor, Department of MBA  
 Kalpataru Institute of Technology, Tiptur – 572 202, Tumkur

### Abstract

The study was conducted on "Comparative analysis" at Bharath Sanchar Nigam Limited Tumkur this study has been undertaken to study an organization and to make factual observation about the functioning of an organisation. The study is organization specific and is to be conducted on overall basis. The report can be a study of the whole organisation or a wing of the organisation. The secondary data was collected through various books and journals, website, other documents of the company. To compare the financial statement performance of BSNL with AIRTEL and IDEA. To know about the financial statement performance of BSNL in the Telecom sector. The study also helps to forecast the future growth of the companies and also the developments need to be made to increase its financial performance. This helps to investors to forecast the future growth of the company.

**Keywords:** Comparative analysis, BSNL, AIRTEL & IDEA, Financial statement analysis.

### Introduction

In telecom industry Bharath Sanchar Nigam Limited stands 7<sup>th</sup>. BSNL provides a wide variety of services. BSNL is governed by central government and New Delhi as headquarters. BSNL was integrated on 15th September 2000 and acquired the industry as long as telecommunication services and system administration from the earlier DTS and DTO of central government was on profitable concerned.

### Comparative financial statements

Comparative financial statements These are the statements used to compare previous year statements with specific financial statements.

### Ratio analysis

Ratio refers to the proportion of two mathematical terms. "The link between two or more things". Ratio helps to analyse large amount of data to take appropriate decision.

Following are the uses of ratio analysis:

- The capability of a firm to meet its obligations.
- Represents the efficiency of the firm in using assets to increase sales.
- Operational efficiency of the firm.
- Performance of the firm

### Review Of Literature

Subramanyam, K.R.(2014), He says that "comparative analysis is one of the most important concept of an internal





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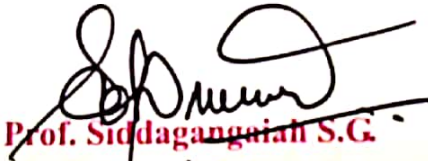


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Principal



# Marketing of Ayurveda Medicines with Reference to Tumkur District, Karnataka State

*Mitta Sekhara Gowd, Research Scholar, Bharath Institute of Higher Education and Research, Chennai.*

*Associate Professor, Dept. of MBA, Kalpataru Institute of Technology, Tiptur, Karnataka, India.*

*Dr.D. Venkatrama Raju, Professor & HOD, Dept. of Commerce and Business Administration, Bharath Institute of Higher Education and Research, Chennai, Tamil Nadu, India.*

**Abstract---** Ayurveda Medicines and treatment is the historical Indian medical system of treatment and health care. Charaka Samhita written by Master Charaka, Sushruta Samhita written by Master Sushruta. Sushruta's work emphasizes more on surgical practices of Ayurveda and Charaka's work on medicinal practice of Ayurveda. It was written in between the period of 900 BCE – 700 BCE. In ancient days in the kingdoms Raja vaidyas were there to attend the diseases and wellbeing of kings through Ayurveda. At war times for injured soldiers used to treat by Ayurveda Medicines. Ayurveda is a medical system that deals with body, mind and spirit also. Now a days new diseases are coming and making the people to suffer and causing life risk. As the diseases are new, there will not be any medicine or treatment when attacked. Life threatening diseases like cancer, heart attack and new viral fever taking lives of people without their knowledge. Ayurveda is having more than 5000 years of history and treating challenging diseases even though it is not reaching to the people. People are showing more affinity towards allopathy for its packing system, immediate results and intensive advertisements. This paper tries to study the marketing and acceptance of Ayurveda Medicines in Tumkur District, Karnataka state, India.

**Keywords---** Ayurveda, Medicines, Marketing, Tumkur.

## I. Introduction

Ayurveda is the traditional, ancient Indian system of health science. It is also known as "Life Knowledge" and oldest healing science. In Sanskrit, Ayurveda means "The Science of Life." The Knowledge of Ayurveda originated in India more than 5,000 years ago and is often called the "Mother of All Healing." It stems from the ancient Vedic culture and was taught for several thousands of years in spoken tradition from proficient masters to their disciples. Some of this knowledge was brought to print a few thousand years ago, but much of it is unreachable. The philosophies of many of the natural healing systems now well-known in the West have their roots in Ayurveda, including Homeopathy and Polarity Therapy.

In Indian spirituality there is a vital place for Vedas known as Knowledge. One among the four Vedas is Rig Veda / Rik Veda / Rigveda describes principles of health, disease and treatment. It is one of the renowned books of Indi-European language. The Rig Veda consists of philosophical verses discussing the use of herbs to heal the body, mind and spirit to keep oneself energetic. Another Veda, the Atharva Veda contains internal medicine and surgery, infertility and psychiatry. At the time of Vedas the rishis / sages / seers / holy people viewed health as an overall integration of body, mind and spirit. The Ayurvedic system emphasizes balancing the body, mind, and spirit to treat and prevent disease.

It focuses on harmonizing the body with nature through diet, herbal remedies, yoga and meditation, exercise, lifestyle, and body cleansing. It is also considered the sister science of yoga. Wisdom of Ayurveda spread to world from India influencing ancient systems including Chinese medicine, ancient Greek medicine practiced by Hippocrats.

Knowledge of Ayurveda spread from India, influencing other ancient systems, including Chinese medicine and the ancient Greek medicine practiced by Hippocrates. Because of its influence, Ayurveda is known as the "Mother of all healing." In the year 1970, Ayurvedic scholars travelled to the United States and Europe from India for sharing their wisdom of holistic health by teaching. Today, all over the world there are numerous Ayurvedic colleges. Ayurveda emphasized the prevention of disease and maintenance of health through proper diet, lifestyle and proper usage of right herbs. Ayurveda medicines is not for common for all unlike every human finger prints differ, their nature of body i.e. constitution is differs, Ayurveda systems also differ from person to person.



## AYURVEDA MEDICINES AND CONSUMER PREFERENCES WITH REFERENCE TO TUMKUR DISTRICT

Mitta Sekhara Gowd<sup>1</sup>, Dr.D. Venkatrama Raju<sup>2</sup>

<sup>1</sup>Research Scholar, Bharath Institute of Higher Education, Chennai.

Associate Professor, Dept. of MBA, Kalpataru Institute of Technology, Tiptur, Karnataka, India.

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This paper tries to analyse the marketing and acceptance of Ayurveda Medicines in Tumkur District, Karnataka state, India.

**Keywords:** Ayurveda, Medicines, Marketing, Bengaluru.

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### INTRODUCTION

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The Ayurvedic system emphasizes balancing the frame, mind, and spirit to treat and save you disorder. It focuses on harmonizing the frame with nature thru eating regimen, herbal treatments, yoga and meditation, workout, lifestyle, and frame cleaning. It is likewise taken into consideration the sister technology of yoga.

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Knowledge of Ayurveda volume from India, manipulating other historical structures, which includes Chinese medication and the ancient Greek medicine skilled by means of Hippocrates. Because of its influence, Ayurveda is known as the "Mother of

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### LITERATURE REVIEW

**Dr. Gurvishal Sinha, (2018)**, in his research paper "Analyzing a new paradigm for Ayurvedic products in Noida (NCR region): Factor analysis approach" recommended that Ayurvedic products needs advertisements, consultancy, awareness creation, strong distribution network, word of mouth publicity and continuous development in the area of product improvement. He emphasized on right consultation, retail management is good for filling the gap between Products and Customers. [1]

**Prof. Abhinav Kataria (2018)**, in his research paper "Analytical study of Patanjali Ayurveda Limited in India" opined that Consumers choosing Patanjali Products due to spiritual guru Baba Ramdev. Baba Ramdev is the brand ambassador and once he disassociates there is a fall in the growth of Patanjali and the researcher questioned the position of Patanjali without Baba Ram Dev. [2]

**Dr. Mukesh Sahu (2017)**, in his research paper Marketing strategies of Patanjali Ayurved (FMCG) in current market scenario concluded that there is a doubtlessly Patanjali is a challenging drive in the FMCG space and is a solid risk for the occupants, yet Patanjali has its problems. To tap online customers quicker it must have producing units and distribution centers nationwide. Patanjali's item port folio is uncomfortable. That's a test that Mudra and McKann and



# Public opinion on COVID-19 and Ayurveda remedies with reference to Tumkur District, Karnataka State, India.

Mr. Mitta Sekhara Gowd<sup>1</sup>, Dr. D. Venkatrama Raju<sup>2</sup>,

<sup>1</sup>Research scholar, Department of Commerce and Business Administration, Bharath Institute of higher Education and Research, Selaiyur, Chennai-600073. India. Associate Professor, Dept. of MBA, Kalpataru Institute of Technology, Tiptur, Karnataka, India.

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## **Abstract**

*Covid-19 i.e Corona Virus is well aware to the world every corner. It is pandemic, epidemic. People are panic. Educational Institutes like schools, colleges , roads, businesses, transport, companies almost all closed except necessary things like Medical shops, Vegetables. Changing lock down and sealdown rules by central and state Governments according to the situation in their areas, geographical restrictions, movement restrictions done based on the spread of COVID-19 in that area. Government is order to stay at home safely. This paper tries to assess the level of awareness on COVID-19, its spread, precautions taken by people, social distance and few inputs; by that it is possible to understand the ground realities of people for taking action and making policies and strategies for removal of COVID-19.*

**Keywords:** COVID-19, Corona, epidemic, Tumkur, virus



**Future for online marketing of Ayurveda Products- A survey**  
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**Abstract**

*The people are presently confused at few points what for to live? Why to live? How to live? Upto when to live? like this pandemic disease COVID-19 made. As the words of Charaka Samhitha being at home is the solution for COVID-19. The question of the hour is if be at home can't manage family, if go for work can't have the guarantee of life by COVID-19; A lot habituated to go for work; the uncertainty is chasing. Finally people decided to go, live along with COVID-19.*

*In this scenario Ayurveda Medicines and practices playing vital role, the value of ancient methods of cooking, food, life styles changing. People shifting from software to Agriware; diverting investments from companies into rural agriculture sector. Everyday people leaving cities and reaching to their home towns.*

*Even COVID-19 disappears as time passes, but people learn lessons from this, they need to practice certain things to prevent such disease in future. People are buying Ayurveda medicines through online. There is a bright future for Ayurveda in online Marketing. This paper tries to get the opinion of people on online marketing of Ayurveda products.*

**Keywords: Ayurveda, Medicines, Online Marketing, Digital**

**1. Introduction**

Ayurveda is integral part of India. It is the part of Vedas. It is the practice and living style in India. Allopathic people may say that it is the alternative medicine but it is the source medicine, rest all are additional or alternative medicines. Not only India but also few countries like Bangladesh, Nepal, China, Srilanka, Pakistan, Japan and few European countries applying Ayurveda systems through house.

Ayurveda does not have side effects. Good days to India that Indian Government led by Sri. Hon. Narendra Modiji would like to uplift the Ayurveda and ancient medicine systems and done the setup of AYUSH ministry for promoting Ayurveda and tradition