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RESEARCH PAPERS AND CONFERENCE PROCEEDINGS DETAILS FOR THE YEAR 2020

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SR .NO	NAME OF THE AUTHOR	TITLE OF THE PAPER	PG . NO
1	Nidhi Chandorkar	Impact of Amendment in Laws on environment for women: A Study with Reference to Students, Teachers and Non-Teaching Staff of S.M. Shetty College of Science, Commerce and Management Studies [CO-AUTHORED]	1
2	Nidhi Chandorkar	Impact of organizational culture on organizational commitment: a study of higher education sector in Mumbai	2
3	Dr. Sridhara Shetty	Impact of organizational culture on organizational commitment: a study of higher education sector in Mumbai	2
4	Raveena Shetty Tilak	Framework as a Service-for API,application libraries & testing application functionalities.	3
5	Himani Shukla Varia	Framework as a Service-for API,application libraries & testing application functionalities.	3
6	Mithilesh Chauhan	Framework as a Service-for API,application libraries & testing application functionalities.	3
7	Sandesha Shetty	Demonetization and its impact on Small Scale Traders: A Study with special reference to Thane Region	4

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8	Dr. Sridhara Shetty	Demonetization and its impact on Small Scale Traders: A Study with special reference to Thane Region	4
9	Sahana Raviprasad	A study on awareness and behavioural pattern of teaching faculties towards investment in mutual funds – with special reference to mumbai region	5
10	Dr. Sridhara Shetty	A study on awareness and behavioural pattern of teaching faculties towards investment in mutual funds – with special reference to mumbai region	5
11	Steffi Salve	Impact of e-commerce on commerce in India-an overview	6
12	Dr. Sridhara Shetty	Impact of e-commerce on commerce in India-an overview	6
13	Prachi Agrawal	A study on corporate stress among employees working in Mumbai region	7
14	Avneet Kaur	Digitization of Banking sector with respect to voice recognition systems	8
15	Vinay Vilas Shahapurkar	Understanding Digital Storage : From product to flatform	9
16	Kalpana Rai Menon	Trends in Consumption of Ayurveda	10
17	Dr. Sridhara Shetty	Trends in Consumption of Ayurveda	10

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IMPACT OF AMENDMENTS IN LAWS ON ENVIRONMENT FOR WOMEN: A STUDY WITH REFERENCE TO STUDENTS, TEACHERS AND NON-TEACHING STAFF OF S.M. SHETTY COLLEGE OF SCIENCE, COMMERCE AND MANAGEMENT STUDIES, POWAI

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ABSTRACT

The news of violence against women has been a regular affair for decades. In spite of having a comprehensive Constitution, there still seemed to have loop holes for violence against women. Events like the Aruna Shanbaug Case that lasted for 42 years, Nirbhaya Delhi rape case of 2012, to the most recent inhuman event of rape and murder of Dr. Priyanka Reddy in Hyderabad followed by the rape and murder of a minor in Unnao, UP, has shocked the entire population, even the most juvenile ones to the core.

All these events raised a burning question of whether the existing laws are competent enough to strike fear in the hearts of the perpetuators. But this question led to a bigger question, that is if fear was the only element necessary to curb down on crimes against women. Every horrific incident led to a new amendment in the law for the safety of women, but has this brought about a change in the societal environment which is secure enough for females to co-exist, without fear, in a society dominated by males.

This study determines if there is a relationship between imposing stricter laws and its result in having a safer environment for women. Through this study we try to achieve a gender-neutral perception on women's safety according to the students, teachers and the non-teaching staff of S.M. Shetty College, Powai.

Keywords - Women Safety, S.M. Shetty College, crime, Rape, capital punishment, laws, Implementation

INTRODUCTION

At 15th of August, 1947,The first Prime Minister of Independent India Pandit Jawaharlal Nehru quoted "At the stroke of midnight hour, when the world sleeps, India will awake to life and freedom". The biggest irony was when Mother India won her freedom her daughters were still in the shackles of patriarchy and suppressed with guns of violence by her own sons. Even after slightly over 7 decades the condition and situation of women remain somewhat similar. Over the decades, women have been empowered and have achieved unimaginable heights of success but at the same time the atrocities and the violence hasn't taken the backseat. The prime examples of this is, When India saw her first prime minister in 1973, it also lost one of her daughter, Aruna Shaunbaug, in the most gruesome manner from rape and attempted murder which resulted in her being in a vegetative state for 42 years. In 2012, when we saw the first female President, Pratibha tai Patil, successfully complete her tenure everybody witnessed the most inhumane act, Nirbhaya Rape Case, which shook the entire world to its core. The Nirbhaya rape case brought in Verma Committee which helped the government in making the laws regarding safety women more stringent through Amendments in the Criminal Law act, 2013 and Juvenile Justice act, 2015.

In this research to satisfy the objectives of the research, that is to determine if there is a relationship between stringent laws and safer environment for women, a qualitative survey was conducted on the the students, teachers and non-teaching staff of SM Shetty college, Powai.

REVIEW OF LITERATURE

The meaning of "crime against women" is the, direct or indirect, physical and/or mental brutality against only and only female gender. According a Indian Express Articles dated 15th dec. 2013, The Data from NCRB exposed that there has been a eight time increase in rape cases in previous 40 years, the rate of which is higher than crimes like murder and kidnapping (Rawat and Masthanaiah, 2015). The Thompson Reuters Foundation, in 2018, placed India on the first place for being the most dangerous country for women because of high risk of

IMPACT OF ORGANISATIONAL CULTURE ON ORGANISATIONAL COMMITMENT: A STUDY OF HIGHER EDUCATION SECTOR IN MUMBAI

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ABSTRACT

Organisational Commitment is the psychological attachment of an employee towards the organisation, its vision and values. It is one of the key determinants for gauging an employee's willingness to continue with the organisation. The attrition in higher education sector may lead to loss of valuable teachers and can directly influence the learning environment of the learners (students).

This study is conducted to identify the relationship between the teachers' attitude towards their organisational culture and their commitment level. The culture of an organisation is the norms, policies and code of conduct which depend on the values and philosophy of the management of the organisation. The study conducted is based on the Three Component Model (John Meyer and Natalie Allen, 1990) of organisational commitment. The earlier studies state that out of the three components, the Affective commitment has more powerful impact on employee's over all attachment with the organisation as compared to other two components (Continuance and Normative Components).

The current study shows that the positive attitude of the employee towards organisational culture enhances the affective and continuance components of organisational commitment, but does not have a significant effect on its Normative Component. The study also covers the impact of factors like employees' age and years spent in the organisation on the attitude towards its culture.

Keywords: Organisational Culture, Organisational Commitment, Attrition, Affective Commitment, Continuance Commitment, Normative Commitment

Introduction

Commitment is a psychological attachment which acts as a driving force towards certain goal or course of action. Organisational Commitment is a psychological factor influenced by both individual and organisational determinants which indicate degree to which an employee is attached to the organisation. Organisational Commitment (OC) has got influence on factors like employee satisfaction, performance, engagement and involvement in the job, willingness to leave the organisation etc.

Teaching is a passion driven profession. The teachers are one of the most important factors which influence the efficiency and effectiveness of teaching-learning process within educational institutions. Commitment of the teachers towards their institutions has a huge impact on their involvement in all-round development of the students, innovation and willingness to continue in the same organisation. There are many factors which have influence on the commitment level of the teachers towards their institution, both individual and institutional. Some of the individual factors are mismatch between job-demand and potential of satisfy it, perceived value of their contribution by self and others etc. there are multiple institutional factors like strategies, quality of

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FRAMEWORK AS A SERVICE – FOR API, APPLICATION LIBRARIES & TESTING APPLICATION FUNCTIONALITIES

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ABSTRACT
Applications has become ubiquitous & pervasive in today's digital world. With social media platforms like Facebook, WhatsApp, Twitter trending the chartbuster of apps, followed by photo & media sharing platforms like Instagram grossing the eyes of everyone; application development has gained tremendous impetus in last decade. Not only desktop applications but also mobile apps are spear heading the application development league. From Android to iOS, from open source to subscription based licensed; apps of all saga are making a mark in human's daily life today. Albeit, demand for Android is much higher but even iOS & windows based apps are not far behind in this elite league of digital transformation. Businesses has also been fascinated with these trends of mobile computing thereby bringing their business an inch closer to consumer. From banking to finance, shopping to logistics, healthcare to fitness everything, almost "everything" is now within the hands of the masses at their fingertips. With such a huge market, tremendous demand of apps & leveraging customer experience; quick & convenient delivery times is the need of the hour. To proportionate the demand of the masses, application delivery also leveraged the concept of using framework as a service for API connectivity & using cloud based application libraries for faster development of the application code. Although, still in its infancy stage but already started creating an impact in the development arena of applications & its delivery.

Keywords: Framework, API, libraries, application delivery, application development, devops, platform, middleware, android, iOS, mobile apps, windows, open source.

1. INTRODUCTION
In this increasing world of mobile & ubiquitous computing, mobile-based apps are staggering in numbers on the market. There were 500 apps on the first iteration of Apple's App Store in 2008. There were 20 million registered iOS developers catering for the 500 million weekly visitors to the App Store alone. Although equivalent figures for Android are not known exactly but they are above iOS in terms of developer volumes. That's a lot of developer talent; but they are catering to one of the world's biggest consumer bases: app users. There are over five billion mobile users in the world, with global internet penetration standing at 57%. There are over millions of app downloads on a daily basis while app development still sloths at hundreds. Web based applications are also gearing up pace in the league of digitization & enhancing customer experience through omni-channel touch points. With the advent of e-commerce, more & more businesses are turning to digital marketplace, which increases revenue, reduces CaPex (&OpEx) costs & improves customer experiences with efficient customer relationship management. To cater digital transformation needs, businesses are turning tides with application development for web-based market place & mobile based e-commerce applications. Both of this arena needs a distinct & distinguished set of workforce while skeleton structure remaining the same. Moreover, this digital journey is only successful if businesses are able to proportionate demand with supply on a timely & effective manner. These has been possible with the new DevOps model of development but still lacks the speed & convenient of application library, API connectivity & testing results.

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DEMONETIZATION AND ITS IMPACT ON SMALL SCALE TRADERS: A STUDY WITH SPECIAL REFERENCE TO THANE REGION

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ABSTRACT

Demonetization is an executive action by which a country declares the circulating currency of the same is no more a legal tender.DEMONETIZATION is one of the important tools used by the government of India to tackle the obstacle mainly named as black money as well as the other motive as to increase the impact of plastic money and E – Transaction within the business and for other activities. Small scale traders play a vital and important role in the growth of the country's economy because of their self - employment potential and their contribution to total industrial output and exports. Small scale industries are largely dependent on cash in comparison to large scale industries where transactions can be made cashless. Demonetization has created a cash crunch that has sent the small-scale units into disarray.In this paper we are going to analyse the impact of demonetization on small scale traders.

Keywords: Demonetization, Plastic Money, Small Scale Traders

INTRODUCTION:

The government has implemented a major change in the economic environment by demonetizing the high value currency notes – of Rs. 500 and Rs. 1000 denomination.The proposal by the government involves the elimination of these existing notes from circulation and a gradual replacement with a new set of notes. The reasons offered for demonetization are two– fold: one, to control counterfeit notes that could be contributing to terrorism, in other words a national security concern and second, to undermine or eliminate the "black economy".

It is also interesting to note that this was not the first time that Government of India has gone for demonetization of high value currency. It was first implemented in 1946 when the Reserve Bank of India demonetized the then circulated Rs.1,000 and Rs.10,000 note. The Government then introduced higher denomination banknotes in Rs.1,000, Rs.5,000 and Rs.10,000. In January 1978, the Indian Government had demonetized Rs.1,000, Rs.5,000 and Rs.10,000 notes to counter black money in the economy.

Small businesses are independently owned organizations that require less capital and fewer workforces and less or no machinery. These businesses are ideally suited to operate on a small scale to serve a local community and to provide profits to

A STUDY ON AWARENESS AND BEHAVIOURAL PATTERN OF TEACHING FACULTIES TOWARDS INVESTMENT IN MUTUAL FUNDS – WITH SPECIAL REFERENCE TO MUMBAI REGION

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ABSTRACT

The investment alternatives range from financial securities to traditional non-security investments. There are many Investment Avenues available in market, such as, Shares, Debentures, Fixed Deposits, PPF, NSC's, Insurance, Gold, Silver, Mutual Funds etc. When someone invest many factors influence their investment habit such as risk, return, liquidity etc.According to the recent article published in Economics Times, some of the top investment avenue Indian's look while investing includes Direct Equity, Equity Mutual Funds, Debt Mutual Funds, National Pension Funds etc.Mutual Funds, as the name suggests is a pool of funds put together mutually by several investors for a common financial goal.Through this paper the researcher intends to study the investment behaviour of the teaching faculties of Mumbai Region. The study includes investors demographic profile, their savings habit, investment avenues they prefer, their awareness about one of the major investment avenues in India i.e. Mutual Funds.The researcher concludes that there is a close association between investors investment habit and their awareness level about Mutual Funds. But, majority of them are aware only of specific schemes in which they are investing. The reason behind investing in Mutual Funds is not only avoiding risk even earning frequent returns, liquidity etc.

KEYWORDS: Investment, Investment Avenues, Mutual Funds, Risk, Return, AMC.

INTRODUCTION:

There is a say "Never Put all your Eggs in one basket", which is generally connected to the investment by the experts. The crux of the statement is, if the investors put all their savings in one investment alternative and if it fails in the market, then there is a chance of investors losing their entire savings. So, selecting a proper low risk and high return investment avenue is one of the

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IMPACT OF E-COMMERCE ON COMMERCE IN INDIA-AN OVERVIEW

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ABSTRACT

The purpose of the present study is to investigate the impact of e-commerce in India. In order to assess this impact, the changing pattern of consumer buying behaviour is taken in to consideration. Electronic commerce offers economy-wide benefits to all countries. The gains are likely to be concentrated in developed countries in the short run however, the developing countries will have more to benefit in the long run. The volume of trade will increase via e-commerce. The change in buying behaviour of consumers has led to the growth of E-commerce industry. This paper studies the trends of E-commerce in India with reference to retail and online shopping.

KEYWORDS: E-commerce, Consumer Buying Behaviour, Retail.

Introduction

Online shopping was invented and pioneered by Michael Aldrich in the UK in 1994 and is gaining grounds in India also. Online shopping is far better than traditional shopping as everything is available to us at our door step just with the availability of internet. Consumers need not to go to crowded markets, standing in queues and spending hours searching for apropos purchases. Online shopping is beneficial not only for buyers but also sellers, as they get detailed information about the product pinned together with the reviews of existing users. Online shopping is like a web-mart where all the goods are available. Online shopping portal provides us with benefits to shop every item extending from minor purchases of books, grocery, clothing, footwear etc. to that of major supplies like furniture, electronics, cars, residential buildings etc.

On the demand side, consumers are time pressed. With more and more consumers becoming increasingly familiar with internet and its benefits, online shopping is gaining popularity and preference among the set of consumers who seek better value proposition when compared to offline shopping in terms of information, convenience, cost, and choice. Besides, youngsters today are not afraid of experimenting with new ways of shopping which has also le d to the popularity and growth of online shopping in India. The most likely goods bought online are electronics, apparels, shoes, fashion accessories, cosmetics, kitchen ware, and home furniture and so on. The study focuses on satisfaction level of customers who buy electronic goods online.

Online Shopping in India

The e-commerce has transformed the way business is done in India. The Indian e-commerce market is expected to grow to US$ 200 billion by 2026 from US$ 38.5 billion as of 2017. Much growth of the industry has been triggered by increasing internet and smartphone penetration. The on-going digital transformation in the country is expected to increase India's total internet user base to 829 million by 2021 from 604.21 million as of December 2018. India's internet economy is expected to double from US$125 billion as of April 2017 to US$ 250 billion by 2020, majorly backed by ecommerce. India's E-commerce revenue is expected to jump from US$ 39 billion in 2017 to US$ 120 billion in 2020, growing at an annual rate of 51 per cent, the highest in the world. The market size is propelled by rising smartphone penetration, the launch of 4G networks and increasing consumer wealth, the Indian e-commerce market is expected to grow to US$ 200 billion by 2026 from US$ 38.5 billion in 2017 Online retail sales in India are expected to grow by 31 per cent to touch US$ 32.70 billion in 2018, led by Flipkart, Amazon India and Paytm Mall.

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A STUDY ON CORPORATE STRESS AMONG EMPLOYEES WORKING IN MUMBAI REGION

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ABSTRACT

Corporate or workplace stress is the harmful physical and emotional responses that can happen when there is a conflict between job demands on the employee and the amount of control an employee has over meeting these demands.

Methodology: primary data has been collected by administering a questionnaire on employees working in various organizations across Mumbai region.

Observations and Results: Even if the employees are new they are under stress to get mixed in the organization. When an employee is an old member, he/ she is under stress that there is a probability of him/her getting replaced by the youth. Other major reasons of employees being stressed is heavy work load, inefficient time management and some times authoritative nature of the boss. Internal politics and organizations' environment also matters. Organizations need to undertake various activities to address this ever rising problem of corporate stress among employees.

Keywords: Corporate stress, Stress Busters, Employees' stress

1. INTRODUCTION

Corporate stress has drastically increased over the years as the youth have started taking their work lightly. They keep things pending for future. It also prevails amongst the middle-age employees as they fear loosing their jobs to the youth. Also their working capacity reduces due to their age.

Corporate stress has an ill-effect on the lives of employees and their families too. Employees stress out and it causes them to work for long hours, resulting into no physical movement and weigh gain further resulting into heart diseases and several other problems.

Also when an employee works over time he or she gets less time to spend with his or her families. Also when employees who are parents go home stressed out, some times get intoxicated too. This result in distance between the children and parents as the parents are stressed and they yell at their children for little things and then children gets distant from their parents.

Here we made a survey to know weather the employees are really stressed due to their jobs, unachievable deadlines, low salary, coming in of youth, organization's environment or manager's authoritarian nature.

We also gave them a few options to choose like exercise, yoga or meditation which they prefer doing to get rid of the stress due to their job. Stress can be handled if the employees focus on time management, not just for organizational work but also take out time for their hobbies or spending some time with family and friends.

2. RELEVANCE OF THE STUDY

The study is useful for the employees working in different sectors in different organizations. It can motivate them to take corrective measures to overcome stress. The study is also helpful for the employers of different organizations as human recourses/employees are their greatest recourses. As stress can reduce the efficiency, organizations need to understand what are they doing wrong and how can they support employees in managing stress. This research can also prove to be beneficial for the HR managers as they are responsible for managing the employees in the companies and look after their well being. HR mangers can formulate better practices to

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DIGITALIZATION OF BANKING SECTOR WITH RESPECT TO VOICE RECOGNITION SYSTEMS

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ABSTRACT
In the old days, banking used to be a time-consuming business. Digital Banking has completely changed the way we bank in today's times. With Digital Banking, you can transact with higher speed, ease and convenience. Digital banking can be done through either a laptop, tablet or mobile phone.

We plan to undertake the exploratory research to evaluate the present and future scope of voice assistant relationship manager to be adapted by various banks as a part of digitalization. The study will be based on primary data collected through questionnaire and secondary data collected from research papers-journals, websites.

Keywords: Voice-assistant, Digitalization

INTRODUCTION

Way back in time, much longer than recorded history, voice was and is still the primary mode of communication. It is evident that humans started using voice to interact long before they started to communicate in writing. Now with the evolution of voice technologies and smart machines, we see a shift from humans adapting to machines to machines evolving to cater to humans needs!. As the ecosystem around voice-enabled technology matures, customers are starting to rely more on voice. Now with the rapid progress in AI-enabled speech-to-text and text-to-speech services, seamless voice-driven customer-experience is a reality.

The History of Voice Assistants

Voice recognition technology was brought in the world long before Apple's Siri debuted in 2011. At the Seattle World's Fair in 1962, IBM highlighted a tool called Shoebox. It was nearly the size of a shoebox, had the ability to perform mathematical functions, and could identify 16 spoken words as well as digits 0-9.

In the 1970s, scientists at Carnegie Mellon University in Pittsburgh, Pennsylvania — with the substantial support of the United States Department of Defence and its Defence Advanced Research Projects Agency (DARPA) — produced Harpy. It could distinguish 1,011 words, which is about the vocabulary of a three-year-old kid.

Once organizations came up with discoveries that could distinguish word sequences, companies instigated to build uses for the technology. The Julie doll a product of Worlds of Wonder Toy Company came out in 1987 and could recognize a child's voice and answer to it.

Throughout the 1990s, companies like IBM, Apple, and others fashioned items that used voice recognition. Apple began building speech recognition features into its Macintosh computers with Plain Talk in 1993. In April 1997, Dragon came out with Dragon NaturallySpeaking, which was the first continuous dictation product. It could understand about 100 words per minute and turn it into text. Medical dictation devices were one of the earliest adopters of voice recognition technology.

Types of Voice Assistants

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UNDERSTANDING DIGITAL STORAGE: FROM PRODUCTS TO PLATFORMS

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ABSTRACT

Nowadays all the companies irrespective of the domain and size (either by area or personnel), IT Infrastructure is needed for progress in this competitive era. And for this dedicated Server Room has to be present along with all the necessary equipment and servers such as File Server, Mail Server, Database Server, Modems, Routers, QPS (Query per Second to identify the load of the server), Switches, Internet Services and to look after all these, Maintenance Engineers are needed for daily monitoring.

For making the above scenario possible, companies need to spend a lot on it and to avoid such heavy spending on it, Cloud Computing came into existence.

Keywords: Cloud Computing, SaaS, PaaS, IaaS

1) INTRODUCTION
History

- Concept developed in 1950 at IBM called as RJE (Remote Job Entry Process).

- In the year 2006 Amazon delivered first public cloud service called AWS (Amazon Web Services).

Definition: Cloud Computing means storing and using data and programs over the Internet instead of your computer's hard drive. The **cloud** is just a representation for the Internet.

The services are provided and consumed over the Internet and are charged for by the **cloud** customer on an as-needed or pay-per-use business model.

In other words, we can say that Cloud is something, which is present at remote location and it provides the services over network, which can be either public or private (WAN, LAN or VPN). Various applications such as e-mail, web conferencing, customer relationship management (CRM), all run in cloud.

2) Why Cloud Computing is needed:
Traditional Computing method:

- Need to own the desktop/s and to store the data need to be owing personal server.

- Infrastructural expenditure like server cost, rent, admins to take care of server/s.

- Operational expenditure like salaries of employees maintaining the server, electricity charges, cooling charges for server, frequent updation of hardware and software.

Benefits of implementing Cloud Computing:

- Location

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ORIGINAL RESEARCH PAPER	**Commerce**
TRENDS IN CONSUMPTION OF AYURVEDA	**KEY WORDS:** Ayurveda, Medical practice, Wellness

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ABSTRACT

Ayurveda refers to the science of life. It originated in ancient India and is supposed to have influenced other forms of medical practices also. Influence of Ayurvedic practices in modern medicine is also mentioned by the father of allopathic medicine 'Hyppocrates'.

The challenges faced by Ayurveda in the current times range from lack of standardization in practice, lack of promotion, and lack of faith in the medical practice by Indians themselves mainly due to the fall in status of the practice in face of Allopathy under the hundred year colonial rule. We can take a lesson or two from the steady growth and popularization of the Chinese Herbal Medicines and Acupuncture which has kept its 2200 years of tradition alive. Yoga is one Indian practice which has seen a revival in enthusiasm to adopt the practice by Indians primarily because of the global acknowledgement it has received. Ayurveda, similarly needs acknowledgement on a global front to become popular and to be accepted as the first line of treatment rather than as the last option.

This paper is an attempt to understand the consumer preference for Ayurveda for different purpose.

INTRODUCTION:

Ayurveda is an ancient Indian medical practice which has seen many turbulences in its sustenance from records ranging from Vedic scriptures to spread of the practice around the world.

Under the British rule, Ayurveda saw a steady decline in its status in direct comparison to allopathic medicine which brought about immediate recovery. The British considered Ayurveda as unscientific and did very less to promote or sustain it. Hundred years of colonization left a deep impact on the Indian psyche. Indians were proud of everything English, be it the language or the medicine. Only after a good forty eight years after independence, did the government establish in 1995, a department of Indian system of medicine and homeopathy (ISM&H) which was subsequently renamed to Department of Ayurveda, Yoga & Naturopathy, Unani, Siddha and Homeopathy (AYUSH)in 2003. The Department was later given a new 'avatar' and transformed into a ministry of AYUSH in 2014 with the objective of improving the standard of education in the Indian system of medicine and Homeopathy in the country and promoting research in the field. The efforts of the ministry are also directed at developing strategies to deal with promotion of growth of medicinal plants and development of Pharmacopoeia standards for Indian System of Medicine and Homeopathy drugs.

Popularity of Yoga on an international level as a non-intrusive form of health care system has enhanced the scope of

followed by the British were the main causes of decline of the practice and spread of Ayurveda. Post-independence, Ayurveda found a champion in Prime Ministry Atal Bihari Vajpayee. The author also credits the popularization of Ayurveda packages and 'panchkarma' practice in the west to Dr. Deepak Chopra and Mahrishi Mahesh Yogi. The writer laments the degradation in status of Ayurveda practice to mere massage system and the discrimination in the status of the doctors practicing Ayurveda versus those practicing allopathy. The writer underscores the fact that promotion of Ayurveda in India is being done by the tourism sector instead of the health sector. The writer points out the dilemma of promoting Ayurveda in the international market when the practice in its own country is not given importance. The major block to Ayurveda come from the disorganized and non-standardized manner of practice and manufacture of medicine. Added to this is the lack of quality control measures, availability of genuine raw material and the lack of sharing of knowledge amongst the Ayurveda practitioners.

Muralidhar S. & Dr. Karthikeyan P. (2016) recognize the low acceptance of Ayurveda globally and the lack of statutory regulations and rampant unethical practices which can hamper the practice and promotion of the service on an international platform due to strict directives on medical practices. The researcher also moans the comparison of Ayurveda practices to herbal medicines. The study attributes the attraction of tourists towards Ayurveda because of its natural ingredients and lack of side effects.

10

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