



VISION THINK TANK

Vol. 8 , No. 1

(Compilation of research articles written by Students)

April 2018

MANGHANMAL UDHARAM COLLEGE OF COMMERCE

F.Y.B.Com.

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**EDITORIAL FOR
VISION THINK TANK
VOL. 8, No. 1**

Dear Readers,

Welcome to the eight edition of Vision Think Tank. It is a platform for students to acquire and develop their research skills. This will continue to be our endeavour as we strive to promote a research based culture in our institution.

The current issue, features topical areas including the recently declared GST, Online and Digital habits of people, Employee Commitment, Social Work consciousness and the need to upgrade skills for employability.

Do share your feedback with us.

Dr. (Mrs) Vijayalakshmi Nambiar
Principal and Chief Editor

Dr. Parveen Prasad
Editor

Ms. Sunita Desale
Editorial Team

ENHANCING EMPLOYABILITY SKILLS

F.Y.B.Com students- Pooja, Radhika, Muskaan, Ekta, Kritika, Disha, Sneha

INTRODUCTION

The woeful state of Indian education is being widely accepted. There is adequate evidence to demonstrate the lack of employability skills generated by the theoretical based education system. In a response to this trend of deep rooted conservative education system, various national bodies have been constituted in order to extend the skills related to current employment requirements.

Corporates too deeply mourn the deep wide gap between the theoretical knowledge imparted to the students and the practical requirements of skills and competencies. As a seeming duplication, consequently, organizations are compelled to extend learning and training to the newly employed graduates.

OBJECTIVES

1. To measure the skills learning awareness among students
2. To determine the kind of skills being learnt
3. To measure the skill gap and learning needs of students

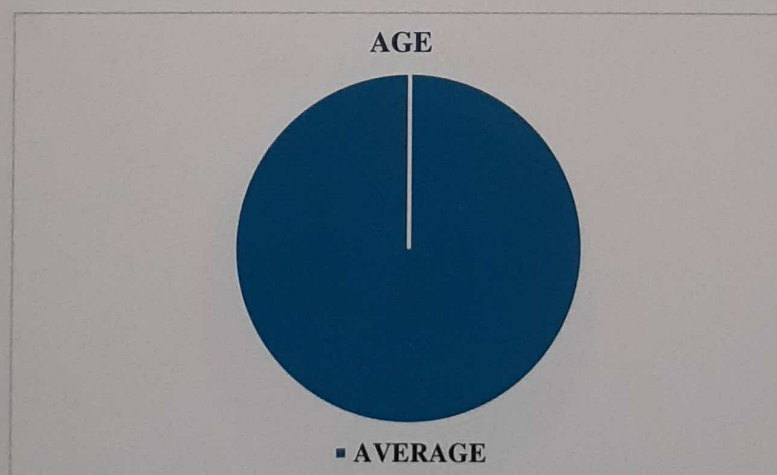
Significance of the Study

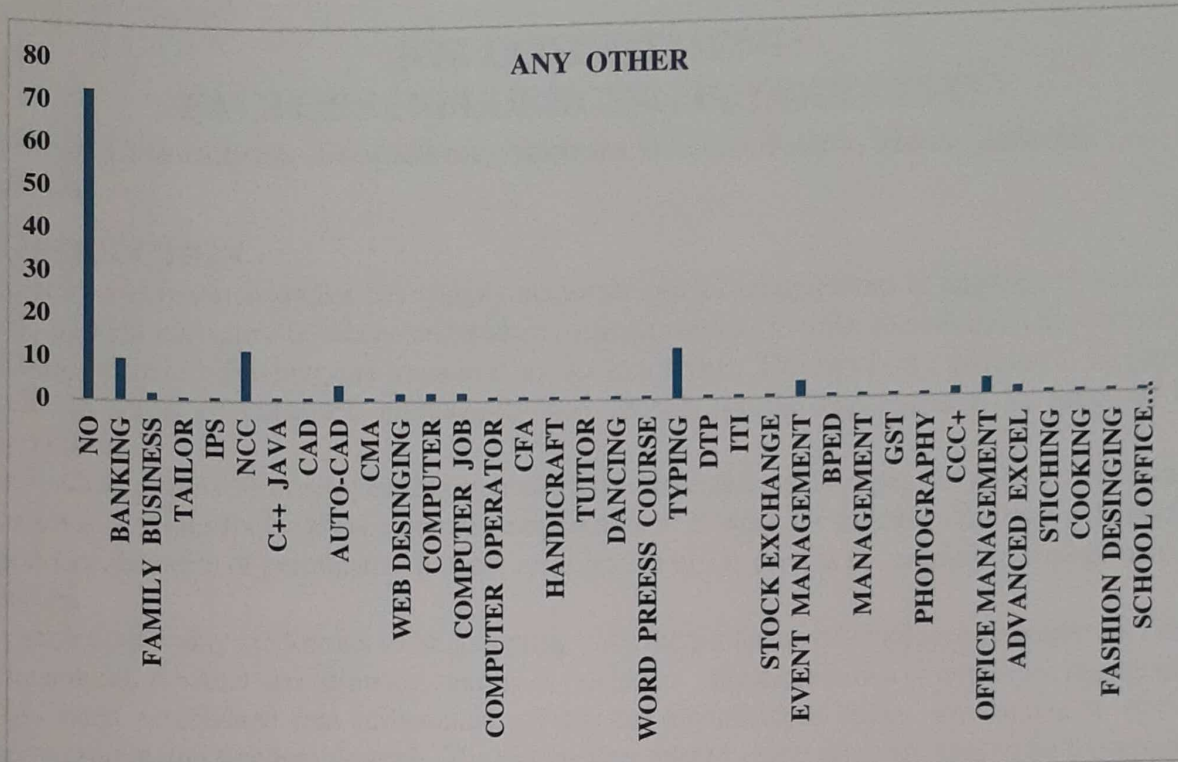
1. Promoting the awareness of skill based learning in teaching pedagogy
2. Determining the need based requirements for educational institutions to extend pedagogy in the relevant areas.

RESEARCH METHODOLOGY

A questionnaire was prepared as primary data. The questions were related to areas of skills which the students were conscious of learning. It also included questions related to details of the skills learnt by the students.

ANALYSES





Average age is 19 years

DISCUSSION

From the above analyses, it is demonstrated how skill learning is now quite a primary focus among budding graduates. They are increasingly realising that just theoretical learning is inadequate and they need to focus on learning new skills in order to enhance their employability. The range of these skills include- computer related skills, cookery, tailoring, English language and speaking skills and so on.

CONCLUSION

Skill and vocational learning is mandatory for students wishing to pursue higher education and work thereafter. Apart from the theoretical understanding generated from University learning, students need to hone their skills in areas related to new technology through computers, and allied areas like language, speaking and presentation skills and so on.

F.Y.B.Com -QUESTIONAIRRE

INCREASING EMPLOYABILITY SKILLS

NAME OF STUDENT:

AGE:

GENDER:

SKILLS LEARNING:

- 1.
- 2.
- 3.
- 4.
- 5.

FOR EMPLOYMENT:

YES/NO

ANY OTHER:

JOB COMMITMENT: FACTORS INFLUENCING PRODUCTIVITY

*By S.Y.B.Com students- Dhanashree, Namrata, Bharati, Kavita, Merin, Ashwini,
Archana*

INTRODUCTION

Literature and research studies have amply demonstrated the complexities of employee behaviour at work. Several measures have been undertaken by organizations in order to determine the formulae to generate positive behaviour and passion from the employees. Ultimately the purpose is to produce results in terms of enhanced productivity and growth for the organizations in times of stiff competition.

The studies related to employee engagement have cited factors like pay or good compensation, promotion avenues for employee growth, empowerment at work for members through a democratic supervisor, benefits of perquisites, flexible rules and so on, as drivers for employee engagement and retention.

Organizations today are known to be grappling with the problems of employee retention and talent management. Another area showing concern is related to the dimensions of employee engagement. It has been established that millennials joining the organizations today, are known to demand empowerment and freedom at work. The dimensions related to the same are said to be incorporated in modern day organizations.

Culture or the way we do things here, is supposedly considered influential in the way the workforce perceives organizations. The policies, values, practices in an organization have been rooted in the culture or the established value system.

OBJECTIVES OF THE STUDY

1. To measure areas related to job commitment
2. To understand the measures of job satisfaction and commitment

Significance of the Study

1. To derive formulae for driving employee engagement in an organization
2. To implement measures to stem attrition

RESEARCH METHODOLOGY

A questionnaire was prepared as a primary data collection measure. This was circulated to workforce who were working in organizations for more than a year. A judgemental sample was determined based on personal contacts. The rating scale consisted of a Likert Scale from 5 to 1, strongly agree to strongly disagree. The responses were analysed.

Research analyses: the following were the findings of the research

Average age is 31 years



6-Agree very much
3-Disagree slightly

5-Agree moderately
2-Disagree moderately

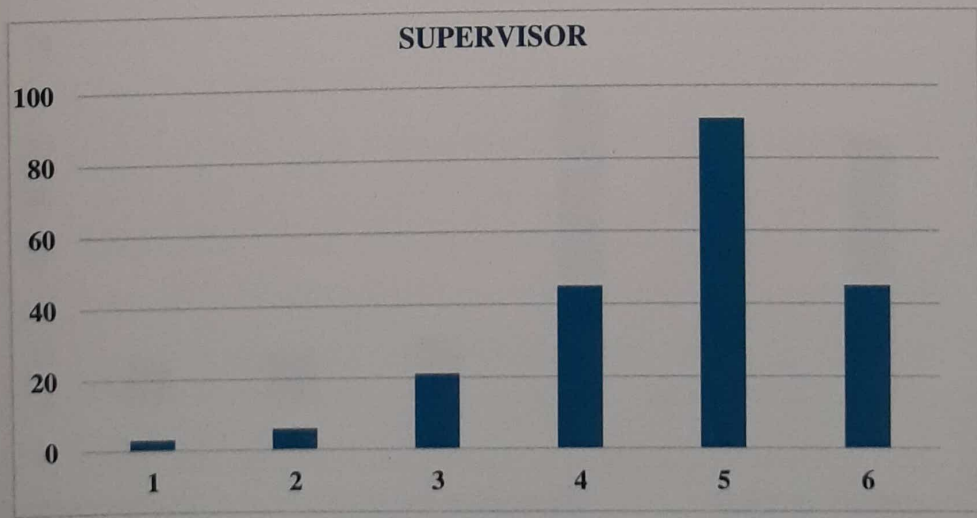
4-Agree slightly
1-Disagree very much



6-Agree very much
3-Disagree slightly

5-Agree moderately
2-Disagree moderately

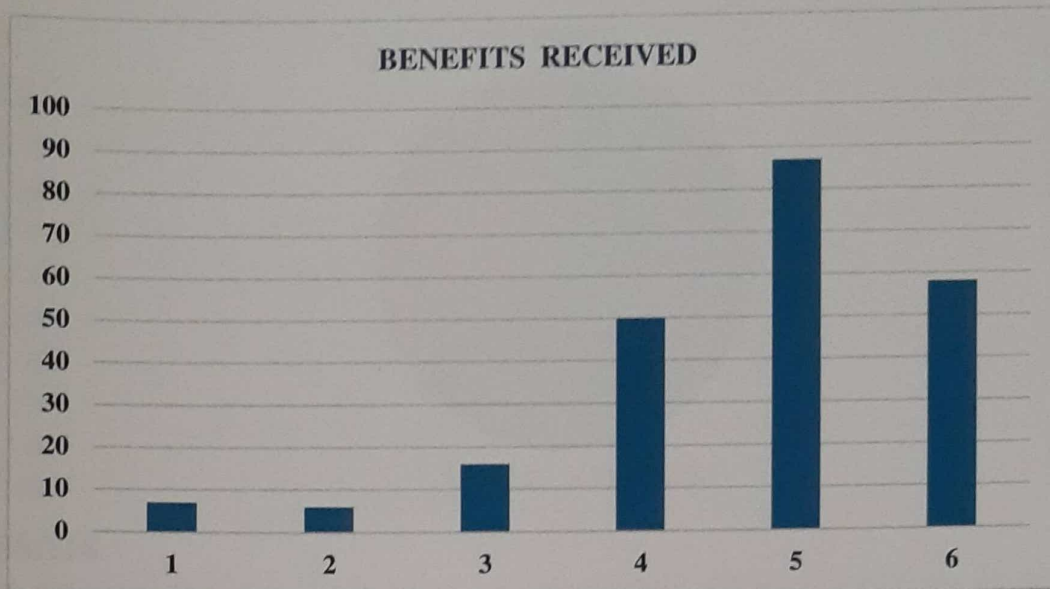
4-Agree slightly
1-Disagree very much



6-Agree very much
3-Disagree slightly

5-Agree moderately
2-Disagree moderately

4-Agree slightly
1-Disagree very much



6-Agree very much
3-Disagree slightly

5-Agree moderately
2-Disagree moderately

4-Agree slightly
1-Disagree very much



6-Agree very much
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5-Agree moderately
2-Disagree moderately

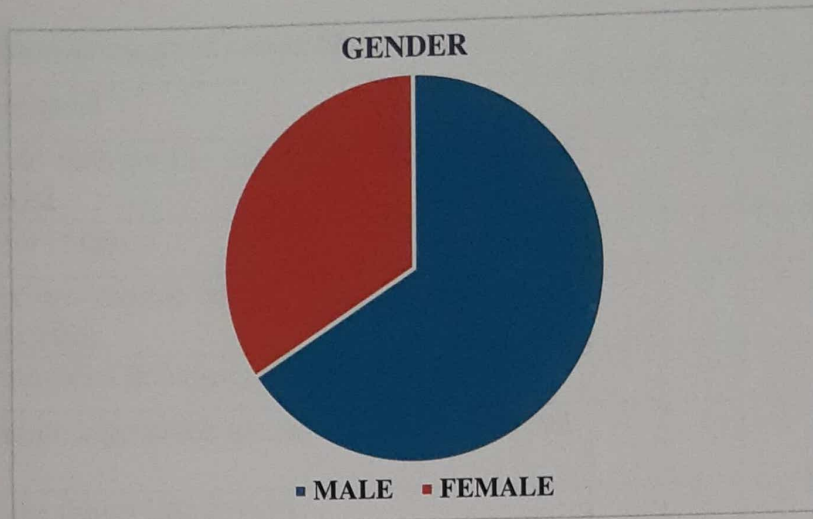
4-Agree slightly
1-Disagree very much



6-Agree very much
3-Disagree slightly

5-Agree moderately
2-Disagree moderately

4-Agree slightly
1-Disagree very much



DISCUSSION

It must be reiterated from the above study, how dimensions related to employee engagement like competitive compensation, promotion avenues, supervisor freedom, perquisites or benefits and timely recognition are important drivers for securing employee retention as well as engagement. The above study re-establishes the model of employee engagement factors to be imbibed and incorporated for the generation of job commitment and satisfaction among the various levels of employees.

CONCLUSION

In order to derive satisfaction among the employees, and thus enhance productivity, it is indispensable to incorporate the dimension related to job satisfaction and commitment. It is concluded that employees at various levels seek areas of recognition, freedom or empowerment at work, friendly atmosphere through a friendly supervisor or leader apart from pay parity and other benefits.

QUESTIONNAIRE

Measuring Areas of Job Satisfaction & Commitment.

SR. NO.	PLEASE CIRCLE ONE NUMBER FOR EACH QUESTION THAT COMES CLOSEST TO REFLECTING YOUR OPINION ABOUT IT.	Disagree very much	Disagree moderately	Disagree slightly	Agree slightly	Agree moderately	Agree very much
1	I feel I am being paid a fair amount for the work I do.	1	2	3	4	5	6
2	There is a chance for promotion on my job.	1	2	3	4	5	6
3	My supervisor is quite competent in his/her job.	1	2	3	4	5	6
4	I am satisfied with the benefits I receive.	1	2	3	4	5	6
5	When I do a good job, I receive the recognition for it that I deserve	1	2	3	4	5	6
6	Many of our rules & procedures make doing a good job easy.	1	2	3	4	5	6
7	I like the people I work with.	1	2	3	4	5	6
8	I sometimes feel that my job is meaningful.	1	2	3	4	5	6

9	Communication seems good within this organization.	1	2	3	4	5	6
10	Pay raises are good	1	2	3	4	5	6
11	Those who do well on the job stand a fair chance of being promoted.	1	2	3	4	5	6
12	My supervisor is fair.	1	2	3	4	5	6
13	The benefits we receive are as good as most other organizations offer.	1	2	3	4	5	6
14	I feel that the work I do is appreciated.	1	2	3	4	5	6
15	My efforts to do a good job are seldom blocked by red tape.	1	2	3	4	5	6
16	I like doing the things I do at work.	1	2	3	4	5	6
17	The goals of this organization are clear to me.	1	2	3	4	5	6
18	People get ahead as fast here as they do in other places.	1	2	3	4	5	6
19	I enjoy my co-workers.	1	2	3	4	5	6
20	I often feel that I know what is going on with the organization.	1	2	3	4	5	6
21	I feel a sense of pride in doing my job.	1	2	3	4	5	6
22	I like my supervisor.	1	2	3	4	5	6
23	My job is enjoyable.	1	2	3	4	5	6
24	Work assignments are fully explained.	1	2	3	4	5	6

NAME:

SR. NO.	PLEASE CIRCLE ONE NUMBER FOR EACH QUESTION THAT COMES CLOSEST TO REFLECTING YOUR OPINION ABOUT IT.						
		Disagree very much	Disagree moderately	Disagree slightly	Agree slightly	Agree moderately	Agree very much
1	I tell my friends this is a good organization to work.	1	2	3	4	5	6
2	I feel loyal to this organization	1	2	3	4	5	6
3	I would accept almost any type of job assignment in order to keep working for this organization.	1	2	3	4	5	6
4	I find that my values & the organization's values are very similar	1	2	3	4	5	6
5	I understand how my job contributes to the organization's goal & objectives	1	2	3	4	5	6
6	I have a good understanding of where the organization is going.	1	2	3	4	5	6
7	I am proud to tell others that I am part of this organization.	1	2	3	4	5	6

8	My organization is known as a good employer	1	2	3	4	5	6
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AGE:

GENDER: MALE/FEMALE

NO OF YEARS IN THIS ORGANIZATION:

TOTAL WORK EXPERIENCE:

SOCIAL WORK: NEED OF THE HOUR

T.Y.B.Com students- Jincy, Madhuri, Jayshree, Komal, Sonali, Sujata, Divya, Manali, Neha, Priyanka, Padmini, Jyoti

INTRODUCTION

Consciousness and sensitivity towards social causes has been a dominant message in recent times. The social media, newspapers, posters and hoardings strongly propagate the need for giving back to society. In India, with more than 50 per cent of the population in the rural areas, the glaring gap between the have and the have not is huge. Also, in the overcrowded cities, with congestion, pollution, dirt, due to the paucity of infrastructure and a disproportionate availability of jobs and skilled workforce, the spectre of poverty and abject living conditions has only worsened the scenario.

Social work is popularly being adopted by conscientious individuals and organizations, through the widespread awareness of the benefits of the same. The number of NGOs like the Rotary, Lions Club, Inner Wheel, and various Foundations of the corporate organizations have also contributed towards the engagement and involvement of the individuals.

There are varied forms of social work being adopted. These include- cash donations, free skill training, free education teaching, raising funds for the poor in terms of doctor/hospital bills, fee reimbursement for primary and middle and higher education, infrastructure construction and upkeep and so on.

In Colleges, there is a mandatory set up of a National Social Service (NSS) unit, where students volunteer towards development of cleanliness, infrastructure, skill and literacy training to village school students and so on.

OBJECTIVES:

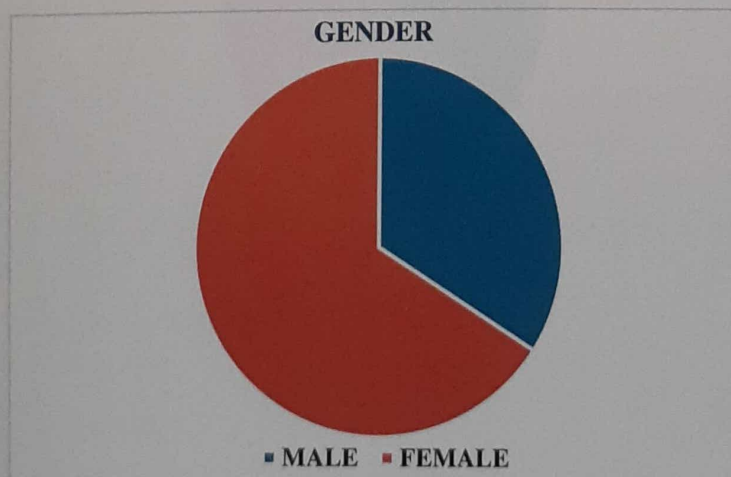
1. To measure the forms of social work undertaken by students
2. To investigate the propagation of social work among students
3. To measure the donation orientation of students

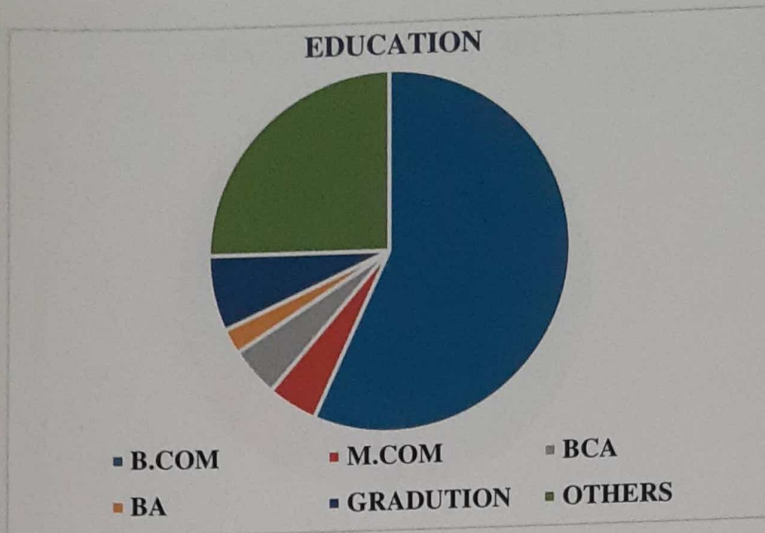
METHODOLOGY

A questionnaire was designed and circulated to college going students in Pimpri-Chinchwad area. The purpose of the questionnaire was to determine the social work awareness and the contribution of the students towards some cause or the other. A judgemental method of sampling was undertaken and 100 students were respondents.

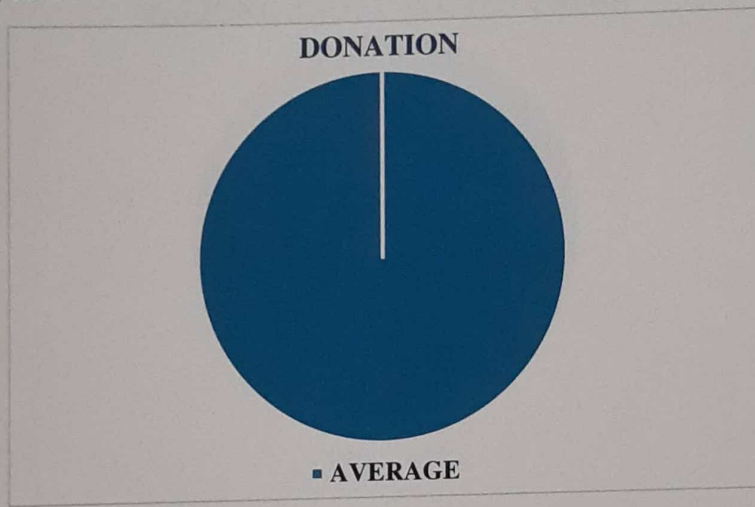
ANALYSES

The following graphs/pie charts manifest the analysis of the questionnaire. The average age of the respondents was-

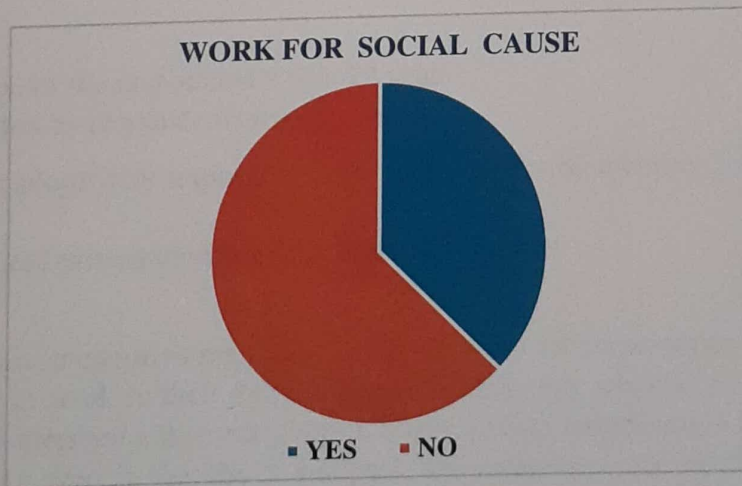


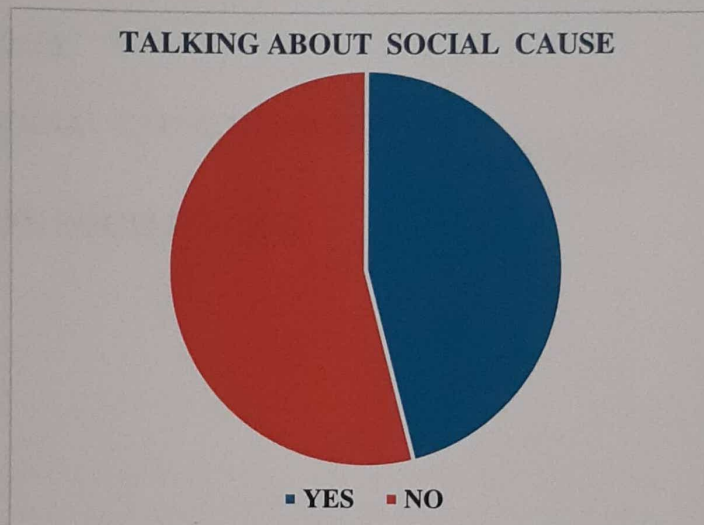
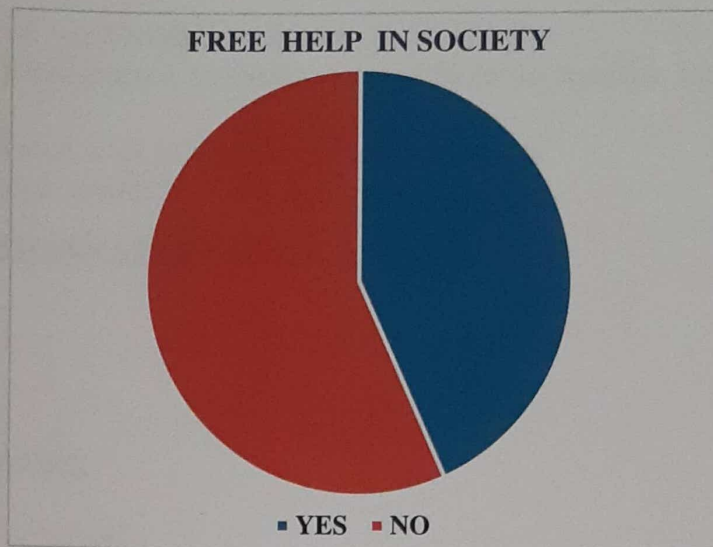


Average age is 21 years



AVERAGE - 359.7692





The gender wise classification of the respondents were-

Male-31

Female-60

The average education of the respondent's was-24 years

The donations extended by respondents-average- Rs 359

Forms of social work adopted by respondents- teaching, traffic volunteering, gathering donations for social causes etc.

Spread of awareness and propagation of social work- 50 per cent.

DISCUSSION

Social work has become a common mantra for students. They are increasingly realising the benefits of adopting this kind of work in their daily schedules. It not only amounts to spiritual gratification but also helps them in enhancing their satisfaction levels, as they contribute in their own way, for the societal upliftment. As seen in the above analyses, the awareness and sensitivity towards issues related to social work are deeply increasing.

CONCLUSION AND RECOMMENDATION

Social work spectre is here to stay. In third world countries like India, with glaring differences between the rich and the poor, social work to uplift the downtrodden is the only solution to restore some equanimity between the two. The following are some of the recommendations to develop the same-

1. Make social work module mandatory in all syllabus
2. Increase guest lectures by NGO representatives to sensitise students towards the same mindset
3. Practise Social work in all colleges and institutions
4. Grant special awards for contribution to social work

T.Y.B.Com QUESTIONNAIRE SOCIAL WORK

NAME:

AGE:

GENDER:

EDUCATION:

FORM OF SOCIAL WORK:

DONATION:

WORK FOR SOCIAL CAUSE:

YES/NO

FREE HELP IN SOCIETY:

YES/NO

TALKING ABOUT SOCIAL CAUSE IN SOCIETY:

YES/NO

FUTURE PLANS ON SOCIAL WORK

IMPACT OF GOODS AND SERVICE TAX ON RETAILERS

By Asmita Bhagat and BBA students – Neelam Shah, Agnes Shaji, Katheryn Thomas, Ravina Patil, Namrata Singh, Harsha Sabnani, Harsha Bhagnani, Heena Khan

ABSTRACT

With the implementation of GST, three sectors benefited the most: retail, FMCG and consumer companies and logistics business. In the retail sector, the implementation means a seamless integration of goods and service transaction across the states. It has benefited at different stages of the value chain. GST is one of the critical tax reforms which has potential to create one single market in India for goods & services and will boost country's economy significantly. It's not only bringing relief to the consumers, but also helping retail sector and building supply-chain efficiencies in India in a big way.

KEY WORDS GST, Retailers

INTRODUCTION

Goods and Services Tax (GST) is an indirect tax levied in India on the sale of goods and services. The single GST (goods and service taxes) replaced several former taxes and levies which included: central excise duty, services tax, additional customs duty, surcharges, state-level value added tax and Octroi. GST is levied on all transactions such as sale, transfer, purchase, barter, lease, or import of goods and/or services. India adopted a dual GST model, meaning that taxation is administered by both the Union and State Governments. Transactions made within a single state are levied with Central GST (CGST) by the Central Government and State GST (SGST) by the State governments. For inter-state transactions and imported goods or services, an Integrated GST (IGST) is levied by the Central Government. GST is a consumption-based tax/destination-based tax, therefore, taxes are paid to the state where the goods or services are consumed not the state in which they were produced. IGST complicates tax collection for State Governments by disabling them from collecting the tax owed to them directly from the Central Government. Under the previous system, a state would only have to deal with a single government in order to collect tax revenue.

The Goods and Service Tax Act was passed in the Parliament on 29th March, 2017. The Act came into effect on 1st July 2017. GST is one indirect tax for the entire country. The journey of GST began in the year 2000 when a committee was set up to draft GST law. It took 17 years from then for the law to evolve and finally in 2017 the GST Bill was passed in Lok and Rajya Sabha respectively. Who are the Retailers? :

When goods are purchased and sold relatively in small quantity to the ultimate consumer, it is known as Retail Trade. The person who is engaged in retail trade is known as a Retailer. A retailer sells varieties of goods in small quantities to the consumer. The retailer is the last middleman in the chain of the distribution. He aims to satisfy the consumer.

OBJECTIVES

1. To understand the impact of GST on retailers after its implementation.
2. To understand problems faced by the retailers.
3. To understand the satisfaction level of retailers in the form of sales and profit margins, tax brackets etc.

IMPACT OF GST ON RETAILERS

Goods and Service Tax (GST) is one of the India's biggest tax reform since independence. Retail business in India is a key pillar of the economy, accounting for about 10% of GDP. The passage of GST is seen as a very favorable development by retailers headquarter in India and by global retailers considering expansion into India. The move is seen as business friendly and a step towards

making it easier to do business. According to the earlier tax system, most retailers were subject to 30% indirect taxes on an average. Implementation of GST has reduce this burden of tax on retailers. GST has streamlined everything into one single tax so it is easier for retailers to pay it in one shoot. Retailers gave out gifts and promotional items with products as a part of their overall marketing strategy which till now used to be tax-free. However, when GST gets implemented no such rule will be applicable and retailers will have to pay taxes on gifts and promotional items, therefore they will have to re- think their promotional strategies. The GST implementation includes lot of paper work, this problem is faced by retailers in registration for GSTIN number without which they cannot validate their bill.

Highly sophisticated IT infrastructure is required to issue of taxing, e-commerce is to be appropriately addressed and integrated and some political imbalances is in passing the bill . However it has a positive impact on the consumer as it will help in removing the manufacturing cost which will bring price of consumer goods down, the lower price will further lead to an increase demand or consumption of goods, increased demand will lead to increase in supply hence it will ultimately lead to rise in production of goods which is beneficial to retailers. The increased production will lead to more job opportunities. The GST has a positive impact on common man in many ways. According to the reports the prices of clothes & shoes will fall which leads to increase in profit margin of retailers. With implementation of GST extra taxes of State Government and Central Government was removed and now a dealer can purchase any goods across country and sell across the country which was found beneficial for them, so this section established on the basis that is there increase or decrease in their profit with all India as an open market. In this case most of the dealers are not in state to count their profits or loss as there were very low time span with implementation of the GST. Overall, the new tax proposal under GST will have mixed verdict. In essence, the GST's effect on the entire India economy will have to be scrutinized in totality to reach a widely accepted conclusion.

METHODOLOGY

Questionnaires is related to study the overall positive and negative impact of goods and service taxes on retailers. About 35 retailers were contacted from Pimpri Market. These retailers are from different businesses like electronics, mobile shoppers, clothing, shoes, bags, cosmetics and stationery. It was considered necessary to approach them individually, in order to understand their responses related to GST.

FINDINGS

1. It was found that that GST had made a great impact on retailer and their sales volume. Both positive and negative impacts were seen.
2. Most of the small retailers are not having GST number and not aware about it and not part of GST system.
3. 61.76% have adopted GST and its changes within 6 months and 38.24% require more time to adopt it.
4. Small retailers with turnover up to 50 lakhs can avail benefit of composition scheme where tax can be paid @1% of sales value.
5. Small retailers also getting relaxation in maintenance of accounts and records.
6. Most of the retailers has no clarity around the rules.
7. Tax bracket decided by the government have left some retailers dissatisfied
8. It had disturbed the retailer and their business, as a result, required too much time to adopt the changes.
9. CGST, SGST and IGT are noting but new name for central excise and hence GST brings nothing new for which retailers should cheer.
10. Some of the retailers have experienced decreased in sales because price increased. (e.g., mobiles, cosmetics, health care products, clothing etc.)

11. Some retailers cleared that along with them customers are facing raising price difficulty.
12. GST increases the cost of product which influence the profit margin of retailers.

DATA ANALYSIS AND DISCUSSION

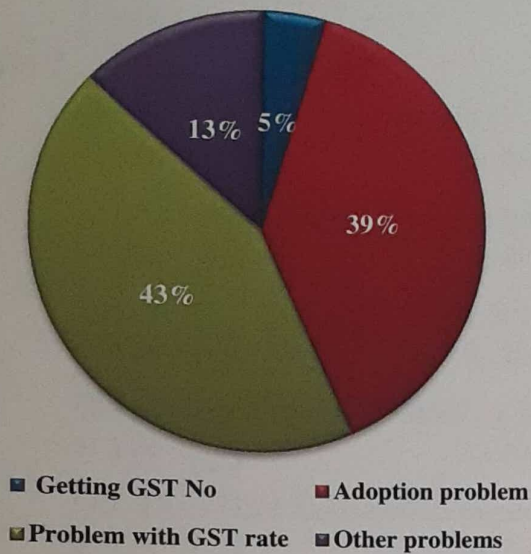


Fig-1- Problems faced by Retailers

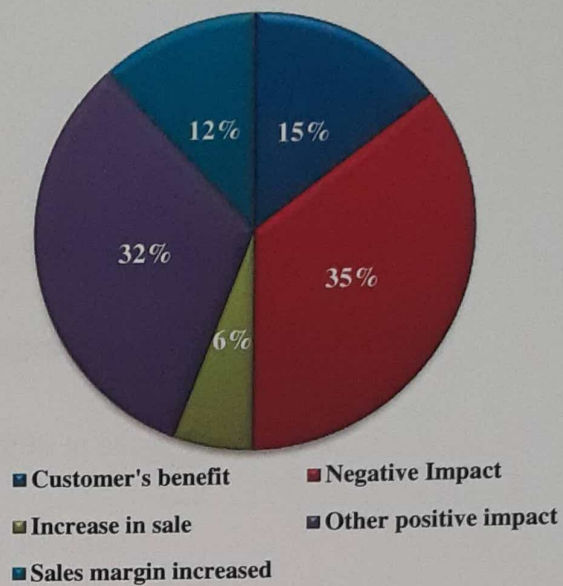


Fig-2 Overall Impact of GST on Retailers

The above figures show positive and negative impact on retailers. The first figure shows the retailers are negatively influenced by GST after its implementation. The highest percentage of retailers have a problem with GST rates. According to them, GST rates should be constant for all sectors and businesses. The second major problem faced by retailers is related with the adaptation, as they are not properly introduced with GST and not able to understand the Tax System. Other problems facing by retailers are related with less profit, sales has reduced, problems in filing GST returns and credits, customer hesitates for shopping due to increase in price etc. Only 4% retailers facing problems in getting GST number. Second figure shows the overall impact of GST on retailers. From this fig. we found that only 32% covers the overall negative impact on retailers and remaining 68% is having positive influence. These 68% of retailers are those who understood GST and start getting positive returns. Many of the retailers found GST is profitable not only for them but also for their consumers. Fig 2 confirms that 12% retailers are in the favor of consumers are also getting benefit. Other positive impact includes increase in profit and Sales Margin and retailers also happy that now everyone has to pay tax compulsorily because of GST and there are very less chances to have black money.

CONCLUSION

It is concluded that retailers have great impact after GST implementation. The price of the products have increased which has led to slower of business and has affected the sales.

Along with retailers, consumer also faced rise in price. The point of view of retailer was that GST should not continue and it increased the tax rate for them.

In some case the profit margin of retailers has reduced due to increase in taxes. In essence the GST effect on the entire India economy will have to be scrutinized in totality to reach a widely accepted conclusion.

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QUESTIONNAIRE

Part A

Name:

Nature of Business:

Contact No:

Part B

Q.1. Do you have GST number?

a. Yes b. No

Q.2. Did you face any problem with getting your GST number?

a. Yes b. No

Q.3. Was your business easily adopted changes during GST implementation?

a. Yes b. No

Q.4. Did your business took less than 6 months to adopt the changes?

a. Yes b. No

Q.5. Does GST has positive impact on your Business?

a. Yes b. No

Q.6. Do you think GST is more beneficial for your customers?

a. Yes b. No

Q.7. Is GST profitable for your Business?

a. Yes b. No

Q.8. After the implementation of GST, the sales margin of your business has increased

a. Yes b. No

Q.9. Are you happy with GST?

a. Yes b. No

Q.10. Are you facing any problem with GST implementation?

a. Yes b. No

If Yes, Please Specify:

Q.11. Do you want GST to continue?

a. Yes b. No

Q.12. Do you thing ongoing GST rates should be decreased

a. Yes b. No

AN EMPIRICAL STUDY OF THE EFFECTS OF SOCIAL MEDIA ON YOUNGSTERS

By Bijal Thaker and BCA students - Neha, Anjali, Adhira, Sufiyan, Jobin, Abhijit, Anjali Tiwari, Isha, Vaishnavi, Shivani, Rajesh and Sunny

ABSTRACT

The use of social networking sites has increased nowadays. With the mobile based internet, people have widely started using social media websites or applications as a primary medium of communication. Youngsters are increasingly using it to be connected among friends. For example, social media websites like Facebook and what's App have become the order of the day. In comparison to face-to-face communication or telephonic communication, exchanging messages using social media is easier. This survey covers the effect of social media on youngsters.

KEY WORDS Social Media, youngsters

INTRODUCTION

In today's digital era, tremendous growth in the use of mobile, smart phones, laptops and tablets has been witnessed. Due to this, usage of internet has increased, so much so, that people have reduced live talks and conversations and instead, adopt digital media to do the same. It is easily possible to connect with a person online rather than face to face without any distance barriers. Having grown up with Android and internet, youngsters have learned to make use of such social media websites and applications and also find it easy and interesting. For instance, at a touch of a button, exchange of messages is possible.

Due to the easy availability of internet, more users of social networking sites have evolved. Facebook, Twitter, WhatsApp, Instagram are some of the commonly used social network sites in India. However, this use has its own pros and cons.

OBJECTIVE OF THE STUDY

- To know whether youngsters use more of social media compared to any other communication medium
- To know whether youngsters accept strangers as their friend
- To know whether youngsters come across any problem while using social media

IMPACT ON YOUTH

Social media websites are used for communication and to connect people over the world. It's a web based service which people enjoy a lot. It has its advantages and disadvantages. Social media tools are used mainly to express the views or to exchange messages. It conveys the messages quickly as online access is quick. Nowadays everyone is introduced to social media sites. These sites are very popular among teenagers and youngsters. These are dynamic and interactive websites in which the user can easily create profile by putting personal details and can connect with friends and other near and dear ones. The youth use these social media websites to message each other, to send birthday wishes, to share some special moments, to share information, to chat, to get news feeds, to get some updates and so on. This is one of the best medium to connect with the outside world.

Some of the social media websites generate income to the user who has maximum followers and likes. This is one of the reason which has attracted youngsters to use more of this medium. People can connect to other people who share similar interests.

But there are wide gaps in the use of this medium. Instead of complete sentences, conversations are carried out using emoticons, abbreviations or simply single letters to represent words. Things which were considered private, are now broadcasted to every friend, acquaintance or even complete strangers.

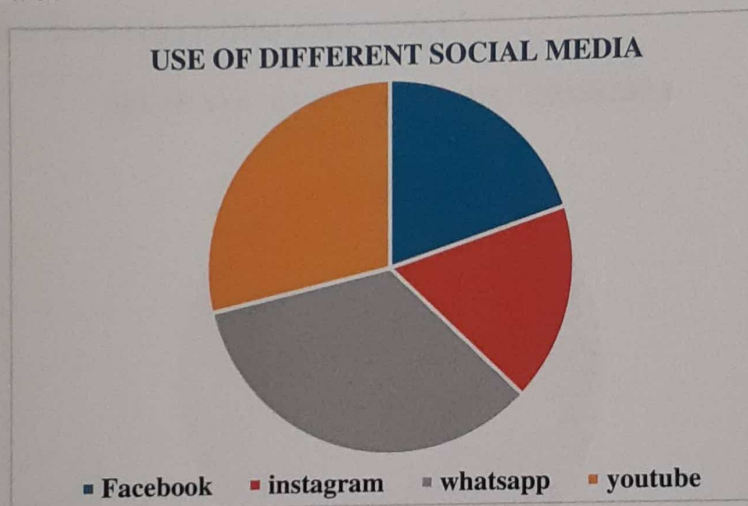
Few years ago young people were only in contact with their friends and known persons. Now youngsters can be in touch with anyone who come across to them via social network. They find it good as they can increase their friend circle. Whenever they want to exchange messages, on a touch of a button, they can do it immediately. And this is what youth wants. Sometimes they come across the strangers who extract their details and misuse the same. The stranger may use that data with bad intentions or to abuse someone. This is the biggest drawback of social media. Molestation and harassment, abuse and exploitation has increased after the widespread adoption of the social media.

Finding and Results

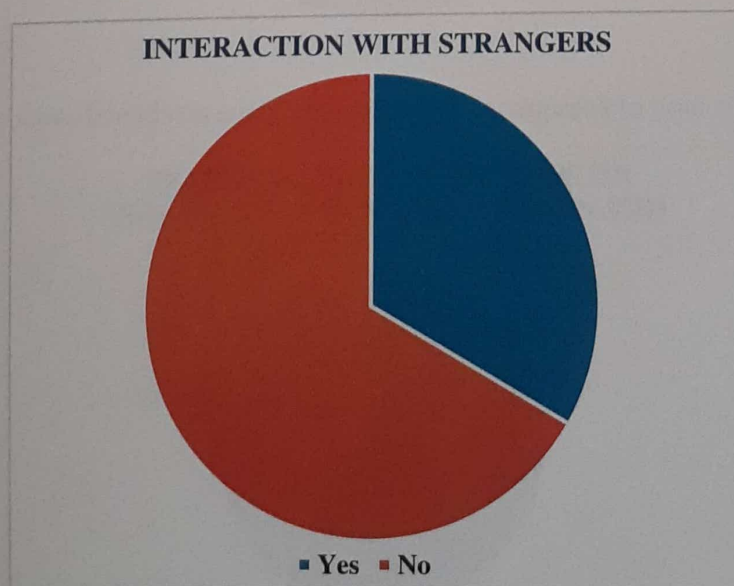
A questionnaire was prepared to find out the effects of social media on youngsters. The survey was done among students between the age group 18-20 years and studying in FY & SY. Based on the responses, the following findings have been collated.

1) Popularity of social media among youth in India

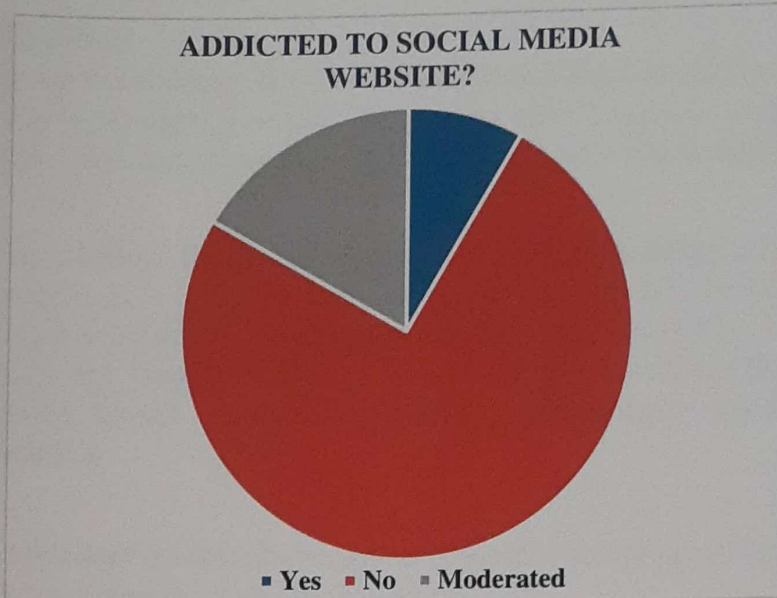
1. Facebook
2. Instagram
3. Whats App
4. Youtube



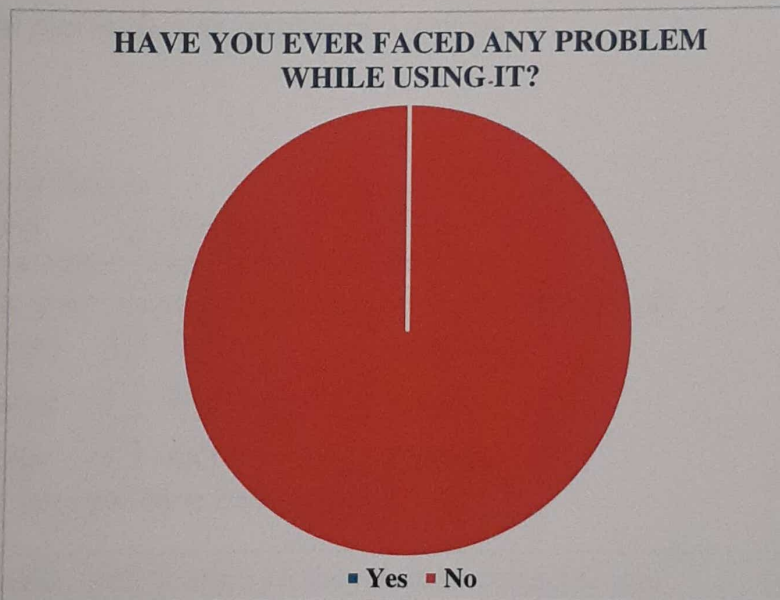
2) Interaction with strangers



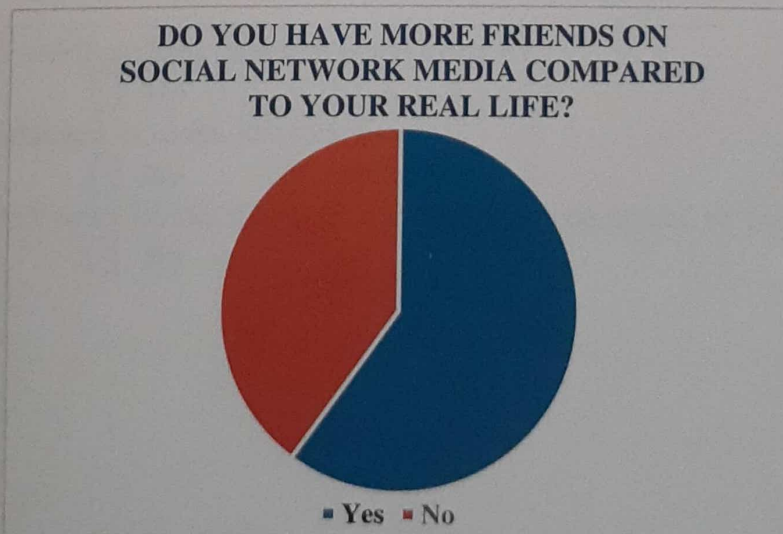
3) Addicted to social media websites?



4) Have they ever faced any problem while using it?



5) Do you have more friends on social network media compared to your real life?



Youngsters are using social media on a regular basis. They have started doing this as a part of routine.

RECOMMENDATIONS

After getting findings on the collected data, I recommend that there should be some measures to use social networking sites in the right direction. Youngsters should use it in proper direction, so as to improve their academics and communication, to improve life style and to adopt new trends.

CONCLUSION

From this perspective, I believe that social media, as it's currently being utilized is a detriment to society, and not a benefit. If it is used within limits, then only it will be beneficial to the youth. Today's youth is using it without knowing its pros and cons. They are taking benefits to it but along with it, they are unknowingly trapped in its jargon which has adverse effects like exposing of identity to strangers, molestation, misuse of photo etc. Verbal communication which has emotions while communicating is used less.

REFERENCES

<https://www.slideshare.net/ImeshaPerera/survey-paper-social-networking-and-its-impact-on-youth-culture-communication-and-behavior>

QUESTIONNAIRE

The effects of social media sites on teenagers-A survey

1. Name
2. Gender
3. DOB
4. Occupation / Degree
 Student Working Both
5. Are you a member of any social networking site?
6. If yes, how many social networking site, you are member of?
 Facebook Twitter Instagram
 Snapchat WhatsApp Tumblr
 WeChat QQ YouTube
7. Since how long you have been using it?

8. Do you interact with strangers if they want to contact to you?
 Yes No
9. For what purpose you use social network media? (Pls Specify)

10. Have you ever faced any problem while using it?
 Yes No
11. Are you addicted to social network sites?
 Yes No Moderated
12. Do you have more friends on social network media compared to your real life?
 Yes No

Jai Hind Sindhu Education Trust

COLLEGE COMMITTEE

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7.	Mrs. Geeta Bhojwani	Member
8.	Mrs. Shobhna Mirchandani	Member
9.	Mrs. Nita Chhabria	Member
10.	Dr.(Mrs.) Vijayalakshmi Nambiar	Principal