

# **DIGITALIZATION**

AND

## **ORGANISATIONAL EFFECTIVENESS**

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# A Study on Students' Perception about E- Learning and its Impact on their Academic Performance

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## ABSTRACT

Globalization becomes a top priority of any industry either large-scale or small-scale industry. At all country growth depends on its development and sustainability, to meet this yardstick contribution from MSMEs is significant. Going global has become a mandate to any MSMEs in the present situation. If any entrepreneur who to wants to take their business to a global level understanding the local customers' needs, tastes, preferences, customs, etc. The entire world is facing unprecedented circumstances, in this situation, India is not an exception. India's vision to reach a trillion economy has so many hurdles. Especially this pandemic COVID-19 created a lot of disorder. In this regard government of India announced the package Athmanirbhar Bharath which boost-up the eminence of self-reliance which can be treated as life-saving vaccination for MSMEs with special attention.

Government of India initiatives like Make in India, Athmanirbhar Bharath, start-up India, Skill India, Zero Defect Zero Effect, Grievance monitoring system, Incubation, Credit linked capital subsidy scheme, and others focus on MSMEs and their development. There are several other factors manufacturing & procurement policy, volume and value, import substitution and exports, Quality Management Standards and Quality Technology tools, internal technology development, R&D to enhance IPR status and protect the country with pride. This paper is mainly focused on challenges and opportunities are prevailing in the market for innovation, growth, development, and reach a global level. This paper emphasis on prospects of initiatives taken by the Government of India for better sustainability. The study is based on both primary and secondary data and analyzed with statistical tools.

**Keywords:** *Athmanirbhar Bharath, IPR, Innovations, Opportunities, and Challenges.*

## INTRODUCTION

In today's dynamic and varied business climate, it is critical to improve MSMEs' performance so that they may offer more creative products and services that compete with those supplied by global competitors. However, the challenge is how MSMEs can determine which factors are critical to growing their potential to innovate. Today SMEs focus on sustainability with more business. The market dynamics, rapid growth, and influence of the technology persist MSMEs to go global. The essence of going global by MSMEs has shown the spectacular path of growth and development. MSMEs are measured as a growth engine of the economy of any country. But, the effect of Pandemic COVID-19 makes MSMEs suffer a lot. India is not an exceptional one for this pandemic. Government of India initiative Make in India, Standup India, Digital India, ZED, etc., to bag the sustainable economy. But this pandemic nicks that zeal and progress. Any crisis brings the opportunity to fill the gap of progress. In this regard Government of India announced the Athmanirbhar Bharath package to boost up our economy as well as MSMEs.

A successful convergence of MSMEs with innovation may be extremely beneficial to the economy. MSMEs lag behind major corporations in terms of innovation for obvious reasons. However, innovations can help MSMEs increase their production levels, and innovative small enterprises can even outperform giant corporations. Significant growth may be accomplished if MSMEs play to their strengths, optimise resources, and seek more assistance for innovation.

Indian MSMEs are a vibrant and dynamic sector that contributes 70% of the workforce. After the agriculture sector, the numbers of jobs created in the Micro, Small and Medium Enterprises (MSME) sector in the last couple of

years stood at just 3,32,394, which is 13.9% higher than the base four years ago, according to a CII survey of more than one lakh companies. Hence, it indicates that if SMEs go global then the vital components are Skills, SCM, IPR.

| Revised MSME Definition  |                             |                                  |                               |
|--------------------------|-----------------------------|----------------------------------|-------------------------------|
| Composite Criteria       |                             | : Investment and Annual Turnover |                               |
| Classification           | Micro                       | Small                            | Medium                        |
| Manufacturing & Services | Investment < Rs. 1 cr.      | Investment < Rs. 10 cr.          | Investment < Rs. 20 cr.       |
|                          | and<br>Turnover < Rs. 5 cr. | and<br>Turnover < Rs. 50 cr.     | and<br>Turnover < Rs. 100 cr. |

"Karnataka is the leader in innovation. The top position has been confirmed again by the NITI Aayog's India Innovation Index 2020 ranking. The innovation index captures the trends and provides detailed analyses of the various factors that drive innovation at district, state and at the national level.

### INTELLECTUAL PROPERTY RIGHTS (IPR)

The term Intellectual Property reflects the idea that its subject matter is the product of the mind or the intellect. These could be in the form of Patents, Trademarks, Copyrights, Geographical Indications, Industrial Designs, Layout-Designs (Topographies) of Integrated Circuits, Plant Variety Protection. Intellectual Property comes under international legal protection. Intellectual property rights can be defined as the rights given to people over the creations of their minds. They usually give the creator an exclusive right over the use of his/her creations for a certain period of time. These rights are governed worldwide by Trade Related aspects of Intellectual Property Rights (TRIPS) agreement.

### STATEMENT OF THE PROBLEM

Considering MSMEs as a potential sector Government of India brings a lot incentives and initiatives to make MSMEs more innovative and self-reliance. To tackle the issues arising with respect to MSMEs certain components which contributes to solve the issues are effective, innovation strategies, SCM, effective implementation of government policies, concentrating on protection of Intellectual Property Rights. The study also analyses the contribution of recent government initiative Athmanirbhar Bharath which creates the set of expectations in MSMEs sector.

### REVIEW OF LITERATURE:

- Juhi Raghuvanshi and Chandra Prakash Garg (2018) In their research paper, the authors identify the certain areas where MSMEs are to be rigorous in its performance and maintaining quality. The factors need to be focuses are Skills management, Risk bearing attitude, creativity and collaboration etc. Above factors are derived by the authors based on Fuzzy analytical hierarchical process and Multi criteria decision making tool. Authors conclude that innovation capabilities and implementation of effective innovative ecosystem will be the solution for MSMEs problems.
- Ankit Kumar (2021) Based on the both primary and secondary here authors clearly narrate that effective interaction between academia and industries can build effective innovative industries. Participation of both the sectors (education and industries) especially with MSMEs gives the best results for growth and development. Here another content for discussion done by the author is efficient and effective addressing of internal factors which leads to innovation in MSMEs which impact on growth and self-reliant.
- Sonia Mukherjee (2018) Here author describes the challenges faced by MSMEs with case study of Indian Coir industry. Skilled man power, upgradation of technology, infrastructure bottlenecks lead to lower performance of MSMEs. To sustain in the global market Indian MSMEs are to be more innovative and that innovation leads to get the intellectual property rights, increase the exports and so on.

### OBJECTIVES:

- To know the opinion about innovation in MSMEs.
- To identify the relationship between innovation and growth of MSMEs.
- To analyse the opportunities and challenges of being innovative and IPR MSMEs.

### METHODOLOGY

The research is both exploratory and descriptive. In order to analyse and understand the data, data is acquired from primary sources, and a survey using online Google form questionnaire has been distributed to 112 respondents from chosen rural regions near Bangalore. The data is gathered using purposeful sampling strategies. This research is

both descriptive and exploratory. It tends to describe the relevance innovation for MSMEs and its self-reliance with vital understanding of IPR.

**Statistical tool:** To prove the hypothesis and analyse the data, descriptive analysis and correlation are utilised. The investigation was confined to a few rural locations around Bangalore. To collect data, all of the basic questions are in Likert scale using a five-point scale.

**Sample Unit:** The sample unit for the study is determined from the respondents' age, qualification and gender.

**Hypothesis:**

- H1: There is a good relationship between innovation and growth of MSMEs.

**Analysis and Interpretation:**

Descriptive Statistics

|                                                                             | N         | Minimum   | Maximum   | Mean      | Std. Deviation | Skewness  |            | Kurtosis  |            |
|-----------------------------------------------------------------------------|-----------|-----------|-----------|-----------|----------------|-----------|------------|-----------|------------|
|                                                                             | Statistic | Statistic | Statistic | Statistic | Statistic      | Statistic | Std. Error | Statistic | Std. Error |
| Avoid socio economic problems                                               | 112       | 1.00      | 5.00      | 4.0893    | .94491         | -.964     | .228       | .721      | .453       |
| Industry and academia collaboration will enhance the qualitative innovation | 112       | 2.00      | 5.00      | 4.1518    | .87209         | -.966     | .228       | .430      | .453       |
| Innovation promotes IPR                                                     | 112       | 2.00      | 5.00      | 4.2679    | .84876         | -1.086    | .228       | .629      | .453       |
| Meets global competence                                                     | 112       | 1.00      | 5.00      | 4.1786    | .97919         | -1.130    | .228       | .560      | .453       |
| IPR leads to sustainability and self-reliance                               | 112       | 1.00      | 5.00      | 4.1161    | .81368         | -1.035    | .228       | 1.630     | .453       |
| Awareness about IPR                                                         | 113       | 1.00      | 2.00      | 1.2655    | .44356         | 1.076     | .227       | -.857     | .451       |
| Valid N (listwise)                                                          | 112       |           |           |           |                |           |            |           |            |

**Results:**

- From the above analysis state that majority of the respondents clearly given their opinion that they are aware of IPR. Descriptive statistics showing the mean value is 1.26+ and maximum is 2.
- The descriptive statistics table shows that majority of respondents are accepting that industry and academia collaboration enhance the innovation because the standard deviation is more than 0.5.
- In the above analysis mean value is 4.089, and SD is more than 0.5 it clears that innovation can avoid the social economic problems and respondents are shown positive interest in innovation.
- Respondents are sure that innovation promotes IPR and leads to sustainability with the mean value is more than 4 and SD is also more than 0.5.

The study defends that null hypothesis is rejected and alternative hypothesis is accepted

## CONCLUSION

Globalization and technological improvement have played a significant role in protecting intellectual property rights enabling MSMEs to achieve unrivalled growth. The promotion of intellectual property rights leads to research and development and serves as a model for innovation and economic success. Even if information and facts concerning IPR are still in short supply in India, the society as a whole requires greater assistance and education in order to acquire IPR. IPR for an innovation is required to protect and promote MSMEs. MSMEs may generate a wide range of chances for holistic growth and can help the Atmanirbharth if research and innovation are conducted on a continuous basis in all aspects.

"Innovation is the ability to see change as an opportunity not threat" -Steve Jobs.

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