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## EDITORIAL

**Prof Naveen Gupta**  
Chief Editor

With great pleasure I am presenting this eighteenth issue of “**Journal of Management Development and Information Technology**” a peer reviewed annual journal brought out by Hindustan Institute of Management & Computer Studies, Farah Mathura. The journal endeavors to provide forum for academicians, practitioners and researchers interested in deliberations and exchange of knowledge on current and future issues and challenges impacting the society and promoting and disseminating relevant, high-quality research in the field of management and information technology.

The journal encourages submission of theoretical and empirical papers, case studies and executive experience sharing and review articles in the different domain of management and information technology. Book reviews and commentaries on recent business updates are also considered for publication. The journal further wants to accomplish lots of milestones in term of defining and redefining paradigms to achieve excellence in the area of applied research.

This volume has special mention of some of the problems confronting the society in wake of the pandemic- Covid-19. The first paper titled “Impact of Covid-19 pandemic on Indian economic sectors” focuses on measuring the impact of the global pandemic- Covid-19 had on the emerging Indian Economy especially on the agriculture sector, Industrial sector and Service sector in India. Researcher has done the theoretical investigation based on secondary data published in news paper, magazines and official reports.

The next paper “Unemployment dimensions of Covid-19 and government response in India- An analytical study” has made an attempt to study the impact of Covid-19 on unemployment in India. The study is based on secondary data only that has been collected from various reports, such as CMIE report, RBI report, news articles from Economic Times, and from various websites such as my gov.com and times of india.com. Growth rate of unemployment in India during COVID has been presented and discussed rural vs urban area-wise, state- wise, and sector-wise. The study also emphasized on policy package of the government related to employment, health and social-security, in response towards Covid crisis.

The third paper titled “Impact of social networking sites in relationship building with reference to Covid-19” paper focuses on the fact that man is a being of social nature and needs people around him to share his feelings, views etc. The paper assesses how during Covid-19 period, social networking sites helped individuals in carrying out day-to-day interactions and helped in keeping the relationships alive, and also to find out which social sites had been preferred and for what purpose.

The fourth paper titled “Influence of supply chain management practices on performance of manufacturing organizations” aims to explore the main supply chain management practices that

are commonly followed in manufacturing sector. The purpose of this study is to examine the relationship of SCMPs with performance dimensions. This study presents details of online survey carried out to determine the impact of quality management, supplier collaboration, and customer focus practices on operational and organizational performance. Data has been analyzed using factor analysis, reliability and validity, correlation and regression in SPSS on sample size of 107. The results imply that Supply Chain Management Practices (SCMPs) play a key role in enhancing organizational performance.

The fifth paper titled “Strategies to actuate organizational excellence through the lever of Pygmalion effect: A descriptive study”, researchers have brought forward how business organizations have used Pygmalion effect to improve the performance of their employees. Also, the various strategies which can be implemented in order to actuate organizational excellence using Pygmalion effect have also been discussed.

The sixth and the last paper titled “Overview of faceless assessment scheme under Income tax Act, 1961” unfolds the benefits of the faceless assessment procedure and highlights the challenges that department might face during the implementation of this scheme. The research was conducted based on secondary data.

I am more than confident that interested students, research scholars, practitioners as well as teaching fraternity would find this issue useful. I thank the editorial board and advisory board for their continuous support and valuable inputs.

Finally, I thank each one of the authors for their outstanding contribution to the issue and to the reviewers for their punctual and valuable comments. I do look forward to similar response for our next issue. Also, your views that can help us upgrade the journal are welcome.

## **Unemployment dimensions of Covid-19 and Government response in India - An analytical study**

**Dr. G. L. Parvathamma**

The present study has made an attempt to insights the impact of covid-19 on unemployment in India. The COVID-19 induced economic disruptions, up to 135 million jobs could be lost and 120 million people might be pushed back into poverty. All of which should have a hit on consumer income, spending, savings and their living standards. The worst of COVID-19's impact would felt by India's most vulnerable in terms of job loss, poverty increase and reduced per- capita income, which in turn will result in a steep decline in the Gross Domestic Product (GDP). Especially informal/ unorganised migrate labour force seems to be severely affected due to Covid- 19; nearly 70 percent of the labour force lose their jobs. It is essential to accelerate the recovery which includes strengthening the 'safety net' significantly for the most vulnerable, enabling the survival of small and medium businesses, restarting the rural economy and providing targeted assistance to at-risk sectors. The study also emphasised on policy package of the government towards the depression caused due to covid-19.

### **Introduction**

The corona virus pandemic disrupted the whole world and most of the economies are badly hit in terms of GDP growth rates, employment, poverty and living standards of the people in lower income groups. The economic and labour crisis created by the COVID-19 pandemic could increase global unemployment by almost 25 million (UN & ILO report). The ILO estimates, based on different scenarios for the impact of COVID-19 on global GDP growth, indicate a rise in global unemployment between 5.3 million ("low" scenario) and 24.7 million ("high" scenario) from a base level of 188 million in 2019.

The first case of the COVID-19 pandemic in India was reported on 30 January 2020, as of 25 May 2020. The Ministry of Health and Family Welfare have confirmed a total of 138,845 cases, 57,721 recoveries (including immigration) and 4,021 deaths in the country. India currently has the fourth largest number of confirmed cases in Asia with number of cases reaching the 100,000 mark on 19 May 2020. India's case fatality rate is relatively lower at 3.09%, against the global 6.63% as of 20 May 2020. Six cities account for around half of all reported cases in the country- Mumbai, Delhi, Ahmedabad, Chennai, Pune and Kolkata. As of 24 May 2020, Lakshadweep is the only region which has not reported a Covid case.

The lockdown came into force on March 25, initially for three weeks then extended to May 17 and then to end of May. Some curbs were eased on April 20, but many commercial activities and all public transport remain suspended. Migrant labourers are suffering. Many started losing jobs as construction sites shut down. With no money, tens of thousands abandoned cities, trodding to their hometowns and villages, some hundreds of kilometres away in the absence of public transport, reflecting their level of distress.

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**Keywords:** Covid-19, poverty, unemployment, migrant workers, GDP, unorganised sector

## Impact of Covid-19 Pandemic on Indian Economic Sectors

**Dr. Shallu Sehgal, Dr. Vijay Parkas Gupta and Prof. Monika Sharma**

It has been seems that in current days health crisis transform into an economic crisis and spread of the corona virus brings the global economy to its ground. These days on all TV channels, Whatsapp, face book, blogs etc. there is a talk of COVID-19, pandemic, lockdown etc. fanning the fear of Corona virus. COVID-19 as we all know started from Wuhan china in December 2019, since then it has spread like a wild fire all over the world and was declared a pandemic on 11 March 2020 by the WHO. The total number of cases in the country has shot up to 23,96,637 with 47,033 deaths by August. India with its huge density of population is prone to the drastic effects of this pandemic.

Both union and state governments are working on war footing to prevent the spread of this disease which has not got a proven medical cure, yet the rampant spread of Covid-19 outbreak, across borders and geographies has severely impacted the overall global economic outlook including the primary, secondary & tertiary sector. Focusing the various crises the researchers has tried to measure the impact of this global pandemic on the emerging Indian Economy especially on the Agriculture sector, Industrial sector and Service sector in India. Researcher has done the theoretical investigation based on secondary data published in news paper, magazines and official reports.

### Introduction

The government of India has announced a variety of measures to tackle the situation- from food security and extra funds for health care to sector related incentives and tax deadline extensions. Even with this, the prolonged countrywide lockdown, global economic downturn and associated disruption of demand and supply chain, the economy is likely to face a protracted period of slowdown.

The Indian economy has already been experiencing a significant slowdown over the past few quarters. In the third quarter of the previous fiscal the economy grew at a six year low rate of 4.7%. There was a strong hope of recovery in the last fiscal; however the new corona virus pandemic has made the recovery extremely difficult.

The outbreak has presented fresh challenges, first of which is to save the country from the spread of corona virus, which is a health emergency. Second, is to save the economy from the unfolding economic crisis, due to the dual effects of the COVID pandemic and global/ national lockdown- perhaps the biggest shutdown of trade, commerce and public utilities that the world has witnessed in last few generations.

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## **Impact of Social Networking Sites in Relationship Building With Reference To Covid-19**

**Dr. Chirmi Acharya and Megha Bhatnagar**

The Pandemic situation due to Covid-19 had been faced by many across the globe. Such an impact of any virus was never imagined. Since Corona virus is air communicable, Indian Government along with the government of many other countries took drastic measures to prevent the spread of Coronavirus and imposed lockdown across the country beside taking other counter measures. In the past, we had witnessed only curfews, which were imposed for a limited time and that too in specific regions. But this forced lockdown because of Pandemic was for long duration. All were forced to stay in their homes to prevent mass gathering and to prevent chain reaction of Corona virus infection. Movement came to halt, physical interaction among Individuals became negligible, which created stress and had severe psychological impact on their lives.

Man being of social nature, needs people around him to share his feelings, views etc. During Covid lockdown period, social networking sites were of great relief to majority of the people, which enabled them in carrying out day-to-day interactions and helped in keeping the relationships alive. This paper focuses on assessing the fact how social networking sites helped individuals during Covid-19 period and also to find out which social sites had been preferred and for what purpose.

### **INTRODUCTION**

Social media is the buzz word in today's scenario. In today's modern era of growing digitisation, social media has also gained pace and importance in daily life of individuals. More so, effect and importance of social media has been more prominently realised during situation of Covid-19 Pandemic where all have been caught in the tornado of unprecedented life style change.

Social media has all of a sudden become a very important thing in our day to day lives. Most of us in today's world wake up and the very first thing we usually do is to operate mobile to check different messages and updates; checking out responses to our post, likes, views, tags, comments, checking new stories and birthday wishes, if possible, then seeing latest news, tweets, videos, mails etc. And if these all things go well, day becomes beautiful and pleasant.

Instagram, Facebook, Snap-chat, WhatsApp, Tinder, YouTube, Twitter and many more have become a very important part in today's life for sharing info, pictures, interacting with friends, building new contacts and interpersonal relationship, getting news, sharing photos, memes, videos and recipes, video calling to friends and family, sharing intellectual material, watching new series and movies and many more. It has become a way to connect with people we know and share our opinions on news and events occurring around the world and so with extension of pictures and videos media it has become a great way of passing time.

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## **Influence of supply chain management practices on Performance of manufacturing organizations**

**Mohd. Azmi Khan, Dr. Salma Ahmad and Talha Bin Razi**

Supply Chain Management Practices (SCMPs) play a key role in achieving organizational performance. This paper aims to explore the main supply chain management practices that are commonly followed in manufacturing sector. Supplier collaboration, quality management and customer focus came out as the frequently cited SCMPs to achieve better organizational performance. The purpose of this study is to examine the relationship of SCMPs with performance dimensions. This study presents details of online survey carried out to determine the impact of quality management, supplier collaboration, and customer focus practices on operational and organizational performance. Data has been analyzed using factor analysis, reliability and validity, correlation and regression in SPSS on sample size of 107. Results of the study highlights the SCMPs have positive influence on operational as well as organizational performance. Quality management comes to be the most influential practice that helps in increasing the performance of organization. This study has an implication for practitioner and decision maker that adoptions SCMPs would enhance their performance.

### **Introduction**

Over the past decade, there has been an increasing emphasis on supply chain management as a tool through which firms can achieve competitive advantage in markets. A large number of examples in the 1990s show how companies have made large investments to streamline their supply chains in order to improve customer satisfaction and increase their internal productivity. It's not individual organizations that compete with each other nowadays; rather, the competition is between rival supply chains. The supply chain adds the most value for customers with the lowest cost in the chain make up the winning network of individual companies. The supply chain management practices (SCMPs) has dual role it improves the performance of individual organization along with all the members of supply chain. Adoption of best supply chain management practices will lead to organizational effectiveness (Kim, 2006). To remain competitive in the market, it has become essential for companies to adopt best supply chain management practices (Okongwu, Brulhart, and Moncef, 2015).

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**Keywords:** Supply chain management practices, supplier collaboration, quality management, customer focus, operational performance, overall performance.

## **Strategies to Actuate Organizational Excellence through the Lever of Pygmalion Effect: A Descriptive Study**

**Dr. Naveen Gupta and Dr. Gunjan Bhatnagar**

Pygmalion effect is a golden effect phenomenon whereby high expectations meet higher performance. The “Pygmalion effect” usually refers to the fact that people, often children, students or employees, turn to live up to what’s expected of them and they tend to do better when treated as if they are capable of success (Wikipedia, the free encyclopedia). The idea behind Pygmalion effect is that increasing leader’s expectations towards follower’s performance results in better performance. In this article we have highlighted how business organizations have used Pygmalion effect to improve performance of their employees. Also, in this paper we have discussed various strategies which can be implemented in order to actuate organizational excellence using Pygmalion effect.

### **Introduction**

A contemporary striking example of Pygmalion effect is the transformation of Ms Sonia Gandhi from a hesitant leader of Congress to an assertive and forceful orator. It shows what others belief and trust about you, you can achieve. When a self-convinced Bhuvan, the main character of Amir Khan movie ‘Lagan’ communicates his belief in fellow villagers, the petite and ordinary folks stomp the might of British in cricket, a game they have not known before. The famous novel ‘Guide’ by R.K. Narayan reincarnated on screen by the same name, tells the story of an average tourist guide Raju, who due to faith and trust of villagers, starts believing that he has the supernatural power to bring water to the drought affected village.

Be it fiction or real-life incidents, Pygmalion Effect brings tangible results. It derives its origin from the famous Greek mythology of Pygmalion, a prince of Cyprus, who sought to create an ivory statue of the ideal woman whom he named Galatea to life. Venus granted his prayers and thus because of the expectations planted by a man, the ivory statute turned into a living being.

### **Review of Literature**

Alvidrez and Weinstein (1999) conducted an experimental study where they tried to explore relationships between preschool teachers’ appraisals of intelligence, concurrent child characteristics, and future high school performance. The perception of teachers towards performance of students with higher socioeconomic status (SES) was more positively than IQ score predicted; conversely, with students of low SES was more negative than IQ score predicted. After controlling SES and motivating students test was done after 14 years and it was found that rating of students who were underestimated improved drastically.

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**Keywords:** Pygmalion Effect, Performance, Excellence



## **Overview of Faceless Assessment Scheme under Income Tax act, 1961**

**Mr. Sanjeev Singh Thakur, Ms. Tanu Marwah and Dr. Sonal Pundhir**

Taxpayer will no longer be subject to face-to-face assessment and appeal process since 13 August, 2020; can also file all documents online under new scheme implemented from 13 August, 2020. Taking a big leap towards transparent tax administration the income tax department rolled out faceless e-assessment scheme 2020 that eliminates physical interface between an assessing officer and the assessee. Now the basic questions that arise in front of us are regarding the derived benefits, process and challenges associated with this new reform. This paper unfolds the benefits of the scheme, the well framed faceless assessment procedure and highlights the challenges that department might face during the implementation of this scheme. The research conducted was on the basis of secondary data. This tax reform will bring transparency in the system that is very significant for the country. Along with such benefits of new scheme the issue of exploitation of innocent taxpayer by some of the corrupt officers will also get eliminated from the system.

### **Introduction**

In continuation with the reform of e-assessment scheme in the year 2019, the Prime Minister of India introduced a new tax reform scheme called as faceless assessment scheme in the year 2020. CBDT had released notification no.62/2019/f.no.370149/154/2019TPL dated 13 August 2020 for the implementation of the scheme. The said scheme goes on to provide the taxpayer with seamless, painless, faceless form of assessment and appeals system. The pilot project of e-assessment was launched by the government in September, 2019 before introducing the major reform i.e. faceless assessment.

As per clause 2(xiii) of the scheme, E-assessment means the assessment proceedings conducted electronically in e-proceeding facility through registered account of the assessee maintained in the designated portal. Faceless assessment is a refined version of e-assessment scheme. This paper attempts to cover prospects and challenges of faceless assessment scheme, 2020.

Features of Faceless Assessment include:

1. All communications between National e-assessment centre, Regional assessment centre, Assessment unit, Verification unit, Review unit, Assessee or any other person should be exclusively will be conducted through electronic mode.
2. It fully eliminates person to person contact.

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**Keywords:** Income tax, faceless e-assessment, assessee, online documents filing, faceless e-appeals.