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RESEARCH REVIEW

Entrepreneurial Innovation Mediation Role in the Relation between Marketing Strategies and Organizational Performance in Sustainable Business Development in 'AMRIT KAAL'

Dr. Nitu Nimbrain, Dr. Shashi Kant, Fisseha Dejene

Developing Psychological Capital for Employee Wellbeing

Dr. (Ms.) Subhashree Panda

A Review of the Literature Examines the Effects of Customer Relationship Management (CRM) strategies on Physicians' Prescribing Behaviors

Mr. Sunil Chougule

An Analysis of the Importance of Brand Components and their Connection to Consumer Behaviors

Ms. Suvarna Mayur Raikar

The Analysis of Research Review for the Protection of Children from Sexual Offences Act (POCSO)

Dr. V. Thangavel, Dr. Vijay Wagh



ST. FRANCIS INSTITUTE OF MANAGEMENT & RESEARCH (SFIMAR)

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Editorial...

We are happy to announce the publication of volume 16 issue 2 of the journal, "SFIMAR Research Review". This is a half yearly journal with an ISSN number (0975-895X). The Journal is published with an objective to disseminate information based on application in various segments of Management. It is felt that this publication can help in encouraging and promoting indigenous management research. It is also considered a platform to share ideas, views and experiences of Management Practitioners, Researchers, and Academicians at National as well as International level.

The current issue of this journal contains five papers on research work done by researchers.

Dr. Nitu Nimbrain, Dr. Shashi Kant and Fisseha Dejene in their study examined the predictors of marketing strategies on organizational performance with the mediation of entrepreneurship innovation in a sustainable business scenario in 'Amrit Kaal'. The researchers finally came up with the result of less marketing strategy implementation and a decrease in the organization's performance, which are mainly associated with poor leaders' capacity, Work environment, insufficient Employee commitment, and inadequate technology adoption, related predictors were among the significant problems while adoption of mediation of entrepreneurship innovation.

Dr. Subhashree Panda in her paper explained the theoretical background of psychological capital and its implications for employee well being and organization. She further mentioned that the intervention strategies can be adopted by the organization or management practitioner to develop various sub-elements of psychological capital to enhance the well-being of the employees in the workplace, facilitating organization effectiveness.

Mr. Sunil Chougule in his paper reviewed selected research papers stating all those factors that influence doctor's prescription behaviors and what effect CRM strategies are leaving on prescription behaviors.

Ms. Suvarna M. Raikar in her study tried to investigate how brand components affect consumer behavior and to provide light on the fundamental principles that underlie their efficiency. The findings offer practical implications for brand managers and designers seeking to create a positive and consistent brand attitude through logo design. This article serves as a useful resource for academics, researchers, and practitioners interested in the role of logo elements in shaping brand perceptions and attitudes.

Dr. V. Thangavel & Dr. Vijay Wagh in their paper critically analyzed the law to ascertain whether the death penalty will result in a reduction in child rapes. In this paper they tried to review the law for the Protection of Children from Sexual Offence.

I hope readers will like the contents of the current issue. I thank all the scholars and supporting personnel who made this publication a reality and request everybody to help continue this publication uninterrupted.

Prof. Dr. Sulbha S. Raorane.
Chief Editor

ENTREPRENEURIAL INNOVATION MEDIATION ROLE IN THE RELATION BETWEEN MARKETING STRATEGIES AND ORGANIZATIONAL PERFORMANCE IN SUSTAINABLE BUSINESS DEVELOPMENT IN 'AMRIT KAAL'

***Dr. Nitu Nimbrain **Dr. Shashi Kant *** Fisseha Dejene**

ABSTRACT

The present study was conducted to examine the predictors of marketing strategies on organizational performance with the mediation of entrepreneurship innovation in a Sustainable business scenario in 'Amrit Kaal'. The researchers designed both descriptive and inferential statistics and different methodologies. The sampling technique was both non-probability and probability, incorporating a simple random sampling technique. The data for this study were obtained from the Digital banking sector, India, as the representative organization with a survey of 425 customers of the Digital banking sector, those served in sectors and modern organizations staff of the New Delhi branch, India. The researchers finally came up with the result of less marketing strategy implementation and a decrease in the organization's performance, which are mainly associated with poor leaders' capacity, Work environment and poor Employee commitment, and poor technology adoption. Related predictors were among the major problems in the adoption of mediation of entrepreneurship innovation. A leader's capacity is single of the most promising ways to increase organizational performance in India. The researchers recommended that the concerned body had to have applied to end up with the problems observed in marketing strategy implementation, control the predictors, and, in turn, provide good marketing strategy implementation as well as good organization performance during 'Amrit Kaal'.

Keywords: Marketing strategy, Customers, Strategy Predicators, Organization Performance.

INTRODUCTION:

Amrit Kaal is a stage of countrywide enlargement and brilliance but also an event when the country will play an imperative role in giving direction to the global market. That is not possible without Entrepreneurial Innovation Mediation role in the relationship between Marketing Strategies and Organizational Performance in Sustainable Business Development in 'Amrit Kaal' (Chaulia, 2021). The strategy adopted for strategic marketing has been used to gain more market share

and a comparative position in market standing. This was imperative by the Boston Consultancy Group in the BCG matrix (Garcia, 2022; Jain, 2022). Strategies for Marketing involve different marketing activities based on marketing theories for getting viable improvement in the existing marketing plan to get a complete advantage in the form of more market share and profitability (Islam & Abd Wahab, 2022; Shane, 2010). To get a competitive advantage, some companies throughout the world follow the process of product standardization to easily follow the market

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strategy that is similar throughout the global level, known as a globalized market strategy, but some companies are opposite to this centre towards their market strategy that is region centric. Single more is traditionally adopted by the Sustainable company, which is known as Ethnocentric in approach. An Ethnocentric approach is unique to Sustainable companies that act locally and do business locally. This philosophy is based on the notion of cultural federalism. Here, in the Ethnocentric approach, a Sustainable company's focus is not on getting a competitive advantage but to sustain in the market (Dubihlela, 2013). Therefore, to get standardization, Sustainable companies nowadays are inclined towards framing the global level marketing strategies and global level plans to implement those marketing strategies. As given by McCarthy in the concept of the marketing mix, that to get a competitive advantage, a company needs to club the four Ps, which are producer, price, place, and promotion, at the same time to strengthen the marketing mix (Nashwa, 2022).

The strategy adopted for the market to get more market orientation imperative to convey higher client worth by mixing the strategies to attract the customer to a business segment to influence the marketing forces in the marketing environment (Kalkidan, 2019). Conventionally, as per the basic theories like resource-based view (RBV) and market-based view (MBV), companies need to combine their resources after the adoption of SWOT analysis by accessing the strengths, weaknesses, opportunities, and threats of the internal and external environment (Hashem, 2015). Dixit et. al., (2022) accessed the marketing strategy predictors on organization performance in Sustainable business scenarios and found that marketing strategy predictors have a significant influence on organization performance in the case of a Sustainable business environment. Arokodare & Asikhia (2020) study on the application of Strategic agility in achieving superior performance of organizations with the help of logical instrumentalism by seeing and forecasting the future.

Marketing Strategy is an elementary administrative instrument in every multi-faced association. Marketing Strategy in these superior organizations is used as a multi-dimensional ideological device to Change the working environment according to the dynamics of the business environment and the requirements to complete the same task in different efficient ways in different business environments (Oyewobi, 2022).

Marketing Strategy is the association among resources of an organization and its internal environment in the form of its human resources skills, technology adoption, financial capabilities, and the external environmental constraints in the form of threats and opportunities that balance the challenges faced by the firm in case of completion and helps to get competitive advantages even unfluctuating business environment (Bag & Omrane, 2022; Haimanot, 2022). Less marketing strategy implementation and decreasing organization performance, which are mainly associated with poor leaders' capacity, Work environment and poor Employees commitment, and poor technology adoption, related predictors were among the major problems while adoption of mediation of entrepreneurship innovation (Islam & Munir, 2022; Tang Yao, Boadu, & Xie, 2022; Mehralian, 2022; Wang, Mundorf & Salzarulo-McGuigan, 2022).

STATEMENT OF PROBLEM:

Olson et. al., (2022), in their study of "The application of human resource management policies within the marketing organization: The impact on business and marketing strategy implementation", found a positive and significant association between Marketing Strategy Predictors and. Organization Performance. Similarly, Lestari et. al, (2020), in their study of " antecedents and consequences of innovation and business strategy on performance and competitive advantage of SMEs", found a positive and significant association between Marketing Strategy Predictors and Organization Performance. Papadas et. al. (2019), in their study "The Interplay of Strategic and Internal Green Marketing Orientation on Competitive Advantage", found the same positive and significant association between Marketing Strategy Predictors and Organization Performance. Kant (2020), in his study on "Critical Appraisal of Prevailing Marketing Mix: Applies Particularly to the Digital Marketing Metaphor", manifested the same result that Marketing Strategy Predictors have a positive and significant effect on marketing orientation. Tufa, G., & Kant, S (2020), while Investigating the Impact of Customer Relationship Marketing Perceived Predictors on Customer Loyalty in the Indian Banking Sector, found similar results. So, it is interrelated based on these above studies in different environments that the marketing strategy predictors have positive and significant effects on Organization Performance.

Less marketing strategy implementation and decreasing organization performance, which are mainly associated with poor leaders capacity, Work environment and poor Employees commitment, and poor technology adoption, related predictors were among the major problems while adoption of mediation of entrepreneurship innovation (Islam & Munir, 2022; Tang Yao, Boadu, & Xie, 2022; Mehralian, 2022; Wang, Mundorf & Salzarulo-McGuigan, 2022). But in contrast to the above studies, Le Roy & Czakon (2022) while conducting a study on "Managing coepetition: the missing link between strategy and performance. Industrial Marketing Management" found a negative and insignificant association between the Marketing Strategy Predicators and Organization Performance. Similarly, Guillaume (2022), in his study on "Harnessing demographic differences in organizations: What moderates the effects of workplace diversity?" found a negative and insignificant association between Marketing Strategy Predicators and Organization Performance. Wata Dereso & Kant (2022), in their research at New Delhi University, India, on "Education sector structural digital transformations in comprehensive Universities of India in post COVID-19 periods", also manifested the inverse and insignificant association between the Strategy Predicators and Organization Performance. Wata Dereso & Kant (2022), in their other study at New Delhi University, India, "Mediating Effect of COVID-19 Panic on Comprehensive Universities Students Entrepreneurial Behavior through Structural Equation Modeling", found the same supporting result during the COVID-19 period. So, this contradictory evidence paved the way forward for the present study to check this evidence gap in the reviewed literature.

Similarly, in different countries worldwide, many researchers have studied several predictors that affect marketing strategy. The study of Girma (2022) examined the same predictors that affect marketing strategy, such as organizational structure and organizational system predictors. However, his work is limited to disclosing the knowledge gap untouched in the Indian context, such as employee perception, work environment, technology, and customer attitude that influences the marketing strategy of the bank industry. Thus, those researchers did not mention in detail what factors affect specifically the marketing strategy and organization performance. So, this is the reason why this study aimed and tried to examine what and how the

predictors affect the marketing strategy in modern organizations, especially hidden potential bank sectors, and in turn, how it affects the organization performance in modern organizations, particularly in New Delhi branch and determine its influence level during "Amrit Kaal".

1.2. Objectives of the study:

- 1) To identify major predictors that influence the marketing strategy in the study area.
- 2) To examine the relationship between marketing strategy and organizational performance.
- 3) To determine the extent of influence of marketing strategy determinants on organization performance in the study area.

EMPIRICAL LITERATURE REVIEW:

In organizational regulations, as a concept, marketing strategy is the promotional common sense by use of which the big business as a combined element is supposed to accomplish its advertising goals (Varadarajan, 2010).

1. Predicators of marketing strategy affecting organizational performance:

1.1. Leadership influence on organization performance: As a concept, leadership is the art of influencing the behavior of followers. Gobena, A. E., & Kant, S. (2022) in their study "Assessing the Effect of Endogenous Culture, Local Resources, Eco-Friendly Environment and Modern Strategy Development on Entrepreneurial Development" found that positive and significant association between leadership as a Marketing Strategy Predicators and Organization Performance. Kant & Tufa (2020) in Reviewing the Relevance of Leadership Styles on Leadership Outcomes in their Epistemological Study found a positive and significant association between leadership as a Marketing Strategy Predicators and Organization Performance. Kant (2022) manifested in Scientific Review on Assessing the Effect of Endogenous Culture, Local Resources, Eco-Friendly Environment and Modern Strategy Development on Entrepreneurial Development there is a positive and significant association between leadership as a Marketing Strategy Predictor and Organization Performance.

1.2. Employee Commitment:

Mishra, S. S., & Kasim, J. J. (2022) in their study on Team culture, employee commitment, and job performance in public sectors used a multi-level analysis and found a positive and significant association between Employee Commitment as a Marketing Strategy Predicators and Organization Performance. As a psychological engagement Commitment is known as an employee’s affective commitment towards the organization's work and it is intrinsic in helping an employee its organizational goals. (Mulugeta & Pandian (2020). Promoting dedication among workers is significant because exclusive of this leads to alienation among the human recourses (Brisco and Claus, 20218; Fugate, 20219; Addisalem, 2019).

1.3. Work Environment:

Kassahun's (2022) study on "Working environment of nurses in public referral hospitals of West Amhara, India" positive and significant association between the work environment as a Marketing Strategy Predicators and Organization Performance.

Evaluation of the firm internal and external business environment showing the employee's behavior in terms of organizational culture and work attitude is known as the Work environment. The work environment decides the employee’s engagement in work and its attitude, values, and belief toward his work that leads to organizational success.

1.4 Hypothesis:

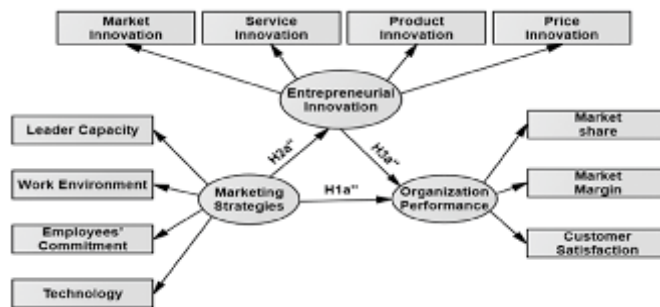
H1a: Market Strategies have significant relation with Organizational performance.

H2a: Market Strategies have significant relation with Entrepreneurial Innovation.

H3a: Entrepreneurial Innovation has a significant relation with Organizational performance.

H4a: Entrepreneurial Innovation has a significant mediation role in between Market Strategies and Organizational performance.

2. Conceptual Framework:



Source –Researchers' own framework (2023)

RESEARCH METHODOLOGY:

1. Study area Description: -

New Delhi is the capital of India and a part of the National Capital Territory of Delhi (NCT). New Delhi is the seat of all three branches of the government of India, hosting the Rashtrapati Bhavan, Parliament House, and the Supreme Court of India. New Delhi is a municipality within the NCT, administered by the NDMC, which covers mostly Lutyens' Delhi and a few adjacent areas. The municipal area is part of a larger administrative district, the New Delhi district (Wikipedia, 2023).

2. Research Design: -

The paper used the descriptive research design to depict the respondent’s features in the form of bank management and customers of modern organizations such as the position of the respondent, year of experience engaging in an organization, education level, classification of income group, and proportion of the ownership and other qualitatively measured aspects of bank employees.

2.1. Target Population of the Study: -

The study population/participants have been the staff and customers of modern organizations in New Delhi city. The data has been collected from managements of modern organizations and customers of banks, which comes from the New Delhi Branches at New Delhi city of NCR Region. According to data obtained from the branch, there are 230 employees that work in the Branch office and 250 customers of the bank that get services from the bank.

2.2. Sampling Methods: -

The sampling techniques have been stratified sampling techniques. For this purposive sampling has been used to select modern organization Employees and customers from the New Delhi branch, while stratified sampling has been used to categorize heterogeneous groups to be homogeneous strata.

2.3 Sample Size Determination:

The sampling size has been determined by applying Yamane's (1967) statistical formula to calculate the sample size. Sample size is 124.

The data was analyzed by the IBM model SPSS 20 version. Out of a total sample size of 124, 9 respondents were not returned to the questionnaires due to miscellaneous problems. 115 questionnaires were collected effectively which resulted in a response rate of 92.7%. So, the analysis was made based on 115 responded questionnaires.

DATA ANALYSIS:

1. Reliability Test Result: -

Cronbach's alpha is single of the most accepted measures of reliability.

Table 1.2: Reliability Test

Item	Number of items	Cronbach's Alpha test
Capable leaders	6	0.929
Work environment	3	0.734
Employees commitment	7	0.802
Technology	3	0.681
Cronbach's Alpha for the entire questionnaire	19	0.826667

Source: SPSS OUTPUT, 2023.

Cronbach's Alpha is in the range between 0.681-0.929 and showed the reliability of all variables in the summation values of all related items.

2. Descriptive Statistical Analysis: -

The leader's capacity has a min of three and max of five with a mean of 4.66 and an SD of 0.4356. This means that most of the respondents agree that Based on the data observed from Table 1.3 accessing a leader's capability (variation in leaders, creativeness, and leading) become hinder organization performance predictors that affect the marketing strategy.

Table 1.3: Descriptive Statistics

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Leader's capacity	115	1	5	4.66	0.4356
Working environment	115	1	5	4.42	0.866
Employees commitment	115	1	5	4.52	0.64525
Technology	115	1	5	4.38	0.4356
Valid N (list-wise)	115				

Source: SPSS Output. 2023

4.2.1 The level that the various marketing strategy predictors affect organization performance: -

Table 1.4: Frequency Distribution of the Level of Effects

Leaders' capacity	Frequency	Percent	Level of Chi-square	Significance Level
Low	13	11.3	7.315	< 0.05* 0.026
Moderate	16	13.9		
High	86	74.78		
Total	115			
Work Environment	Frequency	Percent	Level of Chi-square	Significance Level
Low	14	12.1	7.399	< 0.05* 0.025
Moderate	68	59.1		
High	33	28.6		
Total	115			
Employees commitment	Frequency	Percent	Level of Chi-square	Significance Level
Low	13	11.3	4.545	0.103 <0.05*
Moderate	17	14.7		
High	85	73.9		
Total	115			
Technology predictors	Frequency	Percent	Level of Chi-square	Significance Level
Low	17	14.7	3.645	<0.05* 0.108
Moderate	59	51.3		
High	39	33,9		
	115			

Source SPSS 20 output (2023)

Note: The scale of values for the perspective's evaluation, as shown in the table included Chi-square values and P values. Key= 3-high, 2- moderate, 1-low

Table 1.4 shows the Chi-square test for goodness of fit equality of the Level of effects of various predictors. The null hypothesis was rejected because the Level of significance was below .05, and the alternative hypothesis was accepted. Hence, it is observed that the Level of predictors of organization performance is not equally distributed. Based on percentage, the Level of Leaders' capacity predictors belongs to a high level (74.78% and the Employees' commitment factor total belongs to a high level (73.9%). Since the Null hypothesis was rejected because the Level of significance is below .05 and the alternative hypothesis was accepted, which implies that level organizational predictors are equally distributed, this implies that marketing strategy implementation in modern organizations is an economic back-single of the country its effects give birth to the declining GDP of the country at large related to when it is not appropriately applied and does not increase saving and credited culture in the area.

3. Inferential statistics analysis: -

3.1. Correlation results on the relationship between independent variables and organizational performance (DV).

Table 1.5: Pearson Correlation (zero ordered matrix n = 115)

Correlation	Organizational Performance	
Leader's capability predictors	Pearson Correlation	.933
	Sig. (2-tailed)	.000
	N	115
Work Environments predictors	Pearson Correlation	.917
	Sig. (2-tailed)	.000
	N	115
Employees-commitment predictors	Pearson Correlation	.910
	Sig. (2-tailed)	.000
	N	115
Technology predictors	Pearson Correlation	.925
	Sig. (2-tailed)	.000
	N	115
** . Correlation is significant at the 0.01 level (2-tailed).		

Source: SPSS (20) Output, 2023

As it is clearly indicated in the above table, that a physically powerful constructive association was found among employee commitment as a factor of Marketing Strategy on Organization Performance in Sustainable Business Scenario ($r=0.910^{**}$, $p<0.001$), Work Environments predictors and organization performance ($r=0.917^{**}$, $p<0.001$), and Leader's capability predictors and organization performance ($r=0.933^{**}$, $p<0.001$), Employees commitment predictors as a factor of Marketing Strategy Predictors on Organization Performance in Sustainable Business Scenario found a strong relation ($r=0.910$, $p<0.001$), and Environments predictors and organization performance ($r=0.917^{**}$, $p<0.001$).

3.2 Multiple regression analysis: -

Table 1.6: Regression model summary

Model Summary											
Model	R	R Square	Adjusted R Square	Std. Error	Change Statistics					Durbin Watson	
					R Square Change	F Change	df1	df2	Sig. F Change		
1	.939 ^a	.882	.880	.1.135	.880	831.498	2	112	.000	.2021	
a. Predictors: (Constant), Technology, Employees' Commitment, Leader Capacity, Work Environment											
b. Dependent Variable: Organization Performance											

Source: SPSS (20) Output, 2023

In the above table, correlation is depicted with R. value of R in the above regression model summary is 0.939, which indicated a strong association among Marketing Strategy Predicators on Organization Performance in Sustainable Business Scenarios. R multiplied by R gives the R-square value, which is 0.882. R-square shows the combined of all explored variables on the explained variable which is 88.2%.

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1096.527	4	274.132	229.358	.000 ^b
	Residual	131.473	110	1.195		
	Total	1228.000	115			
a. Dependent Variable: ORGANIZATION PERFORMANCE						
b. Predictors: (Constant), TECHNOLOGY, WORK ENVIRONMENT, LEADER CAPACITY, EMPLOYEES' COMMITMENT						

Source: SPSS (20) Output 2023

The value of ANOVA in the form of a significance value that is p-value shows the combined significance of all explored variables on the explained variable, as the significance value that is p-value is 0.000 which is below the 0.05 level, showed the combined significance of all explored variables on the explained variable.

Table 1.7: Coefficients of the regression model (saturated model with all IV)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.223	.451		9.365	.000
	LEADER CAPACITY	.272	.083	.451	3.281	.001
	WORK ENVIRONMENT	.203	.095	.242	2.136	.001
	EMPLOYEES' COMMITMENT	.133	.102	.179	1.296	.001
	TECHNOLOGY	.408	.103	.446	3.960	.000
a. Dependent Variable: ORGANIZATION PERFORMANCE						

Source: SPSS (20) Output 2023

4. Analysis: -

- In organization performance, single unit change leader’s capacity is predicted to result in 0.451 Standardized Coefficients single unit change organization performance when the variables remain constant.
- Organizational performance increases in standardized work environments are predicted to result in 0.242 single unit change in organization performance when the variables remain constant.
- In organization performance single unit change, Employee commitments are predicted to result in 0.179 standard deviation single unit change organization performance when the variables remain constant.

- In organization performance, single unit change technology is predicted to result in a 0.446 standard deviation single unit change organization performance when the variables remain constant.

4.1 Normality Assessment: -

Table 1.8: Normality Assessment

Statistics Residuals

	Least	High	Mean	Deviation Std.	N
Value Predicted	2.6376	4.4376	3.7311	.41590	115
Predicted Std. Value	-2.629	1.699	.000	1.000	115
Predicted Error Value	.036	.102	.049	.015	115
Adjusted Predicted Value	2.5980	4.4417	3.7308	.41629	115
Error Term	-2.68760	2.02904	.00000	.73712	115
Residual Std.	-3.642	2.749	.000	.999	115
Residual Stud.	-3.646	2.776	.000	1.002	115
Residual Deleted	-2.69418	2.06866	.00026	.74242	115
Deleted Stud. Residual	-3.702	2.799	-.001	1.006	115
Distance Mahal.	.011	6.912	.998	1.467	115
Distance Cook's	.000	.075	.004	.009	115
Leverage Centered Value	.000	.017	.002	.004	115

a. Dependent Variable: TCoD

Source: SPSS, 2023 Output

As depicted by Table 1.8, the predicted value of Distance Mahal. Where lies in between the range of .011 to 6.912. As the distance of Mahal lies in between the range of .011 to 6.912, it manifested that the values are under the acceptable range of 0 to 7. It indicated that there is no issue of normality with the collected data set. As depicted by Table 1.8, the predicted value of the cook's distance lies between the range of .000 to .075. As the distance of cooks lies in between the range of .000 to .075, it manifested that the values are under the acceptable range of 0 to 1. It indicated that there is no issue of normality with the collected data set.

4.3 Measure of Sampling Adequacy: -

Table 1.9: Measure of Sampling Adequacy

Bartlett's and KMO Test

Measure of Sampling Adequacy (Kaiser-Meyer-Olkin)	.762
Sphericity Test of Bartlett's Chi-Square (Approx.)	695.684
df	3
Sig.	.000

As depicted by Table 1.9, the Measure of Sampling Adequacy manifested by including the Measure of Sampling Adequacy (Kaiser-Meyer-Olkin). As the Measure of Sampling Adequacy (Kaiser-Meyer-Olkin) lies between the range of .7 to 1, the calculated value was .762. It manifested that Sampling Adequacy was indicated by the Measure of Sampling Adequacy (Kaiser-Meyer-Olkin) test. Also, Chi-Square (Approx.) was also 695.684 with a significance value of .000 which was less than .05, indicating an acceptable table level of significance.

4.4 Principal Component Analysis: -

Table 1.10: Explained Total Variance

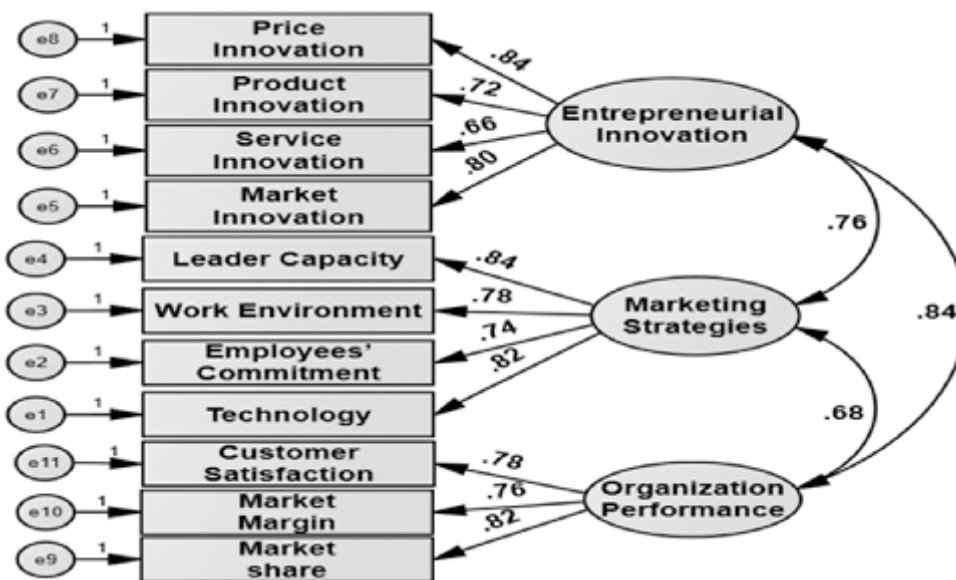
Explained Total Variance

Component	Eigenvalues (Initial)			Sums of Squared Extraction Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
dimension0 1	1.455	72.774	72.774	1.455	72.774	72.774
2	.545	27.226	100.000			

Extraction Method: Principal Component Analysis.

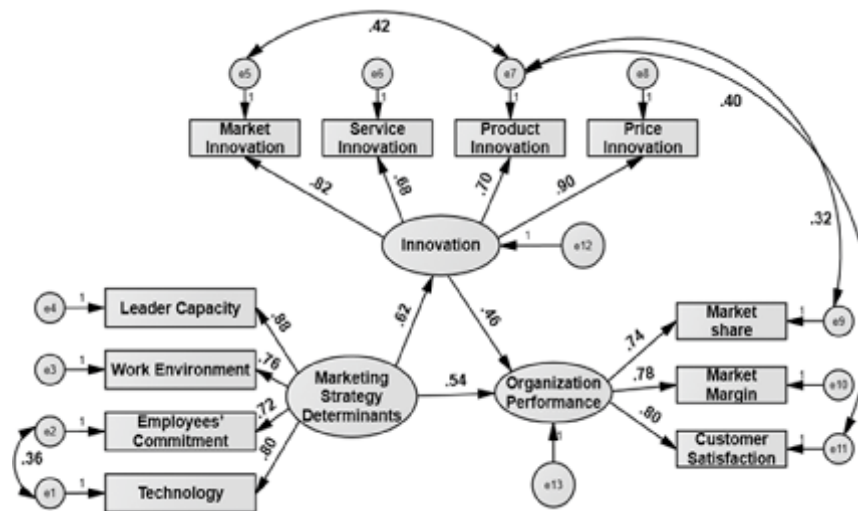
As depicted by Table 1.10, explained Total Variance with the Eigenvalues (Initial) for all components in combined form was more than one which is 1.455 with a 72.774% of Variance and 72.774 Cumulative %. The sums of Squared Extraction Loadings Cumulative % was 72.774, which manifested that all components in combined influence on the dependent variable was 72.77% due to Principal Component Analysis.

4.5 Confirmatory Factor Analysis: -



Factor loading of Confirmatory Factor Analysis for all items was above 0.5, therefore all items have proper reflective construct and manifested that all items were able to bear a discriminate validity.

4.6. Structural Equation Modeling: -



Source: AMOS output, 2023

Table 1.11: Model Fitness Indices

Acronym	Explication	Accepted fit	Result
Likelihood Ratio	P-value	≥ 0.05	0.07
Relative X2	(X2/df)	$\leq 2 =$ acceptable fit	1.806
CMIN/DF	Chi-square divided by Degree of Freedom	$\leq 3 =$ acceptable fit $\leq 5 =$ reasonable fit	1.908
GFI	Goodness of Fit Index	1 = perfect fit $\geq 0.95 =$ excellent fit $\geq 0.9 =$ acceptable fit	0.91
AGFI	Adjusted Goodness of Fit Index	$\geq 0.90 =$ acceptable fit	0.92
CFI	Comparative Fit Index	1 = perfect fit $\geq 0.95 =$ excellent fit $\geq .90 =$ acceptable fit	0.94
RMSEA	Root Mean Square Error of Approximation	$\leq 0.05 =$ reasonable fit	0.034
RMR	Root Mean Squared Residual	$\leq 0.05 =$ acceptable fit $\leq 0.07 =$ acceptable fit	0.006
SRMR	Standardized Root Mean Squared Residual	$\leq 0.05 =$ acceptable fit	0.04
CN	Critical N	$\geq 201 =$ acceptable fit	254

Source: AMOS output (2022)

As we see in the above table, the model fit sheet summarizes the result of SEM model fitness with their accepted values. When researchers compare the SEM model fit indices with the standardized values, it was observed that Chi-Square (CMIN), Goodness of Fit Index (GFI), Baseline Comparisons in Model Fit, Parsimony-Adjusted Measures, Root Mean Square Error of Approximation (RMSEA), Standardized Root Mean Squared Residual, Comparative Fit Index and Critical N all are under acceptance range and depicted the model fitness. Therefore, partial mediation was found with a value of 40.67.

CONCLUSION:

As most respondents' responses were found under strongly agree ranges; (the Employee's commitment, work environments, leader's capability, and technology predictors) have an essential contribution to organization performance of the bank industry business sector. Besides, in the study area, due to determinate limitations (Employee commitment, work environments, leader's capability, and technology predictors), the ride organization performance of the bank industry business sector was at risk. The correlation analysis shows that the four study determinate (Employee commitment, work environments, leader's capability, and technology predictors) that determine the organization performance of the bank industry business sector have a significant and positive relationship with the organization performance of bank marketing strategy implementation sector with magnitude ranges of strong for the whole (Employees commitment, work environments, leader's capability and technology predictors). The organization performance and the pre-model fitting assumptions like normality, linearity, and multi-co linearity of variables were checked before regression analysis was applied. Furthermore, the study concluded that regression analysis (R-square) was 0.882; it implied that the four independent variables (Employee commitment, work environments, leader's capability, and technology predictors) could affect the variation of organization performance of the bank business sector. Therefore, this study concluded that the four variables have a strong significant relationship with the organizational performance of the bank business sector in the modern organization New Delhi branch.

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Compliance with ethical standards:

The present research work closely followed all ethical standards established by the Institutional Review Board at the author's university, "Bule Hora University", Ethiopia, and the participating college. The study was reviewed by the "Department Graduate Committee" (DGC) for the College of Business and Economics, Bule Hora University", Ethiopia, headed by the college Dean. Prior consent for information was obtained from the study participants and informed in advance that the information was collected only for academic research purposes. It is confirmation that the guidelines outlined in the Declaration of the University were followed.

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DEVELOPING PSYCHOLOGICAL CAPITAL FOR EMPLOYEE WELLBEING

***Dr. (Ms.) Subhashree Panda**

ABSTRACT

Effective management of human resources is the key factor for organizational development, and different strategies have been adopted by the manager. Psychological capital is one of the strategies for the development of the employee. It is the core construct comprised of self-efficacy, optimism, hope, and resiliency. It has a positive impact not only on the individual but also on the organization to reduce costs and negative influence. The present paper explains the theoretical background of psychological capital and its implications for employee well-being and organization.

Keywords: Positive Psychology, Psychological Capital, Organization, Employee Wellbeing.

INTRODUCTION:

Organizations to survive in the VUCA (Volatile, Uncertain, Complex, and Ambiguous) world must continuously learn and innovate. It compels the employees for enhanced performance (Berg et al., 2017). In the workplace, employees are assessed only based on their performance. The HR functions such as recruitment & selection, training & development, compensation, and rewards largely depend on the task performance of the employees (Ramos-Villagrasa et al., 2019). According to Page and Vella-Brodrick (2009), organizational performance and success depend on the health and well-being of the employees; it affects the task, work performance, and behaviour. Even though they perform their task at individual, group, and organizational levels (Nielsen et al., 2017).

Individual well-being is associated with absenteeism, work motivation, commitment, positive attitude, and satisfaction. The well-being and happiness related to work include job satisfaction as well as performance (Crede et al., 2007; Fisher, 2010) and burnout (Iverson et al., 1998). In this perspective, the employee's mental health and well-being are considered important contributory factors for organizational performance and productivity.

In Occupational Health Psychology (OHP) and behavioral science, emphasis has been laid on the importance of well-being, including physical and mental health. It affects the success of the workplace. Positivity plays a pivotal role in well-being. According to Lyubomirsky (2008), well-being can be defined as a combination of dispositional, situational, and intentional factors. Research studies of Lyubomirsky, King & Diener (2005) indicate that individuals who are positive and happy, their physical and mental health is better.

Happy and positive people are more resilient when they experience hardship, have a stronger immune system and are physically healthier (Lyubomirsky, 2008).

Psychological well-being (PWB) is related to both personal and work-life outcomes. The PWB and employee performance at work are positively related (Cropanzano & Wright, 2000; Wright et al., 1993). From positive psychology, Positive Organizational Behavior (POB) emerged.

The concept of POB was developed by Fred Luthans, and he has applied positive psychology to organizational behaviour (Luthans, 2001; Luthans & Jensen, 2002; Luthans & Stajkovic, 2003). POB refers to the application of positively oriented strength and

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capacity of human resources, which can be developed, assessed/ measured, and managed effectively for the improvement of the organizational performance at the workplace (Luthans, 2002).

THEORETICAL FRAMEWORK:

To survive in the global competitive market, the organization must utilize its internal resources effectively. The internal utilization of resources is a very important factor for organizational success.

According to the resource-based theory, various studies of organizational behavior confirm the effective utilization of internal resources for the sustainable competitive advantage of the organization (Newbert, 2007). In this context, human resources are considered one of the resources contributing to organizational growth. So, an understanding of the micro-foundation of human capital and their interactions can be manifested and utilized for the task performance of the organization (Coff & Kryseynski, 2011). Some of the antecedents of task performance are workplace identity, employee thriving, employee well-being, and work engagement.

According to Luthans and Youssef (2004), one of the indispensable human capital is the Psychological Capital (Psy Cap), which provides a competitive advantage to the organization. The four categories of psychological resources are hope, self-efficacy, optimism, and resilience. The PsyCap can be built and harnessed for enhanced organizational performance (Luthans and Youssef, 2004). The Psychological Resource theory postulates that individual resource is the core construct, and all four sub-elements of PsyCap work as a cohesive resource rather than isolated elements (Zubair & Kamal, 2015). All the four elements of PsyCap may not contribute equally rather work as a causal sequence for explicit behavior (Madrid et al., 2018), it may work as collaborative and synergistic (Cozzarelli, 1993).

The conservation of resource theory or COR (Hobfall, 1989) states that positive adaptation of the individual in case of a loss of resources or loss or threat under any circumstances. It focuses on the decision-making and motivation of the individual to acquire, maintain, and utilize the resources as per the requirement of the demand and guard against depletion of resources (Wright & Hobfall, 2004). The secondary resources relating to work play a very significant role such as

cognitive evaluation as well as emotional attachment to one's occupation (Wright & Hobfall, 2004) influence positively to one's primary resources, that is well-being (Westman et al., 2005 & Wright & Bonett, 2007).

PSYCHOLOGICAL CAPITAL CONCEPT (PsyCap):

The concept of positive psychological concept emphasizes the positive aspects of human behavior. In 1999, the concept was discussed by Martin Pearlman, and in 2004, Fred Luthans and his associates developed it. The concept of Psychological Capital and Positive Psychological Capital has been used by many authors synonymously. The two concepts basically referred to the positive aspects such as meaning, development, process of human behavior relating to cognitive processing, motivation, and the performance of the employee in the workplace. According to Fred Luthans, positive psychological capital instead of focusing on stress, violence, injustice, alienation, exhaustion focuses more on positive components/aspects of human behavior. Psychological Capital (PsyCap) emphasizes what a person can become instead of focusing on who the person is.

According to Luthans, Youssef & Avolio et al., (2007), psychological capital is the individual's positive psychological state of development. It is characterized by i) self-efficacy (confidence of the individual putting necessary effort for success in the challenging task), ii) optimism (positive attribution of the individual to succeed in task/goal in future), iii) hope (redirecting the path to achieve the goal) and iv) resilience (when confronted with the adversity, ability to bounce back to attain success).

COMPONENTS OF PSYCHOLOGICAL CAPITAL:

According to Luthans & Youssef (2004), Psychological capital or PsyCap is an emerging area that broadly falls under positive organizational behavior. It is considered a second-order construct that comprises four elements: i) self-efficacy (Bandura, 1997), ii) optimism (Carver & Sheier, 2003), iii) hope (Snyder et al., 1997), and iv) resiliency (Masten, 2001). Each of these factors has two aspects: i) Through training, it can be developed, and ii) it is positively related to human performance. The four components of psychological capital are discussed as follows:

1. Self-Efficacy: According to Bandura (1977), self-efficacy is one's ability to perform well in the task undertaken by him/her, and it increases with experience (Philips & Gully, 1997). It refers to the individual's confidence in his/her abilities to utilize motivation, effective use of cognitive resources, and the course of action one has undertaken to execute specific tasks (Stajkovic & Luthans, 1998). Individuals who have a high level of self-efficacy set challenging goals. They are working hard towards achieving the goal in a difficult and adverse situation. Even if they fail to achieve the same, they are confident to overcome the challenges in both personal and professional life.

2. Optimism: According to Carver & Sheier (2003), optimism can be defined as positive outcome expectancy, an attribution one makes in response to an event. Optimist person attributes positive outcomes as the result of stable efforts whereas negative outcomes are the result of unstable efforts which is unavoidable (Seligman, 1998). In both time as well as context, optimism remains constant with individuals (Schulman et al., 1993). According to Seligman (1990), though the individual experiences a fixed range of optimism, with training optimism can be developed. Several research findings confirmed the positive correlation between optimism and well-being.

3. Hope: The concept of "hope" has been conceptualized by Snyder (1997). It consists of three elements such as goals, agency, and pathways. Everyone must have some goals (maybe short-term or long-term). They may have an inner desire/motivation to achieve the goal and find multiple ways to achieve it. One of the important factors in hope is the reinforcement of self-view, which is often viewed as the individual's willpower. Like optimism, dispositional characteristics can be increased through training (Valle et al., 2006). Individuals with high hope could deal with surprise-based events like tragic loss (Lopez et al., 2003). Hope acts as a buffer against psychological distress.

4. Resiliency: According to Tugade & Fredrickson (2004), resilience refers to the extent one can rebound or bounce back from adversity and coping strategies adopted to deal with stressful situations. The core concept is the "adaptability" of the individual when confronted with negative experiences (Block & Kremon, 1996 & Masten et al., 1985). According to Masten (1999), individuals can be categorized into two

types: i) individuals must have experienced some form of adverse situations, and ii) the degree to which the individuals can overcome or thrive in stressful experiences. To summarize, psychological capital is self-perpetuating, meaning some more additional elements can be added to it, or individuals can move along with the dimensions.

WELL-BEING CONCEPT:

To develop workplace resilience, nurturing employees' well-being is very crucial. According to an HR sentiment survey, on the future workplace in 2021, 68 percent of the senior leaders on HR-related employees stated that well-being as well as mental health as important factors compared to other factors. There is a debate and discussion among social scientists regarding "what constitutes well-being" (Brunetto et al., 2021; Ryan & Deci, 2000; Fisher, 2010; Seligman, 2011). According to Pavot (2008), the term well-being is a multifaceted concept comprising two elements such as i) affective and ii) cognitive. There are seven pillars of the components of well-being such as i) Physical well-being, ii) Career well-being, iii) Financial well-being, iv) Social well-being, v) Emotional well-being, vi) Community well-being, and vii) Purpose-driven well-being.

The concept of well-being is best understood by exploring the framework proposed by Seligman. Seligman (2002) developed the authentic happiness model for the all-round happiness of the individual. It comprises three elements: i) a satisfied life, ii) an engaged life, and iii) a meaningful life. Seligman (2011) revised the early model of happiness in the later part of his professional career. He proposed a new well-being theory, and identified five elements of well-being: i) Positive emotions ii) Engagement, iii) Relationships, iv) Meaning, and v) Accomplishments, (acronym as PERMA). According to him, all five elements are intrinsically rewarding when added together, resulting in human flourishing. Human flourishing refers to the "optimum use of psychological functioning", which comprises all five elements of well-being (Butler & Kern, 2016). According to Seligman, all five elements are positively related to physical health, job satisfaction, and organizational commitment. There is a positive relationship between all the elements of PERMA and well-being. Educational institutes and organizations widely use the PERMA framework to assess employee well-being.

The term well-being is a broader term that comprises of i) affective, ii) cognitive, and iii) behavioral aspects (Ryff, 1989; Seligman, 2011). The two components of well-being are i) subjective well-being and ii) psychological well-being. Subjective well-being is an umbrella term focusing on hedonic (striving for maximum pleasure as well as positive emotions /affective feelings) aspects of well-being. The eudemonic (autonomy as well as self-actualization) well-being comes under the category of psychological well-being (Fisher, 2010).

The concept of eudemonic well-being has been discussed in various theories of psychological well-being. Ryff (1989) developed the six-dimensional model which comprises six factors such as i) self-acceptance, ii) environmental mastery, iii) Freedom/autonomy, iv) positive interpersonal relations with others, v) individual growth vi) purpose in life.

The Self Detection Theory or SDT was developed by Ryan and Deci (2000). They concluded that the three primary psychological needs such as i) autonomy, ii) competence and iii) relatedness, when satisfied enhance well-being. Csikzentmihalyi (1990) and Baumann (2012) developed the concept of "Autotelic Personality" which also falls into the category of eudemonic happiness. Individuals, those who have an autotelic personality, energies themselves into meaningful activity for their own development.

The multidimensional aspects of well-being not only interpreted well-being in a precise manner but also provides ample opportunity for the researchers to interpret to foster the well-being and happiness of the employees. Psychological well-being can be interpreted; it can be measured in an organizational environment (Dagenais-Desmarais & Savoie, 2011).

PSYCHOLOGICAL CAPITAL AND WELL-BEING OF RESEARCH FINDINGS:

Positive psychology plays a key role in improving the well-being and happiness of the employee. But two factors are considered as the pillar such as i) existing resources for building well-being and ii) the strength an individual possess such as optimism, hope, resilience, and self-efficacy, help in sustaining the mental health of the employee (Seligman, 2006 & Luthans et al., 2006). The research findings on Positive Organizational Scholarship (POS) and Positive Organizational Behavior (POB) confirmed that the well-being of the

employee at work is the outcome of two factors such as i) job satisfaction and ii) job commitment.

The well-being of a person is the combination of the positive strength of the individual and psychological capacities. According to Luthans et al., (2007) PsyCap is the positive psychological development of the individual. It comprises of four elements: Hope, Efficacy, Resilience, and Optimism (acronym as HERO). As it is malleable, it can be developed. According to Avey et al. (2011), this notion opens an avenue in the workplace to enhance employee well-being. These positive approaches strengthen the individual's inner potential which enhances the mental health and well-being of the employees which in turn contributes to the organizational performance, organizational culture, and productivity of the organization.

According to Xanthopoulou et al. (2007), the positive inner strength of the employee also leads to the enhancement of job satisfaction, motivation, and well-being. Research findings confirm that there is a positive relationship between PsyCap and well-being. PsyCap is one of the core constructs in positive psychology in the organization, which includes both hedonic and eudemonic types of well-being. It is an effective way of enhancing the employee's well-being (Culbertson et al., 2010). According to Luthans et al., (2006, 2008) micro-intervention and internet-based interventions of PsyCap can enhance the various sub-elements of PsyCap such as hope, efficiency, optimism, and resilience. This intervention will enable the organization to adopt its own strategies for enhancing the employee's well-being based on the resources available.

The enhancement of organizational performance largely depends upon the mental health and well-being of the employee (Page & Vella-Brodrick, 2009). Workplace well-being is the key factor in enhancing job performance (Fisher, 2010) and reduces fatigue in the employee (Amornpipot & Burapharat, 2019). The term Workplace well-being (WWB) is subjective, having varied connotations. It is beneficial both for the individual as well as the organization. Due to technical advancement, workplace well-being ensures the quality of life for the employee (Jeffery et al., 2006), leading to health, productivity, success, and longevity (Diener, 2013). PsyCap and workplace wellbeing are positively related (Culbertson et al., 2010), which enhances workplace wellbeing of employees (Nguyen & Nguyen, 2012). WWB also attracts and retains talent for the

innovation and growth of the organization (Baron et al., 2016).

All the elements of PsyCap are related to WWB. It generates positive emotions as well as better coping strategies, which enhances employee wellness (Heinitz et al., 2018). The relationship between PsyCap and WWB is empirically tested by Amornpipat and Burapharat (2019). They found that job burnout has been reduced, and physical and mental wellness has been enhanced by PsyCap. In contrast, work-related dysfunction resulted in negative feelings among employees such as reduced depression, burnout, and negative self-esteem which adversely affect productivity, health, as well as organizational performance (Wright & Huang, 2012). There is a positive relationship between PsyCap and employee well-being (Avey et al., 2011; & Baron et al., 2016). Research studies confirm that PsyCap predicts workplace well-being (Brunetto et al., 2021; Imran & Shahnawaz, 2020). According to Alkahtani et al., (2021), the relationship between PsyCap and well-being was considered "Yin and Yang".

CONCLUSION:

According to Luthans et al., (2004) development of psychological capital contributes positively to sustainable competitive advantage. The Occupational Health Psychology (OHP) and behavioral researchers concluded that the well-being of the individual is impacted by optimism (Carver et al., 2005), hope (Snyder et al., 2006), self-efficacy (Bandura et al., 2006), and resilience (Williams & Cooper, 1998). Research studies also state that PsyCap is malleable, which means one can change it (Luthans et al., 2008, & Avolio et al., 2007). So, the intervention strategies can be adopted by the organization or management practitioner for the development of various sub-elements of PsyCap for the enhancements of the well-being of the employees in the workplace which in turn facilitate organizational effectiveness. In the competitive market environment, human resource development not only focuses on the development of the knowledge, skills, and abilities of the employee in the organization but also the development of the psychological capital of the employee. Both PsyCap research and theory enable individuals to discover who they are and what can be developed within them through self-introspection.

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A REVIEW OF THE LITERATURE EXAMINES THE EFFECTS OF CUSTOMER RELATIONSHIP MANAGEMENT (CRM) STRATEGIES ON PHYSICIANS' PRESCRIBING BEHAVIORS

***Sunil Chougule**

ABSTRACT

Pharmaceutical firms in India are promoting their products through medical representatives. They are doing sales promotion, advertising, and sales (directly/indirectly) on behalf of their respective company. Since the patent law was implemented in the year 2005, the way product promotion used to be done to doctors has changed a lot. Moreover, all pharmaceutical companies have agreed since January 2012 that they will not offer any gifts to the doctors. As a result of this change in the market, almost all companies are facing a high level of competition. Now pharmaceutical companies have realized that just by working on product selling or the market, they cannot survive or achieve the level they want to. Pharmaceutical companies focus on relationship maintenance or customer relationship management should be more so that they can understand their customers both existing and potential in a better way. Customer loyalty to the company can increase only when the implementation of CRM is done properly. This research paper is a review of selected research papers stating all those factors that influence doctors' prescription behaviors and what effect CRM strategies are leaving on prescription behaviors'.

Key Words: *Medical Representative (M.R.), Prescribers (Doctors), Prescription Behavior, Customer Relationship Management (C.R.M.), Pharmaceutical Companies, Standard Operating Procedures (S.O.P)*

INTRODUCTION:

Indian pharmaceutical industry is known for its generic medicines and low-cost vaccines globally. The pharmaceutical industry in India is the third largest in the world in terms of volume and 14th largest in terms of value (Indian Brand Equity Foundation-2023). India's domestic pharmaceutical market stood at US\$ 42 billion in 2021 and is likely to reach US\$ 65 billion by 2024 (Indian Economic Survey 2021).

With effect from January 2005, the Indian Pharmaceutical industry has accepted to work according to global standards because of an amendment to India's Patent Law. As per the legislative provision of this law, any company coming up with its own research product or original research process can

make its sales out rightly for the next 20 years. This implementation, as a result, has increased competition (The Indian Patents Amendment Act 2005)

In another happening in July 2012, the Indian Pharmaceutical Alliance (I.P.A.), the Organization of Pharmaceutical Producers of India (OPPI), and the Indian Drug Manufacturers Association (IDMA) agreed principally to implement a code that would restrict them from offering gifts or other sops to doctors (P.T.I.-July, 2012)

C.R.M. as a process results in shaping the interactions between a customer and company with maximization of the customer's lifetime value and satisfying both the company and customers. When it comes to C.R.M. in the pharmaceutical industry, it is based on the

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prescriber(doctor) and sales force relationship. A medical representative prepares the list of doctors in his territory (designated workplace) and prepares a visit plan on a monthly/weekly/daily basis. Generally, the plan includes both existing and potential doctors' names who can prescribe the company's medicine brand.

With the entry of foreign companies, stringent legislative norms, and stiff price policies, pharmaceutical companies have realized that they just cannot focus on product or market. In fact, they need to have a complete understanding of customers, either potential or existing.

RESEARCH REVIEWS:

This research review has covered some of the reviews from Selected Research Papers.

1. Pathak G.P., Bhola S.S. (2014): Customer Relationship Management and Business Outcomes. Sample Size: 90 Medical Representatives

1.1. Factors/Variables Studied: The responses collected from medical representatives regarding the impact of C.R.M. on business outcomes on 46 variables are considered for the factor analysis. K.M.O. and Barlett's test for analysis of existing CRM systems affected business outcomes opined by medical representatives applied to check the sampling adequacy.

1.2. Tools/Techniques adopted: A questionnaire survey was used for the data collection on a five-point scale. Twelve component groups have been analyzed.

1.3. A finding of the study: The researcher found out through their research study that doctors still value human contact, but nowadays, they prefer to choose how they are contacted. Personal interactions with M.R., gifts, sponsorship, and medical information sharing all these do have some positive influence on the prescription pattern of doctors.

2. Murshid M.A., Mohaidin Z. (2017): Physician's perceptions of brand medicine and its effect on prescribing. Sample Size: 38 Google Scholar-cited research articles.

2.1. Factors/Variables Studied: Examine the doctor's perceptions towards brand medicines. The loyalty of physicians to a brand when prescribing drugs or willingness to switch to generic drugs.

2.2. Tools/Techniques adopted: Articles published in different online databases from 2000 to 2017.

2.3. A finding of the Study: Physicians from high-income countries are inclined to prescribe generic drugs more than brand whereas those from low-income countries are inclined to prescribe brand drugs. Marketing efforts encourage physicians to prescribe brand medicines. The perceptions of physicians towards the brand drugs were found to differ in relation to the nature of the health care system and level of development.

3. Ahmed R.R. (2014): Pharmaceutical Marketing Mix Strategy and Physicians Prescriptions Behavior. Sample Size: 100 Healthcare Professionals

3.1. Factors/Variables Studied: The researcher focuses on the strategies and marketing tools used by pharmaceutical companies. Study of factors that affect physicians' prescription behaviour based on ethical grounds.

3.2. Tools/Techniques Adopted: The questionnaire survey method is used for data collection, and SPSS is used for correlation and regression techniques for the understanding of physician's prescription behaviour.

3.3. A finding of the Study: The data shows a significant level of individual independent variables as promotional tools. According to the results of multiple regression analysis (M.R.A.), the researcher can conclude that independent variables have a significant relationship with dependent variables. Therefore, other all hypotheses are accepted except for personal obligation. Therefore, promotional tools like leave behind literature (L.B.L.), Samples, Visual Aid Detailing, Knowledge, skills of medical representatives, and local and national level Community Medical Education (C.M.E.) programs all influence physician prescription behaviour.

4. Kolhatkar J. Malhar, Inamdar & S, Irfan (2012): Doctor's expectations from Pharmaceutical Companies: Which will influence their Prescription Behavior. Sample Size: 117 Practising doctors

4.1. Factors/Variables Studied: 21 variables of pharmaceutical products were selected after doing a pilot survey, and respondents were asked to give the response as per the degree of importance from 1 to 5 scales.

4.2. Tools/Techniques Adopted: Nonprobability convenient sampling method is used. A close-ended questionnaire as per the degree of importance ranging from 1 to 5 was made.

4.3. A finding of the Study: Core product benefits, i.e., safety for patients from side effects, influence doctor's prescription. Doctors look for basic product attributes like price, packaging, and name for writing prescriptions. Doctors look for products' easy availability in nearby medical stores, longer expiry of medicines, and easiness in consumption for their recommendation to patients.

5. Kareem Abdul Waheed, J. Mohammad, L. Mohammed (2011): Prescription loyalty behaviour of physicians: an empirical study in India. Sample Size: 71 Physicians.

5.1. Factors/Variables Studied: Different factors like consistency and continuity of doctor's prescription irrespective of the company's offering different promotional and sales strategy tactics towards a particular brand.

5.2. Tools/Techniques Adopted: Testable hypotheses were developed with reference to physician loyalty behaviours regarding drug prescription practices, and a survey questionnaire was designed to collect data with a convenience sampling method. The hypothesis was tested by P.L.S. path modelling.

5.3. A finding of the study: Tangible rewards to physicians by the pharmaceutical companies lead to prescription loyalty. Medical representatives' professional values impact significantly on physicians' prescriptions loyalty.

CONCLUSION:

A Literature review conducted till now suggests that a Medical Representative visit frequency is twice in a month generally keeping the gap of 15 days. When it comes to product knowledge of medical representatives working in the current market is very poor, and they have a strong influence of training received by their company after they are hired immediately, which includes the product's scientific basics, other relevant details about the product like price, scheme, monthly target, potential doctors who can prescribe the product etc.

Apart from regular visits by the medical representative to doctors, their companies need to make available relevant and trustworthy information about products online, and this needs to be communicated frequently by M.R.

A medical representative is required to help/assist doctors when the doctors are taking part in medical symposiums, seminars, conferences, etc., on behalf of their company.

Continuous and constant reminders of products given by medical representatives, keeping doctors engaged in free medical camps, free sample distribution, etc., results in more prescriptions than promotional activities. When we evaluate C.R.M. strategies implemented and their aftereffects, the expected result is not achieved by companies. The reason behind the failures of CRM is that it does not know the feasibility of CRM strategies or the overestimation of doctors' potential in a prescription generation. Considering the data available of a territory (an individual M.R.'s working area) the company must segment it with its level of potential for doctors. Based on proper segmentation and differentiation of customers, implementation of CRM strategies with one-to-one doctors can increase the efficacy of CRM.

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AN ANALYSIS OF THE IMPORTANCE OF BRAND COMPONENTS AND THEIR CONNECTION TO CONSUMER BEHAVIORS

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ABSTRACT

This review abstract gives readers a thorough overview of the importance of brand components and how they relate to consumer behaviour. Building a strong brand identity has become a crucial strategic focus for organizations looking to attract and keep clients in today's fiercely competitive market. Consumer impressions and purchasing decisions are significantly shaped by brand features such as brand names, logos, slogans, packaging, and other visual and auditory signals. The goal of this study is to investigate how brand components affect consumer behavior and to provide light on the fundamental principles that underlie their efficiency. To provide a comprehensive understanding of the topic, extensive research from several disciplines, including marketing, consumer behaviour, and psychology has been analyzed.

Keywords: Brand identity - the significance of brand elements- consumer behavior- consumer protections-personality perception- brand equity – brand attitude.

INTRODUCTION:

In the contemporary business landscape, building a strong and distinctive brand identity is crucial for organizations seeking to thrive amidst fierce competition. Central to this endeavor is the brand elements that shape consumer perceptions and influence their behaviors. The significance of brand elements and their relevance to customer behavior has garnered considerable attention from researchers and practitioners alike. Understanding how consumers perceive and interact with brand elements is pivotal for developing effective branding strategies that resonate with target audiences. This review article provides a comprehensive examination of the study on the significance of brand elements and their relevance to customer behavior. By synthesizing existing research from diverse disciplines such as marketing, consumer behavior, and psychology, this article aims to offer valuable insights into the cognitive processes, brand equity implications, and broader impact of brand elements on customer behavior. The findings presented herein contribute to the body of knowledge in brand

management, aiding marketers, and practitioners in enhancing brand performance and cultivating meaningful customer relationships.

OBJECTIVES OF THE RESEARCH:

The objectives to understand the importance of brand components are as follows.

- To provide a comprehensive knowledge of the significance of brand elements.
- To identify gaps in the existing literature.

1. Seimiene, E., & Kamarauskaite, E (2014): Effect of Brand Elements on Brand Personality Perception: Explores the impact of brand elements on consumers' perception of brand personality. The authors delve into the crucial role that brand elements play in shaping consumers' associations and emotional connections with brands, ultimately influencing their perceptions of brand personality.

1.1. Summary: Seimiene and Kamarauskaite's literature review focuses on the relationship between brand

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elements and brand personality perception. Brand elements refer to various components such as brand name, logo, colour, packaging, and other visual or auditory cues that contribute to the overall brand identity. The authors argue that brand elements significantly influence consumers' perception of a brand's personality traits. Brand personality refers to the human-like characteristics and qualities consumers attribute to a brand. By strategically designing and managing brand elements, companies can shape consumers' perceptions and create desired brand personalities that align with their target audience's preferences and values. The article draws on empirical studies and theoretical frameworks to support the relationship between brand elements and brand personality. It highlights the impact of specific brand elements such as brand name, logo design, and colour palette on consumers' perception of a brand's personality traits, such as sincerity, excitement, competence, sophistication, and ruggedness.

Seimiene and Kamarauskaite discuss how brand names can evoke different associations and emotions, affecting consumers' perception of brand personality. Similarly, logo design and colour choices can convey specific meanings and influence consumers' interpretation of a brand's personality characteristics. Furthermore, the authors explore the role of packaging in shaping brand personality perception. They discuss how packaging elements such as shape, materials, and typography can influence consumers' perception of a brand's personality traits. For example, sleek and minimalist packaging may convey sophistication and modernity, while eco-friendly packaging can reflect environmental consciousness.

1.2. Research Gap: After reviewing the article "Effect of Brand Elements on Brand Personality Perception" by Seimiene and Kamarauskaite (2014), one potential research gap that can be identified is the limited exploration of cultural influences on brand personality perception. The article primarily focuses on the impact of brand elements on consumers' perception of brand personality traits, but it does not extensively address how cultural factors may shape these perceptions.

1.3. Conclusion: Seimiene and Kamarauskaite's article provides a comprehensive review of the literature on the effect of brand elements on brand personality perception. It highlights the significance of brand elements in shaping consumers' associations and

emotional connections with brands, ultimately influencing their perception of brand personality.

2. Farhana, M. (2012): His article, titled "Brand Elements Lead to Brand Equity: Differentiate or Die," delves into the crucial role of brand elements in establishing and enhancing brand equity. The author emphasizes the significance of brand differentiation in today's competitive marketplace, highlighting the importance of developing distinct and memorable brand elements to stand out from the competition.

2.1. Summary: Farhana's literature review focuses on the relationship between brand elements and brand equity. Brand elements encompass various components such as brand name, logo, slogan, packaging, and other visual or auditory cues that customers associate with a brand. The article emphasizes that effective brand elements play a pivotal role in building brand equity, which represents the overall value and strength of a brand in the minds of consumers. The author argues that in an era of saturated markets and fierce competition, brands must differentiate themselves to survive and thrive. Brand elements offer a means of differentiation by creating unique associations and emotional connections with consumers. By developing memorable and distinctive brand elements, companies can cultivate positive brand perceptions, enhance brand awareness, and foster brand loyalty among their target audience.

Farhana cites various empirical studies and theoretical frameworks to support the relationship between brand elements and brand equity. The article highlights the concept of brand equity as a valuable intangible asset that contributes to a brand's financial performance, market share, and long-term sustainability. It also explores the role of brand elements in creating brand resonance, which is the extent to which consumers feel connected and engaged with a brand. Moreover, the author discusses the different dimensions of brand elements, such as brand names, logos, slogans, and packaging. Farhana stresses that brand names should be distinctive, memorable, and easy to pronounce to facilitate brand recall and recognition. Logos should be visually appealing, reflective of the brand's values and personality, and capable of evoking positive emotions. Slogans should encapsulate the brand's unique selling proposition and communicate its core message effectively. Packaging should align with the brand's positioning, enhance product attractiveness, and differentiate it from competitors.

The article also explores the potential challenges and risks associated with brand elements, such as brand dilution, brand counterfeiting, and brand infringement. Farhana suggests strategies for brand managers to protect and maintain the integrity of brand elements, including legal measures, continuous monitoring, and innovation in brand element design.

2.2. Research Gap: Upon analyzing the article "Brand Elements Lead to Brand Equity: Differentiate or Die" by Farhana (2012), a potential research gap that can be identified is the limited exploration of the specific mechanisms or processes through which brand elements lead to brand equity. While the article emphasizes the importance of brand elements in building brand equity, it does not delve deeply into the underlying mechanisms or provide a comprehensive understanding of how these elements directly contribute to the creation and enhancement of brand equity. Additionally, the article primarily focuses on the positive effects of brand elements on brand equity, but it does not extensively address potential negative effects or challenges associated with brand elements.

2.3. Conclusion: Farhana's article presents a comprehensive review of the literature on the relationship between brand elements and brand equity. It emphasizes the importance of brand differentiation and the role of distinctive brand elements in creating and enhancing brand equity. The study provides valuable insights for brand managers and marketers, offering practical recommendations for developing effective brand elements that resonate with consumers, differentiate the brand from competitors, and ultimately contribute to long-term brand success.

3. Muhammad, S. A., & Muath, L. S (2018): Impact of brand elements on brand equity: An applied study on Jordanian Corporations. An Applied Study on Jordanian Corporations" provides a comprehensive examination of the relationship between brand elements and brand equity within the context of Jordanian corporations. The study aims to investigate how various brand elements influence brand equity and offers valuable insights for marketers operating in the Jordanian market.

3.1. Summary: The authors effectively blend theoretical frameworks with empirical research to explore the impact of brand elements on brand equity. Through their applied study on Jordanian corporations, they

offer a practical and context-specific perspective on the subject matter. The findings of the study highlight that brand elements, including brand name, logo, packaging, and advertising, play a significant role in shaping brand equity. The authors demonstrate that well-designed and strategically managed brand elements can enhance brand awareness, brand associations, perceived quality, and brand loyalty among consumers. These findings underscore the importance of brand elements in building and sustaining strong brand equity in the Jordanian market. The article contributes to the existing literature by offering insights specific to Jordanian corporations, thereby enriching our understanding of brand equity dynamics within a particular cultural and business environment. Moreover, the study provides practical implications for marketers in Jordan and similar contexts, emphasizing the importance of carefully selecting and managing brand elements to create a positive brand image, differentiation, and long-term customer relationships.

3.2. Research Gap: After analyzing the article "Impact of Brand Elements on Brand Equity: An Applied Study on Jordanian Corporations" by Muhammad and Muath (2018), one potential research gap that can be identified is the limited exploration of the moderating effects of consumer characteristics on the relationship between brand elements and brand equity. While the study provides valuable insights into the impact of brand elements on brand equity within the context of Jordanian corporations, it does not extensively consider how individual consumer characteristics may influence this relationship. Factors such as demographics, psychographics, cultural background, and personal values can significantly impact consumers' perception and evaluation of brand elements, ultimately affecting their brand equity assessment.

3.3. Conclusion: In conclusion, "Impact of Brand Elements on Brand Equity: An Applied Study on Jordanian Corporations" is valuable to the literature. The article's integration of theoretical frameworks and empirical research provides meaningful insights for marketers operating in the Jordanian market while also offering broader implications for brand management practices in other cultural contexts. The study's applied approach enhances its relevance and practicality, making it a valuable resource for both academics and practitioners in the field of marketing and brand management.

4. Keller, K.L. & Apéria, Tony & Georgson, Mats (2008): The article titled "Choosing Brand Elements to Build Brand Equity" by Keller, Apéria, and Georgson (2008) is an important contribution to the field of branding. The article explores the different brand elements that companies can use to build brand equity, which is the value that a brand adds to a product or service beyond the functional benefits.

4.1. Summary: The authors begin by providing an overview of the concept of brand equity and how it is measured and managed. They then present a comprehensive framework for choosing brand elements that are effective in building brand equity. The framework includes six criteria for choosing brand elements: memorability, meaningfulness, likability, transferability, adaptability, and protectability. The authors go on to discuss the different types of brand elements that companies can use, including brand names, logos, slogans, symbols, characters, packaging, and sound. For each type of brand element, the authors provide examples of successful and unsuccessful brand elements and discuss the key factors that contribute to their success or failure. One of the strengths of this article is its comprehensive review of the academic literature on branding. The authors draw on a wide range of sources to provide a thorough overview of the different approaches to branding and the key theories and concepts that underpin them. This makes the article a valuable resource for anyone seeking to deepen their understanding of branding and brand equity. Another strength of the article is its practical focus. The authors provide practical advice and guidance on how to choose and implement brand elements that are effective in building brand equity. The framework they present is clear and easy to understand, and the examples they provide are relevant and insightful.

4.2. Research Gap: After reviewing the chapter "Choosing Brand Elements to Build Brand Equity" by Keller, Apéria, and Georgson (2008) in the book "Strategic Brand Management: A European Perspective," one potential research gap that can be identified is the limited exploration of the dynamic nature of brand elements and their impact on brand equity over time. The research does not extensively address how brand elements may evolve or require adjustments over time to maintain or enhance brand equity in a changing market environment.

4.3. Conclusion: Overall, "Choosing Brand Elements to Build Brand Equity" is an important contribution to the literature on branding. The article provides a comprehensive overview of the different approaches to branding and offers practical guidance on how to choose and implement brand elements that are effective in building brand equity. The article is a valuable resource for anyone interested in branding, from students and academics to marketing professionals and business owners.

5. Sugiarto, C., & Suryanadi, P. (2019): "Effectiveness of Brand Management Key Elements in Forming Consumer Loyalty" explores the relationship between brand management key elements and consumer loyalty. The study aims to investigate the effectiveness of various brand management strategies in building and maintaining customer loyalty.

5.1. Summary: The article provides a comprehensive analysis of the key elements of brand management and their impact on consumer loyalty. By synthesizing previous literature and empirical research, the authors shed light on the effectiveness of strategies such as brand awareness, brand image, brand satisfaction, and brand trust in fostering consumer loyalty. The findings of the study suggest that effective brand management plays a crucial role in cultivating consumer loyalty. The authors demonstrate that brand awareness, through various marketing communications and brand exposure, contributes to the formation of brand loyalty. Furthermore, they highlight the importance of a positive brand image, as it influences consumers' perceptions and attitudes towards the brand, ultimately driving their loyalty. The study also emphasizes the role of brand satisfaction and brand trust as key drivers of consumer loyalty, underscoring the need for consistent and reliable brand experiences. The article contributes to the existing literature by providing empirical evidence and insights into the effectiveness of brand management's key elements in shaping consumer loyalty. The findings offer practical implications for brand managers, highlighting the significance of developing and implementing effective brand management strategies to build and maintain long-term customer loyalty.

5.2. Research Gap: After reviewing the article "Effectiveness of Brand Management Key Elements in Forming Consumer Loyalty" by Sugiarto and Suryanadi (2019), a potential research gap that can be identified

is the limited exploration of the moderating effects of different consumer segments on the relationship between brand management key elements and consumer loyalty. While the study provides valuable insights into the effectiveness of brand management key elements in forming consumer loyalty, it does not extensively consider how different consumer segments may respond differently to these elements. Factors such as demographics, psychographics, and consumption behaviors can significantly influence consumers' perception and evaluation of brand management strategies, ultimately affecting their loyalty to the brand.

5.3. *Conclusion:* Overall, "Effectiveness of Brand Management Key Elements in Forming Consumer Loyalty" is a valuable contribution to the field. The authors effectively synthesize previous research, offer a comprehensive analysis of brand management key elements, and provide practical insights for brand managers seeking to enhance customer loyalty. This article serves as a useful resource for academics, researchers, and practitioners interested in understanding the relationship between brand management strategies and consumer loyalty.

6. Bulle, Fuad (2020): "The Effect of Brand Name on Consumer Buying Behavior: Empirical Study on Somali Students in Istanbul" explores the impact of brand names on consumer buying behavior among Somali students residing in Istanbul. The study aims to investigate the significance of brand names in influencing consumer purchase decisions within this specific demographic.

6.1. *Summary:* The article presents a detailed analysis of the relationship between brand names and consumer buying behavior. By employing empirical research methods and focusing on Somali students in Istanbul, the study provides insights into the specific context of this target group. The author examines how brand names influence consumer perceptions, attitudes, and purchase intentions, shedding light on the importance of brand names in the decision-making process.

The findings of the study indicate that brand names have a significant effect on consumer buying behavior among Somali students in Istanbul. The author reveals that well-known and familiar brand names tend to evoke positive associations, trust, and credibility, which can positively influence purchase decisions. Additionally, the study highlights the influence of cultural factors and social identity on the evaluation and

selection of brand names within this specific demographic.

The article contributes to the existing literature by focusing on the Somali student population in Istanbul, representing an understudied demographic in brand behavior research. By exploring the impact of brand names on consumer buying behavior within this context, the study offers valuable insights for marketers targeting Somali students and provides a foundation for future research in similar multicultural settings.

6.2. *Conclusion:* Overall, "The Effect of Brand Name on Consumer Buying Behavior: Empirical Study on Somali Students in Istanbul" presents a valuable contribution to the field. The study's empirical approach, combined with its focus on a specific demographic, enhances our understanding of the role of brand names in consumer decision-making processes. This article serves as a useful resource for researchers and practitioners interested in understanding the influence of brand names on consumer behavior within multicultural contexts.

7. Singla, V., & Aggarwal, N (2020): "Understanding the Effect of Change in Logo Elements on Brand Attitude: A Study of Three Logos" by Vikas Singla and Nupur Aggarwal explores the impact of changes in logo elements on brand attitude. The study aims to provide insights into how modifications to logo design elements influence consumer perceptions and attitudes toward a brand.

7.1. *Summary:* The article comprehensively analyses the relationship between logo elements and brand attitude. Singla and Aggarwal conducted a study involving three different logos and examined how changes in logo design elements, such as colour, shape, and typography, influence consumer perceptions and brand attitude. Through empirical research, the authors investigate the extent to which logo modifications can positively or negatively impact brand attitude.

The findings of the study reveal that changes in logo elements can indeed have a significant effect on brand attitude. The authors demonstrate that alterations to logo design elements can evoke different emotions, create associations, and shape consumers' perceptions of the brand. Moreover, they highlight the importance of consistency and alignment between logo elements and brand identity in maintaining a positive brand

attitude. The article contributes to the existing literature by focusing specifically on the impact of logo design element changes on brand attitude. By examining three different logos and their corresponding modifications, the study offers practical insights for brand managers and designers. It emphasizes the importance of considering the psychological and emotional responses evoked by logo elements to create a favourable brand attitude.

7.2. *Research Gap:* After analyzing the article "Understanding the Effect of Change in Logo Elements on Brand Attitude: A Study of Three Logos" by Singla and Aggarwal (2020), a potential research gap that can be identified is the limited generalizability of the findings due to the small sample size and focus on only three logos. While the study provides valuable insights into the impact of logo element changes on brand attitude through the examination of three specific logos, the generalizability of the findings to a broader context may be limited. The study's small sample size and focus on a limited number of logos may not adequately represent the diversity of brands and consumer perceptions in the wider market.

7.3. *Conclusion:* Overall, "Understanding the Effect of Change in Logo Elements on Brand Attitude: A Study of Three Logos" provides a valuable contribution to the field. The study's empirical approach and focus on logo design elements enhance our understanding of their impact on brand attitude. The findings offer practical implications for brand managers and designers seeking to create a positive and consistent brand attitude through logo design. This article serves as a useful resource for academics, researchers, and practitioners interested in the role of logo elements in shaping brand perceptions and attitudes.

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THE ANALYSIS OF RESEARCH REVIEW FOR THE PROTECTION OF CHILDREN FROM SEXUAL OFFENCES ACT (POCSO)

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ABSTRACT

Children are the nation's greatest human resource, and their well-being health, education, safety, happiness, and access to opportunities is a barometer of the socioeconomic progress of the nation. The article begins by outlining the POCSO Act and its goals, which was introduced in 2012 in response to an increase in crimes against children. Following this is a critical examination of whether the new POCSO rule, which now mandates the death penalty for raping children under the age of 12, will serve as a deterrence to rape against children. The Protection of Children from Sexual Offences (POCSO) legislation was passed by the Union Cabinet on April 21, 2018, in response to a spate of horrible child rapes. This law stipulates that anyone found guilty of raping a minor who is 12 years old or younger will be executed. Without a doubt, POCSO 2012 has significantly helped to address the child sexual abuse (CSA) issue in India. It has recognized and made illegal several inappropriate sexual activities that endanger children. The law has significantly contributed to educating the public, sensitizing the criminal judicial system, and making the reporting of CSA acceptable and mandatory, as seen by the fast-rising number of reported cases. The law is highly detailed and contains some unusual aspects. However, three key concerns that were noted in the letter and spirit of the law could make its implementation in the Indian setting problematic. The problems are rigidity in the age of consent for sex with those under the age of 18, mandatory reporting requirements, and the impreciseness of age determination. Additionally, POCSO 2012 and the Prohibition of Child Weddings Act 2006^{5,6}, which expresses the government of India's desire to outlaw child weddings and protect vulnerable children, should deter underage marriages. However, given the issues mentioned above and, in a setting, where social and cultural norms continue to tolerate, if not actively promote, child marriages, the possibility of resource waste and loss cannot be discounted. This article will critically analyze the law to ascertain whether the death penalty will result in a reduction in child rapes.

Keywords: Sexual Offences Act, sexual assault, rape, and murder

Introduction

As much as it is depressing to see the increase in the number of sexual assault cases against children in India, the stronger the need is felt to deliver justice to the victims at the earliest. In our country, the legislation governing sexual offenses with children is the POCSO Act¹ which provides stringent punishment for the offenders. As per the government report, around 23% of girls in India are sexually abused or harassed before

18 years of age. In most cases, the parents do not complain because the abuser is known to them.

Although the Convention on the Rights of the Child was adopted by the United Nations in 1989, the offenses against children were not redressed by any legislation in India until 2012. So, in 2012 the Protection of Children from Sexual Offences Act was passed to protect children from all forms of sexual abuse. It provided stringent punishments for committing offenses against children ranging from a minimum of 20 years of

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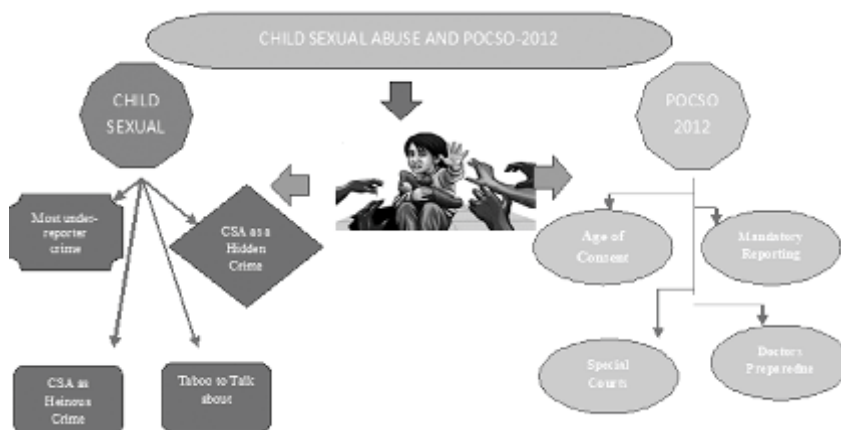
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imprisonment to the death penalty in case of aggravated penetrative sexual assault. This article will discuss the POCSO Act, 2012, its scope, the 2019 amendment, and the landmark cases. Let's get started.

Background:

The criminal justice system and the public have always ignored child sexual abuse (CSA) as a hidden issue in India. CSA wasn't regarded as a crime until recently; in India, the only recognized specific sexual offense against children was rape, if not that, then it was the only one. Lack of explicit legislation made it so that a variety of objectionable behaviour, including harassment, child sexual assault that did not amount to rape, and exploitation for pornography, were never punished by the law. In recent years, activists, Non-Governmental Organisations (NGOs), and the central government's Ministry of Women and Child Development have actively participated in breaking "the conspiracy of silence" 4, which has significantly increased political and public momentum to address the issue. The Ministry of Women and Child Development led the initiative that resulted in the 2012 Protection of Children from Sexual Offences (POCSO) legislation. This commentary focuses on three concerns that could have an impact on how the legislation is applied in practice while also highlighting the unique aspects of POCSO. In this reflective essay, we start by quickly outlining the prevalence of CSA in India and the response that the law has had to it. To inform the study, we consult previously published research, court records, media accounts, access to police sources, and our own professional practice.

POCSO 2012:



1. The 2012 POCSO Act's scope:

The POCSO Act, 2012 is not the only piece of legislation in India that addresses issues of child sexual abuse. POCSO stands for the defense of minors against sexual assaults. The provisions of the law of Criminal Procedure, 1973, Indian Penal Code, 1860, Juvenile Justice Act, 2015, and Information Technology Act, 2000 encompass the process and define the offenses; the POCSO Act cannot be considered a comprehensive criminal law in and of itself.

2. Essential features of the POCSO Act- 2012:

Following are some of the key elements of the POCSO Act:

The victims' identity will remain private: The media method is outlined in Section 23 of the POCSO Act, and it imposes a duty to protect the victim's (child's) identity unless the Special Court has approved the disclosure.

According to clause (2) of this section, "no reports in any media shall disclose the identity of a child, including his name, address, photograph, family details, school, neighborhood and any other particulars which may lead to the disclosure of the identity of the child."

The law under Section 23 was reaffirmed by the Calcutta High Court in *Bijoy @ Guddu Das v. The State of West Bengal* (2017). It said that anyone who violates this rule, including a police officer, will be prosecuted.

- **Gender-neutral provisions:** Unlike IPC, the POCSO Act does not differentiate between victims and perpetrators based on gender. This no doubt overcomes one of the biggest problems of the Indian Penal Code. The definition of a child includes anyone below 18 years of age.

- **Mandatory reporting of child abuse:** Sexual assault cases typically take place in private, and perpetrators often try to conceal the events. According to Sections 19 to 22 of the POCSO Act, third parties have been required to report these instances to carry out the POCSO Act.

3. Child Pornography:

The Ministry of Women and Child Development has made it plain what constitutes child pornography, including

sexually explicit digital content involving children, to curtail this horrible crime. The POCSO Act, of 2012, established a definition for child pornography and included digital or computer-generated content to its purview.

- According to the law, child pornography is "any visual depiction of sexually explicit conduct involving a child, which includes a photograph, video, digital, or computer-generated image (that is) indistinguishable from an actual child."
- In addition, it would be considered child pornography if "an image created, adapted, or modified" to depict a kid was used. This would also apply to animated films, cartoons, etc.
- In addition, the Cabinet increased the penalties from the initial recommendation of Rs. 1,000 to Rs. 5,000 for possessing child pornographic material without removing it or reporting it. A person could receive a punishment of up to three years if they save such content for future distribution, except for when they use it as evidence in court.
- Child pornography will no longer be tolerated in any capacity.
- Some of these clauses were also included in the POCSO Amendment Act of 2019 but were no longer in effect.

4. Gaps or Loopholes in the POCSO Act of 2012:

Despite being a strong Act, various flaws have been found by the police and other parties involved in its execution.

The following list includes a few of the flaws²⁴:

1. If the victim child declines to have a medical examination but the investigating officer and family members are ready to let the child have one, there are no provisions in the POCSO Act on how to proceed.
2. As per section 27 (2) of the POCSO Act, a lady doctor must conduct the medical examination of a female victim kid, no remedy is provided under the Act if there is no lady doctor on duty present at the government or private hospital to examine the victim girl child.
3. Since only men are designated as accused parties in cases under Section 3 of the POCSO Act,

women are not covered by it. In accordance with the terms of section 3 of the Act, a woman who commits a sexual offense is not subject to prosecution.

4. The Act deems it unlawful for a teenager to have intercourse with another adolescent or with an adult. The POCSO Act makes no mention of permission from those under the age of 18, and it makes no mention of the likelihood that two minors will engage in any form of sexual conduct. As a result, it restricts the personal freedom of people under the age of 18 by making their consensual sexual activity illegal and making them targets of societal harassment.
5. Most nations have set their age of consent at 14 to 16 years old, according to the Bombay High Court's observation in the case of XYZ v. State of Maharashtra & Anr. In nations like Germany, Italy, Portugal, Hungary, etc., 14-year-olds are seen as old enough to consent to sex. In Wales and London, the legal age of consent is 16. The legal drinking age in Japan is 13. The legal age of consent is 16 in Bangladesh and 16 in Sri Lanka. As a result, the court determined that the age of consent for sex under the Protection of Children from Sexual Offences Act (POCSO Act) and the Indian Penal Code (IPC) should be reviewed because many of the cases that come before courts involve young girls who have engaged in consensual sex in romantic relationships and because of these cases, the courts are becoming overloaded.
6. This Act forbids child marriage and marriage consummation, however distinct personal laws of different communities in India permit these practices. The POCSO Act of 2012 does not provide any explanation in this regard.
7. The Act is more influenced by biological than mental age. Clinical psychologists claim that even though a young woman between the ages of 22 and 23 may have the mental ability of a four-year-old child, the POCSO Act does not provide her with any recourse or justice if she is the victim of one of the sexual offenses listed in the Act.
8. It is well known that the majority of cases go unreported due to feelings of shame, embarrassment, anger, and frustration; however, if the family members fail to report the case in accordance with section 21 (1) of the Act, which

makes filing an FIR by the family members or the head of the office whose jurisdiction the offense occurred mandatory, they will face punishment. The victims' families typically don't want to report the incidents because of concern that they would be re-victimized during medical examinations, court appearances, or by society's lack of understanding.

9. Contrary to the common rule of "innocent until proven guilty," the accused are regarded as guilty under this Act until they are proven innocent. The Act is extremely punitive since it places the onus of proving innocence on the accused. The natural justice precepts are disregarded in this situation.
10. Section 22 (2) of the POCSO Act, 2012 states that children who make false reports or give misleading information will not be punished. The same clause of the POCSO Act, however, imposes penalties on those who file a fictitious complaint in an effort to humiliate, extort, threaten, or defame another person. Since children are not subject to these penalties, many persons abuse this exemption by using small children to file fictitious complaints and make false claims.
11. The POCSO Act is silent regarding the documentation needed to demonstrate the victim's or accused's age, which presents numerous problems for both parties. In this context, Rule 12 of the Juvenile Justice (Care and Protection of Children) Rules, 2007 is frequently used by courts. The birth certificate, academic transcript, or matriculation certificate of the kid may be used as identification under this rule.
 - 11.1. The child must undergo an ossification test to demonstrate age in the absence of these documents, even though a passport is a legal document. This test gives the accused person the benefit of the doubt by giving an approximate age estimate for the youngster. There is no specific language in the Act that addresses which documents should be considered for confirming the child's age or if the benefit of the doubt should be given.
 - 11.2. However, a division bench of the Supreme Court made up of Justices S. Ravindra Bhat and Aravind Kumar has noted that School Transfer Certificates cannot be used to determine a victim's age under the POCSO Act, 2012 and that whenever a dispute over a person's age arises in the context of that person being a victim under the POCSO Act, the courts must follow the procedures outlined in Section 94 of the Juvenile Justice Act (Care and Protection) Act.
12. Due to the strict terms of the Act, which prevent bail from being granted and require periodical trials, the under-trial offenders imprisoned in jail in POCSO Act cases must remain there for a lengthy amount of time, overcrowding the jails and frequently causing problems for the jail officials. Even if you are falsely accused in such circumstances, it can be exceedingly challenging to obtain bail.
13. A clause in the law states that "support persons" must be provided to the children of the victims, although this requirement is rarely followed, which frequently results in the accused being exonerated. According to Rule 4 (8) of the POCSO Rules, 2020, the Child Welfare Committee may provide a support person to assist the child during the course of the investigation and in coping with the trauma of the case, but it is typically seen that support persons are not provided to the victim, leading to acquittal in the majority of cases registered under this Act and psychological and mental pressure on the victim and her family throughout the entire investigation and judicial process. According to the Supreme Court of India, "support persons" were given to the victim in just 4% of the cases reported under the POCSO Act, 2012. As they stand by the victims throughout the judicial process, "support persons" should be made available to the victims to reduce the number of acquittals under this Act.
14. The victim is given compensation under Section 33(8). The amount of compensation to be given to the victim kid and who would receive the money on the child's behalf are not specified in the Act.
15. The behaviour is biased in Favor of the victim and transgresses natural justice by failing to behave in a way that is consistent with justice, equity, and morality.
16. The POCSO Act defines bare touch as sexual penetration. As an illustration, a father who pats his child on the back, cheek, or head to convey affection or bestow blessings may be sentenced to prison.
17. The legislature intended to have a deterrent effect by maintaining the provisions of severe

punishments and penalties against the accused, but in practice, many cases result in acquittals, making it impossible to provide the victims with redress and justice.

18. If public employees or officers in positions of authority commit any offense of aggravated assault on a child victim under this Act, it is not stated in the Act how they will be tried.
19. Who oversees guaranteeing and requesting reports regarding whether the investigation of POCSO cases was handled strictly in accordance with the POCSO Act's provisions is not specified in the Act.
20. It is debatable whether the death penalty would dissuade criminals from committing similar offenses or if it would just motivate them to destroy evidence and kill victims to silence witnesses.
21. Section 29 of the POCSO Act of 2012 states that if someone is charged with committing, aiding, or attempting to commit a crime, the Special Court must believe that person has committed or attempted to commit the crime unless the opposite can be proven. While wealthy accused parties can hire competent attorneys to represent them in court, a poor man will be unable to escape the POCSO Act's restrictions if he is implicated because he cannot afford to hire an effective attorney.
22. According to section 35 of the POCSO Act, 2012, the Special Court must complete the trial within a year of the date it took cognizance of the offence and must record the victim child's testimony within 30 days of the Special Court doing so. Despite this provision, however, the number of POCSO Act cases still pending continues to rise, and the Special Court has not yet completed any of the cases.
23. The Act makes no mention of how much the accused individual should be compensated if he or she is wrongfully accused.

POCSO Act-2012 Misuse24:

People are frequently found to be implicated in fictitious cases under the POCSO Act because of land disputes, marriage disputes, personal grudges, political motives, or for personal gain to humiliate the accused by holding them in jail for an extended period of time. A girl under the age of 18 may be persuaded by her family to file a

false complaint in relation to a personal disagreement against someone with whom her family has animosity.

- Due to the strict restrictions of the POCSO Act, judges seldom give bail, and if the case is false, the mental health and trauma of the accused persons worsen. As a result, those who have been detained on suspicion of a crime must spend a significant amount of time in jail, often until the case has been tried. The accused has already endured a great deal of hardship before being granted bail or being found not guilty.
- Numerous convicts, some of whom were innocent when they were detained under the POCSO Act, are incarcerated for months on end without access to regular trials, release, or bail. Because of their deplorable living conditions, these convicts frequently resort to violence to resolve conflicts. Some of them have also grown mentally ill.
- According to section 33(8) of the POCSO Act, 2012, the special court may, in addition to the sentence, order payment of compensation to the child for injuries to his or her physical or mental health as well as for the kid's rehabilitation. In an effort to obtain the compensation money, some members of the minor child's family file fictitious complaints against wealthy and deserving defendants.
- In one instance, an advocate would accuse wealthy companies in POCSO cases of extortion, purportedly in cooperation with the police and a girl under the age of 18. After teaching the victim girl to speak what was said to her when making a statement under section 164 CrPC before the judicial magistrate, the police allegedly sent the girl in many cases.
- In many circumstances, police detain the accused right away, while in other instances, they don't detain the accused until after the case has been filed, assisting them in obtaining bail from the court. Police are accused of omitting the name of one accused party in a gang rape case by crafting the statements of some 'witnesses' in accordance with section 161 of the Criminal Procedure Code in a manner that cleared the accused party of all charges.
- The police frequently manipulate the use of statements under section 161 CrPC in order to implicate someone in the case or to omit the name of an accused person from the case. For this

reason, the statements of some people who were not at all witnesses to the case were recorded in a way that either favoured the accused or implicated innocent people by leaving or adding their names as accused in the statement.

- The mother of the victim girl has also allegedly been accused of scratching her child's shin or injuring her genitalia in order to obtain a medical report that will be used against the accused in a false case under the POCSO Act because the victim girl's family has a bad relationship with the accused and/or his family.

POCSO Amendment Act-2019:

In order to better protect children from sexual assault and harassment, the POCSO Act was amended in 2019 to increase the severity of the penalties for sexual offenses against minors. This amendment has the following qualities and futures:

- The law renders child abuse crimes gender-neutral.
- The use of hormones or other chemicals to induce early sexual maturity in youngsters to commit penetrative sexual assault has been included in the definition of "sexual assault."
- The Act defines child pornography as any visual representation of child sexual activity, including pictures, videos, digital images, or computer-generated representations that are indistinguishable from real children.
- The Act is important because it defines child pornography unambiguously and makes it illegal and punishable.
- The revisions also make sending pornographic material to children illegal and suggest harmonizing it with the IT Act.
- The Act strengthens penalties for sexual offenses against children by including the death penalty.
- One of the most significant provisions is that anyone who commits penetrating sexual attacks on children under the age of 16 would be penalized with fines and sentences ranging from 20 years to life in prison.
- The act raises the minimum sentence from 10 to 20 years and the maximum sentence to the death penalty in situations of aggravated penetrative sexual assault.

- The Act stipulates that those who utilize a kid for pornographic purposes should be punished with imprisonment of up to five years and a fine in order to stop child pornography.
- The punishment, however, would be up to seven years in prison and a fine in the event of a second or subsequent conviction.
- The government has now authorized over a thousand fast-track courts for the quick resolution of open POCSO cases.

Assaults on children in the Neighbourhoods of Mumbai:

S.No.	Assault Surrounding	Percentage
1	Institutional Care	09%
2	Open Space	11%
3	Street	13%
4	Railway Station	21%
5	Rented House/Apartment	31%
6	Vehicle	15%

The facts and statistics regarding child sexual assault instances in Mumbai are presented in this report. Two children are sexually molested daily in Mumbai, claims Indian Invoice. The Protection of Children from Sexual Offences Act (POCSO) authorizes four city hospitals to handle cases, and shocking data from police stations reveals that child abuse incidents in Mumbai have been steadily increasing, with 2016 perhaps being the worst year yet. The Sion institution in Mumbai has the most cases of child sexual abuse reported; in the last six months, the institution has handled 183 POSCSO cases. 64 of these involved kids younger than 12 years old. During this time, Nair Hospital treated 72 patients, 18 of whom were children under the age of 129.

Crime against Children:

6.1. Crimes against Children in India -2021:

S.No.	Indian States	Cases in 2021
1	Madhya Pradesh	19,173
2	Maharashtra	17,261
3	Uttar Pradesh	16,838
4	West Bengal	9,523
5	Odessa	7,899

Source NCRB

There are 1,40,239 cases pending in various Indian states. Out of them, Madhya Pradesh is the top state in the nation, followed by Maharashtra. Uttar Pradesh, West Bengal, and Odessa round out the top five.

6.2. Crimes against Children in India -2020:

S.No.	Indian States	Cases in 2020
1	Madhya Pradesh	17,008
2	Uttar Pradesh	15,271
3	Maharashtra	14,371
4	West Bengal	10,248
5	Bihar	6,591

Source NCRB

There are 1,22,064 cases pending in various Indian states in 2020. Out of them, Madhya Pradesh is the top state in the nation, followed by Uttar Pradesh, Maharashtra, West Bengal and Bihar round out the top five.

6.3. Crimes against Children in India -2019:

According to the National Crime Records Bureau (NCRB), there was a 4.5% increase in crimes against minors in 2019 compared to 2018. According to NCRB's statistics, 148,185 crimes against minors were reported throughout the nation in 2019. According to the POCSO Act of 2012, crimes against minors made up 31.2% of these cases. The maximum 8,503 cases under the POSCO Act, 2012 that were filed nationwide between 2017 and 2019 were registered in the state of Maharashtra. Nearly 50% of these incidents involved online hookups between kids and those who later sexually abused them or engaged in romantic liaisons with the promise of marriage.¹⁴

S.No.	Indian States	Cases
1	Uttar Pradesh	7,444
2	Maharashtra	6,402
3	Madhya Pradesh	6,053
4	Karnataka	4,339
5	Gujarat	4,228

Source NCRB

In 2019, Following Maharashtra (6,402) on the list of states are Uttar Pradesh (7,444 cases), Madhya Pradesh (6053), Karnataka (4,339), and Gujarat (4,228). The number of incidents of child abuse in

Maharashtra has increased, from 2,398 in 2017 to 2,944 in 2018 to 3,161 in 2019. After the Criminal Law (Amendment) Act of 2013 was passed, those aged between 16 and 18 were the most susceptible, followed by those between 12 and 16 years old, 6 to 12 years old, and even those under the age of 6 years old¹¹.

According to the Criminal Law (Amendment) Act of 2013, the legal age of consent for sexual activity in India has been raised from 16 to 18. As a result, any sexual activity regardless of whether permission is present, with a female under the age of 18 is considered statutory rape¹³. According to earlier studies, teens (16 to under 18 years old) who were in consensual relationships (sexual activity by mutual permission) accounted for the greatest proportion of reported instances¹².

In a recent ruling from June 2018, the Honourable Madras High Court ruled that "Any consensual sex after the age of sixteen or bodily contact or alleged acts could be excluded from the rigorous provisions of POCSO Act and sexual assault could be tried under more liberal provisions which can be introduced in the act, differentiating sexual assault and teenage relationship¹⁵." This decision suggests that the minimum age of consent for sexual activity be raised to 16 years, which would decriminalize consensual sex for teenagers between the ages of 16 and 18.

Child Sexual Abuse, Assault, and Harassment Cases in South India-2021:

S.No.	South Indian States	CSA Cases	CSA&H Cases
1	Andhra Pradesh	289	161
2	Karnataka	2090	676
3	Kerala	1568	766
4	Tamil Nadu	3401	943
5	Telangana	1817	850

Source NCRB

CSA- Child Sexual Abuse. CSA&H-Child Sexual Assault and Harassment

Rape, sexual assault, sexual harassment, using a kid for pornography, and other unnatural offenses are examples of sexual offenses against children that fall under the POCSO Act⁹.

According to the research, a total of 50,935 child abuse cases were reported in 2021 under the 2012 Protection of Children from Sexual Offences (POCSO) Act, which aims to safeguard young people from sexual abuse, with more than one-fourth (13,089) of the instances reported in South India. In comparison to the previous year, there has been a 24.47 percent increase in child rape and sexual abuse incidents reported in the five states of South India, with Tamil Nadu dominating the list, according to the National Crime Records Bureau (NCRB) report for 2021.

Tamil Nadu is placed fourth among the 28 states and is just behind Madhya Pradesh and Maharashtra in terms of the national statistics, which are led by Uttar Pradesh.

Types of Crime against Children:

The POCSO cases are organized according to the criminal activity that each one of them engaged in. The offenses are broken down into seventeen components, some of which include subparts. They are cited as being simple to track.

Sl.		Crime Head-Wise
1		Murder
	1.1.	Murder with Rape/POSCO
	1.2	Other Murder
2		Abetment of Suicide of Child
3		Attempt to commit Murder
4		Infanticide
5		Foeticide
6		Exposure and Abandonment
7		Simple Hurt
8		Grievous hurt
9		Kidnapping and Abduction of Children

	9.1	Kidnapping and Abduction
	9.1.1	Missing Children Deemed as Kidnapped
	9.1.2	Other Kidnapping & Abduction
	9.2	Kidnapping and Abduction for the purpose of Begging
	9.3	Kidnapping and Abduction in order to Murder
	9.4	Kidnapping from Ransom
	9.5	Kidnapping and Abduction of Minor Girls to compel her for marriage
	9.6	Procuration of Minor Girls
	9.7	Importation of Girls from Foreign Country
	9.8	Other Kidnapping & Abduction
10		Human Trafficking
11		Selling of minors for Prostitution
	11.1	Boys
	11.2	Girls
12		Buying of Minors for Prostitution
	12.1.	Boys
	12.2.	Girls
13		Rape
14		Attempt to commit Rape
15		Assault on woman with intent to Outrage her modesty
16		Insult to the Modesty of Women
17		Other IPC Crimes

1. IPC Crimes against Children in 2021:

Crimes	Previous year cases Pending for Investigation	Reported cases during 2021	Cases Reopened of Investigation	Total
Total number of IPC Crimes against Children	58 152	90 679	53	1 48 884

According to the figures, 90 679 instances will be reported in India from all states in 2021. Out of these reported instances in 2021, 58 152 cases involving crimes against minors are still being investigated. There are currently 1 lakh 48 thousand and 884 instances listed as crimes against children under the IPC.

CSA Susceptions:

In addition to acting as advocates for children's health, healthcare professionals are crucial in identifying children who have been sexually abused. Less than 5% of victims exhibit physical evidence of abuse, and there are frequently minimal visible indications of sexual abuse¹⁷. Victims are either identified or not identified at all during the history portion of examinations¹⁸. Due to the taboo nature of CSA¹⁹, doctors must be aware of its risk factors and the importance of thoroughly assessing children for victimization. Bloody, torn, or discoloured pants, trouble standing or sitting, recurrent urine infections, soreness, itching, or burning in the genital area are only a few of the physical injuries²⁰.

1. Common Findings to Suspects CSA: Common findings in adolescents typically involve behavioural indicators like breaking the law and acting inappropriately in public¹⁴, lower academic achievement and absenteeism¹⁹, sexualized behaviour, such as prostitution^{21,22}, displaying violent behavior²⁰, and an increased propensity to become offenders as adults²⁰. Healthcare practitioners must react correctly to behavioral, verbal, or nonverbal communication like sign language or a series of motions that may reveal a history of abuse because these physical symptoms are frequently not obvious from the evaluation. A multidisciplinary approach involving experts from the departments of forensic medicine, obstetrics, and gynecology, paediatrics/general medicine, pediatric surgery, and psychiatrist can increase the likelihood of detection. However, no single health professional can be responsible for finding these clues.

The objective of the Study:

The purpose of the paper was to examine the POCSO ordinance, which seeks to impose the death sentence for raping a child under the age of 12. However, the death sentence has never been an effective deterrent to rape or other types of crime. I thus call for a frank discussion in the Parliament before this ordinance is approved and becomes law.

Special Courts under POCSO:

A Sessions Court may be designated as a Special Court to try offenses under the POCSO Act by State Governments, in conjunction with the Chief Justice of the High Court, in accordance with Section 28(1) of the POCSO Act, to enable a rapid speedy trial. However, a Sessions Court will be regarded as a Special Court under the POCSO Act (POCSO Act, 2012) if it has been designated as a Children's Court under the Commissions for Protection of Child Rights Act, 2005, or if any other Special Court has been designated for similar purposes under any other law. The new Protection of Children from Sexual Offences Act envisions the creation of special "child courts," which should have a significant impact. They would aid in the formation of a specialized group of professionals who will comprehend the delicate nature of such situations, according to Maharath Aden Walla, a child rights expert, and high court lawyer in Mumbai: This is particularly important because the system frequently fails to recognise that the individual in front of it is a kid and not an adult, and thus needs to be addressed differently²³.

Recommendations for the Future:

1. Awareness: The prevention of CSA can be greatly aided by raising awareness about sexual abuse. Information about POCSO should be made available to the public, and raising stakeholder awareness will aid in the eradication of CSA. Numerous research on public awareness of POCSO has shown that there is a critical need to spread more and more knowledge about POCSO.

2. Mandatory Reporting: An important component of the POCSO Act is mandatory reporting. In an effort to increase the reporting of CSA offenses, mandatory reporting was introduced to the statutes. However, it became a problem for many parties involved. This is the POCSO area that needs additional work for better law enforcement.

3. Mandatory Implementation to School Education: According to studies, the age of consent, which is the fundamental component of POCSO, needs to be promptly reevaluated. Under POCSO, any sexual activity with a minor under the age of 18 is illegal. Consensual sexual behaviour while a teenager should not be viewed as illegal, according to numerous research.

4. Medical Practitioners' Mandatory Duty to Report Police:

Doctors are crucial in CSA instances; their preparation and knowledge of CSA will benefit many CSA victims. Numerous studies have shown that to stop CSA victims from becoming victims again, clinicians must be properly trained and sensitized.

5. Police Mandatory duty of File FIR under POCSO:

In general, as soon as a report is received in any way, the police authority reviews it again right away, files an FIR under the POCSO Act, and then turns it over to the jurisdictional authority to provide the evidence for prompt and appropriate legal action.

6. Politicians shouldn't assist in defending the Accused:

A better defence has been constructed, beginning with the small house. Every good habit begins at home, according to the theory that a child's mother is their first teacher. The good things kill the bad habits. Local authorities consequently addressed the notion that domestic growth preceded global expansion. They also learned this via having their own children. Any child who has experienced abuse should not in any way provide their support to the accused. Politicians advise them to file a POCSO Act complaint against the accused for required jurisdictional action since only then can the nation's future prosper.

Significant cases under the POCSO Act in India:

Attorney General for India v. Satish and another -2021:

The Nagpur Bench of the Bombay High Court declared in *Satish Ragde v. the State of Maharashtra (2021)* that grabbing a child's breasts without having "skin-to-skin contact" constituted molestation under the POCSO Act (2021). Extreme hostility was directed towards Justice Pushpa Ganediwala's decision. In the current case of the Attorney General for India versus Satish and another (2021), appeals against this High Court's ruling were filed by the Attorney General of India, the National Commission for Women, and the State of Maharashtra. These appeals were heard by a bench made up of Justices Uday Umesh Lalit, S Ravindra Bhat, and Bela M Trivedi. The SC overturned the decision of the Bombay High Court and stated that the "mischief rule" of statutory interpretation would be suitable in this case. It emphasized the need for courts to interpret the law consistently to prevent harm and advance remedies.

Maharashtra State v. Libnus -2021:

"Whether holding hands with a child and taking a penis out in front of her would fall within the definition of sexual assault under Section 7 of the POCSO Act?" was the main question the High Court addressed in this case. The Nagpur bench ruled that actions like holding a child's hand and opening a child's trousers zipper do not qualify as sexual assault under the POCSO Act, 2012, and are instead classified as sexual harassment. The appellant was not found guilty of aggravated sexual assault in accordance with Sections 10, 12, and other IPC provisions. Therefore, just like the skin-to-skin judgment, this choice proved to be contentious.

Shivanna v. State of Karnataka-2014:

The POCSO Act of 2012 does not mandate that all statements made in accordance with Section 164 of the CrPC be recorded. According to Section 164(5-A) (a) of the Criminal Law (Amendment) Act, 2013, the statement of a victim under Sections 354, 354-A, 354-B, 354-C, 354-D, 376(1), 376(2), 376-A, 376-B, 376-C, 376-D, 376-E, or 509 of the IPC should be recorded by a Judicial Magistrate. As soon as the police are made aware of the commission, the statement should be taken down. Additionally, it was decided that to record the statement required by Section 164(5A) (a) CrPC, the victim must appear before the Judicial Magistrate (preferably a Lady Magistrate) within 24 hours of the rape.

State of Haryana v. Jarnail Singh-2013:

The daughter of Savitri Devi was allegedly abducted and raped by the appellant while she was fast asleep. In this decision, the Supreme Court of India stated that matters covered under the POCSO Act, 2012, as well, can be handled using the same process used to establish the age of a child who is in conflict with the law under the Juvenile Justice (Care and Protection of Children) Rules, 2007. The Court found Jarnail Singh, the appellant, guilty after applying this rule.

Conclusion:

The future of this country is in jeopardy as crimes against children rise. It is the duty of every organization to take the necessary precautions to ensure the protection and safety of children. When it comes to child rape, the crime of rape is serious in and of itself. It is one of the most disgusting treatments that any child could ever experience. At a young age, when they

should be learning to develop and see the world from entirely new perspectives, children are taught to feel every facet of betrayal, mistrust, and hatred.

Therefore, there is a dire need for system efficiency and transparency, and police must apply their authority impartially. Common people and parents must be made acutely aware of their rights and how to exercise them. They must also be made aware that they can approach the police without fear since they do not need to be afraid. An effective training session for teachers and students is also required. The kid line should be posted throughout the facility and hospitals so that anybody may report any case of known or suspected child abuse.

Author acknowledgment: These articles were prepared to raise awareness of the need for safety and security. For research objectives, sources are retrieved from the relevant databases to demonstrate development and security. Do not assert any claims through any jurisdiction, readers, or spectators.

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