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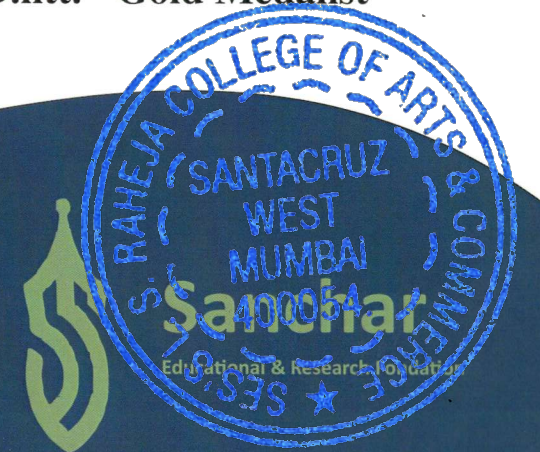
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Abstract should contain brief background/introduction, method, major finding/ issues discussed in article/paper and key words.

Articles must be accompanied with brief bio-data, email id and mobile number for future reference.

Diagrams, figures and tables should be in black and white only.

References must be given alphabetically in APA style at the end of the text or the following format may be used



family

- ❖ In terms of online selling women are headed than male by 20% in terms of sales and revenue
- ❖ Face book advertising is adopted by more than 2 million business holder as per recent survey.

CONCLUSION

Social media like facebook and watsup are widely used by people to communicate with their known ones business are using this platform inevitable to communicate and build relationship with their customers

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Study on Overall Impact of GST on Various Industries in Indian Economy

□ Raju Dattaram Gole*

ABSTRACT

The concept of Goods and Service Tax (GST) has become a reality in India on 1st July, 2017. Pre GST reform business organisations were used pay to number of indirect taxes like excise duty, customs duty, central sales tax, service tax levied by central government and VAT, entry tax and octroi etc levied by state government. GST has subsumed all these multiple taxes into one as 'One Nation, One Market, One Tax'. Consolidation of these multiple taxes have facilitated ease of doing business, simplification of tax compliance, less tax evasion etc which helped country's economy to grow. In today's economy GST is very crucial emerging factor. It has made a substantial changes in our taxation system. This paper has highlighted on the background, objectives of the GST and the impact of GST on different sectors of Indian economy. The paper further focused on various benefits and opportunities of GST. The data used in it is collected from secondary sources according to the need of the study. Finally, the paper examines and draws out a certain conclusion.

Keywords : Indirect Tax, Goods and Service Tax, Economy, Reform

I. INTRODUCTION

Goods and service tax is a single unified tax system which subsumes several indirect central and state taxes under one umbrella and leads to creating smooth destination based tax means tax is paid at the point of receiving. This is against earlier regime where tax was paid at various points beginning with manufacturing, transportation and finally where it was sold. This means goods were being taxed multiple times which was creating cascading effect. With the implementation of GST uniform tax system it is going to benefit the all stakeholders and finally boost the growth of the economy.

II. OBJECTIVES OF THE STUDY

- To study about the concepts of GST.
- To study a conceptual framework of GST and its salient features.
- To study the impact of GST on Various industries in Indian economy.
- To highlight the benefits associated with the

implementation of GST

III. RESEARCH METHODOLOGY

Descriptive and exploratory research design is adopted for doing this research paper. The data has been collected from secondary sources like books, journals, newspaper, research papers and websites.

IV. FEATURES OF GST

1. GST is based on the principle of destination based consumption taxation as against the present principle of origin-based taxation.
2. It consists of 2 components, the central GST and state GST raised by the states.
3. GST subsumes central indirect taxes such as excise tax, service tax, etc. as well as state taxes such as VAT, immigration tax, luxury tax etc.
4. Only Central government has responsibility to levy and collect GST on supplies in case of inter-state trade and collection of tax will be divided between central government and state



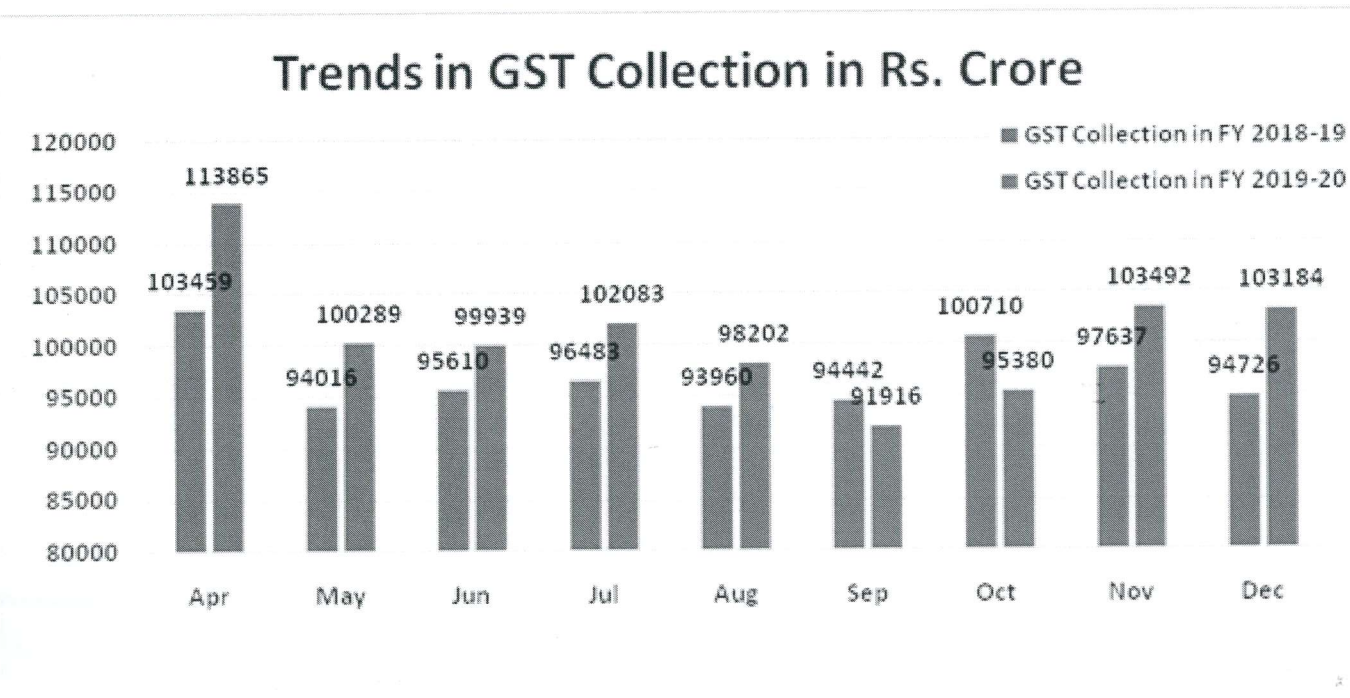
- government.
- Over-lapping of tax is eliminated with GST.

V. BENEFITS OF GST

- Uniform tax rates across the INDIA
- Simplified tax compliance.
- Reduction in prices of goods and services due to elimination of cascading effect.

- It is expected that commodity prices will decrease in the long run as the benefits of reduction in tax rates are passed on to consumers.
- By reducing the tax rates, the competitive nature of Indian products in the international market is likely to develop.

VI. CHART SHOWING TRENDS IN GST COLLECTION DURING THE CURRENT YEAR :



VII. IMPACT OF GST ON VARIOUS SECTORS :

GST has following impact on the economy and on various sectors which are as follows :

Impact on consumer goods sector : With the implementation of Goods and Service Tax, FMCG sector has changed a lot. The Food Manufacturing Consumer Goods sector consist 50% Food and Beverage sector and 30% is Household and Personal care. FMCG sector which is also called consumers packed goods is the key taxation contributor both direct and indirect in the economy. The multiplicity of the tax rates affects the company decision on manufacturing location and distribution of Goods. Their companies set their manufacturing units and warehouses where they can gain tax benefits. They have to pay taxes to transfer the stock from the warehouses among the states. Consumer durable goods like TV, refrigerator, AC, washing machines, mobile phones are taxed at 28% under GST against 27%

in previous tax structure including VAT. This leads to increase in the prices of consumer durables. GST has impacted FMCG sector because increase in tax rates affect the cost to the company.

Impact on Brokers and equity investments : With the service tax being subsumed into GST, the rate of GST on financial services stands modified from 15 per cent to 18 per cent. From a long-term investor's point of view, this may not be too significant since the overall change is just about 3 basis points. This 3 basis points for short term traders, will change the economics of mixing their funds in the equity markets. It remain to be seen whether it actually affected the volumes and liquidity in the markets.

Impact on Cement Industry : According to Angel Broking, GST implementation is expected to be neutral for the cement industry. Earlier, rate of tax on cement was at 12.5 per cent excise and VAT rates between 12.5-15.5

per cent. Under GST, tax rate for the cement is 28 per cent, which is nearly the same as the earlier tax structure.

Impact on Food Industry : Since food constitutes a large portion of the consumer expense of people with lower income, any tax on food would be regressive in nature. The food processing sector will root difficulty in extending GST in view of the fact that production and distribution of food is largely unorganized in India, in most of the countries tax on food keep at a lower rate with view the considerations of fairness and equity on global observe. Countries such as Canada, UK and Australia where food establish a relatively small portion of the consumer basket and food is taxed at zero rates. Even in some countries, food is taxed at a standard rate which is considerably as low as 3% in Singapore and Japan at the commencement of the GST. In level of international jurisdictions, no division is tired on the degree of processing of food. Hence, the gain of lower or zero tax rates should also be prolonged to all food items in India regardless to degree of processing.

Impact on Insurance Sector : Under GST regime tax rate for Insurance sector is 18%. Under insurance service tax is levied on the risk portion only and not on saving part. There are number of insurance products like term plans, endowment plans, ULIP'S, health and car insurance. Under GST an increased premium payment needs to be done as tax rate has been increased on the first year from 3.75% to 4.5% and for the second year from 1.88% to 2.25%. Tax on ULIP'S has increased from 15% to 18%. Under general insurance category fire insurance, marine and motor insurance etc premiums are going to cost 3% more. On whole GST is making buying insurance little expensive. Both existing and new policy holders are going to face an increase in premium amount due to increase in rates.

Impact on Infrastructure sector : The Indian infrastructure sector largely comprises of power, road, port, railways and mining. On each of them the indirect tax levy is different and exclusive, and this is composite in nature. While this sector enjoys different exceptions and concerns as it is important on national front. With the implication of GST the multiplicity of taxes will be removed and it would increase the tax base with

continuation of exceptions and concerns for national interest and growth.

Impact on small Scale Enterprises : In the small scale enterprises there are three categories, those below threshold need not to register for the GST. Those between the threshold and composition turnovers will have the option to pay a turnover based tax or join the GST composition scheme. In respect of the central GST the situation is slightly complex it is expected to encourage compliance and which is also expected to widen tax base adding up to 2% to GDP. Less tax with implication of GST will have to pay by manufacturers, traders.

Impact on Telecom : The sector is facing severe pressure in the form of intense competition from Reliance Jio. Under the GST regime, tax rate for telecom services is 18 per cent as against 15 per cent earlier.

Impact on Automobiles Industry : The automobile industry was paying a tax rate in a range between 30-45% and tax rate in GST regime is around 18% which is highly profitable for the automobile industry both the manufacturers / distributors and the end users. The standard and the social status of consumers have been strengthened. Now there is a big boom in automotive industry as a result of the introduction of Goods and Service tax.

VIII. CONCLUSION

The GST is very important tax reform since independence of India, so it must be handled in a better manner with utmost care and caution. GST has made huge changes in taxation system. The government must conduct awareness programmes and various literacy programmes about GST to its various stakeholders. The government must emphasis on the advantages of GST which eliminates cascading effect that will reduce cost of living which indirectly will increase the standard of living of people, their purchasing power & strengthen the financial system of nation thereby improving the Indian economy. Thus GST has a greater effect in developing country like India.

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S. Lawa



Impact of Technology on the Work – Life Balance of Female Employees in today's Business Scenario

□ Heta Parekh*

ABSTRACT

As the world turns into a Global Village; the revolutions in technology make it more and more plausible. We have all been amazed at the wonders of the Ios and Androids; at the laptops and smart watches; at the flat screens and motion sensors. However, as much as it makes our life easier and easier, it makes us also wonder if in trying to be the masters whether we have not become the slaves instead. This paper has tried to address the negative impacts of technology on the work life balance of women in India and what organisations can do to bridge the gaps from negative to positive. By identifying various female respondents this study aims to contribute to solving the never-ending mystery of maintaining Work – Life Balance. A mixed survey for the same was conducted to identify the impact of various technologies and the commonalities that are shared by men and women. However, from the research there is negative perception that women have towards the uses of technologies especially after work. Various companies are working towards eradicating this negative perception by using different strategies. Future research should aim towards the elimination of the struggle.

INTRODUCTION

For many women the balance between Work and Life has become even more important than a pay raise or better position or even job satisfaction. There are various researches that highlight the difference in experience between females and males who attempt to gain balance within their work and life domains.

Technologies like E – Mail and Social Media have created a gap between the time work should start and stop. While these same technologies have been developed to ensure that the employees can spend more time at home than at work; the worrying factor is that most employees are using them during their time with family and friends.

One finding indicated that women are more likely than men to say they make sacrifices in their career to support their partners career. In addition, women continue to shoulder a disproportionate amount of childcare and household chores. (Mckinsey & Company, 2014). They are also partly plagued by their maternal

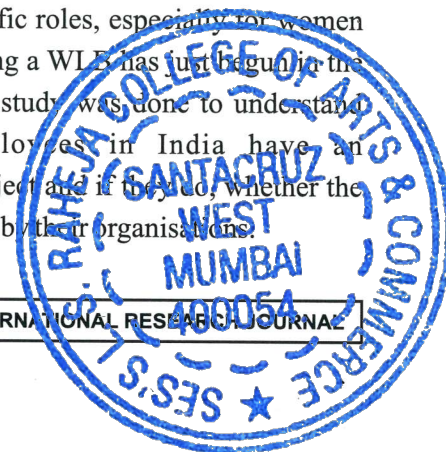
need to prescribe to gender specific roles.

These studies also coined a term called the "maternal bias" wherein motherhood triggers assumptions that women are less committed to their careers because of which they are kept to higher standards and are presented with fewer opportunities. This could be one of the reasons why the female employees find it more challenging to strike a Work – Life Balance rather than the male employees.

OBJECTIVES OF THE STUDY

The main objective of the study is to understand the Impact of various digital technologies on the Work Life Balance of female employees. Since decades India has defined gender specific roles, especially for women and the concept of striking a WLB has just begun for the female employees. This study was done to understand whether female employees in India have an understanding of the subject and if so, whether the balance is offered to them by their organisations.

*Assistant Professor, L. S Raheja College of Arts and Commerce





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