ACADEMIC YEAR

2020 –2021

3.3.1: NUMBER OF RESEARCH PAPERS PUBLISHED PER TEACHER IN THE JOURNALS NOTIFIED ON UGC CARE LIST DURING THE LAST FIVE YEARS

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A Study On Why Portfolio Evaluation Is Important For Investment Decision?

Arun Vishwakarma[1] , Smita Mangesh Junnarkar[2] , Manali D Naik and Krishnakant Pandey[3]

[1,2,3]Assistant Professor, Chandrabhan Shama College of Arts, Science & Commerce, Mumbai, Maharashtra, India.

ABSTRACT:

This research aims are to understand why portfolio evaluation is important for making investment decision, how deep they generally go for selecting particular company for investment and how portfolio evaluation helped them for taking right decision which alternatively comes into expected profit. The primary data which is collected through questionnaire shows different thoughts of every investor and how they diversify their portfolio. The recommendations help in improving the knowledge of the current investor as well as beginners who wanted to invest and providing information the concept of portfolio investment so that they can make investment related decision. Findings helped to know the limitations where questionnaire reached to limited people and perception of different people towards investment.

KEYWORD: Diversify, perception, strategies, current investor, portfolio evaluation

INTRODUCTION:

Portfolio evaluating refers to the evaluation of the performance of the investment portfolio. It is essentially the process of comparing the return earned on a portfolio with the return earned on one or more other portfolio or on a benchmark portfolio.

The process of evaluating a portfolio's performance with the goal of understanding the key source of return. Evaluation of portfolio performance is considered to be the last stage of investment process, which helps the investor for making correct decision related investment by observing the portfolio.

It can say that it helps to know the strengths and weaknesses. Investment decision is based on availability of money and information on the economy, industry and the company and the share price ruling and expectations of the market and of the companies in questions. Portfolio evaluation direct the investor, where to diversify their money so at there is risk in one sector then investor can recover that loss in another investment.

Investor and investment managers need timely and accurate information on the performance of their investment portfolios. Performance evaluation provides such information. Without its investors and investor managers would find it increasingly difficult to meet stakeholders current and future needs in very competitive investment management industry.

OBJECTIVE:

1. To understand why portfolio evaluation is important for taking investment decision.

2. To understand the young investor's psychology for doing investment.

HYPOTHESES:

Alternate hypotheses: Portfolio evaluation is done by investors for minimizing risk without any reduction in return

Alternate hypotheses: Investor applies many strategies for making investment decision

LITERATURE REVIEW:

As per Chirag Mehta, 2016 found out the investor has to maintain a portfolio of diversified sector stocks rather than investing in a single sector of different stocks.

People who are investing in a them Mostly depend on the advice of their friends' relatives and financial advisor

METHODOLOGY:

❖ This research includes the data source from primary data and secondary data.
❖ Descriptive design has been used where questionnaire is prepared through Google form and research is carried on the basis of 26 responded on random basis.
❖ Research aims at exploring the investors behavior factors between the young age group of 20-35

DATA INTERPRETATION AND ANALYSIS

More than 65% respondent knows important of portfolio is how much important as well as they applied it Which turns benefit to them. Where more than 30% respondent don't have idea about the concept of portfolio evaluation.

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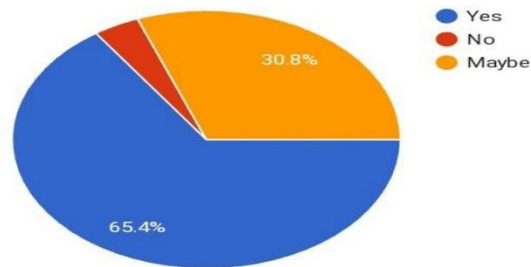
Do you think portfolio evaluation is needed for taking investment decision ?

26 responses

- Yes
- No
- Maybe

30.8%

65.4%

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Where do you diversify your investment?

26 responses

Category	Value
Equity	18 (69.2%)
Physical asset	9 (34.6%)
ETF	5 (19.2%)
Bond	5 (19.2%)
Debenture	5 (19.2%)
REIT	0 (0%)
INVEIT	0 (0%)

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According to the survey, respondent prefer to diversify their money like in equity, physical asset, ETF, bond, debenture etc., for recovering their loss by doing investment in other sectors, and it endorse the first hypotheses which says Portfolio evaluation helps to diversify the money in different sectors which alternatively minimize the risk.

What do you do for making investment decision?

26 responses

Response	Count
Fundamentals analysis	13 (50%)
Technical analysis	5 (19.2%)
Evaluating portfolio then...	13 (50%)
Take help of mutual fund	8 (30.8%)
Investing best performance c...	8 (30.8%)
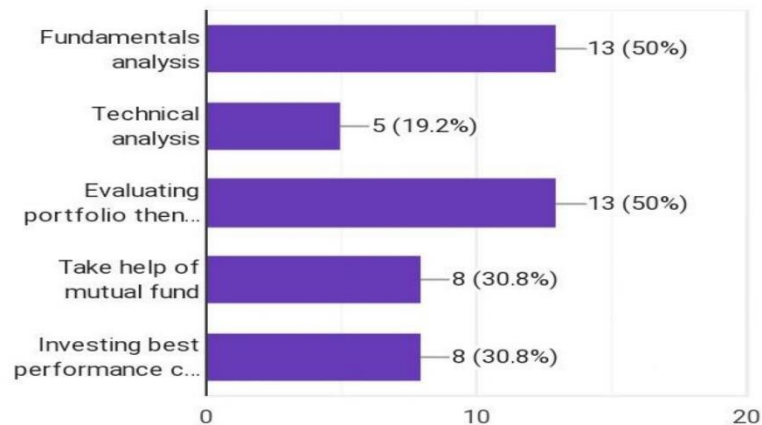
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This survey shows investor uses these strategies rather than depending on single strategy, even in these strategies fundamental and evaluation of portfolio plays important role for making investment related decision. This diagram supports the second hypotheses which says Investor applies many strategies for making investment decision.

How do you minimise the risk while making investment decision and after investment,?

26 responses
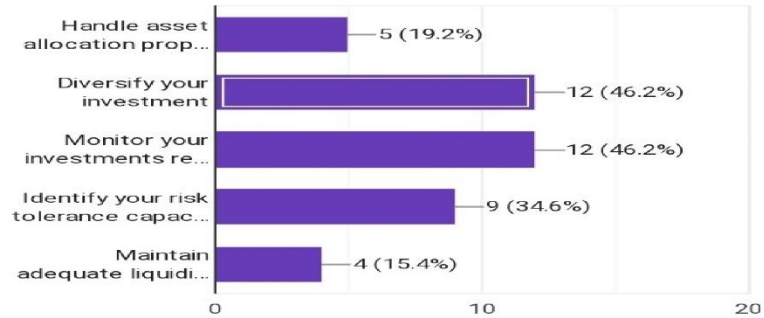
On the basis of portfolio evaluation investor diversify their money as well as identify risk tolerance capacity, hence This survey shows why portfolio evaluation play's important role for making investment decision.
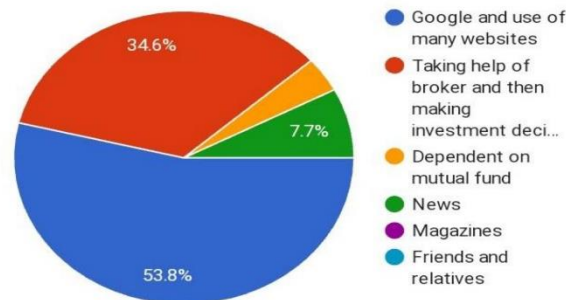
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From where do you collect information for making investment related decision?

26 responses

- Google and use of many websites
- Taking help of broker and then making investment deci...
- Dependent on mutual fund
- News
- Magazines
- Friends and relatives

34.6%
53.8%
7.7%

This survey shows investor generally prefer to collect information from internet and take help of broker for making investment related decision, where literature review shows investor are mostly dependent on friend and relatives.

SUGGESTION:

For evaluation of portfolio, the investor shall keep in mind the secured average returns, average or below average as compared to the market situation. Selection of proper securities is the first requirement.

There are some content about which investor need to know, like REIT and INVEIT

CONCLUSION

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This research helped me to understand the concept of portfolio evaluation

It also helped me to understand different perception of young investor towards investment.

Through this research I have learnt market is important concept and investor need to follow Market.

I have seen young investor are curious to learn more about market.

Which shows investment sector will play significant role boosting our Indian economy.

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The Study Of Students' Perception On Mathematics In First Year Undergraduate Course

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Ms. Anjana Verma Asst. Professor, Chandrabhan Sharma College of Arts Science & Commerce Mumbai.

Ms. Sharlet Bhaskar Asst. Professor, Chandrabhan Sharma College of Arts Science & Commerce Mumbai.

Mr. Ravi Vishwakarma Asst. Professor, Chandrabhan Sharma College of Arts Science & Commerce Mumbai.

Abstract

Mathematics provides an effective way of building mental discipline and encourages logical reasoning and mental rigor. In addition, mathematical knowledge plays a crucial role in understanding the contents of other subjects such as science, social studies, and even music and art. Mathematics was introduced in first year undergraduate course, primarily to increase the mathematical skills and knowledge required even in social science, humanities, commerce, accountancy and other aligned fields. The University had noted that the subject shall be beneficial to students, who want to pursue higher education in social sciences, commerce, fine arts and biological sciences. This paper is an attempt to explore the perceptions of students on Mathematics in the first year undergraduate course. A total number of 113 respondents were formed as a sample size. Data was accumulated through well-structured questionnaire. The paper suggests a few strategies to promote interest and confidence in the subject of Mathematics.

Keywords: Mathematics, Students' perception, undergraduate course.

Mathematics is not about numbers, equations, computations or algorithms: it is about understanding.-**William Paul Thurston**

- **INTRODUCTION:**

that is cherished by societies worldwide. It is believed to be an instrument for political, socioeconomic, scientific and technological developments that is cherished by societies worldwide. It is believed to be an instrument for political, socioeconomic, scientific and

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technological developments It is believed to be an instrument for political, socioeconomic, scientific and technological developments Mathematics is used to be an instrument for Political, Socioeconomic, Scientific and technological developments. Mathematics enables the students to obtain analytical skills and the technical aptitude to proceed to a successful career in business, finance and many other fields or to proceed to further study. The ability to think analytically is something that remains with the students for the rest of his/ her life, enabling his/ her to adapt to new developments in the chosen career. At undergraduate level, syllabus in the subjects structured carefully so that the topics of Mathematics and Statistics are of greatest relevance to the chosen course. In spite of the benefits of study Mathematics, it is commonly accepted that Mathematics is difficult, obscure and of little interest to many students. According to student's perception towards Mathematics, in Mathematics education, teaching and learning play an important role. This paper focuses on the introduction of Mathematics at first year of most of undergraduate courses and student's perception towards it. And also how it affects their academic attainments.

- **LITERATURE REVIEW:**

Krach and Crutch (1988) state that, "man's perceptions are how he sees, hears, smells and feels the world about himself". They believe that what man perceives, feels, thinks about and imagines depends upon the physical and social environments in which he lives and upon his own biological nature, partly the way his brain and nervous system work. (Scott,1975) views perception as both unique and complex and what we perceive around us is highly subjective and depends on our needs, our expectations and experiences.(Crawford, Gordon, Nicholas, & Prosser, 1994) found that the majority of students perceived mathematics as "numbers, rules and formulae". For some student's awareness of mathematics involves simply the recall of facts and the use of formal procedures. These views were associated with what he calls a "surface approach" to learning mathematics, that is, "the reproduction of knowledge and procedures".

- **OBJECTIVE OF THE STUDY:**

The main objective of this study is to explore the perceptions of students towards Mathematics at their first year undergraduate courses. As a consequence of it, our particular objectives are the following:

— To know the interest among the students about mathematics.
— To identify the factors affecting to learn Mathematics in first year of most undergraduate courses.
— To identify the students' opinion about need of Mathematics in first year.

- **RESEARCH METHODOLOGY:**

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The research is based on primary as well as secondary data. Secondary data was collected from various journals, articles, working papers, web sites etc. Primary data is collected through questionnaire.

- **LIMITATIONS OF THE STUDY:**

This study was an exploratory research and it has several limitations. The sample comes from only one College and one month of study, so findings cannot be generalized to other Colleges or students. In addition, due to time constraints, it was not possible to undertake the test in detail.

- **DATA ANALYSIS:**

There were around 11 questions in the questionnaire. Some of the questions had to be answered on a Likert scale on a scale from 1 to 4 (1 meaning totally disagree and 4 meaning totally agree). The questions were:

1) Do you agree with the separation of Science, Commerce and Arts stream established at school level?
2) Do you think that Mathematics should be compulsory in first year of most undergraduate courses?
3) Are you satisfied with the Mathematical knowledge that you have learnt during your studies?
4) Do you think that Mathematics requires a certain creative skill?
5) Do you believe that the Mathematical knowledge acquired is directly influenced by the teacher's ability to transmit it?
6) Do you think that Mathematics is interesting?
7) How strongly do you agree with the fact that Mathematics should be studied by all the students at least at initial level of their degree program?
8) Do you consider that mathematics only entails memorizing and a following of concrete rules?
9) Do you think that mathematics is uniquely characterized by the capacity of making use of rules and calculating quickly?
10) How do you feel when you speak about Mathematics?
11) What real-life applications of mathematics do you know in your chosen course?

- Total No. of Samples = 113 students
- Survey Area – Chandrabhan Sharma College of Arts, Science & Commerce
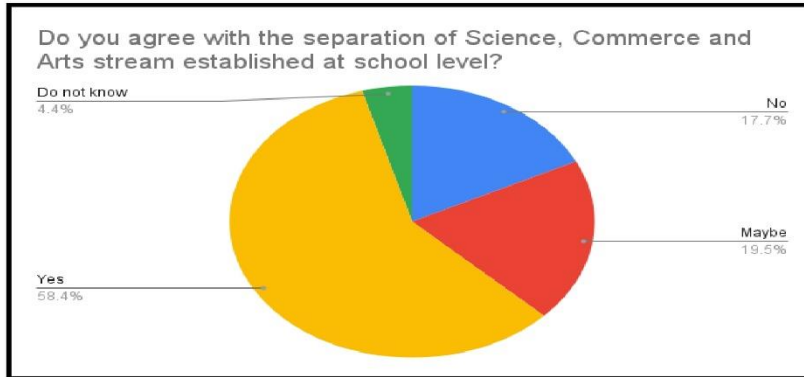
1. Do you agree with the separation of Science, Commerce and Arts stream established at school level?

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Observation – It is found that as per the survey, 58.4% of the students agree of the separation of Science, Commerce and Arts stream, 17.7% of the students do not agree, 19.5% of the students are not sure and 4.4% of the students do not have an answer for the same.

Do you agree with the separation of Science, Commerce and Arts stream established at school level?

Do not know 4.4%

No 17.7%

Maybe 19.5%

Yes 58.4%

2. Do you think that Mathematics should be compulsory in first year of most undergraduate courses?

Observation – Out of the total no. of samples, 51.3% of the students agreed that Mathematics should be compulsory in first year of most undergraduate courses like FYBCOM. 26.5% of the students disagreed, 20.4% of the students were not sure and 1.8% of the students were not aware.

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Do you think that Mathematics should be compulsory in first year of most undergraduate courses?

Do not know
1.8%

Maybe
20.4%

No
26.5%

Yes
51.3%
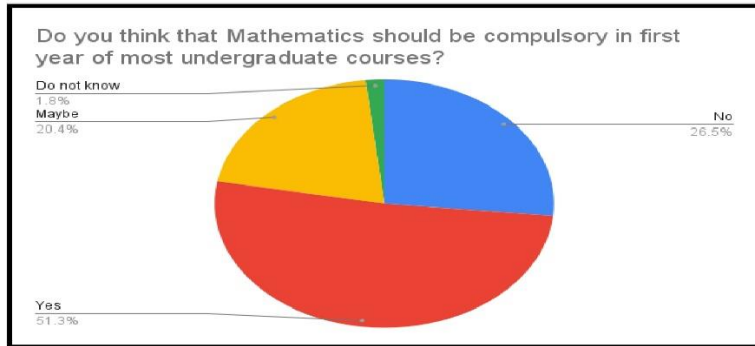
3. Are you satisfied with the Mathematical knowledge that you have learnt during your studies?

Observation – It is observed that 78.8% of the students seem satisfied with the Mathematical knowledge that they have learnt in the course of their learning wherein 21.2% of the students are dissatisfied.

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Are you satisfied with the Mathematical knowledge that you have learnt during your studies?

no
21.2%

yes
78.8%
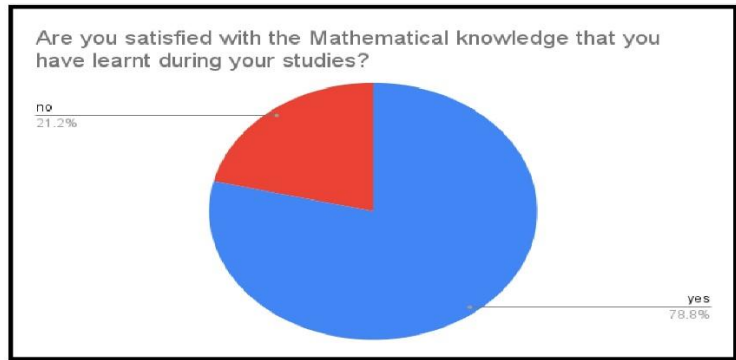
4. Do you think that Mathematics requires a certain creative skill?

Observation – Majority of the students strongly agreed that Mathematics does require a certain creative skill on a scale of 1 - 4. It builds divergent thinking skills, analytical skills and problem solving skills. Not all the students have a liking for Maths and so a certain level of skill is required to take interest in a subject like Mathematics.

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Histogram of Do you think that Mathematics requires a certain creative skill?

Do you think that Mathematics requires a certain creative skill?
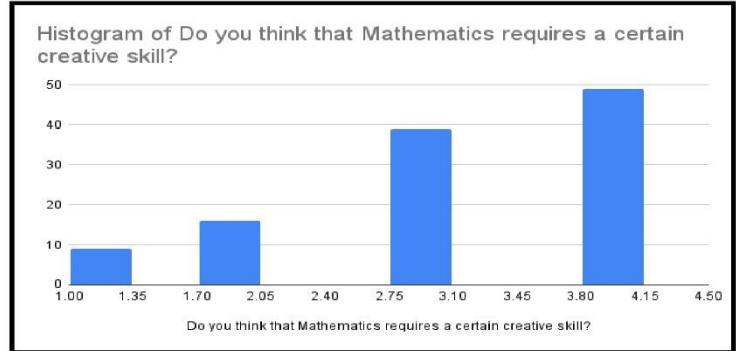
5. Do you believe that the Mathematical knowledge acquired is directly influenced by the teacher's ability to transmit it?

Observation – From the below data, it is concluded that Mathematical knowledge acquired is directly influenced by the teacher's ability to transmit the knowledge as they are the guiding force.

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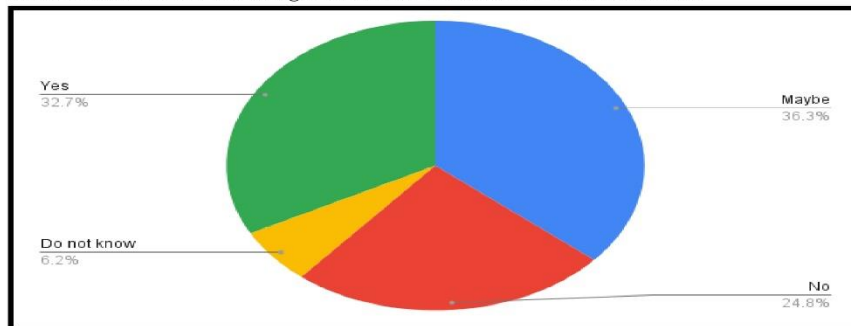
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Do you believe that the Mathematical knowledge acquired is directly influenced by the teacher's ability to transmit it?

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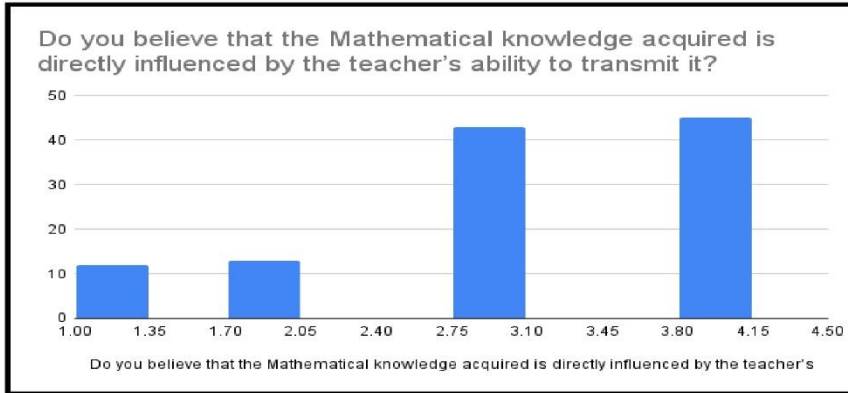
6. Do you think that Mathematics is interesting?

Observation – It is observed that majority of the students believed that Mathematics is interesting. Out of the total no. of samples, 32.7% of the students agreed that Mathematics is interesting. 36.3% of the students are were not sure, according to 24.8% of the students mathematics is not interesting and 6.2% of the students were not aware.
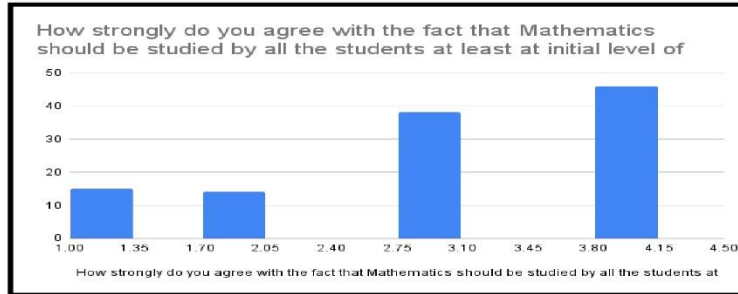

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7. How strongly do you agree with the fact that Mathematics should be studied by all the students at least at initial level of their degree program?

Observation – It is majorly agreed that Mathematics should be studied by all the students at least in initial level of their degree program on a scale of 1 to 4.

How strongly do you agree with the fact that Mathematics should be studied by all the students at least at initial level of

How strongly do you agree with the fact that Mathematics should be studied by all the students at

8. Do you consider that mathematics only entails memorizing and a following of concrete rules?

Observation – As shown in the graph, the students' point of view on mathematics only entails memorizing and following of concrete rules the students believe that mathematics does not uniquely involve memorization and rule-following. The students responded between 3 to 4 highest on the scale.

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Do you consider that mathematics only entails memorizing and a following of concrete rules?

Do you consider that mathematics only entails memorizing and a following of concrete rules?
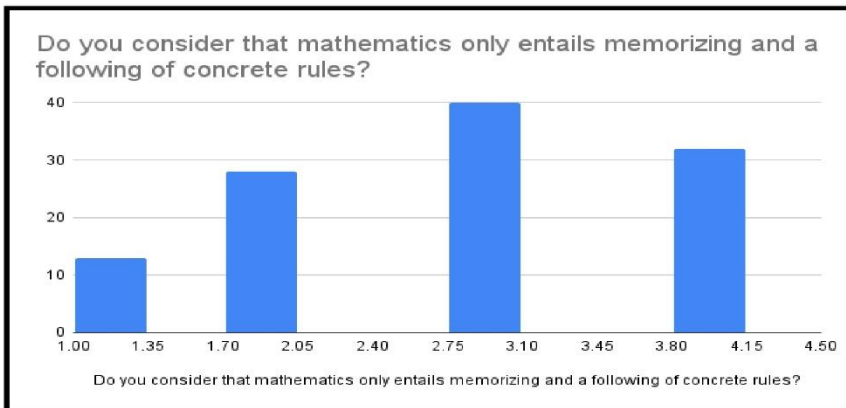
9. Do you think that mathematics is uniquely characterized by the capacity of making use of rules and calculating quickly?

Observation – Yes, majority of the students consider that mathematics is uniquely characterized by the capacity of making use of rules and calculating quickly. It improves and enhances our analytical and numerical skills.

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Do you think that mathematics is uniquely characterized by the capacity of making use of rules and calculating quickly?

Do you think that mathematics is uniquely characterized by the capacity of making use of rules and
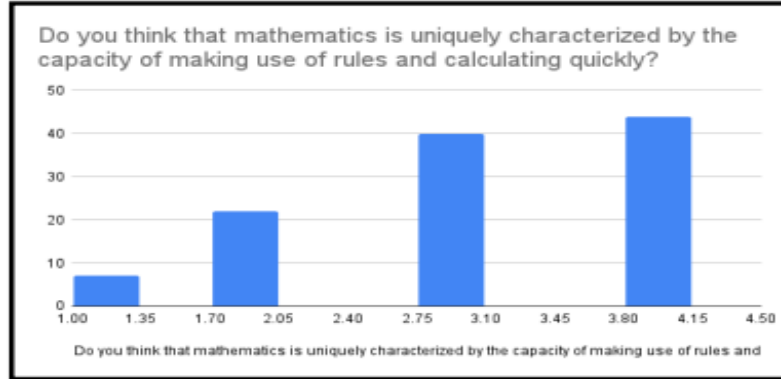
10. How do you feel when you speak about Mathematics?

Observation – Majorly 28.3% of the students feel Mathematics is interesting and they like to talk and discuss about it. 24.8% felt otherwise and voiced their opinions expressing that Mathematics is boring and 46.9% preferred to be neutral by not commenting on the question.

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How do you feel when you speak about Mathematics?

Boring
24.8%

Neutral
46.9%

Interesting
28.3%

11. What real-life applications of mathematics do you know in your chosen course?

Observation – In terms of real life applications, many of the students expressed their views like using math in day to day life in terms of addition, banking and finance, some were clueless and were trying to figure out the answer wherein a majority of them didn't have any reason and probable thought that Mathematics does not have any real life applications.

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What real-life applications of mathematics do you know in your chosen course?
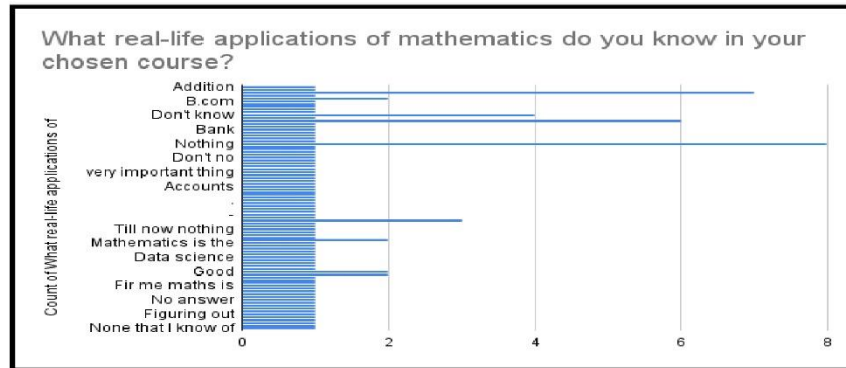
- ## CONCLUSION:

Students' understanding about Mathematics and their perception are crucial in the sense of success and competence they develop. The anxiety for the subject influences the learning of Mathematics and the academic achievement. Sometimes due to low self-esteem and fear of failure these is Mathematical anxiety. Most of the first-year students feel that this subject should be available to students at least at the initial level of their degree program. Out of the incoming students, most of them lack mathematical competencies, background knowledge and lack learning, studying and organizational skills (time management and setting priorities).

We conclude that mathematical concepts and processes present various levels of difficulties for some first year undergraduate students. Past experiences, attitude and motivation towards mathematics can affect students' achievement. Effective teaching involves more than the teaching of mathematical concepts: it also includes helping students developing interest, confidence and positive disposition towards mathematics.

Lecturers should support academically, including teaching practices and encouragement to weaker students.

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➢ https://www.iejme.com/download/attitudes-and-perceptions-towards-mathematics-by-greek-engineering-students-at-university-an-10906.pdf
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➢ https://www.iiste.org

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REVIEW OF INDIAN GOVERNMENT INITIATIVES FOR FINANCIAL INCLUSION WITH REFERENCE TO PRADHAN MANTRI JAN DHAN YOJANA

◻ Dr Pratima Singh*

ABSTRACT

Financial inclusion is also essential for the nation's economic and social improvement. Financial development is not possible without financial inclusion. This is due to the fact that large part of the total population lives outside the reach of formal financial services. Pradhan Mantri Jan-Dhan Yojana (PMJDY) has been launched across the nation to promote financial inclusion. This is a task mode project of the Indian Government. The scheme is designed to offer access to formal banking services in each home in the nation. It is essential to know the effects of financial inclusion relation to the current communication technologies in the nation like India. This paper made an attempt to talk about on financial inclusion in India with special reference Pradhan Mantri Jan-Dhan Yojana (PMJDY). The study of this paper is entirely based on secondary information obtained through a mixture of reports of PMJDY, Reserve Bank of India, and Indian Government, newspaper articles and various other reliable sources.

Keyword: Pradhan Mantri Jan Dhan Yojana, Financial Inclusion, Awareness

I. INTRODUCTION:

Even after seventy three years of independence, an massive portion of population in India still remains unbanked. This depression has led generation of fiscal insecurity and pauperism among the inferior income group who do not have access to formal banking services. As in line with the Census 2011, out of 24.67 crore households within the country, only 14.48 crore (58.7%) households had access to formal banking services. Of the 16.78 crore rural families, 9.14 crore (54.46%) were using formal banking services. Of the 7.89 crore urban families households, 5.34 crore (67.68%) families were availing formal banking services. Considering such a poor propagation of banking services during a developing nation like India, the Government of India chalked out a map for financial inclusion for all families in the country in two phases under the Pradhan Mantri Jan DhanYojana.

II. INITIATIVES FOR FINANCIAL INCLUSION IN INDIA:

- The grouping of Aadhaar, PMJDY, and a flow in mobile communication has reshaped the way people access government services.

- The total number of beneficiary under the scheme are quite 380 million as per March 2020 estimates

- By significantly changing the concept of individual identity, Aadhaar has not only caused a secure and easily provable system but also trouble-free to get also to assist within financial inclusion

- The government has also launched many flagship schemes to market financial inclusion and provide financial security to permit the poor and unbanked population of the country.

- Individual like kirana store, gas stations, PCOs and such others for profits were allowed to participate as Business Correspondents (BC). Further, BCs were authorized to

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function up to 30 kilometres from the nearby bank branches.

- Banks were also allowed to charge sound service charges from customers to make sure viability of the BC model and to pay a 'reasonable' commission/fee to the BCs to motivate them.

- RBI also authorized Aadhaar letter as a evidence of both Identity and Address for the purpose of opening of bank Accounts

- Government of India has also introduced Sub Service Area (SSA) approach for opening of banking outlet and for Direct Cash Transfer.

III. TARGETS OF THE SCHEME:

Pradhan Mantri Jan-Dhan Yojana (PMJDY) under the National Mission for Financial Inclusion was launch initially for a period of four years (in two phases) in 2014. The Scheme contemplates the following targets to be achieved in the way of financial inclusion over a period of time:

(1) **Phase I (15th August 2014 to 14th August 2015):**

- Universal access to banking facilities.
- Providing Basic Banking Accounts for savings and remittances
- RuPay Debit Card with inbuilt accident insurance cover of Rs. 1 lakh and
- Undertaking financial literacy programme.

(2) **Phase II (15th August 2015 to 14th August 2018):**

- Overdraft facility of up to Rs. 5000/- after six months of pleasing performance of credit history.
- Creation of Credit Guarantee Fund for coverage of defaults in overdraft accounts.
- Micro-insurance.
- Unorganised sector Pension Scheme like Swavalamban.

In addition, in this phase, coverage of households in hilly, tribal and difficult areas would be carried out simultaneously.

The proposed research endeavours to examine the success of the Scheme and also the short-term and long-term implications of the Scheme with reference to financial inclusion.

IV. CONCEPTUAL FRAMEWORK:

- Financial inclusion is delivery of financial services at affordable costs to disadvantaged and low-income group of society.

- Pradhan Mantri Jan Dhan Yojana is a scheme which is focusing on progress of low income group who are entitled for variety of benefits under the scheme of Government of India but still out of formal reach

- Lesser savings means lesser capital formation and by not having savings accounts means financial exclusion which is not a good sign for progress

V. OBJECTIVE OF STUDY:

Against the above background, the present research seeks to realize the following objectives:

(a) To assess the need and significance of financial inclusion and its likely impact on the progress of individuals in general and nation especially.

(b) To decisively analyse various initiatives of the Indian Government towards financial inclusion since India got freedom

(c) To assess the objectives and short-term and long-term implications of the Pradhan Mantri Jan Dhan Yojana.

(d) To suggest method for effective functioning of the Scheme.

VI. REVIEW OF LITERATURE

- Around 37 laks of banks accounts were opened in Jharkhand state under PMDJY, a government official reported. – Economics Times, May 3, 2015

- RBI may payment bank licence to the postal department by September 2015 for operating post bank, said by Mr. Ravi Shankar, Communications and IT minister in an interview given to NDTV on 9th July 2015

- Banks claim 100% Jan Dhan Yojana in Meghalaya, but everyone is not convinced as

stated by Mr. Alok Pandey on India News on May 17, 2015

- 26.03 crore accounts opened as on 21st December 2016 under PMJDY out of which 15.86 crore accounts are in rural areas and 10.17 crore in urban areas- Business Standard, 4th January 2017

- Budget – 2018: Government may give more money to PMJDY Scheme – ET Now, 23rd January 2018

- Over Rs 1 lakh crore deposited in Pradhan Mantri Jan Dhan Yojana accounts, reveals RTI – India Today 17th August 2019

- The Pradhan Mantri Jan Dhan Yojana (PMJDY) raised women's ownership of bank accounts from 43 per cent in 2014 to an extraordinary 77 per cent in 2017 – The Economics Times, 4th March 2020

- Jan Dhan Yojana a game – changer serving as foundation for many poverty alleviation – Zee News, 28th August 2020

- Over 400 million people now have access to banks due to PMJDY, Finance Minister – Hindustan Times, 28th August 2020

- 41.93 core female accounts opened under PMJDY – Financial Express, 8th March 2021

- PM Kisan Samman Nidhi : Eight lakh 'ineligible' Jan Dhan account holders received benefits – The Economics Times, 29th June 2021

VI ABOUT PMJDY

1 Introduction

Pradhan Mantri Jan-Dhan Yojana is a government scheme launched in 2014 by the Indian government to give simple access to formal financial services such as transfer of funds, Credit facility, Insurance, Pension, Savings and Deposit Accounts to poor and disadvantaged segment of our Indian society. This is one of the biggest financial inclusion initiatives in the world ever.

Guinness Books of World Records has also documented the achievements made under the scheme. It has certified that the "Most bank accounts opened in one week as part of the Financial Inclusion Campaign is 18,096,130 and was achieved by the Department of Financial Services, Government of India."

2 How to open account

To open account request form need to be filled with appropriate document. This request (application) form is available in English and Hindi on the official website of PMJDY. The form can be submitted at the banks that are authorized to open account under the scheme. The form is divided into three sections which demands details of the account holders, nominee and the bank where account is to be opened.

3 Eligibility

- Must be an Indian Citizen
- No existing bank account
- Minimum 10 years of age

4 Documents required

- Passport size photograph
- Any one document from the following such as Voting Card, Driving Licence, Passport, Aadhar Card or PAN Card

5 Key benefits under the scheme

- Insurance Benefit - The account holders under this scheme will get an accidental insurance cover of Rs 2 lakh and a life cover upto Rs 30,000

- Loan Benefit - The account holders under this scheme can benefit an overdraft facility up to Rs 10,000. This loan facility is obtainable against one account per household.

- Mobile Banking Facility - This helps the account to keep a check on his entire debit and credit transaction

- Interest - Banks also pays interest on the deposits under the scheme

- Debit Card - Rupay debit Card is also issued to the account holders to withdraw money from ATM in case of need

- Balance maintenance - There is no obligation of maintaining minimum balance in the Jan Dhan Account

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VIII Need of Financial Inclusion

According to the United Nations the major goals of inclusive finance are as follows:

a) Access at a affordable cost of all households and enterprises to the series of formal financial services for which they are "bankable," together with savings, short and long-term credit, mortgages, insurance, pensions, payments, local money transfers and such other services

b) Sound institutions, industry presentation standards, guided by appropriate internal management systems, and performance monitoring by the market, as well as by sound prudential guideline where required

c) Financial and institutional sustainability as a means of providing access to financial services over time

d) Numerous providers of financial services, wherever possible, so as to bring cost-effective and a wide variety of alternatives to clients (which could comprise any number of combinations of sound private, non-profit and public enterprises).

IX. Challenges of Pradhan Mantri Jan-Dhan Yojana

Though the scheme performed well in short period of time, but still it faces numerous challenges over long period of time which includes

- Keeping the accounts "Live". This is one of the biggest challenge
- Creating alertness among individuals about financial inclusion and PMJDY scheme
- Covering all types of people and each part of the country

Expected Contribution:

Through financial inclusion the economic poorer section may take pleasure in the benefits of Government schemes and will have a better means to live.

X. Progress of PMJDY

Since its launch the scheme has really done well and has potential to attract more unbanked population

Progress of PMJDY as on 30/06/2021

Particulars	PSB	RRB	PSB	Total
Number of beneficiaries at rural / semi urban centre bank branches	20.95	6.70	0.69	28.34
Number of beneficiaries at urban metro centre bank branches	12.72	0.96	0.57	14.24
No of rural urban female beneficiaries	18.47	4.43	0.69	23.60
Number of total beneficiaries	33.67	7.66	1.26	42.59
Deposits in account in crore	111841.49	27956.40	4358.57	144156.46
Number of Rupay Debit Card issued	26.53	3.46	1.11	31.10

Source: Department of Financial Services

From the above table, it can be observed that total number accounts opened under PMJDY scheme is 42.59 crores which is vast in size. Very vitally, these accounts have total balance of around 144156.46 crores which show financial power of poor people and demoralized people when they put together. Banks can develop this opportunity of serving these people by offering appropriate formal financial products and services. PMJDY has empowered 23.60 crores of females financially and they can now access and use formal financial productsoffered by the bankers. Further, PMJDY has issued 31.10 Rupay debit cards for

the usage of banking services. Rupay debit card is indigenous payment platform developed by National Payment Corporation of India. Rupay is similar to payment gateways like VISA, MASTER etc.

Further, PMJDY has broadly concerned in providing financial awareness and financial education to the citizens. To create financial awareness and to provide financial education, PMJDY has started financial literacy centres throughout the nation and these centres are performing well. Moreover, PMJDY has 1.26 lakh Bank Mitras. Bank Mitra is a branchless banking which offer banking services in sub-service

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areas or areas where bank branches are either very less or no branches

XI. SUGGESTIONS & RECOMMENDATION

- Engagement of Public and Private Corporate banks to systematize accounts opening camps in rural areas
- Post office staff must be motivated to cater interest of unbanked masses
- Help from local NGO's can be taken to inspire rural people to open bank account
- If brick bank is not possible than an extension counter can be installed in Post Office
- Set up account opening drives near railway station & bus stops
- Schools and Colleges must support students to open bank account by making them understand the importance of having a bank account
- Financial literacy centre must be make stronger to distribute information about financial inclusion
- Documentation formalities related to the scheme must be in regional language also
- Scheme must be promoted through village panchayat as well
- Financial inclusion should form part of formal curriculum of higher education
- Banks, insurance companies and other investment firms must be trained to tap untapped individuals
- Apart from life insurance, initiatives must also be taken for providing health insurance
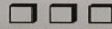
XII. CONCLUSION

"Pradhan Mantri Jan-Dhan Yojana" (PMJDY) has been one of the national policies which have been implemented thoroughly. PMJDY concentrates on individuals of rural and urban areas rather than focusing on villages in rural areas. Over a period of time, the scheme has achieved more numbers in terms of account opening well before the target date of 31st January, 2015 and even after 2015, the scheme is still doing fine in terms of account opening, and financial literacy skilling. The most important challenge is to sustain this performance over a period of time.

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A Study To Evaluate The Social Media Trends Among University Of Mumbai Students And Its Impact In Education

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Abstract

The aim of the study is to identify the impact of growing use of social media sites on the academic performance of the students of Mumbai universities and colleges. This study focuses to identify the extent of student's utilization of social networking sites, their reasons for using social media, and their social media preference. It also tried to explore how the different variables such as sex, age, religion, grade level, type of social networking sites, and the number of hours spent in social media usage affect the extent of their academic performance. Binary logistic regression analysis and descriptive methods were used. Study findings showed that a great number of students in University of Mumbai, are addicted to social media. A study reveals that social media should be used for educational purposes as well.

Study also reveal that majority of the students used Facebook to communicate with their friends and relatives followed by Instagram. The students were using social media daily for 1-5 hours. Social Media Sites should be expanded and new pages should be created to enhance academic activities which can be used to improve students' academic performance. Students should be under observation while using social media by Teachers and parents.

Introduction

Over the past few years, the internet has evolved from a medium for distributing a simple and hyperlinked collection of read-only and static websites to a set of dynamic social websites where users can interact, share and constantly update huge amounts of information. In the past, the internet was a one way information transfer tool as content was largely produced by experts, who published factual information and had the skills to create web pages. Users could only view websites but could not comment, change or add any input. Currently, the internet has become an shared and experience giving tool where users can be both producers and consumers of digital content in real time right through a web browser.

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The popularity of internet and its usage in higher education has refurbished the scenario of the world around us. At present, advances in its power have opened up new avenues of communication, information sharing and knowledge. New uses have created new opportunities for sharing educational knowledge, as well as research processes with world-renowned scholars. It turns out redesigning instructions and instruction interaction. The Internet has improved virtual collaborative sharing of research findings. Such internet enhanced interactions for communication are termed as social media.

What is Social Media?

The term social media refers to computer-based technology that helps to share ideas, thoughts, and information through visible networks and communities. Social Networking is a compiled term for websites and applications that focus on communication, community-based input, interaction, content sharing and interaction. People use social media to connect and engage with friends, family and different communities. Businesses use social networking sites to market and promote their products and track customer concerns The social network is online and provides users with instant electronic communication of content, such as personal information, texts, videos, and photos. Users connect to a computer, tablet, or smartphone platform via web-based software or applications.

Pros and Cons of Social Media

While there are large number of advantages in engaging in social media activities, students benefit from their social relationships and interactions by gaining emotional support, exposure to diverse ideas, Technology and concepts, ability to perform better in a concern environment and communicate impact fully with peers, friends and chat groups, which ultimately help them in their academic success.

Some might argue that as time spent by students on social media sites increases, their academic performance become progressively worse negatively impacting students' academic performance. We can also cite the overuse of the internet services as an addiction which poses a health threat in the form of mental health issue. Furthermore, addiction to social media activities adversely affect other valued activities like concentrating on studies, participating in sports and physical activities, socializing with family and peers. Other adverse effects are information misuse, identity theft and cyberbullying. There are certain risks associated with cyberbullying which might result in stress and effect focus on academics.

Getting to know the Impact

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With respect to the growing usage of social Medias by students, we need to know both positive and negative impacts on the education sector, in order to plan a course of action to promote usage when appropriate and contain the negative impact where applicable. In order to identify the impacts accurately we need to classify social media activities such as

- Chats Groups
- Assignments &Project work
- Keeping up with news and technology trends
- Spreading awareness on various social causes
- Team building
- Engaging parents Etc.

To get better insight, it is mandatory to examine the actual use of the social media site to determine its impact rather than merely focusing on the time spent on the social media sites.

Role of Educational Institutions

Educational institutions have become progressively interested in the collaboration of technology with education, and social media plays a key role in such type of collaboration. Through the optimal usage of social media sites, students not only gain knowledge, but also access educational groups, interact with their peers, explore e-learning and expand their collaborative education. Research institutes recommend the introduction of educational and practical methods to promote the usage of social media sites for academic purposes, improve time management skills and find ways to control the usage for entertainment and socialization. On similar path, teachers and parents should monitor students and help them create balance between social media, academics and other activities to avoid rollbacks in their academic performance. We need to encourage public organizations, governmental and private institutions to promote intellectual awareness and empower and enable families and educator to raise awareness of the risks and advantages of these sites.

Containing the Negative Impact

There are multiple ways, both positive and negative, in which social media impacts students' academic performance. Social media itself is not the problem but the specific use and purpose of social media activities can worsen the scenario. The social media sites are certainly a part of students' lives and one must remember that technology is merely a tool for concepts that have been around for decades such as communication and connections. Social media sites are evolving in use, purpose, a basic grasp of the options and what is happening with our students is truly important.

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We need to educate our students about Confidentiality, privacy, safety, and other best practices about using social media. Reducing the amount of time spent on social network sites, paying attention to their academic progress, engaging in social activities with family and friends and discussing their studies in a relaxed atmosphere will definitely help us reduce the negative impacts of social media on the students which will in turn benefit our university students.

Objectives

1. To study the use of social media by students.
2. To study the attitude of students towards use of social media in learning

Methodology

The research was conducted using both qualitative and quantitative methods of data collection for collection of primary data a model survey was conducted in this context to explore the mindset of the students about the issue. Students from selected colleges were given a closed ended questionnaire for extracting their opinion towards the social media, its usage, current trend and its effect in education. The probability sampling technique was adopted leading to systematic selection of respondents. Secondary data will be collected from various references which already exist and published like books, articles in newspapers, magazines, Web and Internet support.

Hypothesis

H01 Time spent on social media negatively impacts academic work
H02 there is no correlation between nature of activities on social media and academic performance

Literature review

S. Abubakar et al (2020) in his study concludes that there is a a significant relationship between social media and student's academic performance. He also said that there is a significant relationship between use of social media and concentration. The more the student use social media his concentration decreases which adversely affects his academic performance.

Dr. Ritesh Chugh in his article mentions that the social media platform continues to transform the learning process and can be used to support the learning and teaching activities that used to be done in the classroom. The use of social media platforms in higher education has many challenges but their importance cannot be overlooked. Research has found that most academics are of the opinion that the social media platform can be used effectively to support the provision of student-centered learning. Through the use of social

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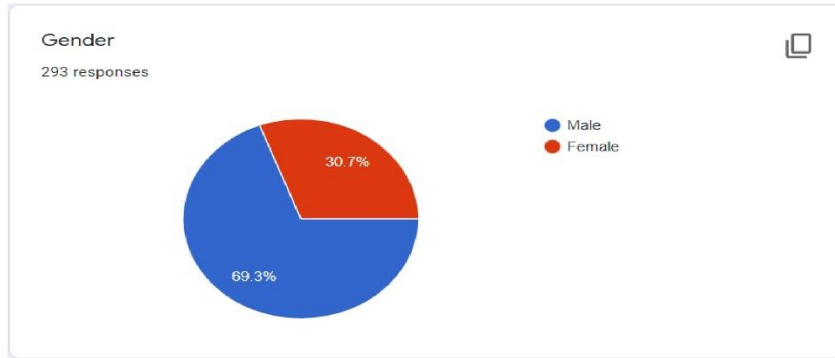Accredited by NAAC 'B+'

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media, students no longer continue to be deprived of information but become facilitators and contributors. In the current state of education, learning has become a social process and the use of communication strengthens that process. The use of social media, as in many other places, is here to stay in higher education settings.

Data Collection

To determine the effect of the usage of social Media on the educational performance of student a survey was conduct from the students who used different social networks. In survey a questionnaire was used to collect data from the students .In questionnaire closed-ended questions asked from the target population.
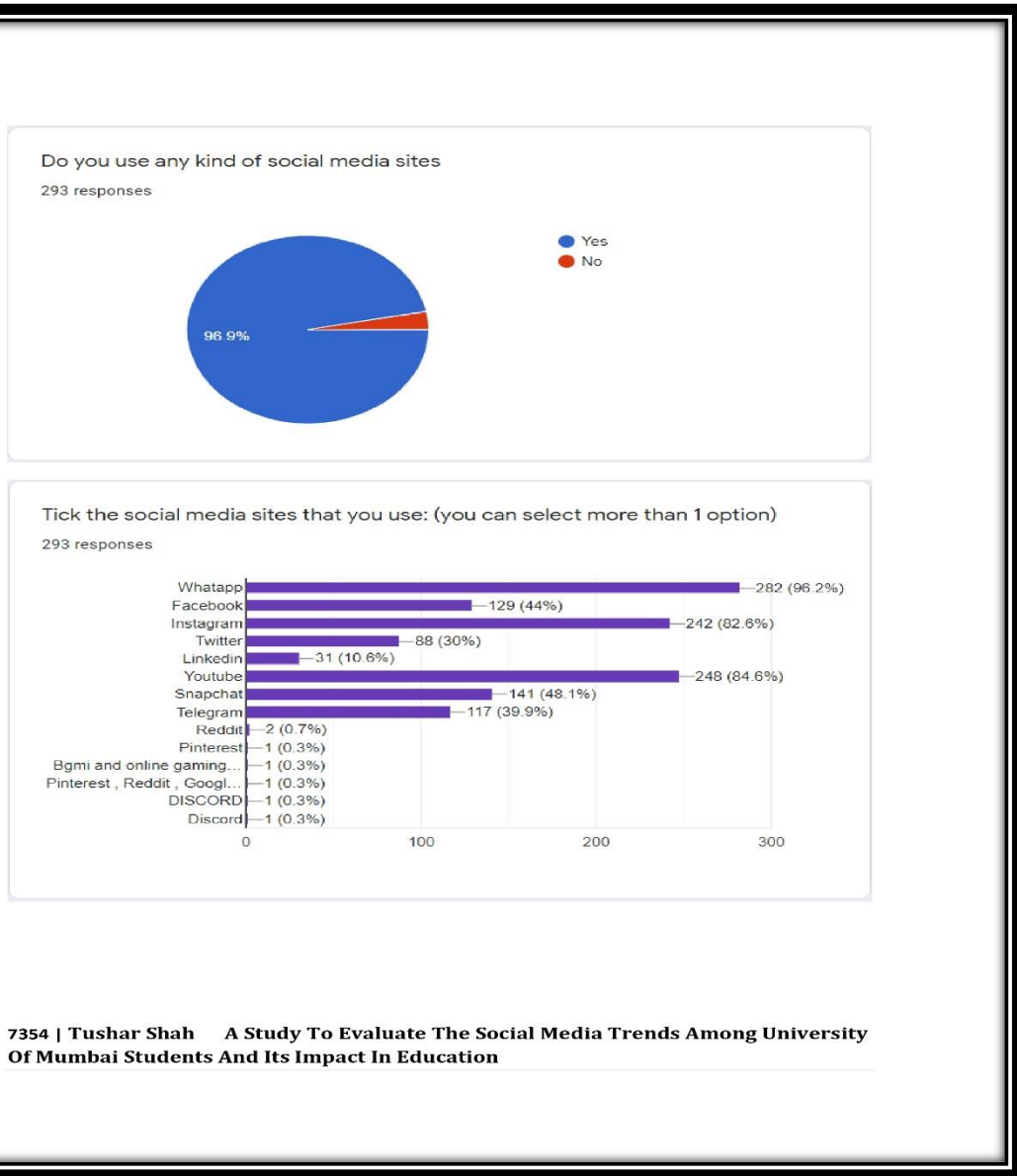
Data Analysis

The data collected through questionnaire was analyzed through GOOGLE FORM and the results are presented in tabular cum graphical form.

Gender

293 responses

● Male
● Female

30.7%

69.3%

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Do you use any kind of social media sites

293 responses

● Yes
● No

96.9%

Tick the social media sites that you use: (you can select more than 1 option)

293 responses

Platform	Value
Whatapp	282 (96.2%)
Facebook	129 (44%)
Instagram	242 (82.6%)
Twitter	88 (30%)
Linkedin	31 (10.6%)
Youtube	248 (84.6%)
Snapchat	141 (48.1%)
Telegram	117 (39.9%)
Reddit	2 (0.7%)
Pinterest	1 (0.3%)
Bgmi and online gaming...	1 (0.3%)
Pinterest , Reddit , Googl...	1 (0.3%)
DISCORD	1 (0.3%)
Discord	1 (0.3%)

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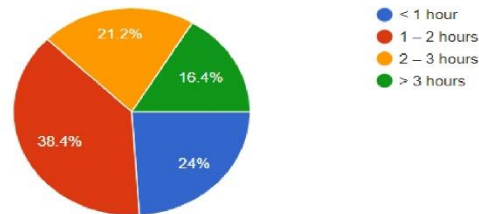E-mail: cbscollege@gmail.com Website: www.cscollege.co.in

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Why do you use social media sites / for what purpose? (can choose more than one option)

289 responses
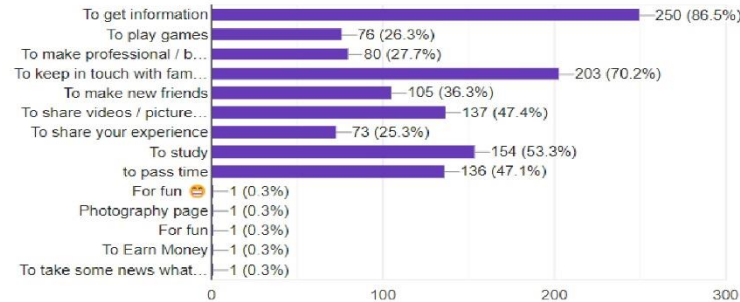
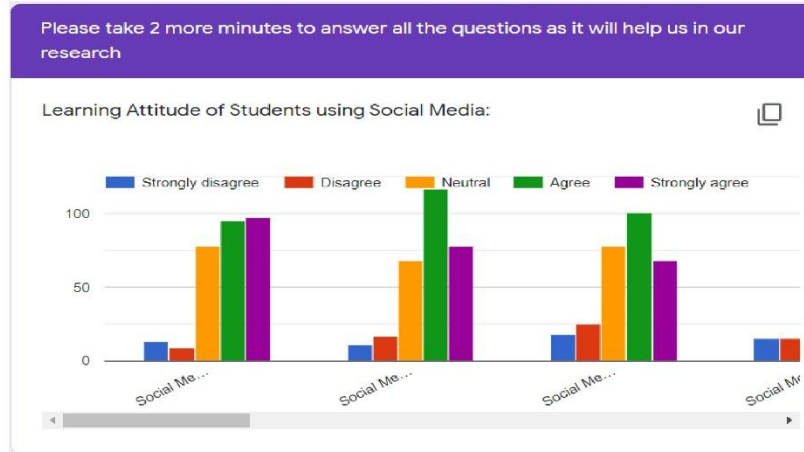How much time do you spend on social media sites in a day?

292 responses

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Please take 2 more minutes to answer all the questions as it will help us in our research

Learning Attitude of Students using Social Media:

This descriptive study was conducted from October 2021 to December 202, in which 293 youth of age 16 to 25 years enrolled in different educational institutes of university of Mumbai, were included in the study population. Students either don't have an android phone or don't have internet access were excluded from the study. Data were collected using a self-designed structured questionnaire on Google form distributed to students with a response rate of 98.5%. The questionnaire was designed by putting up statements which respondents had to rank using a Google from to indicate their level of agreement or disagreement. 293 questionnaires were retrieved from the study and descriptive statistics was then used to profile the responses from respondents.

Chart 3 shows respondents gave the following as their favorite social media sites. Facebook 129 represents 44%, WhatsApp 282 representing 96.2%, Twitter 88 representing 30%, Linked in with 31 representing 10.6 %, Youtube with 248 represent 84.6 %, Snapchat with 141 represent 48.1 % , Telegram 117 248 represent 34.9 % and others having 7 represent 2.2% respectively. The analysis shows that WhatsApp is the most favorite social media site. This confirms Schreider's (2009) assertion that approximately 96% of undergraduate students are WhatsApp users,

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Result

The study was conducted among students off Mumbai University from different colleges. In this study total of 293 participants were included from different educational institutes of the mentioned study region. Studies show that among youth, the teenage group was more addicted to social media, and maximum participants were using social media for more than 3 hours per day for just getting information, Passing Time & get connected with peers.

We asked various questions from students to know the effect of social network addiction on their academic performance, schedule, and overall impact on studies. Also, we asked if they found social media of any help regarding academics and curricular activities. A majority (86.5%) agreed that social networking sites be helpful regarding academics as they provide information and data regarding different topics, keep them updated, and through online learning and teaching practices provide greater scope. 55.6% of students were of the view that social networking increases research capabilities and helps in learning new information and makes it easy to publish the study while sitting at home. However, 83% of students agreed on the fact that excessive and purposeless use of social networks has negatively affected the study schedule and time table by decreasing the net time for studies. More time spent on social networking sites affects the study timings in a negative sense, thus affecting the study outcome and academic performance. So overall, 63.2% of students agreed upon the fact that social networking addiction harms studies as it decreases the net time of studies and also, produces poor results.

DISCUSSION

1. The responses of both teachers and students came close in all respects of social media Utilization in education.
2. 86.6% of students showed a positive trend towards the use of social media in education.
3. 76.4% of the students approved the benefits of social media utilization in education.
4. 82.4% of the students approved the role of social media utilization in education.
5. 55.3% of the students went through some challenges of using social media in education.

Results (Depend on Coefficient Regression)

Significant level is 4% 0r 0.05

Confidence level is 89% or 0.95

H1 is accepted because p-value < significant level (0.00<0.05)

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H2 is rejected because p-value >significant level (0.675>0.05)

Recommendations

Concluding on the results findings, Suggestions made by peer researchers are as follows Students with phones having internet facility should be encouraged to either use it to complliment their research in the library rather than the usual chatting with friends all the time. Students should be advised to limit the time they spend on social media sites per day and encourage them to rather substitute those hours for reading novels, Research content and relevant academic books to improve their knowledge and Interest. Since the study reveals that the use of social media sites had affected the academic performance of students negatively, there is the urgent need for the introduction of students to the availability of information resource or materials in the library that can help them academically. It is further recommended that students be advised during orientation of the dangers of addiction to social networking sites. They should be introduced to sites that can add values to their academic work and research.

Other general Recommendation

In the light of the study findings, the following recommendations are made;

1. Seminars/Webinar should be organized in the various colleges or faculties to make students aware more about the possible implications of social media usage on their academic performance.

2. Students should make sure that they use these social media sites under monitoring system to ensure that they do not become detrimental to their academics.

3. Parents/Teachers can inculcate new strategies through assignments or discussions on social media platforms to help student adopt the habit of using these sites for academic work.

4. Students must minimize the time they spend on social media to avoid growing obsession by these sites for unnecessary chatting and surfing.

5. The university authority should also restrict access to certain social media sites that may be reason of distracting students' attention during college hours.

Conclusion

The study gives sound and clear information. According to the mentioned study we came to know the various positive and negative impacts of social media on education or students. It is very important to overcome this problem. The nature of social media as a two edge sword has been revealed in the findings of the study that, despite the benefits that students can

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harness from social media networks such as sharing of information, building relationship from near and far among others, there is to some extent addiction and distraction of attention caused by the use of social media which could have serious consequences on the academic life of students. Moderating their access to social media is one excellent method. Most of the negative aspects can be overcome by reducing the amount of time spent on social network sites. Paying attention to their academic progress and addressing any issues will go a long way towards keeping the negative aspects of social media from influencing their studies

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Application of Artificial Intelligence in Higher Education

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ABSTRACT

Among some of the benefits of using artificial intelligence in higher education, that it improves the learning experience and the ability to analyse the management of campus at all levels and better organize tasks. The range of applications of artificial intelligence (AI) to education is increasing ceaselessly. Despite the enormous opportunities that AI can offer to support teaching and learning, the development of applications for higher education carries numerous implications. Against this context, this contribution aims to offer a review of AI applications in higher education, taking as a starting point the heritage of research. This paper includes the comparative study of components of quality based higher education system. This paper discussed how educationist are using AI technology to infer prospective student's level of interest in attending their institutions.

KEYWORDS: Artificial Intelligence, Automate, Higher education system, Empower, Quality, Self-Sustainability, Virtual Tutor,

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STATEMENT OF THE PROBLEM:

In this paper, the main problem highlighted here is that Inclusion and equity for AI in higher education. Preparing teachers for an AI-power education. The Paper also addresses the challenges and policy implications of introducing AI in higher education

SCOPE OF THE STUDY:

The scope of this research is to examine the usefulness & quality of AI driven tools in higher education system. As well as pointing changing role of AI and its techniques in new educational paradigms to create a personalised teaching-learning environment.

OBJECTIVES OF THE STUDY:

The aims of this study are:
- ✓ To examine methodology of AI used for personalized, adaptive learning environment.
- ✓ To examine implementation of AI that enhance the student experience.
- ✓ To examine way AI is being used for student assessment.

HYPOTHESIS:

Ho: The impact of AI powered learning tools is high productive in higher education.
H1: The impact of AI powered learning tools is low productive in higher education.

RESEARCH METHODOLOGY:

The study is carried out with secondary data. Secondary data collected from articles, journals, websites etc. has been used in this research paper.

SIGNIFICANCE OF THE STUDY:

Results of the study might assist educationist & practitioners at other institutions to implement and develop new educational reforms, practices and environment.

INTRODUCTION:

Since the pandemic started in 2020, higher education is witnessing an increased need for implementing the latest technologies to provide online education. AI has the potential to automate and democratize personalized adaptive learning for students. It will help to mitigate the learning gaps and generate learning interests among students, increase learning ability, language affinity and improve learning pace. As Artificial Intelligence (AI) influences all the sectors, India's higher education is no different. AI-based technologies are becoming popular among higher education for improving the quality of learning. AI will not only help higher education to transform student experiences, but also free up the university staff to work on and solve more demanding problems. It is essential to remember that the best results will come when we combine the strengths of AI with human ability. The impact of AI has changed the learning landscape recently. With the help of smart content, students can create

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their own lessons and do self-earning. "AI is simplifying the teaching methodology through automated class management systems, analysing students' interest in class through facial recognition. Automated grading systems will increase the objectivity of learning and can judge the performance of students. Artificial intelligence applications are important in the fields of life, but they are more important for educational institutions and universities, which represent a great necessity that cannot be dispensed with, as universities today are no longer limited to education. The range of applications of artificial intelligence (AI) to education is increasing ceaselessly, although its generalization still seems far away. Despite the enormous opportunities that AI can offer to support teaching and learning, the development of applications for higher education carries numerous implications and also ethical risks. Against this context, this contribution aims to offer a review of AI applications in higher education, taking as a starting point the heritage of research developed in the last two decades. It explores the definitions of AI in education and the elements and methods that AI applications could bring to higher education. In this field, advances in artificial intelligence open to new possibilities and challenges for teaching and learning in higher education, with the potential to fundamentally change governance and the internal architecture of institutions of higher education. Use of AI in will bring in effective change of governance in the entire internal architecture of higher education. The prospect of use of AI includes investigation of educational implications as to how teachers would enrich them, how students would learn, and how accurate and prompt decisions can be taken in the institutes of higher education. This is important since the workload has been multiplied due to massification of higher education.

TRANSFORMING HIGHER EDUCATION USING ARTIFICIAL INTELLIGENCE:

The impact of artificial intelligence as a powerful technology can be witnessed in diverse industry verticals. The Higher Education across the globe is no exception to this. Artificial intelligence in education is being used by different educational institutes. The use of AI in education has given a completely new perspective of looking at education to teachers, students, parents, and of course the educational institutions as well. This machine learning process has direct correlations to how humans learn. It should come as no surprise that these advances in technology are fuelling the use of artificial intelligence in education. With numerous stakeholders involved, there are plenty of avenues available for the use of artificial intelligence in education, and the market currently offers solutions for adults, children, tutors, and educational establishments. AI-based systems can analyse an enormous amount of information, and the application of artificial intelligence in education covers a range that includes training, communications, administration, and resource management. AI or artificial intelligence is an attempt to create machines that can do things previously possible only through human perception, learning, or reasoning.

Applications of artificial intelligence and machine learning in education take a virtual form, rather than being embodied like robots. There may be physical components involved, such as audio or visual sensors of the Internet of Things that collect or observe environmental

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information. But artificial intelligence in education system applications generally manifests via digital software processing systems. Artificial or machine intelligence can help students and teachers get more out of the educational experience by assuming a number of roles, including

1.   Automating Basic or Repetitive Activities:
AI can automate grading for nearly all kinds of multiple-choice and fill-in-the-blank testing. As essay-grading software continues to evolve, this range of capabilities will expand.

2.   Personalized Learning Platforms:
The growing numbers of adaptive learning programs, games, and software use AI to respond to the needs of individual students, laying greater emphasis on certain subjects, repeating things that students haven't mastered, and generally helping them to work at their own pace.

3.   Gaps and Failings in the Curriculum:
Systems like the electronic learning platform can give alerts if a large number of students submit the wrong answer to a homework assignment or have trouble with a particular topic.

4.   Virtual Tutors:
AI-powered tutoring systems are already helping students through basic mathematics, writing, and other subjects. While there are obviously things that human tutors can offer that machines can't, at least not yet, the future could see more students being tutored by tutors that only exist in zeros and ones. Some tutoring programs based on artificial intelligence already exist and can help students through basic mathematics, writing, and other subjects

5.   Feedback Loop for Students and Instructors:
AI systems can monitor student progress and alert professors when there might issues.

6.   New Ways to Interact with Information:
As technologies evolve and integrate, students in the future may have increasingly immersive and diverse experiences doing research.

7.   New Dynamic with Teachers: As AI becomes more integrated with the education system, teachers may supplement AI lessons, assisting students who are struggling, and providing human interaction and in-person experiences.

8.   Reducing Academic and Social Pressures:
With AI systems themselves often based on trial and error, they can facilitate this kind of learning in an environment where students don't feel pressured to compare themselves with their colleagues.

9.   New Avenues for Recruitment, Teaching, and Support:

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Smart data gathering powered by intelligent computer systems can provide information and recommendations to enhance students' lives and the operations of educational institutions.

10.   Changing the Dynamics of Learning:
AI systems, software, and support, coupled with internet connectivity, enables students to learn from anywhere in the world at any time.

11.   AI can make trial-and-error learning less intimidating.
Trial and error is a critical part of learning, but for many students, the idea of failing, or even not knowing the answer, is paralyzing. Some simply don't like being put on the spot in front of their peers or authority figures like a teacher. An intelligent computer system, designed to help students to learn, is a much less daunting way to deal with trial and error

APPLICATION ARTIFICIAL INTELLIGENCE IN HIGHER EDUCATION:

With the expected growth of AI in education, here is a glimpse into some of the application it will play in the classroom.

1.   Automate Grading
Imagine how much more teaching teachers will be able to do if they had help with their grading? With AI, the role of grader can be passed along. Current AI technology is already able to automate grading of multiple choice materials, but as AI develops and becomes more intelligent, it is expected that the technology will one day be able to grade more than standardized assessments.

2.   Support Teachers
In addition to helping with grading, AI will also provide support for teachers in other ways. Some of the routine task can be managed by AI, as well as communication with students. For example, one college professor successfully used an AI chatbot to communicate with students as a teaching assistant all semester without students knowing they were not talking to a human.

3.   Support Students
Pearson has already suggested that in the future students will have an AI lifelong learning companion. Essentially, this next generation of students will grow up with an AI companion that knows their personal history and school history. Therefore, it will know each student's individual strengths and weaknesses.

4.   Meet a Variety of Student Needs
In addition to acting as a personalized learning companion, AI will also be able to help students with special needs by adapting materials to lead them to success. For instance, studies are already showing positive results for AI teaching ASD student's social skills.

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5. Allow Teachers to Act as Learning Motivators

As AI takes on more of a teaching role by providing students with basic information, it will change the role of teachers in the classroom. Teachers will move into the role of classroom facilitator or learning motivator.

6. Provide Personalized Help

AI will also provide personalized tutoring for students outside of the classroom. When students need to reinforce skills or master ideas before an assessment, AI will be able to provide students with the additional tools they need for success.

7. Identify Weaknesses in the Classroom

AI will also work in identifying classroom weaknesses. For instance, AI will identify when groups of students miss certain questions letting the teacher know when material needs to be retaught. In this way, AI will also hold teachers accountable and strengthen best teaching practices.

ADVANTAGES OF ARTIFICIAL INTELLIGENCE ON EDUCATION:

AI education comes with many benefits that make teaching and other admin processes easier for educators and schools. These are some of the advantages of artificial intelligence in education:

✓ **Monitor and Analyse Student Progress in Real-Time**

Teachers can monitor and analyse students' progress in real-time using AI tools. It means that the teachers do not need to wait until they compile annual report sheets. Also, AI gives teachers' recommendations as to the areas that require repeat or further explanation. In this instance, AI smart analytics picks up on topics that most of the students struggled with.

✓ **Saves Time and Improves Efficiency**

Because AI demonstrates human-like skills like learning, critical thinking, and problem-solving, there's an apprehension about AI. Thus, the common notion is that AI will eventually take the place of teachers. This is not true. What AI does is handle the burden of repetitive tasks teachers and schools have to deal with daily.

✓ **More Personalized Learning Experience**

AI in education enables schools to carve out personalized learning experiences for their students. From student data, AI can analyse the student's learning speed and needs. With the results, schools can personalize course outlines that enhance learning based on students' strengths and weaknesses.

Craving out personalized coursework that addresses each student's learning needs is something even the best of tutors find challenging. AI-based technologies make it easier for schools to make better-informed decisions. For instance, they can include topics that appropriately suit learning requirements.

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✓ **Convenient and Improved Student-Teacher Interactions**

AI education makes interaction more comfortable and convenient for both students and teachers. Some students may not be bold enough to ask questions in class. Such could be as a result of the fear of receiving critical feedback. So with AI communication tools, they can feel comfortable asking questions without the crowd. While on the part of the teacher, they can give detailed feedback to the student. Sometimes, there isn't enough time during classes to respond to questions in detail. They can also provide one on one motivation for any student that needs help.

✓ **Simplifying Administrative Tasks**

Every educational institution has tons of school admin tasks they need to deal with daily. Including AI to their systems can help to automate such tasks. It means that administrators can have more time to run and organize the school more smoothly. Additionally, schools can make use of proofreading and editing services. Such services can help ensure that administrative documents are well written and error-free.

✓ **Access for Students with Special Needs**

Innovative AI technologies are providing new ways of interacting for students with learning or physical disabilities and special needs.

✓ **Increased Engagement**

Personalized learning platforms with individualized course work, schedules, customized tasks, and interaction with digital technologies increase student engagement with the learning process, promoting retention and improved performance.

✓ **Reduced Academic / Social Pressure**

Material tailored to the needs of different learning groups enables students to proceed with their education without continually comparing themselves to others.

CHALLENGES OF ARTIFICIAL INTELLIGENCE IN EDUCATION:

Irrespective of the benefits of artificial intelligence in education, there are still a few challenges. Some of these challenges include:

✓ **Cost of AI Technology**

AI education comes at a high price. As new technology emerges, budgets will have to increase to cover the expenses. Besides the installation of AI software, schools will also need to consider the cost of maintenance of the software. Thus, institutes with little funding may find it challenging to implement AI-augmented learning. They also won't get to enjoy the benefit of automating administrative tasks that take up staff time.

✓ **Vulnerable to Cyber Attacks**

Artificial intelligence software is highly vulnerable to cyber-attacks. Considering that it contains a ton of data, hackers are constantly devising ways to attack. Image having an entire database of student, teacher, parents, and admin information hacked into. It could be very damaging to the victims of such cyber-attacks having their personal information in the open. All a school can do is to rely on installing data security protection software. Yet even with that, sometimes hackers can still get into the school system.

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✓ **Little to no Room for Flexibility**

No matter how analytical AI robotics can be, it cannot flexibly develop a student's mind as a teacher would. While educators can proffer multiple problem-solving methods, AI doesn't have alternative teaching methods. AI also operates on garbage in garbage out basis. While it might detect errors, it cannot correct them. So whereby there's a human error in imputing information, AI still carries out the analytic process. But the final result will read that there are errors. Hence time is wasted, and the process has to be repeated all over again.

✓ **AI May Create Its Own Value System**

By selecting the variables fed into admission, financial aid, or student information systems, AI tools are effectively creating rules about what matters in higher education. These criteria may not be the ideal ones.

✓ **Institutions May Lose Sight or Control of Their Data**

AI and ML systems rely on data management and this is often contracted out to private companies that may be less directly accountable to the educational institution's stakeholders.

✓ **Reliance on Data Risks Missing Out on Human Perception**

Systems reliant on data and narrowly defined goals may miss the nuances and perceptions that would be seen by a human.

✓ **There May be Conflicts of Interest**

Predictive analytics and early warning systems can promote student retention by drawing attention to those struggling. But they can also provide less benevolent institutions with ammunition for down-sizing their student populations.

SUGGESTIONS:

- Implement development of an AI skills framework for educational institutes
- Encourage development and management of an online repository to host curated AI-related training resources, AI national curricula and other key digital skill training courses.
- Arrange Workshops to support the integration of AI training into national or institutional school curriculum in a selected number of countries.
- Promoting equitable and inclusive use of AI in education.
- Ensuring ethical, transparent and auditable use of education data and algorithms; and Monitoring, evaluation and research.

CONCLUSION:

Artificial intelligence in education has brought about several beneficial changes. From classroom interactions, coursework learning, and admin processes, AI makes it all better. And the advantages keep improving and increasing as new AI technologies emerge. AI programs are becoming more commonly used, and educators must respond to prepare graduates for this new environment. The integration of AI into higher education may not be easy. The old pedagogy and policies are not going to be well adapted to hold the new direction. AI will require changes in what is taught and how it is taught. AI-based systems can analyse an enormous amount of information, and the application of artificial intelligence in education covers a range that includes training, communications, administration, and resource management. While the future of AI in education is still not fully defined, we can be

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assured that students of abilities and limitations will have better chances of learning and proving themselves. As new AI tools are developed, students can plan their career paths with clarity and work in achieving their goals. Educational institutions can build smarter next generations by investing in artificial intelligence.

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