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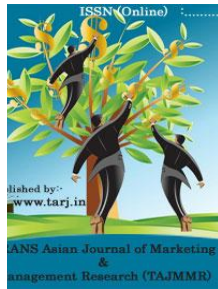
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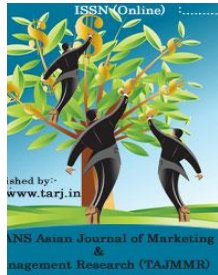


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IMPACT OF TELEVISION ADVERTISEMENT ON CONSUMER BUYING BEHAVIOUR

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ABSTRACT

The development of television as a commercial medium with advertising and promotion of consumerism at the centre of its existence has profound consequences. Television Advertising is communication of advertising messages through the media of TV during an in-between programmes and also sponsored programmes in the form of audio-visual films and it is very important information provider which creates a better market and positive image amongst the consumers so that they can easily make a decision according to their needs and demands. The product information which is communication through television advertisements play an important role in altering the attitudes and behaviors of the consumers towards advertisement as well as the buying behaviors of the consumers.

KEYWORDS: *Commercial, Technology, Impact, Ultimate Way, Geographical Sphere, Modernity.*

INTRODUCTION

Advertising as we understand today has its origin in the early historical period. It is as old as the human civilization itself. Advertising has made steady progress over centuries. Many significant changes have taken place during the process of evolution of advertising. Such as town criers, introduction of printing press, newspapers, product advertising, radio advertising, TV advertising and advertising agencies.

Advertising plays a vital role in the society, in general and in the business in particular it acts as technique of sales promotion and modernism. Advertising is essential in the case of internal as well as global marketing. Firstly, advertisement is paid for by the sponsor or advertiser. Secondly, advertising is non-personal selling. Thirdly, advertising acts as an important marketing

tool for presentation and promotion of ideas, goods and services. Finally, advertising needs the sponsor of the message known. The basic objectives of advertising are to provide information to attract attention, to create awareness and to influence buying behavior of consumers.

Commercial broadcasting to be a powerful medium useful for creating new markets and new demand. Commercial broadcasting has informed and entertained people for more than 50 years. The first TV commercial was transmitted on January 1, 1976 in India. Ever since commercials were permitted on Doordarshan, We have now STAR TV, Zee TV, and cable TV for advertising fields in India. Today advertising not only plays a vital economic role in the scheme of national development, but it has an important educational, cultural and social part to play as well.

From the 1980s, commercial interests took on a greater importance in TV throughout the world. The growth of consumer societies and the growth of cable and satellite stations as well often transmitting programmes that could be received by viewers in more than one country;

Books and magazines advertisements and newspapers radio and Television programmes. Films and videos, computer networks or electronic games, records, tapes, DVDs, CDs and website occupy a central role in our lives.

Providing continuous and rapidly expanding flows of information. Books and magazines require at least moderate literacy and intellectual effort. Radio listening demands some imaginary stretching by the listener. But television on the other hand requires neither literacy nor imaginative skills and has become a popular medium in a country like India where religion, politics education and the family Mass media too are one of many different institutions that exists within a society. The media entertain us, socialize us, inform us, educate us, selling things to us and indoctrinate us among other things the media help to shape our identities our attitudes toward religious, racial and ethnic minorities. Hence mass media have taken an increasingly dominant role in society and affect all the other institutions in recent years. So living in a world without mass media today is inconceivable and TV is one of the most important mass media in India. Television is the wholesale distributor of images. It contributes greatly to popular culture. It also brings into homes images and messages.

In India a whole new generation of children now is watching much more TV than ever before. They observe new ideas and expressions about the world mediated by television long before they own thoughts for that today television has become the most popular and almost habitual form of mass advertising media as it is the chief vehicle of advertising.

Advertising exists solely to sell product and services. Television advertising is more attractive and effective because It is an audio-visual medium appealing to both the senses of sight and sound. Different methods, such as spot announcements, sponsored programmes, etc. are used for broadcasting advertising messages. The life of a television advertising is restricted to a few seconds usually 10 to 20 but more in the case of sponsored programmes. Television is an important socialization agent because of its massive presence in children's lives. It is suggested by many researchers that TV constitutes a very significant component of a child's development. There has been a phenomenal increase in the TV options due to the availability of multiple channels. This has resulted in an increase in the number of advertisements coming on television which want to persuade people to purchase the products advertised. Most of these messages get

across to children. Television advertising provide sophisticated buying skills and abilities. Children develop effective and discerning skills to remember and recall product related information provided to them through television advertising. The advertisements are powerful tool and the life blood of television. Commercials constantly introduce upon the consciousness of viewers, interfering with the normal process of thinking and feeling and many of these are aimed at children taking into account, children are consumers and an important market. The present media and particularly television scenario in India along with cable war induce us to take up research topic on television advertising influence on children consumer.

The ultimate objective of a business is to create a consumer. Consumer is said to be the pivot around which the entire business activities revolve. Due to the shift from sellers' to buyer's market, the consumers are in a potentially advantageous position as far as the selection of goods and services is concerned. Further in order to survive and grow it is imperative on the part of marketers to fully understand and know their consumers.

The word consumer refers to any person who buys' goods or hires certain services for his own use or for the use of others. He is the ultimate user of goods and services. So everybody is consumer one who eats food, buys commodities, travels in a vehicle, train or plane hires a taxi or auto rickshaw, goes to the doctor or a dentist, one who studies in the school or university or pays for water, electricity, telephone or the internet. Almost every human activity can be cited as an example of consumerism, so Long as the activity deals in goods or services that are paid for. Thus consumers are people who buy or use products to satisfy needs and wants. There are two types of consumers those who shop for and purchase the product and those who actually use the product.

A market attracts different categories of customers representing their different needs and requirements, tastes and expectations, likes and dislikes, social, cultural and educational background, and different income groups, marketing which means knowing our customers well enough so as to give them products and services they need, and to direct promotional efforts to their needs and attitudes and build strong channel relationship through market segmentation market segmentation means the division of the whole heterogeneous market into convenient groups or segments on some national bases, such as age, occupation Level of education, Income, cultural background, wants, expectations, resources, price considerations, geographical Location, so that each group becomes homogeneous in all essential aspects. Thus segmentation is the process of partitioning a large heterogeneous market into smaller groups of people or businesses which show similar needs and or characteristics thus resulting into a similar purchase behavior.

The decision process of consumer is divided into five steps: Identification of problem, searching for information, deciding between various choices available, making a decision, and then making the final purchase . It is however not necessary that consumers go through these steps every time they are mostly influenced through the various television advertisements past research on advertisement has shown that characters are the main influencers on consumer behavior but the roles of the consumer and involvements are the main influences on the buying behaviors of consumers. It is the most vital objective of any advertisement to communicate to the target audience and to bring about an impact on the awareness of consumers their feelings and hence their behaviors. Consumers are go through two stages while wanting to purchase goods or

services. These include mental as well as emotional stage and ultimately this satisfies the demand of the consumers.

There are various numbers of factors that impact the consumer behaviors. These may be internal and external factors. The consumer's purchase decisions are influenced by a number of reasons and such variables are outside the control of advertisers or marketers these factors may be cultural, social, personal, and psychological which ultimately influence the buying behaviors of consumers.

Cultural Factors: Culture is defined as the values, perceptions, wants and behaviors that prevail in a society and a culture ultimately develops different needs and behaviors of people. It is import to understand that every culture has its own influence on the way consumers behave while purchasing a certain product or service.

Social Factors: Another factor that influences the buying behavior of consumers is the social factor. These social factors relate to the society we live in, including family, social groups. Which are influencing the behaviors of people, a group which has a direct impact on any individual is the membership groups in which people become a part of a specific group. Such groups have a significant impact on the behaviors of individuals.

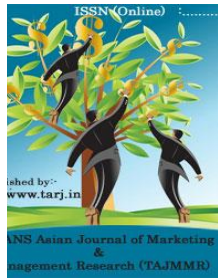
Personal Factors: Personality traits differ from person to person hence the personal characteristics also influence the perceptions of the consumers while purchasing goods and services. These include age, income, lifestyles, which influence the consumer's buying behavior.

Psychological Factors; Psychological factors include the factors in which an individual's beliefs and perceptions influence their behaviors. Beliefs and perceptions can be developed through a number of variables one of the most commonly used is through advertisement. How advertisements create consumers beliefs and perceptions about any product. It is therefore an important factor which impacts the behaviors of consumers. This again differs from person to person if a person is satisfied he or she is expected to take any particular action according to the satisfaction level. And some may do nothing about it at all. Such new changes and experiences are formed in an individual's behavior results in the consumer's belief and feelings which as a result influence their buying behaviors.

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CHILD HEALTH BUDGET IN INDIA: A POLICY BRIEF

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ABSTRACT

Children need a safe, protecting and enabling environment in which they can learn, grow and develop to their full potential. Therefore, child budget on health and nutrition sectors needs to be discussed to reach out to children. This paper discusses and analyses the different aspects of child budget, flagship schemes and programmes and how it influences the health and nutrition of children. It also throws light upon the COVID-19 pandemic which has impacted on service delivery of nutrition services for children. Around 375 million children (aged between 0-14 years) in India may suffer from the long-lasting impact of the COVID-19 pandemic, including malnutrition to loss of education and work productivity, as per the Centre for Science and Environment 2021 State of India's Environment report. Budgetary allocation for children in the Union Budget 2019-2020 has shown a marginal increase of 0.05%, going up from 3.24% in the last fiscal to 3.29% in the current fiscal with a grant of ₹91,644.29 crore. The share is less than the low share of 5% that the National Plan of Action for Children, 2016, had recommended. Though India has set the target of reaching single digit neonatal mortality rate and single digit still birth rate until 2030. No new announcements have been made for children in the union budget of 2019-20. Similarly, health related financial allocation as a share of the child health budget has shown a decline of 0.39% from 3.90% last fiscal to 3.51%. The ambitious target can only be achieved through adequate administrative support and prioritization, proper utilization

of budget through proper planning and implementation of schemes and programmes and infrastructural support through multi-stakeholder actions.

KEYWORDS: *Children, Health, Nutrition, Budget, Policy, Covid 19, India.*

(A) INTRODUCTION

An estimated 26 million children are born every year in India. As per census 2011, the share of children (0-6 years) accounts for 13% of the total population in the country. The child health programme under National Health Mission (NHM) comprehensively integrates interventions that improve child survival and addresses factors contributing to infant and under-five mortality. It is now well recognized that child survival cannot be addressed in isolation as it is intricately linked to the health of the mother, which is further determined by her health and development as an adolescent. Therefore, the concept of Continuum of Care, that emphasizes on care during critical life stages in order to improve child survival, is being followed under the national programme.

Another dimension of this approach is to ensure that critical services are made available at home, through community outreach and through health facilities at various levels (primary, first referral units, tertiary health care facilities). Newborn and child health are now the two key pillars of the Reproductive, maternal, newborn, child and adolescent health (RMNCH+A) strategic approach, 2013ⁱ. The RMNCH+A Strategy of the NHM comprehensively integrates interventions that improve child health and nutrition status and addresses factors contributing to neonatal, infant, under-five mortality and malnutrition. The National Population Policy (NPP) 2000, the National Health Policy (NHP) 2002, Twelfth Five Year Plan (2007-12), National Health Mission (NRHM - 2005–2017), Sustainable Development Goals (2016-2030) and New National Health Policy, 2017 have laid down the goals for child health.

A. (I) Children in India

There are 472 million children in India under the age of 18 years, representing 39% of the country's total population. A large percentage, 29% of that figure constitutes children between the ages of 0 to 6 years. Children from rural areas, slums and urban poor families, scheduled castes, tribal communities and other disadvantaged populations suffer from multiple deprivations related to poverty, malnutrition, access to quality health services, child marriage, poor school attendance, low learning outcomes, lack of sanitation facilities, hygiene, and access to clean water.

Nutrition is one of the most pressing problems in India today. Almost 53 million children in India are stunted and more than half of the women in reproductive age group are anemic. ⁱⁱAs per NFHS – 4, the prevalence of stunting, wasting and underweight **in children below 6 years of age** is 38.4%, 21% and 35.8% respectively. The recently released National Family Health Survey (NFHS-5), 2019-20, shows the prevalence of anemia among children under five years of age has increased in 18 out of 22 states and Union Territories. The budget outlay targets to reduce stunting, underweight, wasting, low birth weight and anemia among women and children by 2-3%. At the time of presenting annual budget for the financial year 2014-15, the Finance Minister had acknowledged the urgent need to address the problem of under nutrition and had suggested a

need for a comprehensive strategy to halt the deteriorating situation. While this gave hope to many stakeholders, the nutrition situation in India remains largely unchangedⁱⁱⁱ over the course of five years since then.

Child Health Indicator	Current status	National Health Policy Target
IMR (Infant Mortality Rate)	33	28 by 2019
Neonatal Mortality rate	23	16 by 2025
Under 5 Mortality Rate	37	23 by 2025

B. THRUST AREAS FOR CHILD HEALTH :

Following four areas that affect child health directly or indirectly:

Thrust Areas	Descriptions
Neonatal Health	Essential newborn care (at every 'delivery' point at the time of birth), facility based sick newborn care (at FRUs & District Hospitals) and Home Based Newborn Care and Home-Based Young Care (HBYC) programs coming under this category.
Nutrition	Exclusive breastfeeding is recommended up to 6 months of age, with continued breastfeeding along with appropriate complementary foods up to two years of age or beyond. Promotion of optimal Infant and Young Child Feeding Practices (IYCF) under Mother's Absolute Affection (MAA) Program, micronutrient supplementation (Vitamin A, Iron Folic Acid), management of children with Severe Acute Malnutrition (SAM), and National Deworming Day are some programmes stressing on the nutrition aspect
Management of common childhood illnesses	Integrated management of childhood illness is an integrated approach to child health that focuses on overall well-being of the child. Management of childhood diarrhoeal diseases & acute respiratory infections fall under this.
Immunization	^{iv} Immunization is a proven tool for controlling and eliminating life-threatening infectious diseases and is estimated to avert between 2 and 3 million deaths each year. It is one of the most cost-effective health investments, with proven strategies that make it accessible to the most hard-to-reach and vulnerable population

C. Union Budget 2020: Change in allocation for popular schemes

- The overall size of budget 2019-20 is estimated to be Rs27, 86,346 crore, which is 13% more than the budget presented last year. **Health and education spends constitute 2.3% and 3.4% respectively of the overall budget.**

- A sum of Rs 30,000 crore has been set aside for the Ministry of Women and Child Development (WCD) for the next fiscal year in the Budget announced. This translates to a 14% increase over the 2019-2020 financial years.
- Budgetary allocation for the Ministry of Health and Family Welfare has been increased to 15% or Rs 62,659 crores (BE 2019-20) from the revised estimate for 2018-19. Unlike last time, when allocation for the NRHM fell, it was increased to Rs 27,039 crores.

POPULAR SCHEMES AND PROGRAMMES FOR IMPROVING NUTRITIONAL OUTCOME

Schemes/programmes	Ministry	Facts
NNM/POSHAN Abhiyaan	MWCD	The Budget for National Nutrition Mission or POSHAN Abhiyaan has been increased from Rs 3,400 crore in 2019-20 to Rs 3,700 in 2020-21. POSHAN Abhiyaan, which aims to bring down stunting of children in the age group of 0-6 years from 38.4 per cent to 25 per cent by 2022
ICDS –Anganwadi Services	MWCD	A major chunk of the sum, Rs 20,532.38 crore of MWCD, is for ‘Anganwadi’ services
Pradhan Mantri Matru Vandana Yojana (PMMVY), a maternity benefit programme	MWCD	Allocation for Pradhan Mantri Matru Vandana Yojana (PMMVY), a maternity benefit programme, has been increased from Rs 2,300 crore to Rs 2,500 crore
Child Protection Services under ICDS	MWCD	Allocation for Child Protection Services programme has been increased to Rs 1,500 crore from Rs 1,350 crore
National Creche Scheme	MWCD	Increased from Rs 50 crore to Rs 75 crore
Food subsidy		The budgetary allocation increased from Rs 1,17,671 crore in 2014-15 BE to Rs 1,84,220 crore in 2019-20 BE

- The total amount allocated for the social services (Nutrition, social security and welfare) sector has been increased from Rs 3,891.71 crore in 2019-20 to Rs 4,036.49 crore in 2020-21.

- The project 'Beti Bachao, Beti Padhao' has been allocated Rs220 crore in the current financial year while the allocation for Mahila Shakti Kendras has been doubled from Rs 50 crore to Rs 100 crore.
- Agriculture however has seen the biggest increase in sector-wise budget allocation. Funds earmarked for agriculture and allied activities have increased by 75% in budget 2019-20.
- The Government has increased allocation to Rashtriya Swasthya Bima Yojana (143% hike) and National Rural Drinking Water Mission (82% hike), among others.

D. Child budgeting: Health and nutrition

Child budgeting is a relatively new concept in the financial policy domain. It has been emphasized that there must be compulsory allocations for child budget and such allocations must be reported in statement 12 (Allocation for children). A collaborative commitment of all the ministries will help to achieve union budget's goal of investing towards child welfare as recommended in the

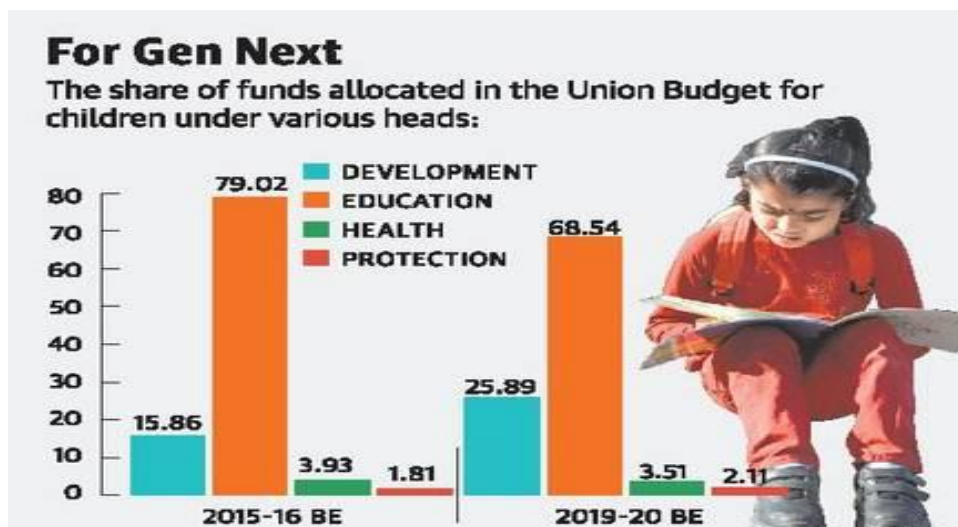
- National Plan of Action for children, 2016. There is need for union ministries as well as state governments to also focus on citizens below 18 years of age while ensuring service delivery, and also reflect their commitment in the budget document.

The below table shows that the share is less than the low share of 5% that the National Plan of Action for Children, 2016, had recommended.

SHARE FOR CHILDREN IN UNION BUDGET

Years	Share for children in union budget (%)
2014-15	4.50
2015-16	3.25
2016-17	3.32
2017-18	3.32
2018-19	3.24
2019-20	3.29

- There are 4 sectors under which budget for children is allocated - education, health, child development (ICDS and nutrition) and child protection.



- The share of child budget as a proportion of GDP has remained almost stagnant at 0.43% over the last 5 years.
- Health related financial allocation as a share of the child health budget has shown a decline of 0.39% from 3.90% last fiscal to 3.51%.
- The share of reproductive and child health funding, as a share of the overall NHM budget, has fallen significantly, from 40% in the financial year 2016-17, to just 15% in 2018-19.

INTERVENTIONS TOWARDS REPRODUCTIVE AND CHILD HEALTH (RSIN CRORE)

Interventions	2018-19	2019-20
RCH flexible pool including Immunization Programme, Pulse Polio Immunization Programme, National Iodine Deficiency Disorders Control Programme	7411	6759
Pradhan Mantri Matru Vandana Yojana (PMMVY)	2400	2500

(The allocation of RCH under NHM have declined)

- In a major initiative to improve the health and nutrition profile of children and adults in the country, Finance Minister in her second Union Budget, announced Rs35,600 crore provision for nutrition-related programmes for the fiscal year 2020-21.
- A jump of over 22 per cent in allocation for nutrition-related programmes, which include midday meal scheme in schools and anganwadis, also aims to promote the availability of horticulture and hygienic fish as part of healthy and nutritive food. It is a welcome move considering India accounts for 46.6 million or one-third of the world's stunted children, according to the Global Nutrition Report 2015.

- Unfortunately, COVID-19 has increased the risk factors for child malnutrition in India. With the disruption of Anganwadi services and Mid-Day Meal (MDM), a large number of children no longer have access to regular, nutritious meals.

E. Major Findings

- ^{lvi}The National Health Policy 2017 recommends increasing health expenditure by Government as a percentage of Gross Domestic Product from the existing 1.15% to 2.5 % by 2025. **Presently the budgetary expenditure for health as set in the 2019 -20 budget is 62,659 crores, which comes out to be only 0.44% of the GDP.**
- A detailed analysis of the budgetary grant carried out by Child Rights and you for four thematic areas of child rights, including **education, health, development and child protection**, show that the **first two categories have registered a decline** while the money allocated for the ambitious plan for nutritional development may be insufficient.
- The increase in 'anganwadi services' will most likely be barely enough to cover the enhanced honorariums to anganwadi workers and helpers (which are still at very low levels) with not much available for improving the supplementary nutrition given to children or to improve the infrastructure in anganwadi centers, leave alone providing for additional workers.
- The only scheme which observed an increase to only Rs 2,500 crore in allocation was Pradhan Mantri Matru Vandana Yojna (PMMVY); however, the dilution of the provisions of the scheme implies that the reach of the scheme will be limited. Fund utilization for the scheme was low in the last few years. Last year a letter written by 60 economists recommended that the full fledged implementation of this schemes requires Rs8000 crore in the Union Budget.
- Although there are some overall increases of the crèche scheme, this budget does very little for the most vulnerable populations.
- Though budgetary allocation for the the NRHM increased but 7.11% raise, may not be enough to improve rural health infrastructure.
- 60% of primary health centres (PHCs) in India have only one doctor while about 5% have none and only 20% of existing PHCs fulfill Indian Public Health Standards norms. There is an acute shortage of human resource in these peripheral health institutions.
- Overall there was a 15% decline in budget allocations for nutrition related schemes of agriculture department between 2014-15 AE and 2019-20 BE.
- 35% of under-5 kids in India are malnourished, and more than half of all women of reproductive age are anaemic. But, funds to meet the nutritional needs of women and kids reduced from Rs 3,700 crores in 2020-21 to Rs 2,700 crore in Budget 2021-22 which is 20 percent less than the budget allocation of 2020-21^{ix}.
- The extent of food security increase during the period was around 60%. The proposed allocation in current financial year seems to be on track to ensure food security as mandated under National Food Security Act. However, there are concerns related to adequate

provisioning and errors of exclusion along with numerous implementation challenges that are still unaddressed.

- With regards to important schemes, budget allocation has decreased for MGNREGA, Swachh Bharat Mission.
- Around 375 million children (aged between 0-14 years) in India may suffer from the long-lasting impact of the COVID-19 pandemic, including malnutrition to loss of education and work productivity, as per the Centre for Science and Environment 2021 State of India's Environment report.
- Due to the COVID-19 pandemic, the government programmes such as Targeted Public Distribution System (TPDS), Mid-Day Meals (MDM), Integrated Child Development Services (ICDS) and Poshan Abhiyaan were also disrupted since March 2020 due to lockdowns.^{viii}
- Although children are currently less likely to die directly from COVID-19, the prevailing disruptions of health systems and decreased access to food security and nutrition can cause significant increase in child mortality.

Major Suggestions/Recommendations:

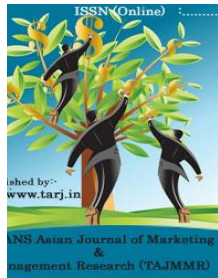
- Reduced spending on the nutrition of children and women is worrisome as every third under-5 child in the country is malnourished, and more than half of all women of reproductive age are anemic, as recorded in the Comprehensive National Nutrition Survey, 2016-18. The Government is not investing adequately for children, especially those coming from the most marginalized groups. Therefore, budget needs to be increased for health and nutrition-related programmes.
- Government should be focused and concerned on child health budget and nutrition as well strengthening of health care services such as health and nutrition-related interventions, which includes proper implementation of immunization, antenatal care and micronutrient supplementation, among others.
- Under utilization/non-utilization of child health budget should be properly monitored as per the target given for schemes and programmes.
- ^{vii}Ahead of the Union budget 2021-2022, health and nutrition experts highlighted the need to increase the budget provisions for child health and nutrition in view of the COVID-19 pandemic that has increased vulnerability of kids and pregnant and lactating women.
- Nutri-gardens can be set-up at scale with technical support from agricultural institutions as they provide a cost-effective way to grow nutrient-rich crops for personal/community consumption. It can be executed in Anganwadi Centers and schools to improve the quality of food provided in SNP and MDM. States such as Mizoram, Chhattisgarh and Chandigarh are already implementing the model in schools and Anganwadis.

CONCLUSION

Nutrition interventions are spread across sectors such as food security, health, education, water and sanitation, poverty alleviation, social safety and agriculture. A number of departments thus, implement schemes that affect nutrition directly or indirectly. The existing government programmes are addressing food insecurity and malnutrition such as Targeted Public Distribution System (TPDS), Mid Day Meal Scheme (MDM), Integrated Child Development Services Scheme (ICDS) and POSHAN Abhiyaan. But due to lack of focus on budget for children as per the target, poor rural health infrastructure, shortage of human resources in ICDS and Health, poor supervision of schemes and programmes outcomes are not reflecting as per the target. Even due to the COVID-19 pandemic, the existing government programmes to address food insecurity and malnutrition such as TPDS, MDM, ICDS and Poshan Abhiyaan were also disrupted since March 2020 due to lockdowns. It has impacted nutrition delivery services and nutritional status of pregnant women, children below 6 years and adolescent girls. In the COVID-19 pandemic, delivery of each service needs to be adjusted in the present context. Even though the government extended several support mechanisms in the trying times, there is great risk with the overburdened health systems. Therefore, every Ministry should contribute on child health and nutrition in their budget directly or indirectly for strengthening these services.

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A STUDY OF DIRECTIONS OF DEVELOPMENT OF INNOVATIVE ACTIVITY IN THE REGIONS

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ABSTRACT

One of the priority strategic directions for improving the competitiveness of any region is the effective use of human capital, the use of resources and high technologies. This article discusses the factors that influence the innovative development of regions, and the main directions. The main global trend in the formation of modern society is the transition from a raw materials and industrial economy to a new economy based on intellectual resources, knowledge and information technology. In the economies of developed countries, such a system of relations between industry, society and science is formed, which is mainly focused on innovative development; where innovations serve as the basis for the development of these categories and they in turn encourage the development of innovations, through which the direction of the innovation process and important directions of science development are determined.

KEYWORDS: *Intellectual Resource, Innovation, Free Economic Zones, Strategy, Business Incubator, Technology Transfer, and Business.*

INTRODUCTION

The main global trend in the formation of modern society is the transition from a raw materials and industrial economy to a new economy based on intellectual resources, knowledge and information technology. In the economies of developed countries, such a system of relations between industry, society and science is formed, which is mainly focused on innovative development; where innovations serve as the basis for the development of these categories and they in turn encourage the development of innovations, through which the direction of the

innovation process and important directions of science development are determined. Thus, through joint efforts, the state, business and scientific environment, as well as society can form a mechanism for the innovative development of the country; therefore, both the center of Uzbekistan and the regions need to talk about the need for a new type of development - the transition to innovation.

THE MAIN FINDINGS AND RESULTS

Economically developed countries have organically integrated innovation infrastructure into their national innovation systems. As a result, a system of public-private innovation partnership has been formed in which government and business act as equal and complementary partners. The state creates a favorable environment and environment to stimulate entrepreneurship by supporting research and education, which serve as sources of innovation, and the business assumes all commercial risks of operating in the market of innovative products.

The experience of many countries shows that small business cannot be developed on a large scale without the general and innovative support, in particular, the active support of the state. The essence of this support should be, first of all, the creation of a favorable environment for the development of small innovative businesses, the creation of innovative infrastructure.

In particular, a lot of work is being done in our country in this direction. Resolution of the President of the Republic of Uzbekistan No PD-3697 of May 5, 2018 "On additional measures to create conditions for the development of active entrepreneurship and innovative activity" pays broad attention to these issues. The country pays special attention to the support and encouragement of active entrepreneurship, the introduction of innovative ideas and technologies, the creation of the necessary conditions for the rapid development of science and innovation, which will increase the socio-economic potential of the regions and sustainable growth of living standards and welfare.

At the same time, the results of the analysis show that there are a number of systemic problems in the country, including the following, which hinder the further improvement of conditions for the development of active entrepreneurship and innovation:

First, there is no systematic analysis of the market of advanced and modern innovative developments, technological projects-startups and innovations, taking into account the existing resource base and potential of the regions;

Secondly, the work on attracting investments to innovative projects-startups, promoting and coordinating the activities of talented entrepreneurs who actively introduce innovations in the field of production and services is not carried out;

Third, in the field of innovative development, especially in the field, the business environment remains low, as well as the lack of entrepreneurs with the necessary skills to develop and promote innovative and successful technological projects-startups;

Fourth, there is no database of innovative ideas, developments and technologies, the practice of creating new resources and transferring experience to business structures remains underdeveloped;

Fifth, mechanisms to support the market of innovative developments are poorly developed, coordination of the effective use of innovative ideas is not established, and the quality of innovative developments does not meet market requirements;

Sixth, insufficient attention is paid to the involvement of graduates of technical higher education institutions and talented youth in the field of innovative developments, technological projects-startups, as well as the creation of business incubators;

Seventh, the promotion of innovative entrepreneurship among the population is not carried out effectively, technical and psychological barriers to attracting to the development and promotion of innovative products and services remain [1].

Analysis of the scientific literature

Let's take a look at the ideas about the essence of innovative development in the scientific community.

According to S.S. Neustroev, the main ways to increase the innovative development of the region are: to create favorable conditions (legal, economic, financial and organizational) for the development of innovative activities of all economic entities, taking into account regional characteristics; formation of developed infrastructure and institutional framework for innovative activities; financial support for innovative activities; formation of regional groups; staffing in the field of innovation [4, pp. 175-180].

V.I. Menshikova and V.I. Abdulkarimov distinguish 4 groups of regions according to the level of development of innovative potential and suggest the following ways of its development: leading regions are the most effective polygons for public investment in the development of innovative potential and other methods of state support; medium-level regions require certain expenditures of financial resources and state support for current and short-term innovation activities; low-income regions require more financial resources than the low-income regions and the development of special measures of state support in the near future. Formation and development of the main priority area of knowledge in the development of innovative development strategies; the implementation of a region-growth strategy without innovative potential is now almost hopeless [5, pp. 4–8].

A. A. Shashko believes that special attention should be paid to the scientific and technical component of innovation potential: enterprises focus on increasing innovation sensitivity, their development-and resource-saving, high-tech technologies, and new types of products, mainly the use of local fuels, unconventional and in renewable energy sources [6].

A. A. Trukhlyaeva and Yu.V.Zadorozhneva identify the following priority strategic directions for the development of innovation potential: support of basic research in the field of innovation in order to strengthen and develop innovative potential; development of the technical base, which determines the scope and pace of innovation; financial incentives for innovation (direct and indirect) in order to develop financial capacity; improving the regulatory framework to develop institutional capacity; formation of regional innovation infrastructure for the development of organizational capacity; to form an information infrastructure to support and account for its results to develop information capacity [7].

Many of L.E. Mindeli's works are dedicated to the development of research and development. According to the author, all the major technological innovations that have a positive impact on economic growth occur in the scientific field [8, pp. 66–79].

RESULTS

In our opinion, in order to increase the role of science in economic growth based on innovative development, it is necessary to address the following key tasks:

- Improving competition mechanisms for the allocation of various resources;
- Formation of the state order of research and development, taking into account the most important areas of science and technology;
- Coordination of research and development in various fields of science;
- The comprehensive nature of research and development support, including organizational and investment components;
- Coordination of priorities of scientific and technological development between real sector companies, scientific and scientific-educational organizations, development of cooperation between them;
- Development of cooperation between scientific organizations, the formation of research networks and partnerships.

Prospects for the development of innovative activities in Uzbekistan are reflected in the Decree of the President of the Republic of Uzbekistan dated September 21, 2018 No PD-5544 "On approval of the Strategy of innovative development of the Republic of Uzbekistan in 2019-2021". The main objectives of the strategy are to achieve the entry of the Republic of Uzbekistan into the top 50 countries in the world by 2030 according to the Global Innovation Index;

Improving the quality and coverage of education at all levels, developing the system of continuing education, ensuring the flexibility of the training system to the needs of the economy;

Creation of effective mechanisms for the integration of education, science and entrepreneurship to strengthen the scientific potential and increase the efficiency of research and development, the widespread introduction of the results of research, development and technological work;

strengthening the introduction of public and private funds for innovation, research, development and technological work, the introduction of modern and effective forms of financing activities in these areas;

Increase the efficiency of public authorities through the introduction of modern methods and tools of governance;

Ensuring the protection of property rights, the creation of competitive markets and equal conditions for doing business, the development of public-private partnerships;

Creation of sustainable socio-economic infrastructure [2]:

As the problems of innovation development are similar in many respects at the level of the Country and its regions, the ways to solve them and the prospects for development will be very close.

Innovative environment, innovative infrastructure and innovative mechanism create a favorable basis for innovative development. The innovation infrastructure and mechanism can be identified as key components of the innovation system. This system, in our opinion, consists of a number of levels:

- Nano level (level of innovative activity, including
- Of a particular person);
- At the micro level (including innovative activities at the level of a separate enterprise);
- Meso-level (including level of innovative activity
- Single region);
- At the macro level (including innovative activities a
- National scale): Among these components, the regional level ranks second after the macro level and carries a significant innovation burden accordingly. Consequently, it can be said that the regional environment largely determines the competitiveness of national business in the modern market [3, p. 312].
- Nano level (level of innovative activity, including the specific individual);
- At the micro level (including innovative activities at the level of a separate enterprise);
- Meso-level (including the level of innovative activity of a single region);
- At the macro level (including the national scale of innovation activity).

Among these components, the regional level ranks second after the macro level and carries a significant innovation burden accordingly. Consequently, it can be said that the regional environment largely determines the competitiveness of national business in the modern market [3, p. 312].

Analyzing the innovation situation in the country, in 2019, each innovation-active organization introduced an average of 5 innovations (Kashkadarya region) to 214 (Tashkent).

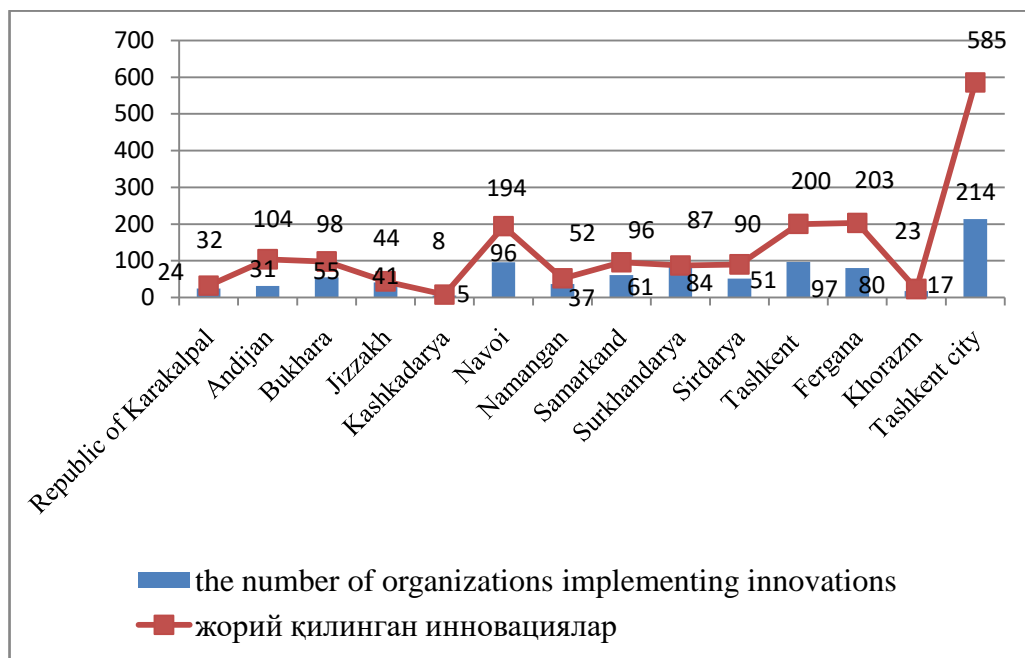


Figure 1 Number of organizations and number of innovations in the regions of the Republic of Uzbekistan (Compiled by the author)

In particular, the most innovative organizations are in Navoi, Surkhondaryo and Tashkent regions, as well as in Tashkent.

Thus, based on the analysis of the innovative activities of the regions, as well as the identified barriers to innovation, we have developed the following promising areas of development:

Improvement of regulations governing and encouraging innovation, including the protection of intellectual property. Also, the creation of a program-oriented and strategic planning system in the field of innovation;

Creation of an effective system of state funding of innovative projects;

Strengthening the organizational and economic state support for innovation activities (tax benefits and subsidies; grants; loans; loans; guarantees; consulting and information support, etc.).

Government incentives for businesses to use innovations;

Incentives to create new small innovative enterprises (start-up companies);

Implementation of comprehensive state support, especially for important innovative projects;

Formation of demand for innovative goods and services;

Increase the innovative activity of enterprises;

Technological renewal and re-equipment of material and technical base of enterprises;

Increase the competitiveness of organizations and enterprises in the field of innovation;

Increase research and development efficiency;

Application of the results of scientific research and development in industrial production;

Ensuring the reproduction of human resources for the innovation sector, including management;

Creation of effective objects of innovative infrastructure (educational institutions, research and Development centers, technology transfer centers, business incubators, etc.);

Creation of special economic zones (SEZs) of technical and technological type. SEZs is regional points of innovative growth of the national economy. Their attractiveness to investors is explained by the preferential tax and customs regime. In our opinion, the introduction of special economic zones of technical and innovative types in the regions with the level of development of innovation potential “A” and “B” makes sense;

Improving the level of innovation culture;

CONCLUSION

Thus, we believe that the main promising areas of innovative development of the regions of Uzbekistan include: improving the regulatory framework, creating an effective system of public funding, creating demand for innovative goods and services; increase the innovative activity of enterprises; human resource provision, creation of effective innovative infrastructure facilities, etc. At the legislative level, the development of innovation is reflected in the Decree of the President of the Republic of Uzbekistan dated September 21, 2018 PD-5544 “On approval of the Innovation Development Strategy of Uzbekistan in 2019-2021”, which defines the goals, objectives, opportunities and stages of implementation of the strategy. There are also many authorial positions in the scientific literature aimed at activating innovative activities.

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