Emerging trends in

ECONOMICS, BUSINESS AND LAWS

Edited by

Asma Farooque

Amit Kumar Goel

AKG Global Support Services (OPC) Pvt Ltd

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PREFACE

Change is inevitable but growth is optional. Change touches and influences all individuals and all sectors of business, there is no aspect of human activity which remains untouched. In this context Economics, Business and laws are most volatile sectors of any nation which keep on emerging with fastest pace.

Today Business, Economics and laws are all inter-related and inter-dependent, they cannot survive and sustain without each other. This edited book tries to compile the thoughts, ideas and expressions of authors from India and abroad around the theme.

This book covers chapters on disruptive innovation, legislative support of political socialization, impact of Covid on work life balance of women, Food packaging and labelling regulations, emerging trends in HR, impact of covid 19 on economy of Ukraine etc.

We know that business world today has got a jerk with disruptive innovation which has shaken many big brands and market leaders operating at international level. Netflix, Uber, Ola and Air BnB are some of them to mention.

Ukraine has been in the international news page in the recent times and it is pertinent to understand the legislative support of political socialization in this country. Impact of covid 19 on economy of Ukraine

As we know that Covid 19 since 2020 till 2022 has left an impact in Human Resource area also. It has influenced and accelerated trends in HR. Work from home, remote working, virtual team building, digital tracking, data driven are some of the new trends which are replacing traditional ones.

Each chapter throws some lights on emerging ideas and concepts in the field of business, economics and laws. It will be a distinct contribution to the field of economics, business and law which will be useful for researchers, academicians, executives and social thinkers.

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ЗАКОНОДАТЕЛЬНОЕ ОБЕСПЕЧЕНИЕ ПОЛИТИЧЕСКОЙ СОЦИАЛИЗАЦИИ В ПРОЦЕССЕ ФОРМИРОВАНИЯ ИНСТИТУТА ДЕМОКРАТИЧЕСКОЙ ГРАЖДАНСТВЕННОСТИ В УКРАИНЕ

Вера Николаевна Ярошенко[1]

Анотация

В даной публикации определяется законодательное обеспечение и особенности политической социализации граждан современной Украины как агентов институционализации демократической гражданственности. Стремительно возрастающие социальные трансформации, которые неразрывно связаны с ведущей ролью информации и знаний и требуют инновационных подходов к политической социализации граждан. Указывается важным условием становления и функционирования института демократической гражданственности политическая социализация граждан. Определяется политическая социализация как процесс овладения политическими знаниями, ценностями, способами

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и формами политического участия. Анализируются формы политической социализации такие как медиаобразование, технологии критического мышления, политического консультирования, Наводится перечень законодальной базы, регулирующей процесс организации политической социализации.

Ключевые слова: политическая социализация, институт демократической гражданственности, медиаобразование, критическое мышление, политическое консультирование

Legislative support of political socialization in the process of formation of the institution of democratic citizenship in Ukraine

Summary

This publication defines the legislative support and features of the political socialization of citizens of modern Ukraine as agents of the institutionalization of democratic citizenship. Rapidly increasing social transformations that are inextricably linked with the leading role of information and knowledge and require innovative approaches to the political socialization of citizens. The political socialization of citizens is indicated as an important condition for the formation and functioning of the institution of democratic citizenship. Political socialization is defined as a process of mastering political knowledge, values, ways and forms of political participation. Forms of political socialization such as media education, technologies of critical thinking, political consulting are analyzed. A list of the legal framework regulating the process of organizing political socialization is provided.

Keywords: political socialization, institution of democratic citizenship, media education, critical thinking, political consulting

Современные электронные сети позволяют продуцировать и распространять знания и информацию, увеличивая возможности приспособления людей к социальной среде и их преобразованию.

Актуальность данного исследования определяется стремительно возрастающими качественными социальными трансформациями, неразрывно связанными с ведущей ролью информации и знания и требующими инновационных подходов к политической социализации граждан.

Целью публикации является определение законодательных условий и особенностей политической социализации в формировании института демократической гражданственности в Украине.

Концептуальные положения гражданственности, разработанные автором, определяют индивидуальную гражданственность базовым компонентом коллективной гражданственности. Со временем коллективное сообщество путем агрегирования и артикуляции интересов превращается в общину, которая становится вовлеченной в государственную политику. В контексте коллективной гражданственности община становится самым влиятельным политическим актером, часто инициирует, внедряет, оценивает и корректирует национальную политику. То есть, гражданственность в социально-политическом аспекте это сообщество, где осуществляется коллективная деятельность.

через совместное взаимодействие. «Институтом демократической гражданственности» или «коллективной гражданственностью» автор определяет конструктивную качественную действенную часть гражданского общества, общину, которая организована на объединении сознательных активных компетентных национально-патриотических граждан с высоким уровнем политической культуры в политико – ответственном сотрудничестве с государственной властью обеспечивает демократическое направление развития общества[1].

Важным условием становления и функционирования института демократической гражданственности есть политическая социализация граждан.

Политическая социализация – процесс овладения политическими знаниями, ценностями, методами и формами политического роли. Различными формами политической социализации являются политическое образование, медиаобразование, технологии критического мышления, политические консультирования, политические дискурсы, роль в избирательных действиях, роль в публичных слушаниях и т.Д. Ведь политическая сфера общества нуждается в большей степени, чем другие, в специальных средствах информационного обмена, установления и поддержания постоянных связей между субъектами политики. Сама природа политики требует опосредованных форм общения и специальных средств коммуникации между разными носителями власти, государством и гражданами

Проблематика информации широко освещена зарубежными и отечественными учеными: Элвин Тоффлер, (Э. Тоффлер), обращает особое внимание на увеличение удельного веса производства, преобразования и передачи информации и научного знания в сфере общественного производства.

Фриц Махлуп (Fritz Machlup) в своей книге «Создание и распространение знаний в США» (1962) одним из первых отделил знания и информацию от «обычной» промышленной и социальной деятельности.

Весьма взвешенной и интересной в этом контексте точка зрения Льюиса Мамфорда (Lewis Mumford), рассматривавшего информационную революцию как неотделимую часть исторического развития форм и средств коммуникации.

Как символ и материальное воплощение разворачивающейся технической революции Дэниел Белл рассматривает компьютер. Подобно тому, как электричество изменило всю общественную жизнь второй половины XIX века, так и компьютер выступает в роли доминанты современных культурных инноваций.

По мнению Йонези Масуды, в новом информационном обществе основным субъектом социальной активности станет «свободное сообщество», а политической системой - «демократия участия». Новое общество потенциально сможет достичь идеальной формы социальных отношений, поскольку будет функционировать на основе синергетической рациональности. Масуда предлагает очень привлекательную своей гуманностью утопию XXI в., которую сам называл «компьютопией».

Тоффлер настаивает на том, что экономика не является главным фактором современного общества. Развитие и активное использование мощных информационно-компьютерных технологий – это основа третьей волны, подобно тому, как землеобработка и индустриальные технологии были ключевыми в развитии предыдущих волн.

Мануэль Кастельс доказывает, что ИКТ привели к появлению нового вида общества, которое он называет «сетевым» [2].

Современная массовая коммуникация стала важнейшим элементом современной цивилизации, оказывающей сильное влияние на все стороны жизни общества. Эта тенденция проявляется во всем мире. То есть информационные технологии при условии успешной политической социализации положительно влияют на развитие и укрепление демократии. В частности, они: создают новые формы коммуникации в сфере публичной власти; – ослабляют информационную зависимость общества от традиционных медиа, редактирующих информацию в соответствии со своей целью, а следовательно, до расширения диапазона доступных для граждан мнений; – приводят к росту открытости и транспарентности политических институтов и политики в целом; – создают новые механизмы политической мобилизации масс, что способствует организации и координации действий политических единомышленников, повышают шансы небольших партий и представителей политических меньшинств, получающих возможность обращения в широкие массовые аудитории; – предоставляют широким слоям населения технологическую возможность участвовать в обсуждении общественно-политических проблем; – наконец, информационные технологии „расширяют возможности взаимодействия граждан и правительственных органов, что, революционизируя систему связей между обществом и властью, и делая более слышимым голос обычных людей, изменяет самую ткань демократического процесса” [3, с. 15].

Но при условии недостаточно организованной системы политической социализации, признаком которой является низкий уровень политической культуры населения, отсутствие коммуникативной компетентности, необходимые для грамотного участия в политическом процессе, информационные технологии создавали условия для манипуляции общественным сознанием. Ярким примером можно считать инфодемию, гибридные формы информационных технологий как разновидности новейших конфликтов, используемых в качестве оружия[4].

Поскольку политика, во многом, переместилась в СМИ, политикам тоже срочно пришлось повышать свою коммуникативную компетентность – широкое распространение получили политическая реклама, услуги имиджмейкеров, политических консультантов, специалистов по связям с общественностью.

Условиями дальнейшего успешного становления института демократической гражданственности есть законодательное обеспечение и особенности организации политической социализации граждан.

Формирование и внедрение медиаобразования в Украине происходит достаточно активно согласно Закону Украины «Об образовании». 2017, Концепции внедрения медиаобразования в Украине, Постановления Президиума Национальной академии педагогических наук Украины от 20 мая 2010г, Концепции внедрения медиаобразования в Украине, Постановления Президиума Национальной академии педагогических наук Украины 21 апреля 2016 г.

Важным направлением медиаобразовательной деятельности в Украине является медиаобразование взрослых, которое рассматривается как форма непрерывного образования, основанная на использовании современных информационно-коммуникационных технологий и новейших медиа.

Применение принципов обучения взрослых, использование интерактивных методов и медиаобразовательных материалов в комплексе открывает больше путей вовлечения взрослых в непрерывное обучение, чем любая другая педагогическая технология (LeNoue, Hall, Eigmy, 2011). Учитывая ее роль и благодаря ее широкому производству в Украине, ожидается, что она позволит: • выровнять опыт поколений, в частности старшего поколения, которое социализировалось в условиях не цифровых, а традиционных и электронных медиа; • обеспечить личностное развитие и повышение; • будет способствовать укреплению информационной безопасности государства в условиях внешней агрессии и пропаганды; • развить цифровую и медиакомпетентность населения, что в свою очередь будет способствовать формированию цифрового общества сознательных граждан; • повысить устойчивость к деструктивным медиаинформационным воздействиям[5].

В Концепции производства медиаобразования в 2016 г. упоминается термин «неформальное медиаобразование» или самообразование. Современные средства коммуникации делают эту образовательную систему едва ли не наиболее эффективной, даже по сравнению с формальным образованием. Благодаря ей развиваются новые интересы, навыки содержательного проведения досуга, появляются новые опции для развлечений и формирования культуры.

Самообразование средствами медиа предусматривает самоорганизованное получение цифровой, информационной и медиа компетентностей во время повседневной деятельности, связанной с профессиональной, общественной или другой деятельностью, семьей или досугом. Таким образом, медиаобразование в Украине имеет определенное инструктивно нормативное обеспечение, его производство поддерживается и популяризируется общественными организациями, научные учреждения разрабатывают необходимое научное учебно-методическое обеспечение, координацию мероприятий осуществляет НАПН Украины.

Медиаобразование в Украине признается как отдельное направление образовательной деятельности, в то время как в законодательном обеспечении отсутствуют отдельные нормативно-правовые документы, которые регулировали бы ее реализацию. Однако очерченные задачи в Концепции производства медиаобразования в Украине на период до 2025 г. свидетельствуют о том, что формирование и внедрение медиаобразования в Украине происходит достаточно активно и эффективно способствует медиаграмотности.

Медиаграмотность – совокупность знаний, навыков и умений, позволяющих людям анализировать, критически оценивать и создавать различные сообщения для разных типов медиа.

Кроме того, медиаграмотность предполагает умение понимать и анализировать, как медиа функционируют в обществе и какое влияние они оказывают[6].

Рассмотрим подробно компетентности по медиаграмотности, которые можно условно разделить на четыре группы – понимание медиа, использование медиа, коммуникация с помощью медиасредств и умение достигать собственных целей, применяя медиа. Нидерландская организация Mediawijzer.net, ссылаясь на анализ экспертов, сформулировала десять компетентностей по медиаграмотности[7].

1. Понимание все большего влияния СМИ на общество.
2. Понимание того, как построены СМИ.
3. Понимание того, как медиа окрашивают реальность.
4. Использование оборудования, программного обеспечения и приложений.
5. Ориентация в медиасреде.
6. Поиск и обработка информации.
7. Создание контента.
8. Использование социальных сетей.

9. Размышление о собственном использовании медиа.

10. Достижение целей посредством средств массовой информации[8].

Поскольку каждый человек воспринимает информацию по-разному, то один и тот же месседж можно объяснить по-своему . То есть не зная маркеров и практических инструментов, которые помогут различать информирование и пропаганду, сложно правильно их идентифицировать.

Приводим отличия между информированием и пропагандой:

Информирование – информирует, разъясняет, но не дает готовых решений:

- сообщения (сообщать)

- знание (узнавать)

- Просветительство (просвещать, объяснять)

- Описание событий (описывать)

- общение (общаться)

- объективность

Пропаганда – информирует, разъясняет, убеждает, но компрометирует, манипулирует:

- призыв (призвать)

- влияние (влиять)

- агитация (агитировать)

- реклама (рекламировать)

- внушение (внушать)

- оценочный (оценивать)

- изменять мнение[9].

Понятно, что информационное поле, с которым сталкиваются граждане раз в день, многоуровневое и содержит огромное количество информации, имеющей разные цели и задачи. Поэтому очень важно понимать, а главное, разбираться в том, что граждане видят и слышат каждый день.

Зная, что такое информирование и какие пропагандистские методы применяются, граждане будут очень осторожно подходить к потоку информации; смогут себе определять, что следует воспринимать, над чем стоит задуматься, что нужно проверить и на что ориентироваться.

Важным компонентом приобретения медиаграмотности является понимание цензуры, самоцензуры, джинсы.

Основные причины, влияющие на качество журналистских материалов на медиарынке страны:

1. не соблюдают стандарты качественной журналистики (материалы не соответствуют действительности);
2. неполнота представленных материалов (представлена только одна из сторон);
3. несбалансированность представленных в материале мнений;
4. отсутствует ссылка на источник информации.

Также на качество материалов, представленных в медиа оказывают непосредственное влияние:

- наличие цензуры (прямое вмешательство в деятельность журналистов, запрещение отдельных видов информации);

- самоцензура (устрашение и убийства журналистов);

- ложное понимание патриотизма (журналистика преданности);

– «джинса» (подкуп журналистов, проплаченные материалы).

Цензура – контроль государства, организаций или группы людей над публичным проявлением мнений и творчества людей. Обычно проявляется в подавлении идей, тем. В качестве оправдания цензуры часто называют необходимость стабилизировать общество. Истоки цензуры прослеживаются от появления письменности. Одной из первых известных жертв этого явления стал философ Сократ (399 г. до н. э.), которого приговорили к смерти за то, что он своими речами якобы развращал молодежь полиса (города-государства)[10].

На фоне такого понятия как цензура сформировалось еще одно явление контроля представления информации – самоцензура. Это что-то вроде «отказа от свободы по выбору», когда журналист сам решает не подавать определенной информации. Мнения по этому понятию расходятся. Одни утверждают, что самоцензура работает только в интересах общества, другие – это проявление страха..

«Джинса» – происхождение самого термина точно не известно, существует несколько вариантов. Один из них – это от всех известных джинсов, в которых любят ходить журналисты и, соответственно, прятать денежные вознаграждения за заказанные публикации. «Джинсой» журналисты называют проплаченный материал или умышленно скрытую рекламу. Это сленговое слово, употребляемое на рынке СМИ, прежде всего в Украине и России. Преднамеренно скрытая реклама или антиреклама может подаваться посредством новостей, авторских текстов, аналитики и телевизионных программ и т.д.

Гражданам важно уметь фильтровать то, что они слышат и видят. Журналисты должны ориентироваться и придерживаться основных журналистских стандартов: баланса мнений и взглядов, полноты передачи фактов и информации, отграничения фактов от взглядов, правдивости, точности, ссылки на источник информации.

Для оговорки граждан от ошибочного суждения следует научить их различать манипулятивные технологии в СМИ и дезинформацию как форму информационно-психологического воздействия.

Манипуляция в медиа – это техника целенаправленного искажения информации для формирования определенного взгляда, определенного отношения к той или иной проблеме/лицу/явлению.

Примерами манипуляции в СМИ могут быть: смещение акцентов в сообщении; предоставление неполной информации; выдергивание из контекста; умышленное сокрытие определенного аспекта информации и т.п.

Манипуляция в СМИ тесновато связана с одним принципиальным понятием – «пропагандой». Пропаганда – это такая форма коммуникации, имеющая целью повлиять на отношение общества к определенной проблеме/ситуации/явлению. Пропаганда возможна благодаря применению манипулятивных техник. Пропаганда может иметь разные формы и использовать разные средства.

Пропагандистскими могут быть как раздающие на улице листовки, так и материалы в масс-медиа, которые граждане могут воспринимать как независимую журналистику. Это дополнительная опасность пропаганды – подрыв доверия к медиа [12].

В условиях информационного общества дезинформацию (дезинформирование) следует рассматривать как способ информационно-психологического воздействия на личность (группу лиц), уполномоченную принимать решение, средством которого является специально модифицированная информация, с целью формирования у нее (их) ложного представления об определенных событиях, фактах, явления, и благодаря этому побуждение ее (их) к принятию определенных решений (совершение определенных действий или бездействия), выгодных субъекту воздействия (т.е. фактически манипулирование).

Дезинформация как явление, постоянно меняясь, продолжает совершенствоваться. Используются все более изощренные методы распространения обезображенной информации.

К сожалению, следует признать, что манипулятивные приемы постоянно совершенствуются и усложняются, эффективной массовой защиты от них не было и, пожалуй, не будет. Нужно относиться ко всему критично, стоит помнить и понимать, что единственно верным способом или приемом противодействия уловкам манипуляторов будет голос разума («Кому, в первую очередь, это выгодно?»)

Законодательством установлена ответственность за распространение информации в сети Интернет. В частности, Гражданский Кодекс Украины, часть вторая статьи 302 отмечает правила по обращению с информацией:

«Физическое лицо, распространяющее информацию, обязано убедиться в его достоверности.

Физическое лицо, распространяющее информацию, полученную из официальных источников (информация органов государственной власти, органов местного самоуправления, отчеты, стенограммы и т.д.), не обязано проверять его достоверность и не несет ответственности в случае его опровержения.

Физическое лицо, распространяющее информацию, полученную из официальных источников, обязано делать ссылку на такой источник»[13].

Вопрос освобождения от ответственности за распространение информации особенно актуален в журналистской сфере, поскольку в гонках по новостям и читателям, журналисты пренебрегают этическими правилами и ссылаются на статью 42 Закона Украины «О печатных средствах массовой информации (прессе) в Украине»:

«Статья 42. Освобождение от ответственности

Редакция, журналист не несут ответственности за публикацию сведений, не соответствующих действительности, унижают честь и достоинство граждан и организаций, нарушают права и законные интересы граждан или представляют собой злоупотребление свободой деятельности печатных средств массовой информации и правами журналиста, если:

1. эти сведения получены от информационных агентств или от учредителя (соучредителей);
2. они содержатся в ответе на запрос на информацию, представленную в соответствии с Законом Украины «О доступе к публичной информации»;
3. они являются дословным воспроизведением публичных выступлений или уведомлений субъектов властных полномочий, физических и юридических лиц;
4. они являются дословным воспроизведением материалов, опубликованных другим печатным средством массовой информации со ссылкой на него;

5. в них разглашается тайна, специально охраняемая законом, однако эти сведения не были получены журналистом незаконным путем;
6. законом предусмотрено увольнение или непривлечение к ответственности за такие действия[14].

Однако, указанная выше статья Закона не касается Интернет-изданий, а только печатных СМИ, то есть выпущенных на бумаге типографским способом. Интернет издания, размещая на своих официальных страницах соответствующую информацию, полностью несут за нее ответственность и в случае нарушений могут быть привлечены к гражданско-правовой ответственности.

Следует также отметить, что часто информация, размещенная в социальных сетях на личных страницах публичных служащих, воспринимается гражданами как официальный источник. Но на самом деле это не так. Однако, даже если официальные страницы социальных сетей публичных служащих не являются официальным источником информации, публичные служащие должны пользоваться нравственными нормами размещения информации, чтобы избегать распространения фейков.

При публикации и распространении информации каждый гражданин должен понимать, что его уведомление не должно нарушать права и достоинство других, ведь согласно части четвертой статьи 32 Конституции Украины, «каждому гарантируется судебная защита права опровергать недостоверную информацию о себе и членах своей семьи и право требовать изъятия какой-либо информации, а также право на возмещение материального и морального вреда, причиненного сбором, хранением, использованием и распространением такой недостоверной информации[15] .

В современных информационных потоках граждане в процессе политической социализации получают понимание, что любое распространение информации должно проверяться и соответствовать этическим стандартам. Унижение человеческого достоинства в коммуникационном процессе несет за собой гражданско-правовую ответственность.

Это особенно касается интернет-пространства, где люди подчас ощущая «абсолютную свободу» в распространенной информации, полагают, что могут нарушать свободу других людей, руководствуясь правилом «моя страница, которую я хочу, то и пишу». Но когда такие сообщения нарушают конституционные права человека и гражданина, автор должен быть привлечен к ответственности.

Следовательно, в современных условиях развития информационного общества может возникнуть ряд угроз восприятия информации, манипулирования, пропаганды, распространения фейков и языка ненависти, а также самое главное – восприятие гражданами такой деятельности как безнаказанной.

Наиболее уязвимой к такому виду информационных девиаций является быстро поддающаяся новым трендам молодежь, достаточно мобильная, способная вступать в конфликты, или наоборот – при жизненно необходимой мобилизации при определенных условиях быть абсолютно инертной. Именно поэтому тренинги по критическому мышлению могут помочь молодым людям получить навыки критического мышления.

Важной разновидностью политической социализации граждан являются публичные консультации – это обсуждение проектов решений государственной власти с гражданами (заинтересованными сторонами). Власть вовлекает в такие меры не всех граждан, а только тех, на кого обсуждаемое решение в случае его принятия будет влиять непосредственно.

В странах демократии, со свободной конкуренцией политических сил и большой долей частного капитала в экономике, возникает множество групп интересов. Такие группы соревнуются за то, чтобы правительство приняло именно то решение, которое выгодно для них. Обычный гражданин может участвовать в выработке государственной политики только на выборах. В то же время группы интересов пытаются влиять на власть и в период между выборами. Каждое решение правительства будет вызывать поддержку одних групп и недовольство или сопротивление других. Демократическое правительство стремится получить широчайшую поддержку своих действий среди общественности и сбалансировать разные интересы. И для этого используют публичные консультации.

Кроме того, общественность и заинтересованные стороны (группы интересов) хотят иметь легитимную возможность постоянно воздействовать (открытость власти) на государственную политику. И политические консультации им нужны для того, чтобы:

- заявлять властям о своей позиции, отстаивают свои ценности, приводят свои аргументы;

- улучшать качество принимаемых решений и политики в целом;

- участвовать в государственном управлении;

- понимать, почему правительство принимает то или иное решение, поддерживает важное для общества решение и контролировать его выполнение.

Богатейший опыт организации публичных консультаций имеют Канада, Новая Зеландия, страны Европейского Союза, Европейский Союз в целом. Публичные консультации в той или иной форме распространены в большинстве демократических стран. Инициируют и организуют публичные консультации органы власти: правительство, другие центральные органы власти, местные администрации, местные советы – то есть все те институции, которые принимают важные для заинтересованных сторон решения. Ценный опыт, например в Эстонии, создание научно-консультативных центров, предварительно до проведения публичных консультаций готовят толкование иногда сложных для граждан законопроектов, доносят и объясняют особенности тех или иных положений. Важность деятельности таких центров в повышении компетентности участников диалога, достаточное понимание ими сущности обсуждаемых законопроектов и эффективность принятых в итоге законов.

Проходят публичные консультации перед принятием решений, но не вместо них. В ходе обсуждения общественность и заинтересованные стороны выражают свою позицию и предлагают альтернативные варианты. А чиновники узнают, как общество воспринимает то или иное решение властей. Поэтому лучше отдают себе отчет в его возможных последствиях. Полученную в ходе общественных обсуждений (публичных консультаций) информацию органы власти используют для того, чтобы откорректировать окончательное решение. Откорректированное решение не может отклоняться от идеологического курса правительства, принимающего на себя также политическую ответственность государственной политики.

Особое значение публичных консультаций при проведении масштабных политических реформ, затрагивающих интересы многих сторон: политических партий, местных администраций, местного самоуправления.

Для обычных граждан и общественных организаций она создает новые возможности участвовать в государственном управлении и влиять на него, то есть приобретать политическую социализацию. Поэтому при внедрении реформы очень важно услышать и учесть мнение общественности. По сути, вовлечение общественности в принятие политических и управленческих текущих решений повышает эффективность их выполнения, кроме того, минимизирует протестные настроения в обществе.

По результатам исследования отечественной ученой Т.Берегой, европейское управление гарантирует надлежащее управление через такие базовые демократические принципы, как открытость и прозрачность, подотчетность и ответственность, эффективность и результативность Одним из примеров деятельности международных институтов в области европейского управления является Конференция Комитета министров Совета Европы еще осенью 2007 года, которая приняла решение о том, что европейская культура демократического участия граждан в местной общественной жизни является важной чертой общего понимания и приверженности демократии XXI века. на континенте и потому она заслуживает закрепления в панъевропейском юридическом документе (конвенции).

Следует напомнить, что демократические стандарты – это стандарты, в основу которых положены демократические ценности. Как отмечено из опыта большинства стран, введение права лица на участие в делах местных властей - решение не одного дня. Все страны разными путями способствовали процессу политической социализации граждан, придя к пониманию фундаментальной важности привлечения своих граждан к общественной жизни. По крайней мере, можно определить три причины в пользу привлечения граждан к общественной жизни. Первая – без учета личного мнения граждан решением местного совета не хватает легитимности, в то же время власти должны отчитываться перед общиной. Вторая – публичная власть должна обязательно прислушиваться к людям и учиться или совершенствоваться в своей работе, чтобы реализовывать лучшую политику и оказывать более качественные услуги гражданам. Третья причина – активное участие жителей территории в общественных делах дает им ощущение принадлежности к сообществу, способствует формированию коллективной ответственности за реализацию принимаемых решений и их последствия. Следовательно, Дополнительный протокол к Европейской хартии местного самоуправления существенно расширяет права граждан, содержит предостережения против взяточничества или использования силовых или принудительных форм участия личности в общественной жизни местных общин, т.е. обязывает сторону (страну-подписанта) ввести такие формальности, условия и ограничения, которые гарантируют, что реализация права участия гражданина не угрожает этической благотворительности и прозрачности осуществления функций и полномочий местных властей. В целом представители официального Страсбурга полагают, что украинцы способны шире внедрять европейские основы демократии, в том числе и по праву участия граждан в делах местной власти на своей территории. Тестом на зрелость и признаком институционализации демократической гражданственности является подписание Дополнительного протокола, имплементация его в законодательство Украины и практическое применение предусмотренных в нем стандартов [16].

Вывод. Обобщая анализ законодательного обеспечения и особенностей политической социализации граждан: медиаобразование, критическое мышление, участие в публичных консультациях на этапе между социальным запросом граждан и принятием политических решений властью в новых условиях прозрачности и открытости власти, следует сделать определенные оговорки и рекомендации:

- современная демократия требует от личности не только политической активности, но и осознания им собственной роли и значения в жизни общества, а также конкретных действий, успешной политической социализации;

- информационное поле, с которым сталкиваются граждане каждый день, многоуровневое и содержит большое количество информации, имеющей разные цели и задачи. Поэтому очень важно понимать, а главное, разбираться в том, что граждане видят и слышат каждый день.

- политические решения должны опираться на объективные законы и закономерности общественного развития;

- в современной Украине в условиях неотвратимости реформ и возможных репутационных рисков для новой демократической власти важно политикам соблюдать высокие требования к личным качествам государственных управленцев нового состава при их назначении;

- неукоснительно обеспечивать законность и публичность политики, проводить публичные консультации, привлекать как можно большее количество граждан к обсуждению будущих политических решений.

- очень важно говорить правду гражданам. Украинское общество в процессе становления политической нации достигло достаточного уровня зрелости, чтобы адекватно воспринимать правду такой, какая она на самом деле есть.

Следовательно, в современном мире и в Украине достаточно условий, в частности энергии гражданственности, реализация которой сможет повлиять на обеспечение демократического управления, высокого качества государственного управления по европейским стандартам. Использование этих условий будет зависеть от законодательного обеспечения и исключительно граждан, которые должны его соблюдать для успешного процесса их политической социализации.

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IMPACT OF COVID ON WORK LIFE BALANCE OF WOMEN WORKING IN SERVICE SECTOR

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ABSTRACT

Knowledge, experience, and understanding are all key aspects to consider when Women have been successfully brought out of the four walls of domestic captivity into the world of working, independence, and conscience as a result of lifestyle changes. Women's accomplishments in every profession are notable, bringing honor to womanhood. Along with this, the problems that these women encounter throughout their working lives is remained unnoticed. This is a significant impediment to women's ability to function on a daily basis, as well as to establish themselves and advance in their careers. This chapter emphases the issues faced by the women in having sustaining work-life balance during the COVID pandemic, with a focus on women in the service industry in India.

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Introduction

Workers of every gender, especially parents and caregivers, have a hard time juggling work and home responsibilities, COVID-19 pandemic life only added more strain. But there are generations of societal pressures and expectations that make work-life balance a unique challenge for people who identify as women.

Workplaces often place a disproportionate burden on female workers. That includes workloads as well as emotional and relational labor within the workplace. Historically, women have also been responsible for the majority of work at home. In the 1960s, White women began entering the workforce.

Currently, women of all racial backgrounds are in the workforce. However, this has increased responsibilities for women both working professionally and still largely carrying the burden of work in the home. These dual responsibilities can increase stress, compromise physical and emotional health, and lead to burnout and lower work productivity.

The coronavirus pandemic has increased disparities and stress among women as well. Women in particular, are more likely to be exposed to the coronavirus due to many working in essential positions such as in healthcare. In addition, women may be homeschooling children, caregiving for parents or loved ones, and/or having to find childcare. Moreover, there is a significant financial impact for women who are unable to work due to their increased responsibilities.

According to the report, 'Women@Work', on the effects of COVID-19 on the women workforce in the formal sector in India, over 80 per cent of working women in India, who participated in the survey, said they have been negatively impacted in some form or the other during COVID-19 with the work-life balance becoming worse.

As per the report, 38.5 per cent of working women surveyed said they were adversely affected by the burden of added housework, childcare and eldercare while 43.7 per cent said that work-life balance has become worse.

Women are more vulnerable to COVID-19–related economic effects because of existing gender inequalities

While most people's lives and work have been negatively affected by the crisis, our analysis shows that, overall, women's jobs and livelihoods are more vulnerable to the COVID-19 pandemic. The magnitude of the inequality is striking: Using data and trends from unemployment surveys in the United States and India, where gender-disaggregated data are available, we estimate that female job loss rates due to COVID-19 are about 1.8 times higher than male job loss rates globally, at 5.7 percent versus 3.1 percent respectively.

At a country level, the data suggest that in the United States, women made up 46 percent of workers before COVID-19. Factoring in industry-mix effects suggests that women would make up 43 percent of job losses. However, unemployment data indicate that women make up 54 percent of the overall job losses to date. Similarly, in India women made up 20 percent of the workforce before COVID-19; their share of job losses resulting from the industry mix alone is estimated at 17 percent, but unemployment surveys suggest that they actually account for 23 percent of overall job losses. Our analysis finds that the gendered nature of work across industries explains one-fourth of the difference between job-loss rates for men and women. The lack of systemic progress to resolve other societal barriers for women explains the rest.

The nature of work remains significantly gender specific

Women and men tend to cluster in different occupations in both mature and emerging economies. This, in turn, shapes the gender implications of the pandemic: our analysis shows that female jobs are 19 percent more at risk than male ones simply because women are disproportionately represented in sectors negatively affected by the COVID-19 crisis. We estimate that 4.5 percent of women's employment is at risk in the pandemic globally, compared with 3.8 percent of men's employment, just given the industries that men and women participate in. As Exhibit 1 shows, the reason is that women have more than the average share of employment in three of the four most affected sectors, as measured by employment declines globally. Compared with the aggregate share of women in global employment—39 percent—women have 54 percent of global jobs in accommodations and food service, which are among the sectors worst affected by the crisis; 43 percent of jobs in retail and wholesale trade; and 46 percent in other services, including the arts, recreation, and public administration. Some sectors, such as manufacturing, in which men are a large majority of those employed have also been severely affected. Other sectors, such as education and healthcare, where women are the majority have suffered relatively little impact.

Working Women Reality in India

In India, the number of wage/salaried employees has increased to 23 per cent in 2017–18. In absolute terms, there has been a significant jump of around 2.62 crore new jobs in the regular wage/salaried employees. The Economic Survey 2019-20, published by Government of India also reported that, "the proportion of women workers in the regular wage/salaried employees' category has also increased by 8 per cent (from 13 per cent in 2011–12 to 21 per cent in 2017–18) with the addition of 0.71 crore new jobs for female workers in this category" (Ministry of Finance Government of India, 2020: 283).

Women account for almost half of India's population, but their participation in the labour market is just one-third. Over the period, the number of young women has also increased in educational institutes. This is an achievement at one hand; however, 'among young females around 52.3 per cent were engaged in domestic activities in 2017–18 and this proportion has increased over the last two decades. For the productive age group (15–59 years), about 60 per cent of working age females were outside the labour market attending to domestic duties only' (Ministry of Finance Government of India, 2020 : 290). The social norms expect and bound women to take care of the unpaid job at home. A large section of women in India have to bear the burden of the domestic unpaid work in their homes due to their less participation in the paid job. A World Bank Report on female labour force participation in India mentions that their participation has fallen by almost 30 per cent during the last 20 years (Kamdar, 2020).

Women participation in the workforce has been conditioned and determined largely within the patriarchal structure. A survey by Economic and Political Weekly found that in India around 40–60 per cent of men and women both have the belief that women should not work outside, whose husbands have good earning jobs (Kamdar, 2020). Thus, it can be concluded that in the situations where women's paid work is labelled as secondary, it means surviving rate of women with their paid work becomes grimmer in the houses where the demand for their unpaid work is more. Hence, the present study's results have shown that this scenario amplifies more during the COVID-19 pandemic when women have to work even more than they did before lockdown. The support in the form of domestic workers stopped, and all the onus of the household work fell on their shoulders.

Factors Influencing to Work-Life Balance

There are many factors which influence the work life balance of individual especially women. Some of these are as follows:

- **Work family conflict and family work conflict:** WFC and FWC, conflicts between these fields occur when participation in one field becomes difficult due to the participation in other field. Work family conflict means work interfering with family is more prevalent than family work conflict which means family interfering with work.
- **Profession development:** In this context (flexible working hours, environment, work, HR process, etc); work environment (Supervisor, job assignments, colleagues, etc.) and individual (career planning, performance, promotion, etc) play an important role in determining the progress of working women.
- **Work pressure:** Working women and especially the married working women finds it really difficult to manage their work life with their personal life, this lead to increase the severe stress, pressure and anxiety among the women. Many women returning home after job discharge the domestic work such as cooking, cleaning and look after their family and children; this leads to more stress and health problems for them.
- **Role of women:** Women are working eight hours a day and five to six days a week minimum, and even carry their work to home; which leads to increase in workload and balancing this situation now a day's required talent, skill, caution, concern and care. They learn different types of roles from their professional life and personal life.

Working women with and without caregiving responsibilities are being impacted in different ways

A Survey done by Deloitte in year 2020-21 shows that, while most women are feeling the impacts of the pandemic in significant ways, there are some notable variations between those with caregiving responsibilities in their households and those without.

Prior to the pandemic, slightly over 16% of respondents with caregiving duties said 75% or more of childcare or care for other family members fell on them. However, that figure has grown to 48% as of the time of surveying. Those with caregiving responsibilities also indicated they have added responsibilities around virtual schooling and caring for other dependents, which has had an adverse effect on them. Women without caregiving responsibilities are also feeling added pressure, often manifesting in the extent to which they feel they need to be always "on," with this taking a toll on their well-being. While those with caregiving duties might be spending additional time on non-work-related activities, those without such duties feel a more negative impact on their mental (44% vs. 37%) and physical wellbeing (49% vs. 38%) than their caregiver counterparts.

As it relates to work, more non-caregivers feel a need to be always available than caregivers (53% compared to 44%). This translates to different types of stressors, including non-caregivers feeling more overwhelmed (58% vs. 41%). Whether they have caregiving responsibilities or not, women across the board are feeling the strain: over a quarter (27%) of respondents with heightened demands on their personal time and daily routines report having less time to prioritize their health and wellbeing, and more than half (54%) of those adversely impacted believe their male colleagues have not been impacted to the same degree by the pandemic.

Measures to maintain work life balance in women working in service sector

Workplaces often place a disproportionate burden on female workers. That includes workloads as well as emotional and relational labor within the workplace. Historically, women have also been responsible for the majority of work at home. In the 1960s, White women began entering the workforce. It is important to acknowledge that women of color, particularly Black and Latina women, working in the homes of White families allowed White women to enter the workforce.

Currently, women of all racial backgrounds are in the workforce. However, this has increased responsibilities for women—both working professionally and still largely carrying the burden of work in the home. These dual responsibilities can increase stress, compromise physical and emotional health, and lead to burnout and lower work productivity.

The coronavirus pandemic has increased disparities and stress among women as well. Women of color, in particular, are more likely to be exposed to the coronavirus due to many working in essential positions such as in healthcare. In addition, women may be homeschooling children, caregiving for parents or loved ones, and/or having to find childcare. Moreover, there is a significant financial impact for women who are unable to work due to their increased responsibilities.

Even prior to the pandemic, there were pay inequities and discrimination among women in the workplace and especially women of color. Amid these challenges, women of color are experiencing significant race-related stress due to the continued killings of unarmed Black individuals. As such, it is critical that employers carefully reflect on ways in which women are disproportionately overburdened and how this extra work limits their advancement opportunities as well as their overall wellbeing. Employers should make efforts to transform the workplace structures and policies to better support women's contributions.

Working women are encouraged to recognize that the perfect balance between work and home life is an unattainable myth. Instead, consider work among the multiple life roles that you manage along with other roles. Each role may require more effort/time than others across the course of the year and throughout your life. Seek help from others in your work and life environments to share the load. Prioritizing your roles can help you decide how best to manage your time across your various roles and responsibilities.

For women there are certain measures that should be taken to maintain the work life balance among themselves. These are as follows:

1. Sort out your priorities: If someone want to be a successful working woman, it's important to have your priorities in order — both personal and professional. To figure out responsibilities at different levels, ask few questions like What can't be compromised or is completely non-negotiable? What are those tasks you must marvel at and the ones that can be just good enough? What are the most-important commitments at work and family? Getting clear on these answers will help you prioritize, make adjustments and decide what you are and are not prepared to do.

2. Talk it out with your employers: It's beneficial to keep the communication lines open with your manager, HR, and superiors. Be hundred percent honest and transparent. Let's say you can't reach office on time because you have to drop your kid to school, they can help you out by keeping your work hours flexible. If that's a problem, be prepared with alternative solutions to show how the arrangement won't affect your performance and productivity.

3. Learn the art of delegation: There's nothing wrong in acknowledging that you can't do everything on your own and a little help could ease your enormous workload. By

doing everything by yourself, you're not only fatiguing your body but also preparing it for a breakdown in the future. Decide what you must do yourself and what others can take care of. Seek help from coworkers, spouse, and family members. You and your spouse can divide tasks in such a way that either of you don't dread coming to home after a long working day at office.

4. **Stay connected during the day:** Thanks to technology that knowing the well-being and whereabouts of your loved ones isn't a challenge anymore. All working mothers can easily stay connected with their children while they are working at office. If you're missing your kids, you can make a phone call or even a video call during your lunch break and focus on work without any stress or tensions at the backend. This comforts the child that you're near and also helps you get through a rough day at work.

5. **Limit distractions and time-wasters:** When you are a working woman, every minute is crucial — at work and home. You would be astonished to know that distractions at workplace can cost you more than three hours a day. If you want to be focused and productive, it's essential to keep chatty coworkers, casual internet surfing, smartphones, and other distractions at bay. Set specific time limits to address emails and phone usage. At home, avoid watching too much of TV and instead, you can use that time to strengthen your bond with your partner and kids.

6. **Draw a line between home and work:** One of the greatest lessons life has taught me is to say NO to things that don't align with your priorities. Believe me, it is the biggest mantra to successfully juggle your personal and professional life. Learn to set boundaries so that you can give your heart and soul to both the aspects of life. Leave

work at work, don't come home with it. While spending time with your kids and partner, don't be on the phone sending emails or discussing work with coworkers. Be mindful of your personal relationships and start saying no to things that aren't doing any good to us.

7. Make some time for yourself : Making out some time to do things you actually love is the secret to maintain a perfect work-life balance. Sometimes, it's okay to think about yourself, have some leisure time and pamper yourself. Go to a spa, get a massage, watch reruns of your favorite TV series, read a book, travel solo, or just do nothing at all. Learn to take care of yourself because only then you would be able to take care of your family and your work.

Maintaining work-life balance requires constant adjustments, compromises, and sacrifices. It's better to be prepared and learn to make the most of your time and energy. The more you know yourself and your priorities the more balanced your life would be.

Conclusion

The thing which is good for greater gender equality is also good for the economy and society as a whole. The COVID-19 pandemic puts that into stark relief and raises some critically important choices: act now to remove barriers to greater female labor-force participation and a bigger role in society and reap the economic and social benefits; delay and still benefit, but to a substantially lesser degree; or allow the disappointing status quo to prevail and slide backward, leaving massive economic opportunity on the table and negatively affecting the lives of millions of women. Parity is powerful. This is the time for policy makers and business leaders to step up and make it a reality.

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DISRUPTIVE INNOVATION: A CASE STUDY OF NETFLIX

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ABSTRACT

The objective of this chapter is to demonstrate how Netflix, an ICT-enabled tool, may be used to create a disruptive innovation. Netflix is a streaming service that has transformed the way people view TV shows and movies, as well as rent DVDs. Subscription plans, applications on many platforms, and their exclusive content made it more difficult for consumers to miss out.Netflix began as a video-on-demand and DVD-by-mail business, but as the company grew, it expanded its offerings to include online video streaming, which became the center of attention. It's also ironic that Netflix drove Blockbuster out of business by providing a more convenient option to rent movies, only to shift its focus to original content later.

Netflix is a disruptive invention because it changed the way people got entertained on a regular basis. Everyone wanted to shift away from their normal TV channels and DVD movies after the arrival of low pricing, HD quality, and a new viewpoint on TV shows.

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Netflix Originals, a division of Netflix's in-house production, produces and directs its own programmes, which are shot and produced in a unique, never-before-seen viewpoint. Rather than presenting clients with the same old movies and TV episodes, a distinct selection of series compelled them to remain with it.The authors then goes on to look at the several adoption groups for this Innovation, such as innovators, early adopters, early majority, late majority, and laggards, and proposes important innovation features for each adopter type based on the research.

Netflix's business is now on the rise, as consumers have discovered their interest in the company's own production house, which produces its own TV series and movies. These TV series and movies are not available anyplace else, which is why Netflix customers have stuck with it for so long.

Key Words: *Disruptive Innovations, Netflix, Startup, Adoption Categories.*

Introduction

Netflix (NFLX) is the world's largest on-demand video provider, with 167 million paying members worldwide. Netflix disrupted the television industry and caused cable providers to rethink the way they do business by generating engaging original programming, analyzing user data to better serve customers, and, most importantly, allowing consumers to watch content in the ways they choose.

Despite increased competition, Netflix will continue to have the most subscribers in 2021. While Amazon Prime may be able to brag about having a similarly big subscriber base (estimated at 200 million in April 2021), it's unknown how many Amazon Prime subscribers use its Prime Video service. Netflix stated in April 2021 that it has 208 million customers throughout the world.

Netflix was one of the first streaming providers to have an app available for many devices. Interestingly 41%

of Netflix users are watching without paying, thanks to password and account sharing. Most people are unaware that the firm is older. Netflix has gotten a lot of media attention in the last decade, but it had been flying under the radar for years before that. The graphs below show the company's most significant milestones as it evolved from a modest DVD business to a streaming media behemoth.

In 1997, Netflix was established. A year later, the company's website went live. Much earlier than its competitors, Netflix began adding more technologies. In 1999, the firm launched a DVD-by-mail subscription service. Netflix began recommending films for customers to rent in 2000 using a mix of acquired big data and analytics technologies.

Netflix is a trademark of disruptive innovation because it targets portions of the population that have gone ignored by its rivals, providing a subpar but more tailored alternative at a cheaper price.

Exploration of Adoption Categories for Netflix

The 5 adopter categories for Netflix in general (in order of priority) are as follows:

1. **Innovators:** These They are constantly eager to test new items or advancements on the market, and they have a strong desire to do so. They are not afraid to take chances, so if Netflix does not turn out to be what it claims to be, they will not suffer any financial damages.

   The following are the three most important qualities for this group of adopters (in order of importance):

   Relative Advantage: Because the innovators are the first to get their hands on the newly created Netflix platform, they can test and assess it, and this is the first feature that would be considered from their perspective.

Observability: Because an innovator would be eager to test out Netflix's features and the different categories of entertainment it has to offer, they would want it to be less complicated and easier to use and explore. Too many choices and options would irritate and challenge these users' patience.

Compatibility: Netflix would be ideal for the Innovators since it offers functionality and is built on a platform that someone already uses. For example, if this person owns an Xbox 360 and wants to watch Netflix on the same device (which Netflix permits), it will not be a problem.

2. **Early Adopters:** This group includes those who are prepared to subscribe to Netflix when it is still in its early phases of development. They, like inventors, are aware of every new product that hits the market and are eager to try anything new. They would seek advise from the Innovators about their experiences and then decide whether or not to subscribe to the service. The Innovator's word, on the other hand, would mean nothing to them since they would still buy the plan.

   The 3 most relevant characteristics (in order of priority) for this category of adopters are the following: –

   Relative Advantage: When it comes to subscribing to this new platform, early adopters want it to be as simple as possible. They'd also consider the many advantages of utilising Netflix rather than cable or satellite television.

   Complexity: They would choose a user-friendly application or online platform. They don't want things to be too difficult.

   Compatibility: Early adopters would also want the service to be compatible with their current devices, allowing them to begin utilizing the service and its benefits right away.

3. **Early Majority:** These take early adopters' ideas into account and are only willing to purchase a subscription plan when the early adopters have given their approval. This group of adopters often has a middle-class financial income and a middle-class social standing, so they consider twice before purchasing. As a result, it generally takes 3 to 6 months for these early adopters to determine if they should switch to Netflix or remain with their old vintage TV series and DVD films.

4. **Late Majority:** These are the sceptics who are only prepared to buy a plan after confirming that the first three adopters have done so. They would only buy a plan if or when they receive significant reductions or offers on the plan they like. They generally have a lower social position and are less knowledgeable about the newest technological advancements.

   The 3 most relevant characteristics (in order of priority) for this category of adopters are the following:

   Trialability: Peo ple in this group would only purchase a subscription after receiving confirmation from the above adopters that it was working properly over time.

   Complexity: The late majority is typically slow to learn or adapt to new kinds of technology, thus they would only use Netflix for entertainment reasons if it was simple to use and cost effective in comparison to their current TV subscription and DVD expenses.

   Compatibility: The late majority of people would prefer that the service run on the device they are now using. Because they do not have access to the most up-to-date technology, they are likely to be utilizing equipment that is at least 2-3 years old. As a result, they'd check to see if the Netflix application and web platform will operate on their current computers.

5. **Laggards**: They are the absolute last people to accept a new technology. This group would normally have to wait years to learn what Netflix is and what services it provides. They generally use the membership of a family member or friend who falls into one of the categories above and already has a subscription plan. They have the lowest profit potential and are typically resistant to market fluctuations. They are usually comprised of aged people.

The 3 most relevant characteristics (in order of priority) for this category of adopters are the following:

Complexity: Because laggards are slow learners who take a long time to adjust to new technologies, they would want Netflix to be as simple as possible to understand and use.

Trialability: This group would only purchase a subscription after being certain that it has been thoroughly tested by the above adopters over a period of time.

Compatibility: The Laggards would prefer that the service operate on the device they are presently using. Because they do not have the most up-to-date technology, they are likely to be utilizing anything that is 3-4 years old. As a result, they'd glance at the Netflix app, and the web platform would operate on their current computers. (Technology Adoption's 5 Customer Segments)

Comprehensive Analysis of the Selected Disruptive Innovation of Netflix

Innovations done by Netflix can be explained in two segments.

Ex Ante – It includes Computer Simulation, Alpha & Beta Testing

Ex Post- It includes Surveys, Participant Observations

Ex Ante:

The best evaluation method for the Ex Ante phase of evaluation would be Artificial, because the features of the various applications and web platforms developed have to be tested before releasing, and it involves the development of the website, the Applications for various platforms such as PlayStation, Xbox, PC, Android, and iOS, among others. The following are some possible assessment methods:

Computer Simulation:

Netflix may be evaluated using a variety of devices depending on the platforms it will operate on. On a PC with a mid-configuration and enough Internet speed, the website may be evaluated. The Netflix application for multiple platforms, such as iOS, Android, PlayStation, and Xbox, might be tested on the devices to guarantee that the software and streaming service are free of problems and faults. It is critical for any Innovation to work with fewer faults, glitches, and mistakes before going live in the market. Furthermore, if a failure occurs during this procedure, there will be little losses and the problem will be simply and swiftly resolved.

Alpha & Beta Testing:

The evaluation may now proceed in this step, with the developers and other members of the organisations installing Netflix on their individual devices/platforms to ensure that everything is operating properly. This occurs shortly after the development phase has concluded and before the testing phase begins. Employees at Netflix may get their subscriptions and check to see whether each category has the correct information and that everything is running well. Netflix may prepare for the launching of their product once the Alpha and Beta testing is completed

Ex Post: The Ex Post phase of assessment, which occurs after Netflix has been released and has been on the market, entails the recording of customer reviews, complaints, and requests for adjustments, additions, and other features. As a result, Naturalistic assessment is the best technique. This is also an essential element of an innovation's evolution in terms of adding new features and becoming better and better throughout the course of its life cycle. The following are some possible assessment methods:

Surveys:

By conducting surveys among those who have already subscribed to Netflix and recording their responses to the survey's questions, the firm will be able to gain a deeper understanding of its consumers' mindset. This would also aid in identifying the flaws in their design and working to address them in a future release.

Participant Observations:

Developers working on Netflix might sit down with a handful of the individuals who utilised Netflix instead of their normal TV channels and DVDs to obtain feedback on what could be added or deleted, as well as any design adjustments that could be made to the Netflix website/application. Similarly, new categories of TV series or films that people would like to see may be introduced. This would allow the platform to collect more data and provide more frequent updates with improved functionality.

Evaluation of Entrepreneurship and Start-Up Potential of Netflix

The Strategies that can be used in the case of a start-up for bringing up a disruptive innovation like Netflix are as follows:

Crowd sourcing of operations/tasks and ideas:

Outsourcing would be a big benefit for a start-up trying to develop something as disruptive as Netflix, because it wouldn't have the money and financial backing, as well as the people, in the early stages. A start-up developing a new product, such as Netflix, may take use of this to save money and focus on the most important future improvements. If a startup's budget suffers a setback, the company's prospects of survival are slim.

As a result, a start-up producing anything like Netflix would fall under this category. And, as the start-up progresses, it will be able to attract investors who are looking for opportunities, which will address the financial side of the business, allowing it to employ better resources and technology for development in later phases.

Free, open-source and cheaper software and applications:

The firm may save a lot of money in the early stages by adopting free and open source software for development and other operations. This also helps the business to maximize the value of its investments and refocus on the product's core development. There are also several advantages to adopting OSS (open source software), including the opportunity to obtain source code without paying a license fee and the flexibility to change it in the product offering or service, allowing the start-up to move quicker through the development process.

There is a community that supports the code, so if the start-up runs into problems during development, a community of individuals is always willing to help. This might be beneficial to a startup, particularly if it has few resources and personnel. Because developing the code for a product like Netflix is critical, the algorithm will serve as the foundation for any future decisions.

Cloud-based solutions:

Startups can utilize the application's services or resources that are made accessible to customers on demand through the Internet from the servers of a cloud computing provider. These are critical for a startup that wants to build something like Netflix, which is entirely cloud-based. Start-ups can save time and money by not having to build up their own servers, database systems, and other infrastructure. This would also necessitate the hiring of specialist staff to manage the servers and ensure that there are no problems, which would be a time-consuming task for the startup in its early stages..

By utilizing such Cloud Computing Providers, a start-up may virtualize IT resources, rent computing capacity, and save the capital expenditures of purchasing their own server. Cloud computing is essential for a platform like Netflix, which is an online video streaming service that operates on a variety of platforms and devices. Cloud computing providers are not tad expensive as well and would be helpful for that jump start to get the start-up going

Conclusion:

The case study investigated a disruptive invention, Netflix, by assessing its adoption categories, analyzing its design in the phases leading up to and following its release, evaluating its entrepreneurship and start-up potential, and utilizing analytics to analyses and forecast customer behaviour. Companies should constantly strive to satisfy all adopter categories for an invention in order to increase revenue, and they should never ignore any category. Simulators, alpha and beta testing, questionnaires, and participant observation should all be used to learn what customers want in their products and how to execute it both before and after the design process.

Netflix was performing better than any of its competitors back then and now by introducing low rates, unique content, the "Netflix Originals" category, and by maintaining strong customer relationships and service. Netflix stood out from the crowd due to its distinct content and style of how information was delivered to consumers.

The article explains the different factors that must be considered for any Innovation to be disruptive in terms of development, analytics, and the possibility for a comparable Innovation to start-up. Companies should use analytics to analyses consumer behaviour in connection to previous and current innovation trends, as well as forecast downtimes, to allow smart customer and resource management.

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EMERGING TRENDS IN HRIS

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ABSTRACT

HRIS is an online database system that helps in managing the information related to all the employees of an organisation in one place. This information can be related to employees' salary structure, appraisal, leaves, and so on. The future of HR is rapidly changing with rapid digital transformation and shift in workforce demographics. The technological advancements of HRIS and other IoT systems to manage resources effectively have been increasing over the years. These systems facilitate the functioning of the overall organisation and lead to increased productivity and achievement of organisational goals.

Key Words: Workforce, Networking, Technology, Enterprise IoT

Introduction

Today, virtualisation has facilitated organisations to allow their employees to work from home due to the Corona pandemic. Advanced HRIS and technological advancements are required to overcome the effect of the pandemic. Network communication

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technologies (broadband and wireless), convergence technologies (e.g., cell phones and PDAs), collaborative tools (e.g., Web 2.0, portals), service-oriented architecture (SOA), and business intelligent systems are some notable developments that have affected the field of HRIS and its related technologies.

Business Intelligence and People Analytics

Business intelligence is the process of incorporating technologies and strategies by a firm for the analysis of existing business data, stating the past, current and predictive events of the business operations. Business intelligence uses past and current data for future planning. The data can be produced in the form of reports, pivot tables or dashboard reports for business executives, managers or analysts. This concept concentrates on reporting about the analysed data. Business intelligence uses statistical analysis, predictive analysis and predictive modelling to set the current trends and figure out reasons for current happenings or overall outcomes. Business intelligence carries out the analysis and operations through user interface dashboards. The different tools and methodologies used in business intelligence include data reporting, mapping analysis, real-time analysis, online analytical processing, dashboarding, etc. Business intelligence is applied mostly on structured data using enterprise applications such as ERP or Financial Software Systems or in the areas of supply chain and operations to get insights.

Business analytics is the process that consists of technologies and strategies used by companies. Business analytics combines management, business and computer science. It helps businesses to explore and extract past business information for doing future business planning. People analytics is a broad concept that contains business intelligence, information management, risk and security compliances, data warehousing and enterprise applications and governance. Business analytics is a kind of problem-solving technique that transforms raw data into meaningful information. It helps the business to convey solutions and information easily and conveniently with the help of technologies. In business or people analytics, past data is used to extract insights and do future planning that drives customer needs and increases productivity. Business analytics consists of business intelligence reports that act as input for extracting information by processing data. Business analytics uses tools and software applications to recognise and anticipate future trends and outcomes and enables management to make smarter and data-driven business decisions. Business analytics can be carried out on semi-structured or unstructured data as well.

Business analytics uses business intelligence data to help customers become more efficient in getting their jobs done. Business analytics uses and incorporates different stages and phases of analyses such as SWOT analysis, predictive modelling, requirement analysis, data modelling user stories, functional requirement, use case modelling and non-functional requirement analysis. Business analytics is becoming a popular concept among entrepreneurs. Business analytics uses business intelligence, data aggregation, data optimisation, data virtualisation, etc. Therefore, both business analytics and business intelligence concepts can be differentiated or compared on the following basis:

- **Usage**: Business intelligence is used to run business operations. On the other hand, business analytics is conducted to change business operations and improve productivity.
- **Nature of operations:** Business intelligence helps in easing current business operations, but business analytics facilitates future business operations.
- **Tools:** The tools used for getting insights using business intelligence involves SAP Business Objects, Qlik Sense,

TIBCO, Power BI, etc., and business analytics is carried out using Word processing, Google docs, MS Visio, MS Office Tools, etc.

- **Applications**: The business intelligence concept is used by large organisations to run current business operations effectively whereas business analytics is used for future growth and improved productivity.
- **Field:** Business intelligence concept is narrow, and it comes under business analytics. We can say that business intelligence is a part of business analytics.

Therefore, choosing the solutions for the business depends on the aims, goals and targets of the company. Thus, companies should consider business intelligence as their tool to operate their businesses productively.

Demographic Workforce Challenges

The interest of HRM in demographics is based on the change in workforce composition and labour supply as these factors affect the way businesses operate and manage. More women or minorities are now coming for work, new professional and people of the average educational levels are also becoming a part of the workforce. Along with this, working life and careers are extending as a result of better health levels and longer life expectancy. The three broad concepts of demographic challenges are aging, generational diversity and migration, which are discussed as follows:

- **Aging:** Population in most countries regardless of their geographical location and development stage includes a large proportion of people who are in their old age. It means the group of people aged 60 or more is growing fast with decreasing mortality and fertility rates, which is reversing age pyramids with longer life expectancy. This is an issue for pension systems globally. The leading government has to think about either expanding or completely removing the default retirement age or encouraging extended working lives either through incentives or via state pension ages. As a result, in most countries, organisations have employees of age 40 to 50.

- **Generational diversity**: It has been observed through media practitioners that the multi-generation workforce has increased significantly over recent years. Since generational differences such as values, attitudes, work outcomes and expectations differ among different generations and can influence organisational performances, therefore managing these generations has become a key topic for practitioners. The challenges involved with the management of generations include transferring knowledge from old to young generation employees, reducing generational biasness measures in selection and performance management, adjusting the rewards as per the needs of various generations as well as retaining and developing talent among every generation. For facing these challenges, there is a requirement of a better understanding among different generations such as balancing the differences, recognising similarities, and respecting uneven characteristics, beliefs and values among generations.
- **Migration:** Due to the dramatic growth of population, people move from one place to another for better opportunities, good lifestyles, competent jobs and high incomes. This leads to migration explosion. There are both opportunities and challenges in the business environment. The organisations and individuals look for growth opportunities; thus, organisations expand business and individuals explore new methods of earning. Opportunities for organisation include more job applicants, increased

cultural diversity, and more resources, employees and expertise knowledge about international markets and cultures, etc. Organisations also face challenges such as language barrier and training cost, when employing immigrants. There are various socio and cultural risks and issues that may hinder immigrants' skill utilisation and integration in the foreign country's labour market, such as loss of social and professional networks, language and cultural barriers, lower social status and discrimination.

Virtualisation of Work

Virtualisation of work asserts that employees are no longer limited to physical or temporal space. They can work away from the company premises and still maintain communication with their respective managers and team members via mobile and computer devices. Therefore, it is one of the effective ways to reduce expenses, improve functioning and provide agility for all size businesses. During Covid-19, virtualisation of work played a pivotal role in organisations. There are various types of virtualisation of work, which are discussed as follows:

- **Server virtualisation:** It enables the running of multiple operating systems on a single physical server, which is a highly efficient virtual machine. The benefits include greater IT effectiveness, faster workload deployment, higher server availability, reduced operating costs and complexity.
- **Network virtualisation:** It permits applications to run on a virtual network by combining hardware and software network resources and network functionality into a single, software-based administrative entity, a virtual network.
- **Desktop virtualisation:** It is a software technology that enables separating the desktop environment and

associated application software from the physical client device that is used to access it. The main benefit of this type of virtualisation is that virtualised desktops and applications can be quickly and easily delivered to branch offices. These systems can be easily used by outsourced, offshore and mobile workers using iPad and Android tablets.

Health and Wellness

Health and wellness in the workplace can improve employee health behaviours and lower the risks related to health issues such as incidence of attaining chronic diseases such as cancer, heart attacks, stroke and diabetes. Companies should organise health and wellness programs because of the rising cost of medical care. Health care costs form a huge part of entire economies. The expenditure on healthcare is increasing but it is mainly for the top position holders. Therefore, it is very important to take care of health and wellness of every employee in the workplace.

Future Trends in HRIS

Business intelligence systems are the improved form of HRIS and its related innovations. Information technologies are constantly being developed and changing from mainframes to client servers and now are moving towards Web/Internet interfaces.

Internet of Things

The Internet of Things (IoT) refers to a system having a network of physical objects— "things"—which are embedded with sensors, software, and other technologies to connect and exchange data with other devices and systems over the Internet.

There are three versions of IoT:

- **Consumer IoT**: Consumer IoT devices have an interface connected via app, website or screen. It gives remote access to the consumer for operating devices such as microwave, air conditioner, television, etc.

- **Enterprise IoT:** Enterprise IoT are specifically designed devices that gather data and then provide insights based on that data. These are connected through an Intranet system or with the use of the Internet. Also, in similarity with consumer IoT, these networks are flexible, and devices can move on and off the network. However, there is dissimilarity with consumer IoT that these networks might also co-exist with other wireless or wired networks, such as devices being used for safety controls. Encryption of documents is also very important and so is the lower latency for some applications. In addition to this, device management can play a vital role. Access control is essential as every employee should not have access to the devices nor they should have the ability to change their settings. Moreover, the enterprise IoT devices should align with existing enterprise applications and any APIs associated with enterprise IoT devices should also follow best practices around API documentation and change notifications.

- **Industrial IoT**: Industrial IoT networks should be designed for long term as the equipment used by companies in an industry is taken as a 20 - 50-year investment. The communications and computing equipment associated with industrial IoT has to be modular so it can be upgraded easily. However, the upgrades should not happen often rather they must have annual patching and 10-year update cycles. Security is also an important element for industrial IoT. It is, however, seen that in most cases, the networks are never connected to the public Internet.

Web 2.0 And Social Networking

In contrast to traditional isolated information silos, Web 2.0 is the second generation of Web-related services that work on creativity, collaboration and sharing of information. The Web 2.0 users are not only able to access information, but they can also generate, share and distribute new content. The following are included in examples of Web 2.0 technology:

- Social networking sites such as chat rooms, Instagram, MySpace and Facebook
- Wikis are publicly available collaborative Web dictionaries that enable users to contribute to online documents or discussions
- Blogs include online journals or diaries hosted on a website, both personal and corporate
- Mash-ups are the software composed of two or more composite applications such as pulling up a hotel booking site within a railway's booking site
- Podcasts such as audio or video recordings
- RSS (rich site summary) feeds such as news items
- Personal websites
- Peer-to-peer networking (P2P) consists of files that can be easily shared such as text, music, and videos
- Collective intelligence that includes sharing knowledge to tap the expertise of a group

Web services involving Web-enabled instant communication between users to update information or conduct transactions such as a supplier and a retailer updating each other's inventory systems.

Thus, Web 2.0 has helped businesses to encourage user collaboration, share knowledge and communicate with business partners, such as suppliers and outsourcing service providers. Focusing on sharing Web 2.0 can help in changing the process in which employees interconnect with each other and with customers to endorse the relationship between businesses and customers.

Thus, using Web 2.0 enables the HR department to adhere to all the legislations. It enables the HR department to work ethically and ensure the security of information exchange.

Organisations use social networking tools and applications in the workplace such as chat rooms for updating and communicating effectively with employees.

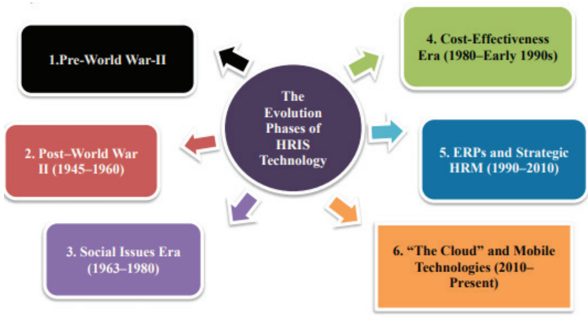
Some companies want employees to contribute to the company wiki, so they make contributions a formal component of jobs. The use of blogs is not limited up to the extent of sharing information within the company but also extends to communicate the organisation culture and personality with external stakeholders. In addition to it, companies use Facebook and Twitter to help attract new and talented employees to the organisation.

Companies like IBM and Deloitte are using social networking as a tool of attracting new employees into the organisation and connecting them with current employees for easing their transition into the company. Furthermore, many companies are using social networks to connect with employees and share employee information. For example, EMC Corporation uses its social business network- EMC/One for gathering ideas from its employees for its annual innovation contest. This helps in promoting employee's knowledge by posting their innovative ideas on EMC/One.

In organisations like AT&T, senior HR managers use their social business network like LinkedIn to identify employees with special skills or knowledge such as the employees with experience and ability to read or speak a foreign language for promoting their talent and helping other expatriates by providing them training on languages.

Evolving HRIS Technology Strategy

There are six phases of the evolution of the HRIS technology.



Phases of HRIS Technology

Let us understand these phases in detail:

- **Pre-World-war II:** In the early 20th century, the function of the personnel department was to act as a 'caretaker' of people working in the premise. This involves maintaining clerical records and employee information in papers.
- **Post-World War II:** Large firms began to take part in using technology to keep track of payroll but the time, accounts and material management was still recorded manually.
- **Social issues era:** During this era, personnel departments were termed as human resource departments. With the growth of computer technology, organisations were able to increase productivity at lower costs. Due to the lower costs of computer technology versus the increasing costs of managing employees manually, most organisations used computer-based HR systems in business decisions. The major issue with HRIS during this time was the slow adoption of computer technology by HR.

- **Cost-effectiveness era:** The technology became more cost-effective, and many organisations could afford it. Therefore, most organisations began to use microcomputers. With the help of microcomputers, it became easy to share information with employees and provide latest information to their managers for making quick personnel decisions. PeopleSoft was the first and most popular HRIS during this time. Introduction of Enterprise Resource Planning and Strategic HRM brought a drastic transformation in organisations like the use of ADP for payroll, Taleo for online recruiting, etc.
- **Cloud and mobile technologies**: The evolution phase started from 2010 and until today, we are in the evolution phase as technology is changing every day. Now many organisations have started using cloud-based HR systems. With the help of this technology, data can be accessed through mobile devices.

Application of HRIS In Small Businesses

Today, even small businesses are using HRIS and other management systems for effective working and management of organisational resources. HRIS applications for small businesses can be categorised into three categories:

1. **Core HR:** This includes the basic and critical HR activities such as payroll processing and employee data management.
2. **Strategic HR:** Data analytics help in making various strategic decisions. HRIS is a data source on which an organisation can depend without any doubt. HRIS helps in engaging employees by providing their performance report on time.
3. **Managing Workforce**: In small organisations, this function is mostly overlooked but with the growth of the

business, the other functions may suffer if more time and resources are allocated to HR operations. Thus, HRIS application in workforce management plays an important role in connecting core HR and strategic HR activities.

Therefore, the HRIS system application can benefit small businesses in the form of improved productivity and increased efficiency by reducing errors and saving costs. HR managers can track data easily through HRIS and can make better decisions with centralised employee communication.

Advanced HRIS Application

Modern HRIS provides complete details of employee, i.e., from his/her recruitment to his/her termination. HRIS is a complete package that provides a solution for talent management and succession planning, workflow management and document management.

Advanced HRIS application has the key features which include ATS (applicant tracking system), on-boarding, time and attendance tracking, payroll and workforce management. The latest form of HRIS application is the robust cloud-based technology platform that provides multiple solutions in integration with other systems. Some of the products of HRIS are:

- Optimum HR
- Bamboo HR
- Total HR solution
- Bridge
- Global cloud HR

HRIS is a good source that facilitates the HR functions of the company. Also, the latest technologies such as Web 2.0, social networking and IoT devices help in making contact with the internal and external world with ease. Hence, cloud-based technologies are the most advantageous tools that help in the growth of companies and facilitate the work of employees.

Conclusion

Business intelligence is the process of incorporating technologies and strategies by a firm for the analysis of existing business data, stating the past, current and predictive events of the business operations. The three broad concepts of demographic challenges are aging, generational diversity and migration. The Internet of Things (IoT) refers to a system having A network of physical objects— "things"—which are embedded with sensors, software, and other technologies to connect and exchange data with other devices and systems over the Internet. Web 2.0 refers to the second generation of Web-related services that focus on the creativity, collaboration and sharing of information. Social networking is one of the key features of Web 2.0. Social networks such as Facebook, Instagram, MySpace, blogs and wikis were developed to share personal communication. Modern HRIS provides complete details of employees, i.e., from his/her recruitment to his/her termination. HRIS is a complete package that provides a solution for talent management and succession planning, workflow management and document management. The latest technologies such as Web 2.0, social networking and IoT devices help in contacting the internal and external world with ease.

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FOOD PACKAGING AND LABELING REGULATIONS IN INDIA

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ABSTRACT

An effective food legislation and food control service is mandatory for every nation to promote a safe, honestly produced and presented food supply, and to safeguard consumers from contaminated, adulterated, and spoiled foods. Food processing businesses in India are governed by a plethora of laws and regulations. Customers should be familiar with all food regulations and descriptions in order to choose nutritious and safe foods for their families and themselves. Food Safety and Standards Authority of India ("FSSAI") sets science-based food standards, regulates and monitors the manufacture, processing, storage, distribution, sale, and import of food to ensure the availability of safe and wholesome food for human consumption. FSSAI regulates all food related laws. There are several Food Safety and Standards Regulations. This chapter focuses on one important regulation viz. "Food Safety and Standards (Packaging and Labeling) Regulation, 2011" in detail.

Key words: Food Processing Industries, Food Laws, Food Regulations, FSSAI, Food Packaging, Food Labeling.

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Introduction:

Food processing is one of India's greatest sectors, widely regarded as a "sunrise industry" with enormous potential for boosting the agricultural economy, creating large-scale processed food items and food chain facilities, and ultimately generating employment and export earnings.

Food Laws and Regulations in India:

Food processing businesses in India are governed by a plethora of laws and regulations that govern many crucial aspects of starting and running a food business, such as sanitation, licensing, packaging, and labeling. Customers should be familiar with all food regulations and descriptions in order to choose nutritious and safe foods for their families and themselves.

The Food Safety and Standards Regulations and the Food Safety and Standards Authority of India are the two main categories of food laws and regulations. The Food Safety and Standards Authority of India (FSSA) is working to bring India's food laws up to international standards. It creates a new national regulatory agency. It established the Food Safety and Standards Authority of India ("FSSAI"), which will set science-based food standards and regulate and monitor the manufacture, processing, storage, distribution, sale, and import of food to ensure the availability of safe and wholesome food for human consumption. As a corollary, all food imports are subject to the FSSA's stipulations as well as the government's norms and regulations.

FSSAI regulates all food related laws. It has cancelled eight laws which were in operation prior to the enforcement of FSSAI:

1. The Prevention of Food Adulteration Act, 1954
2. The Solvent Pull out Oil, De oiled Meal, and Edible Flour (Control) Order, 1967

3. The Meat Food Products Order, 1973
4. The Milk and Milk Products Order, 1992
5. Essential Commodities Act, 1955 (in relation to food)
6. The Fruit Products Order, 1955
7. The Vegetable Oil Products (Control) Order, 1947
8. The Edible Oils Packaging (Regulation) Order, 1998

Present all regulations are enumerated as follows:

I. Food Safety and Standards Regulations

a. Food Safety and Standards (Licensing and Registration of Food Businesses) Regulation, 2011

b. Food Safety and Standards (Food Products Standards and Food Additives) Regulation, 2011

c. Food Safety and Standards (Prohibition and Restriction of Sales) Regulation, 2011

d. Food Safety and Standards (Packaging and Labelling) Regulation, 2011

e. Food Safety and Standards (Contaminants, Toxins and Residues) Regulation, 2011

f. Food Safety and Standards (Laboratory and Sampling Analysis) Regulation, 2011

g. Food Safety and Standards (Health Supplements, Nutraceuticals, Food for Special Dietary Use, Food for Special Medical Purpose, Functional Food and Novel Food) Regulations, 2016

h. Food Safety and Standards (Food Recall Procedure) Regulation, 2017

i. Food Safety and Standards (Import) Regulation, 2017

j. Food Safety and Standards (Approval for Non-Specific Food and Food Ingredients) Regulation, 2017

k. Food Safety and Standards (Organic Food) Regulation, 2017

l. Food Safety and Standards (Alcoholic Beverages) Regulation, 2018

m. Food Safety and Standards (Fortification of Food) Regulation, 2018

n. Food Safety and Standards (Food Safety Auditing) Regulation, 2018

o. Food Safety and Standards (Recognition and Notification of Laboratories) Regulation, 2018

p. Food Safety and Standards (Advertising and Claims) Regulation, 2018

q. Food Safety and Standards (Packaging) Regulation, 2018

r. Food Safety and Standards (Recovery and Distribution of Surplus food) Regulation, 2019

s. Food Safety and Standards (Safe food and balanced diets for children in school) Regulations, 2020

t. Food Safety and Standards (Foods for Infant Nutrition) Regulations, 2020

u. Food Safety and Standards (Labelling and Display) Regulations, 2020

II. Food Safety and Standards Authority of India Regulations, 2011

a. Food Safety and Standards Authority of India (Transaction of Business at its Meetings) Regulations, 2010

b. Food Safety and Standards Authority of India (Procedure for Transaction of Business of the Central Advisory Committee) Regulations, 2010

c. Food Safety and Standards Authority of India (Salary, Allowances and Other Conditions of Service of Officers and Employees) Regulations, 2013

d. Food Safety and Standards Authority of India (Transaction of Business and Procedure for the Scientific Committee and Scientific Panel) Regulations, 2016

e. Food Safety and Standards Authority of India (Recruitment and Appointment) Regulations, 2018

Key Regulations of FSSA:

1. Packaging and Labeling
2. Signage and Customer Notices
3. Licensing Registration and Health And Sanitary Permits

This chapter focuses on one of the important law mentioned above viz. **"Food Safety and Standards (Packaging and Labelling) Regulation, 2011"** in detail.

FOOD SAFETY AND STANDARDS (PACKAGING AND LABELLING) REGULATIONS, 2011

The Food Safety and Standards (Packaging and Labeling) Regulations, 2011 (hereafter referred to as the "Packaging and Labeling Regulations") establish separate packaging and labelling regulations that spell out the legislative and regulatory requirements for product packaging and labelling. A simple examination of the Packaging and Labeling Regulations reveals that the regulations distinguish between three types of items: pre-packaged, proprietary, and other specific products.

"**Proprietary food**," as defined by Regulation 2.12 of the Food Safety and Standards (Food Products Standards and Food Additives) Regulations, 2011, is food that has not been standardised under these regulations. "**Prepackaged**" or "**pre-packed food**" is defined in Regulation 1 of the Packaging and Labeling Regulations as food that has been placed in a package of any kind in such a way that the contents cannot be changed without tampering and is ready for sale to the consumer.

To know about the regulation in details, some definitions are required to be briefed for explicit understanding of the regulations.

1. **"Best before"** refers to the end of the period under any stated storage conditions during which the food will remain fully marketable and retain any specific qualities for which tacit or express claims have been made; after that date, the food may still be perfectly safe to eat, but its quality may have deteriorated. The food, on the other hand, must not be sold if the product becomes unsafe at any point.
2. **"Day of manufacturing"** refers to the date when the food is transformed into the product mentioned;
3. **"Date of packaging"** refers to the date the food is placed in the immediate container in which it will be sold.
4. **"Infant"** refers to a child under the age of twelve months.
5. **"Lot number"** or **"code number"** or **"batch number"** means the number representing the lot number, code number, or batch number, preceded by the words "Lot No" or "Lot" or "code number" or "Code" or "Batch No" or "Batch" or any distinguishing prefix by which the food can be traced in manufacture and identified in distribution, whether in numerical or alphabets or a combination thereof.

6. **"Multipiece package"** refers to a package containing two or more individually packed or labelled parts of the same commodity in the same quantity, intended for retail either as individual pieces or as a whole package.

7. **"Non-Vegetarian Food"** refers to any food that comprises whole or part of any animal, including birds, freshwater or marine animals, eggs, or products of any animal origin, but not milk or milk products;

8. **"Prepackaged"** or **"pre-packed food"** refers to food that has been placed in a package of any kind in such a way that the contents cannot be changed without tampering and is ready for customer purchase.

   Note: The expression "package" wherever it occurs in these Regulations, shall be construed as package containing pre-packed food articles.

9. The part of the container/package that is intended or likely to be exhibited, presented, shown, or studied by the client under normal and customary conditions of display, sale, or purchase of the product contained therein is referred to as the **"Principal Display Panel."**

10. **"Use – by date"** or **"Recommended last consumption date"** or **"Expiry date"** means the date that marks the end of the estimated period under any stated storage conditions, after which the food will most likely lack the quality and safety attributes that consumers expect, and the food will not be sold;

11. **"Vegetarian Food"** refers to any food item that is not a non-vegetarian item as defined in rule 1.2.1.

12. **"Wholesale package"** means a package containing — (a) a package containing a number of retail packages, where the

first mentioned package is intended for sale, distribution, or delivery to an intermediary and is not intended for direct sale to a single consumer; (b) a package containing a food product sold in bulk to an intermediary in order for the intermediary to sell, distribute, or deliver the product to the customer in smaller quantities.

13. **"Health claims"** means any representation that states, suggests or implies that a relationship exists between a food or a constituent of that food and health and include nutrition claims which describe the physiological role of the nutrient in growth, development and normal functions of the body, other functional claims concerning specific beneficial effect of the consumption of food or its constituents, in the context of the total diet, on normal functions or biological activities of the body and such claims relate to a positive contribution to health or to the improvement of function or to modifying or preserving health, or disease, risk reduction claim relating to the consumption of a food or food constituents, in the context of the total diet, to the reduced risk of developing a disease or health related condition;

14. **"Nutrition claim"** means any representation which states, suggests or implies that a food has particular nutritional properties which are not limited to the energy value but include protein, fat carbohydrates, vitamins and minerals;

15. **"Risk reduction"** in the context of health claims means significantly altering a major risk factor for a disease or health-related condition; Provided further that in the case of returnable new glass bottle manufactured and used for packing of such beverages on or after 19th March 2009, the list of ingredient and nutritional information shall be given on the bottle.

PACKAGING AND LABELLING

PACKAGING

- **General Requirements:** When used in the preparation, packaging, or storage of food, a utensil or container is judged unfit for human consumption when made of the materials or metals which is rusted; enamelled containers that have chipped and become rusted; vessels made of copper or brass that have not been adequately tinned; aluminium containers that do not meet the chemical composition requirements of IS:20 for Cast Aluminium and Aluminium Alloy for Utensils or IS:21 for Wrought Aluminium and Aluminium Alloy for Utensils.

  Containers made of plastic materials that are used as appliances or receptacles for packing or storing food goods, whether partially or entirely, should comply with the following Indian Standards Specification:-

  a. IS: 10146 (Specification for Polyethylene in contact with foodstuffs);

  b. IS: 10142 (Specification for Styrene Polymers in contact with foodstuffs);

  c. IS: 10151 (Specification for Polyvinyl Chloride (PVC), in contact with foodstuffs);

  d. IS: 10910 (Specification for Polypropylene in contact with foodstuffs);

  e. IS: 11434 (Specification for Ionomer Resins in contact with foodstuffs);

  f. IS: 11704 Specification for Ethylene Acrylic Acid (EAA) copolymer.

  g. IS: 12252 - Specification for Poly alkylene terephathalates (PET).

h. IS: 12247 - Specification for Nylon 6 Polymer;

i. IS: 13601 - Ethylene Vinyl Acetate (EVA);

j. IS: 13576 - Ethylene Metha Acrylic Acid (EMAA);

k. Tin and plastic containers may not be re-used for the packaging of edible oils and fats; provided, however, that utensils or containers made of copper, even if not properly tinned, may be used for the preparation of sugar confectionery or essential oils, and that the mere use of such utensils or containers shall not be deemed to render sugar confectionery or essential oils unfit for human consumption.

- **General packaging requirements for Canned products:** All containers should be securely packed and sealed. The exterior of the cans should be free from major dents, rust, perforations and seam distortions. Cans should be free from leaks.

Product specific requirements

1. **Packaging requirements for Milk and Milk Products:** Bottling or filling of containers with heat-treated milk and milk product should be carried out mechanically and the sealing of the containers should be carried out automatically. Wrapping or packaging should not be re-used for dairy products, except where the containers are of a type which may be re-used after thorough cleaning and disinfecting. Sealing should be carried out in the establishment in which the last heat-treatment of drinking milk or liquid milk-base products has been carried out, immediately after filling, by means of a sealing device which ensures that the milk is protected from any adverse effects of external origin on its

characteristic. The sealing device should be so designed that once the container has been opened, the evidence of opening remains clear and easy to check. Immediately after packaging, the dairy products should be placed in the rooms provided for storage.

2. **Packaging requirements for Edible oil/ fat:** Tin Plate used for the manufacture of tin containers for packaging edible oils and fats should conform to the standards of prime grade quality contained in B.I.S. Standards No. 1993 or 13955 or 9025 or 13954 as amended from time to time and in respect of Tin containers for packaging edible oils and fats shall conform to IS No. 10325 or 10339 as amended from time to time.

3. **Packaging requirements for Fruits and Vegetables Products:** Every container in which any fruit product is packed should be so sealed that it cannot be opened without destroying the licensing number and the special identification mark of the manufacture to be displayed on the top or neck of the bottle.

   For Canned fruits, juices and vegetables, sanitary top cans made up of suitable kind of tin plates should be used and for bottled fruits, juices and vegetables, only bottles/ jars capable of giving hermetic seal should be used. Juices, squashes, crush, cordials, syrups, barley waters and other beverages should be packed in clean bottles securely sealed. These products when frozen and sold in the form of ice should be packed in suitable cartons. Juices and Pulps may be packed in wooden barrels when sulphited.

   For packing Preserves, Jams, Jellies, and Marmalades, new cans, clean jars, new canisters, bottles, chinaware jars, aluminium containers may be used and it should be securely sealed. For Pickles, clean bottles, jars, wooden casks, tin containers covered from inside with polythene lining of 250 gauge or suitable lacquered cans should be used. For Tomato Ketchups and Sauces, clean bottles should be used. If acidity does not exceed 0.5% as acetic acid, open top sanitary cans may also be used.

Candied fruits and peels and dried fruits and vegetables can be packed in paper bags, cardboard or wooden boxes, new tins, bottles, jars, aluminium and other suitable approved containers. Fruits and Vegetable products can also be packed in aseptic and flexible packaging material having good grade quality conforming to the standards laid down by BIS.

4. **Packaging requirements for Canned Meat Products:** New sanitary top cans made from suitable kind of tin plate should be used which are lacquered internally; they should be sealed hermetically after filling. The lacquer used should be sulphur resistant and insoluble in fat or brine. Cans used for filling pork luncheon meat should be coated internally with edible gelatin, lard or lined with vegetable parchment paper before being filled. Meat products packed in hermetically sealed containers should be processed to withstand spoilage under commercial conditions of storage and transport.

5. **Packaging requirements for Drinking Water (Both Packaged and Mineral Water)**: It should be packed in clean, hygienic, colourless, transparent and tamperproof bottles/containers made of polyethylene (PE) (conforming to IS:10146 or polyvinyl chloride (PVC) conforming to IS : 10151 or polyalkylene terephthalate (PET and PBT) conforming to IS : 12252 or polypropylene conforming to IS : 10910 or foodgrade polycarbonate or sterile glass

bottles suitable for preventing possible adulteration or contamination of the water.

All packaging materials of plastic origin should pass the prescribed overall migration and colour migration limits.

LABELLING

1. **General Requirements** Every prepackaged food should carry a label containing mandatory information as required here under, namely,—

   The particulars of declaration required under these Regulations to be specified on the label should be in English or Hindi in Devnagri script: Provided that nothing herein contained shall prevent the use of any other language in addition to the language required under this regulation.

   Pre-packaged food should not be described or presented on any label or in any labelling manner that is false, misleading or deceptive or is likely to create an erroneous impression regarding its character in any respect. Label in pre-packaged foods should be applied in such a manner that they will not become separated from the container. Contents on the label should be clear, prominent, indelible and readily legible by the consumer under normal conditions of purchase and use. When the container is covered by a wrapper, the wrapper should carry the necessary information or the label on the container should be readily legible through the outer wrapper and not obscured by it.

2. **Labelling of Pre-packaged Foods**: In addition to the General Labelling requirements specified in 2.2.1 above every package of food should carry the following information on the label, namely,—

   a. **Name of Food:** should include trade name or description of food contained in the package.

b. **List of Ingredients-**A **list of ingredients** should be declared on the label which should contain an appropriate title, such as the term "**Ingredients**" and should be listed in **descending order** of their composition by weight or volume, at the time of its manufacture. Where an ingredient itself is the product of two or more ingredients, such a **compound ingredients** shall be declared in the list of ingredients, and should be accompanied by a list, in brackets, of its ingredients in descending order of weight or volume. **Added water** should be declared in the list of ingredients except in cases where water forms part of an ingredient, such as, brine, syrup or broth, used in the compound food and so declared in the list of ingredients. Water or other volatile **ingredients evaporated** in the course of manufacture need not be declared.

   In the case of **dehydrated or condensed food**, which are intended to be reconstituted by addition of water, the ingredients in such reconstituted food should be declared in descending order of weight or volume as the case may be, and shall contain a statement such as "Ingredients of the product when prepared in accordance with the directions on the label";.

   Every package of food sold as a **mixture or combination** should disclose the percentage of the ingredient used at the time of the manufacture of the food (including compound ingredients or categories of ingredients), if such ingredient is emphasized as present on the label through words or pictures or graphics; or is not within the name of the food but, is essential to characterize the food and is expected to be present in the food by consumers, and if the omission of the quantitative ingredient declaration will mislead or deceive the consumer.

When the ingredient has been used as flavouring agent, the disclosure of such ingredient is not required. In case of any bottle containing liquid milk or liquid beverage having milk as an ingredient, soft drink, carbonated water or ready-to-serve fruit beverages, the declarations with regard to addition of fruit pulp and fruit juice should invariably appear on the body of the bottle.

c. **Nutritional information –** Nutritional Information or nutritional facts per 100 gm or 100ml or per serving of the product should be given on the label containing the following:—

   i. energy value in kcal;

   ii. the amounts of protein, carbohydrate (specify quantity of sugar) and fat in gram (g) or ml;

   iii. the amount of any other nutrient for which a nutrition or health claim is made, where a claim is made regarding the amount or type of fatty acids or the amount of cholesterol, the amount of saturated fatty acids, monounsaturated fatty acids and polyunsaturated fatty acids in gram (g) and cholesterol in milligram (mg) should be declared, and the amount of trans fatty acid in gram (g) should be declared in addition to the other requirement stipulated above.

   iv. Wherever, numerical information on vitamins and minerals is declared, it should be expressed in metric units;

v. Where the nutrition declaration is made per serving, the amount in gram (g) or milliliter (ml) should be included for reference beside the serving measure. The food claimed to be enriched with nutrients, such as, minerals, proteins, vitamins, metals or their compounds, amino acids or enzymes should give the quantities of such added nutrients on the label.

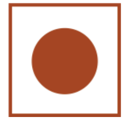
The nutritional information may not be necessary, in case of foods such as raw agricultural commodities, like, wheat, rice, cereals, spices, spice mixes, herbs, condiments, table salt, sugar, jaggery, or non–nutritive products, like, soluble tea, coffee, soluble coffee, coffee-chicory mixture, packaged drinking water, packaged mineral water, alcoholic beverages or fruit and vegetables, processed and pre- packaged assorted vegetables, fruits, vegetables and products that comprise of single ingredient, pickles, papad, or foods served for immediate consumption such as served in hospitals, hotels or by food services vendors or halwais, or food shipped in bulk which is not for sale in that form to consumers.

The food, in which hydrogenated vegetable fats or bakery shortening is used should declare on the label that 'hydrogenated vegetable fats or bakery shortening used- contains trans fats. A health claim of 'trans fat free' may be made in cases where the trans fat is less than 0.2 gm per serving of food and the claim 'saturated fat free' may be made in cases where the saturated fat does not exceed 0.1 gm per 100 gm or 100 ml of food.

Declaration regarding Veg or Non veg –

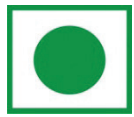
1. Every package of "Non Vegetarian" food should bear a declaration to this effect made by a symbol and colour code as stipulated below to indicate that the product is Non-Vegetarian Food. The symbol should consist of a brown/

red colour filled circle having a diameter not less than the minimum size specified, inside a square with brown outline having sides double the diameter of the circle as indicated. **Brown/ red colour**



2. Where any article of food contains egg only as Non-Vegetarian ingredient, the manufacturer, or packer or seller may give declaration to this effect in addition to the said symbol.

3. Every package of Vegetarian Food should bear a declaration to this effect by a symbol and colour code as stipulated below for this purpose to indicate that the product is Vegetarian Food. The symbol should consist of a green colour filled circle, having a diameter not less than the minimum size, inside the square with green outline having size double the diameter of the circle, as indicated.



4. **Size of the logo**

Sl. No.	Area of Principle Display Panel	Minimum size of Diameters in mm
1.	Upto 100 cms. Square	3
2.	Above 100 cms. Square upto 500 cms square.	4
3.	Above 500 cms. Square upto 2500 cms square.	6
4.	Above 2500 cms. Square.	8

The symbol shall be prominently displayed on the package having contrast background on principal display panel; just close in proximity to the name or brand name of the product; on the labels, containers, pamphlets, leaflets, advertisements in any media;

For **food additives** falling in the respective classes and appearing in lists of food additives permitted for use in foods generally, the following class titles shall be used together with the specific names or recognized international numerical identifications: Acidity Regulator, Acids, Anticaking Agent, Antifoaming Agent, Antioxidant, Bulking Agent, Colour, Colour Retention Agent, Emulsifier, Emulsifying Salt, Firming Agent, Flour Treatment Agent, Flavour Enhancer, Foaming Agent, Gelling Agent, Glazing Agent, Humectant, Preservative, Propellant, Raising Agent, Stabilizer, Sweetener, Thickener:

Extraneous addition of colouring matter should be mentioned on the label. It should display one of the following statements in capital letters, just beneath the list of the ingredients on the label attached to any package of food so coloured, namely:

CONTAINS PERMITTED NATURAL COLOUR(S)

OR

CONTAINS PERMITTED SYNTHETIC FOOD COLOUR(S)

OR

CONTAINS PERMITTED NATURAL AND SYNTHETIC FOOD COLOUR(S)

Where such a statement is displayed along with the name or INS no of the food colour, the colour used in the product need not be mentioned in the list of ingredients.

Extraneous addition of flavouring agents should be mentioned on the label just beneath the list of ingredients on the label attached to any package of food so flavoured, a statement in capital letters as below:

CONTAINS ADDED FLAVOUR

(specify type of flavouring agent as per Regulation 3.1.10(1) of Food Safety and Standards (Food product standards and food additive) Regulation, 2011

In case **both colour and flavour** are used in the product, one of the following combined statements in capital letters should be displayed, just beneath the list of ingredients on the label attached to any package of food so coloured and flavoured, namely :—

CONTAINS PERMITTED NATURAL C0LOUR(S) AND ADDED FLAVOUR(S)

OR

CONTAINS PERMITTED SYNTHETIC FOOD COLOUR(S) AND ADDED FLAVOUR(S)

OR

CONTAINS PERMITTED NATURAL AND SYNTHETIC FOOD COLOUR(S) AND ADDED FLAVOUR(S)

In case of **artificial flavouring substances**, the label should declare the common name of the flavours, but in case of the **natural flavouring** substances or **nature identical flavouring** substances, the class name of flavours should be mentioned on the label and it should comply with the requirement of label declaration as specified under the regulation 2.2.2 (5) (ii)

Also, in addition to above statement, the common name or class name of the flavour shall also be mentioned on label. When combined declaration of colours and flavours are given, the International Numerical Identification number of colours used shall also be indicated either under the list of ingredients or along with the declaration. Every package of synthetic food colours preparation and mixture should bear a label upon which is printed a declaration giving the percentage of total dye content.

Name and complete address of the manufacturer

The name and complete address of the manufacturer and the manufacturing unit if these are located at different places and in case the manufacturer is not the packer or bottler, the name and complete address of the packing or bottling unit as the case may be should be declared on every package of food. Where an article of food is manufactured or packed or bottled by a person or a company under the written authority of some other manufacturer or company, under his or its brand name, the label shall carry the name and complete address of the manufacturing or packing or bottling unit as the case may be, and also the name and complete address of the manufacturer or the company, for and on whose behalf it is manufactured or packed or bottled;

Where an article of food is imported into India, the package of food should also carry the name and complete address of the importer in India. Where any food article manufactured outside India is packed or bottled in India, the package containing such food article should also bear on the label, the name of the country of origin of the food article and the name and complete address of the importer and the premises of packing or bottling in India.

Net quantity

Net quantity by weight or volume or number, as the case may be, should be declared on every package of food; and a food packed in a liquid medium should carry a declaration of the drained weight of the food.

The expression "liquid medium" include water, aqueous solutions of sugar and salt, fruit and vegetable juices or vinegar, either singly or in combination. In declaring the net quantity of the commodity contained in the package, the weight of the wrappers and packaging materials should be excluded. Where a package contains a large number of small items of confectionery, each of which is separately wrapped and it is not reasonably practicable to exclude from the net weight of the commodity, the weight of such immediate wrappers of all the items of the confectionery contained in the package, the net weight declared on the package containing such confectionary or on the label thereof may include the weight of such immediate wrapper if the total weight of such immediate wrapper does not exceed –

a. eight per cent, Where such immediate wrapper is a waxed paper or other paper with wax or aluminium foil under strip; or

b. six per cent. In case of other paper of the total net weight of all the items of confectionery contained in the package minus the weight of immediate wrapper.

Lot/Code/Batch identification

A batch number or code number or lot number which is a mark of identification by which the food can be traced in the manufacture and identified in the distribution, shall be given on the label. Provided that in case of packages containing bread and milk including sterilized milk, particulars under this clause shall not be required to be given on the label.

Date of manufacture or packing

The date, month and year in which the commodity is manufactured, packed or pre-packed, shall be given on the label: Provided that the month and the year of manufacture, packing or pre-packing shall be given if the "Best Before Date" of the products is more than three months: Provided further that in case any package contains commodity which has a short shelf life of less than three months, the date, month and year in which the commodity is manufactured or prepared or pre-packed shall be mentioned on the label.

Best Before and Use By Date

(i) the month and year in capital letters upto which the product is best for consumption, in the following manner, namely:—

“BEST BEFORE .... MONTHS AND YEAR

OR

“BEST BEFORE .... MONTHS FROM PACKAGING

OR

“BEST BEFORE ....MONTHS FROM MANUFACTURE

(Note: — blank be filled up)

(ii) In case of package or bottle containing sterilised or Ultra High Temperature treated milk, soya milk, flavoured milk, any package containing bread, dhokla, bhelpuri, pizza, doughnuts, khoa, paneer, or any uncanned package of fruits, vegetable, meat, fish or any other like commodity, the declaration be made as follows:—

“BEST BEFORE ……….DATE/MONTH/YEAR”

OR

“BEST BEFORE........DAYS FROM PACKAGING”

OR

“BEST BEFORE …….. DAYS FROM MANUFACTURE”

Note:

1. Blanks be filled up
2. Month and year may be used in numerals
3. Year may be given in two digits

(iii) On packages of Aspartame, instead of Best Before date, Use by date/recommended last consumption date/expiry date shall be given, which shall not be more than three years from the date of packing;

(iv) In case of infant milk substitute and infant foods instead of Best Before date, Use by date/ recommended last consumption date/expiry date shall be given, Provided further that the declaration of best before date for consumption shall not be applicable to

(i) wines and liquors

(ii) alcoholic beverages containing 10 percent or more by volume of alcohol. Provided further that above provisions except net weight/net content, nutritional information, manufacturer's name and address, date of manufacture and "best before" shall not apply in respect of carbonated water (plain soda and potable water impregnated with carbon dioxide under pressure) packed in returnable glass bottles.

Country of origin for imported food:

(i) The country of origin of the food shall be declared on the label of food imported into India.

(ii) When a food undergoes processing in a second country which changes its nature, the country in which the processing is performed shall be considered to be the country of origin for the purposes of labelling.

Instructions for use:

(i) Instructions for use, including reconstitution, where applicable, shall be included on the label, if necessary, to ensure correct utilization of the food.

Specific restrictions on Product labels

(1) Labels not to contain reference to Act or rules or regulations contradictory to required particulars :- The label shall not contain any reference to the Act or any of these regulations or any comment

on, or reference to, or explanation of any particulars or declaration required by the Act or any of these regulations to be included in the label which directly or by implication, contradicts, qualifies or modifies such particulars or declaration.

(2) Labels not to use words implying recommendations by medical profession: - There shall not appear in the label of any package, containing food for sale the words “recommended by the medical profession” or any words which imply or suggest that the food is recommended, prescribed, or approved by medical practitioners or approved for medical purpose.

(3) Unauthorized use of words showing imitation prohibited:- There shall not be written in the statement or label attached to any package containing any article of food the word ‘imitation’ or any word, or words implying that the article is a substitute for any food, unless the use of the said word or words is specifically permitted under these regulations. Any fruit syrup, fruit juice, fruit squash, fruit beverages, cordial, crush or any other fruit products standardized under Food Safety and Standards (Food Products standards and Food Additives) Regulations, 2011 which does not contain the prescribed amount of fruit juice or fruit pulp or fruit content shall not be described as a fruit syrup, fruit juice, fruit squash, fruit beverages, cordial, crush or any other fruit product as the case may be.

Any food product which does not contain the specified amount of fruit and is likely to deceive or mislead or give a false impression to the consumer that the product contains fruit, whether by use of words or pictorial representation, shall be clearly and conspicuously marked on the label as ‘ADDED(NAME OF THE FRUIT) FLAVOUR’. Any food product which contains only fruit flavours, whether natural flavours and natural flavouring substances or nature identical flavouring substances, artificial flavouring substances as single or in combination thereof, shall not be described as a fruit product and the word “ADDED” (NAME OF FRUIT) FLAVOUR shall be used in describing such a product; Carbonated water containing no fruit juice or fruit pulp shall not have a label which may lead the consumer into believing that it is a fruit product. Any fruit and vegetable product alleged to be fortified with vitamin C shall contain not less than 40 mgms. of ascorbic acid per 100 gm. of the product.

(4) Imitations not to be marked “pure” The word “pure” or any word or words of the same significance shall not be included in the label of a package that contains an imitation of any food.

(5) Labelling prohibitions for Drinking Water (Both Packaged and Mineral Water)

No claims concerning medicinal (preventative, alleviative or curative) effects shall be made in respect of the properties of the product covered by the standard Claims of other beneficial effects related to the health of the consumer shall not be made. The name of the locality, hamlet or specified place may not form part of the trade name unless it refers to packaged water collected at the place designated by that trade name. The use of any statement or of any pictorial device which may create confusion in the mind of the public or in any way mislead the public about the nature, origin, composition, and properties of such waters put on sale is prohibited.

Restriction on advertisement There shall be no advertisement of any food which is misleading or contravening the provisions of Food Safety and Standards Act, 2006 (34 of 2006) or the rules/ regulations made thereunder.

Exemptions from labelling requirements

Where the surface area of the package is not more than 100 square centimeters, the label of such package shall be exempted from the requirements of list of ingredients, Lot Number or Batch Number or Code Number, nutritional information and instructions for use, but these information shall be given on the wholesale packages or multi piece packages, as the case may be.

The 'date of manufacture' or 'best before date' or 'expiry date' may not be required to be mentioned on the package having surface area of less than 30 square centimeters but these information shall be given on the wholesale packages or multipiece packages, as the case may be. In case of liquid products marketed in bottles, if such bottle is intended to be reused for refilling, the requirement of list of ingredients shall be exempted, but the nutritional information specified in these regulations shall be given on the label. In case of such glass bottles manufactured after March 19, 2009, the list of ingredients and nutritional information shall be given on the bottle. In case of food with shelf-life of not more than seven days, the 'date of manufacture' may not be required to be mentioned on the label of packaged food articles, but the 'use by date' shall be mentioned on the label by the manufacturer or packer. In case of wholesale packages the particulars regarding list of ingredients. Date of manufacture/ packing, best before, expiry date labelling of irradiated food and, vegetarian logo/non vegetarian logo, may not be specified.

Notice of addition, admixture or deficiency in food

2.6.1 1. Every advertisement and every price or trade list or label for an article of food which contains an addition, admixture or deficiency shall describe the food as containing such addition, admixture or deficiency and shall also specify the nature and quantity of such addition, admixture or deficiency and no such advertisement or price or trade list or label attached to the container of the food shall contain any words which might imply that the food is pure: Provided that for purpose of this regulation the following shall not be deemed as an admixture or an addition, namely:—

(a) salt in butter or margarine;

(b) vitamins in food.

2. Every package, containing a food which is not pure by reason of any addition, admixture or deficiency shall be labeled with an adhesive label, which shall have the following declaration: Declaration

This (a) ………. contains an admixture/addition of not more than (b) …… per cent of (c)............. (a) Here insert the name of food.

(b) Here insert the quantity of admixture which may be present.

(c) Here insert the name of the admixture or the name of ingredient which is deficient.

Where the context demands it, the words ‘contains an admixture of’ shall be replaced by the words ‘contains an addition of’ or ‘is deficient in’.

3. Unless the vendor of a food containing an addition, admixture or deficiency, has reason to believe that the purchaser is able to read and understand the declaratory label, he shall give the purchaser, if asked, the information contained in the declaratory label by word of mouth at the time of sale.

4. Nothing contained in regulation 2.6.1 shall be deemed to authorize any person to sell any article of food required under the Act or these regulations which is to be sold in pure condition, otherwise than in its pure condition.

5. Nothing contained in regulation 2.6.1 shall apply in the case of sweets, confectionery, biscuits, bakery products, processed fruits, aerated water, vegetables and flavouring agents.

Conclusion:

PFA’s preamble focused solely on rules for preventing food adulteration. FSSA focuses on consolidating food laws and establishing the Food Safety and Standards Authority of India (FSSAI) to establish science-based standards for food articles and to regulate their manufacture, storage, distribution, sale, and import, ensuring the availability of safe and wholesome food for human consumption and related matters. The new goals definitely go above and beyond those of PFA. The harsh fines imposed by the FSSA may lead to an increase in corruption, as businesses may turn to unethical activities in order to avoid the sanctions.

The PFA dealt with a slew of government ministries responsible for various food sectors, each of which had its own set of orders, such as the order for fruit and other orders for vegetable oil products, edible oil packaging, milk and milk products, and meat food products, all of which were issued at different times and were sometimes overlapping and inconsistent. A unitary act, such as the FSSA, on the other hand, allows for unidirectional compliance. The FSSA's administrative supervision has been transferred to the Ministry of Health and Family Welfare, resulting in a single point of contact for all issues and eliminating the risk of multiple orders or coordination issues.

FSSA intends to regulate food hygiene and safety regulations in the country in order to systematically and scientifically develop the food industry, in addition to harmonizing legislation relating to food quality and standards with established worldwide norms. As a result, while the food processing industry may view FSSA as a mixed blessing, the practical application of this legislation, which is still in its infancy, will take some time to fully implement.

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IMPACT OF COVID - 19 ON THE ECONOMY OF UKRAINE: FOREIGN ECONOMIC ASPECT

Valentyna Yasyshena[1]

The spread of the coronavirus CoV-19 has drastically changed the way of life of society and the development of the world economy. Today, the economy operates under conditions of quarantine restrictions, which are constantly changing in nature, timing, geographical coverage, which has led to the activities of economic entities in conditions of uncertainty and risk. The pandemic led to the transition of people's lives to a new mode of communication, work, study. All this has led to a slowdown in Ukraine's economic development, including in the field of foreign economic activity and had its negative consequences.

First of all, the pandemic affected the decline in investment demand in 2020 by 24.4% (against an increase of 11.7% in 2019) in almost all economic activities. The exceptions are investments in postal and courier activities and in telecommunications

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(telecommunications), which are directly related to activities under quarantine restrictions. Among the types of economic activity that have shown the greatest rate of reduction of capital investment: air transport, art, sports, entertainment and recreation, which were included in the list of restrictions on quarantine activities [1, p. 23].

Exports of goods in Ukraine in 2020 amounted to 49.2 billion dollars. US dollars, and decreased by 1.7% against the volume of 2019 imports of goods - 54.3 billion dollars. US, and decreased by 10.6%. The negative balance of foreign trade in goods amounted to 5.1 billion dollars. USA. As for exports of goods to India in 2020, it amounted to 1.97 billion dollars. US, and decreased by 2.6% against the volume of 2019. Imports of goods from India amounted to - 721.8 million dollars, and also decreased by 2.6%. In 2020, exports of goods to India exceeded by 1.2 billion dollars. USA (table 1).

Table 1: Structure of foreign trade in goods in Ukraine in 2020 *

	Exports thsd.USD	in % to 2019	*Imports* thsd.USD	in % to 2019	Balance
Total	**49191824,5**	**98,3**	**54336136,7**	**89,4**	**-5144312,2**
India	1972095,3	97,4	721868,0	97,4	1250227,3

* Excluding the temporarily occupied territory of the Autonomous Republic of Crimea, the city of Sevastopol and part of the temporarily occupied territories in Donetsk and Luhansk oblasts.

Source: [2]

There was a decrease in the results of Ukraine's foreign economic activity in 2020 for certain types of Ukrainian exports (including ferrous metals - by 18%, ferrous metal products - by 25.4%, cereals - by 2.3%, seeds and fruits of oilseeds - at 28.1%). For some categories of goods there is an increase in exports (pharmaceuticals - by 6.9%, fertilizers - by 67.8%, fats and oils of animal or vegetable origin - by 21.4%), table 2.

Table 2: Commodity structure of foreign trade in 2020

Commodity code and title by Ukrainian Classification of Commodities in Foreign Trade	Exports			Imports		
	thsd.USD	in % to 2019	% of the total volume	thsd.USD	in % to 2019	% of the total volume
Total	**49191824,5**	**98,3**	**100,0**	**54336136,7**	**89,4**	**100,0**
I. Live animals and livestock products	1188164,7	93,0	2,4	1258069,2	117,4	2,3
II. Plant products	11883238,0	92,0	24,2	1989254,2	110,8	3,7
III.15 Animal or plant fats and oils	5746921,7	121,4	11,7	280378,5	110,7	0,5
IV. Finished food industry products	3361028,2	104,4	6,8	2970635,4	113,5	5,5
V. Mineral products	5331642,8	109,6	10,8	8633264,9	66,5	15,9
VI. Products of chemical and allied industries	2020105,1	104,6	4,1	7333672,6	98,0	13,5
VII. Polymeric materials, plastics and articles of them	682674,9	94,6	1,4	3403842,7	95,5	6,3
VIII. Raw leather and curry leather	134656,7	90,3	0,3	242977,1	85,8	0,4
IX. Wood and articles of wood	1411557,3	100,8	2,9	315573,4	102,7	0,6
X. Paper bulk from wood or other vegetable fibres	403041,5	92,1	0,8	1099053,3	109,6	2,0

XI. Textiles materials and articles of textiles	778247,7	91,9	1,6	2291123,0	96,4	4,2
XII. Footwear, hats umbrellas	165474,4	87,8	0,3	435971,0	92,1	0,8
XIII. Products from stone, gyps, cement	443248,6	106,9	0,9	741514,7	94,3	1,4
XIV. 71 Natural or cultured pearls,precious stones, metals and preparations thereof	114389,0	127,3	0,2	162584,7	172,3	0,3
XV. Base metals and preparations thereof	9029989,2	88,0	18,4	3129317,4	85,7	5,8
XVI. Machines, equipment and mechanisms, electric and technical equipment	4486636,6	100,5	9,1	11552754,1	86,8	21,3
XVII. Ground, air and water transport facilities	756556,0	85,7	1,5	5743132,9	93,2	10,6
XVIII. Optical, cinematographic apparatus	162611,6	89,7	0,3	1272711,6	117,9	2,3
XX Different industrial products	1000840,1	114,7	2,0	1263633,1	125,9	2,3
XXI. 97 Art articles	558,0	99,8	0,0	3997,7	204,6	0,0

Source: [2]

Exports of services in Ukraine in 2020 amounted to 11.1 billion dollars. US, and decreased by 28.5% compared to 2019, imports of services - 5.2 billion dollars, and decreased by 25.0%, respectively. The excess of exports of foreign trade in services amounted to 5.9 billion dollars. USA (table 3).

Regarding the export of services to India in 2020, it amounted to 95.5 million dollars. US, and decreased by 21.8% against the volume of 2019. Imports of services from India amounted to - 9.0 million dollars. US, and also decreased by 5.9%. In 2020, exports of services to India were exceeded by $ 86.5 million. USA (table 3).

Table 3: Structure of foreign trade in services in Ukraine in 2020 *

	Exports	*in % to 2019*	*Imports*	*in % to 2019*	*Balance*
	thsd.USD		*thsd.USD*		
Total	**11167050,7**	**71,5**	**5209161,1**	**75,0**	**5957889,6**
India	95532,2	78,2	9044,6	94,1	86487,6

** Excluding the temporarily occupied territory of the Autonomous Republic of Crimea, the city of Sevastopol and part of the temporarily occupied territories in Donetsk and Luhansk oblasts.*

Source: [2]

The types of services that showed growth in 2020 compared to 2019 were noted, namely services related to: travel (exports - by 8.4%, imports - by 66.8%); with financial activities (exports - by 41.5%, imports - by 55.5%), in the field of telecommunications, computer and information services (exports - by 41.2%, imports - by 4.5%). Transport services decreased between Ukraine and India in 2020 compared to 2019 (exports - by 68.7%, imports - by 70.3%), royalties and other services related to the use of intellectual property decreased (exports - by 26 .4%, imports - by 54.2%).

In general, in 2020, when conducting foreign trade in goods and services with India, there was a decrease in the level of export and import transactions against the volume of 2019.

According to the sectoral activities, a number of industries have been severely negatively affected by the pandemic. This is especially true in the sphere of services, namely passenger transportation (the drop in passenger turnover is about 54.0%), the activities of catering establishments, hotel and restaurant business, etc. That is, areas of activity that involve large crowds of people in one room. Production in the machine-building industry was also significantly reduced by 17.6%. There was a decrease in the volume of such export-oriented production as metallurgy - by 8.7% [1].

At the same time, in 2020 there was an increase in pharmaceutical production by - 3%, chemical production - by 5.1%, an increase in construction was recorded at 5.6%. Intensification of activity is noted in the IT sector, financial and healthcare. There is a demand for digital services and the provision of existing services in digital format, in. including conducting trade and business [1].

Industries that were able to quickly adapt to new operating conditions using digital technologies, remote operation, and focus on the domestic market suffered smaller losses.

In a post-pandemic society, people's behavior in relation to lifestyle, nutrition, health care, sports, holidays and leisure will change, which in the future will affect the economy and foreign economic activity of all countries. The meeting with the pandemic and its consequences opens new opportunities for the development of enterprises in all industries.

The pandemic pointed to the weaknesses of the economy. In the post-pandemic period, the role of regular state support in the areas of digitalization of the economy, education, research, and health care is important. It is necessary to develop instrument making and mechanical engineering, including for import substitution.

There is an urgent need to increase funding for research and production that serves the health sector. Nowadays, the direction of development of domestic pharmaceuticals is critical. It is necessary to replace the import of medical supplies of equipment and drugs with their own.

Regarding the spread of digitalization of the economy, positive trends were observed in the field of education, as well as in the areas of financial and insurance services. The processes of digitalization in retail, healthcare, postal and courier activities, as well as activities in the field of telecommunications are growing. Due to the influence of digitalization, the activities related to computer programming and the provision of information services are in the most advantageous position.

Forecasts of Ukraine's economic recovery in 2022 and beyond are still under the influence of uncertainty about the timing of the pandemic. Currently, the fight against the pandemic is more complex and longer, given the emergence of new strains of the virus and in the aftermath of the coronary crisis, which has been going on for two years. The emergence of subsequent waves of the COVID-19 pandemic complicates forecasting.

For the future development of Ukraine's economy, the consequences of the pandemic will be less negative than in the first wave, given the adaptation of business and the community to such circumstances. Strict quarantines are extremely dangerous for Ukraine's economy.

Thus, all the processes mentioned in the study affect the foreign economic activity of Ukraine. To withstand the new waves of the pandemic with the least losses, there is a need to develop new approaches to the functioning and development of the economy in modern conditions, accompanied by uncertainty and risk.

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