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### 3.3.1 Number of research papers published per teacher in the Journals notified on UGC CARE list during the last five years

Sr.No	Name of the Author/s	Title of the paper	Link to website of the Journal
1	Asst.Prof. Swapnil Kamble	People places and posts: Exploring digital identities of Urban Youth of Pune	<a href="https://www.researchgate.net/publication/372664842_P EOPLE PLACES AND POSTS EXPLORING DIGITAL IDENTITIES OF URBAN YOUTH OF PUNE">https://www.researchgate.net/publication/372664842_P EOPLE PLACES AND POSTS EXPLORING DIGITAL IDENTITIES OF URBAN YOUTH OF PUNE</a>
2	Asst.Prof. Dr.Sandip Anpat	IOT Based soil Monitoring for Precision Agriculture	<a href="https://www.scopus.com/authid/detail.uri?authorId=57223015728">https://www.scopus.com/authid/detail.uri?authorId=57223015728</a>
3	Asst.Prof. Dr.Kalpana Vaidya	Application of EKM in the Key Business Process: A Survey Study in Selected it Companies in Pune Region	<a href="https://tojdel.net/journals/tojdel/articles/v11i01c02/v11i01-31.pdf">https://tojdel.net/journals/tojdel/articles/v11i01c02/v11i01-31.pdf</a>
4	Asst.Prof. Yogita .S. Renuse	A Study on Measuring E- Service Quality and users Satisfaction of Indimedo E- Pharmacy Application Pune City	<a href="https://ugccare.unipune.ac.in/Apps1/User/WebA/ViewDetails?JournalId=101002193&amp;flag=Search">https://ugccare.unipune.ac.in/Apps1/User/WebA/ViewDetails?JournalId=101002193&amp;flag=Search</a>

# PEOPLE PLACES AND POSTS: EXPLORING DIGITAL IDENTITIES OF URBAN YOUTH OF PUNE

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## ABSTRACT

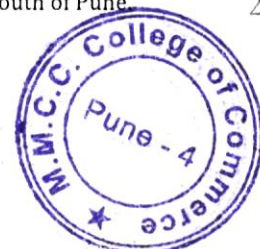
Identity is a vast and slippery term. It is used mostly in social sciences and related sub-disciplinarian's cultural studies, sociology, and psychology. 'Youth' as a stage is an extremely critical period in terms of identity formation. Identity is developed by self, but it must be validated by others. Identity is central to digital communication technologies because the internet allows the user to change the real social identity (offline) and create a new or recreated identity online. The Internet allows us to alter self-micro narration and authority and the way society shapes identity. Identity is the most crucial element of digital communication because an identity is a context of interpersonal communication. Online culture is a parallel culture for offline or the real culture. The Internet offers a new platform of identity in which real identity can be hidden and it can be reshaped or recreated as per the user's interest hence Internet is a context free medium. We assume that the individual forms their identity meanings from society's culture. The *self-sentiment* is a crucial aspect. Mobile media usage facilitates the users to develop their self-sentiment related identities in the internet space. Social media usage and getting *likes* and posts can be associated with the self-sentiment.

This research paper explores the variety of online-expressionism of urban youth when they are active on social media platforms like Instagram and Facebook. In context of the social shaping of identities and the negotiating politics in the online space. The paper also comments and explores the gendered identities, and body image negotiations in terms of femininity and masculinity in the digital space. The urban young people, their online posts, and the different places all together forms a collage of different identities.

**Keywords:** People, Place, Post, Identity, Urban, Youth

## 1. INTRODUCTION

Identity is a vast and slippery term. It is used mostly in social sciences and related sub-disciplinarian's cultural studies, sociology, and psychology. Youth as a stage is an extremely critical period of identity formation; identity is developed by self, but it must be validated by others Buckingham (2008). Identity is central to digital communication technologies because the internet allows the user to change the real social identity (offline) and create a new or recreated identity online Caste (1997). The Internet allows us to alter self-micro narrations and authority and the way society shapes identity. Identity is the most crucial element of digital communication.





# IoT Based Soil Monitoring for Precision Agriculture

# 3

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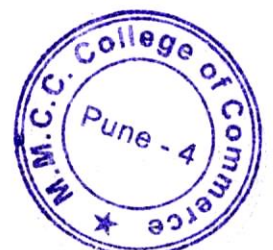
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## 3.1 Introduction

Agriculture is an important factor in global development. Healthy, sustainable, and inclusive food systems are vital to achieving the world's development goals. Agricultural development is a key factor in alleviating poverty, raising social and economic standards, and solving the food problem of billions of people. Considering the global population, the number of people who depend on agriculture is higher than that in other sectors (Awokuse & Xie, 2015). Therefore the development in the agricultural sector is complementary to global development. Global climate change is having an adverse effect on agriculture. It shows declining agricultural yields due to declining rainfall, unseasonal rains, hailstorms, and extreme weather conditions (Hendricks et al., 2019). Consequently, there is a need for controlled use of modern tools in agriculture to monitor the soil parameters, water parameters, fertilizer planning, identification of diseases, and proper use of pesticides.

Precision agriculture (PA) is the term for the use of smart tools for monitoring and managing crops in terms of soil, water, nutrients, plant indices, diseases, and pest control (Berry et al., 2003; Delgado et al., 2019). PA is also called satellite





## Chapter 3 - IoT based soil monitoring for precision agriculture

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### Abstract

The microlevel monitoring and control in the agricultural fields are the key factors in the growth of quality production. Precision agriculture is the leading trend in this era to encounter the need of increasing human population on planet Earth. The quality and quantity of the agricultural yield depend on certain parameters such as fertile soil, water, and fertilizers. Nowadays the entire agricultural activities suffer due to unexpected environmental changes. Hence, the need for timely monitoring and providing control facilities to crops is essential. Precision agriculture provides management of crop production through smart technology by monitoring the required parameters. The soil is the key factor in the field of agriculture; therefore the study of soil parameters such as pH, electric conductivity (EC), temperature, humidity, and moisture is very crucial.

In the present work, an Internet of things (IoT)-based portable miniaturized advanced microcontroller-based sensor system has been developed to monitor the soil parameters. The sensor nodes are developed for real-time monitoring of soil parameters, such as pH, EC, temperature, humidity, and moisture. The present system is calibrated and standardized with standard laboratory instruments. This sensor system found a wide range of applications in the determination of soil parameters with 99% accuracy.

The extension of this work is to use microwave C band Sentinel-1 satellite data of selected agricultural land and retrieval of soil parameters such as vegetation, soil moisture, dielectric constant ( $\epsilon$ ), and backscattering coefficient ( $\sigma_0$ ) through image analysis techniques. Further, with the help of geometrical properties such as texture and surface roughness of the area of interest, the said parameters can be retrieved.

In summary, in the present study, the agricultural soil parameters have been retrieved by an IoT-based sensor system, the microwave satellite dataset, and with the geometrical module. Results from all the three systems are compared and interpreted for the application in the precision agricultural system.

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## APPLICATION OF EKM IN THE KEY BUSINESS PROCESSES: A SURVEY STUDY IN SELECTED IT COMPANIES IN PUNE REGION

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### ABSTRACT

Enterprises run multiple business processes that use and manage knowledge in various forms and context. The knowledge referred and generated; maybe projected or it may simply reside in the tacit form. Managing such knowledge can be relatively within one's capabilities however the real challenge seen in extracting it from the source where it resides. Typical business majorly is driven by strategic and tactical decisions; for which churning of appropriate knowledge base becomes inevitable. The true knowledge is boundless; that demands validating and mapping as per the need of the business processes. To spot the success of Business enterprise, knowledge base competence is one of the most significant aspects among others. Consuming organisational knowledge and maintaining its relevance to the past and present business processes is crucial as it may impact the accomplishment of sustainable competitive advantage.

Knowledge should be able to incorporate within the business processes effortlessly; however in context to the changing business scenarios it has become a challenging story. In this paper the researchers have considered the involvement of Knowledge Management (KM) in enterprises, wherein visible Human Resource Department exist handling the key business processes. The factors affecting the efforts of various KM initiatives have been identified and studied in IT companies in Pune region, considered for this study. Almost all the key business processes measured in the study; showed close connotation with Enterprise Knowledge Management (EKM); which directed to show its strong hold and influence on the key business processes.

**Keywords:** Enterprise Knowledge Management, Key Business Processes, Organizational knowledge

### Introduction

Technological advancements with massive data churning across the economy, managing knowledge is significantly vital. With innovative models coming up to manage the key business process of an enterprise, knowledge base competence to support the systematic execution of Enterprise knowledge management becomes indispensable. Knowledge Management is the management of organisational knowledge (Ermine, 2010). As a matter of fact, growing attention observed in organizational knowledge and KM spins ahead from transition into the knowledge economy, where this dynamic knowledge is observed as the principle source of value creation and sustainable competitive advantage. Enterprise Knowledge Management (EKM) involves many facets of the information systems domain including technical (business processes, flow of information, etc.), organizational and social (policies, structures and work roles, etc.) and teleological (purposes and reasons) considerations. (Petricles and Vagelio, 1999).

In this research paper certain aspects involved during the application of EKM in a typical IT organisation has been considered, where HRD is visibly one separate department. The impact of Enterprise KM on key business process areas is the focal point of the paper; wherein the survey has been carried out in some of the selected IT companies in and around Pune City.

### Literature Review and Problem Description

KM nature and life cycle has several forms of Knowledge and its representations in different contexts and various tools supporting KM practices and various processes. (Iguehi, 2018)

(Edwards, 2016) KM times and their context in the changing business scenarios are prevalent since past 3 decades. KM is now no more a trend or a buzzword; actually it is one of those established terminologies that have endured changing times and this fact is learnt with the help of KM Case studies till date.





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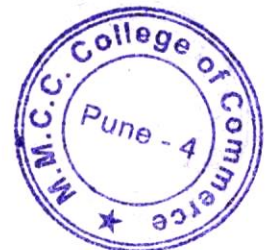
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# A STUDY ON MEASURING E-SERVICE QUALITY AND USERS SATISFACTION OF INDIMEDO E-PHARMACY APPLICATION IN PUNE CITY

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## Abstract

E-service quality has a significant impact on user satisfaction and user loyalty. The e-pharma facility is beneficial for people who have hectic work schedules or people with disabilities who are immobile. Indimedo is the fastest growing online medicine delivery application in India which has a variety of products like medicines, diabetes monitor machines, personal care products, baby products, health drinks etc. Post pandemic awareness has been generated in the minds of people with respect to the quality of health products. The objective of conducting this research is to measure e-service quality of Indimedo. The technique used in the current study is paired t-Test. The findings of this study indicated that it does not provide 24 x 7 customer services. Also the orders are dispatched from Delhi and it takes 3 to 4 days to reach Pune. There are no language options on the application which is a drawback. Further studies can be conducted building a SEM model (structural equation modelling) and evaluating impact of e-service quality on user satisfaction and user loyalty.

**Keywords:**-service quality, SERQUAL Model, Indimedo, e-pharmacy

## Introduction

An online Pharmacy or e-pharmacy is a pharmacy or a chemist that works over the web through mobile applications and websites. It helps customers order medicines and medical supplies while sitting in the comfort of their homes and getting the medicines delivered to their doorstep. Online pharmacy has no regulatory control or laws precisely drafted for online pharmacies in India. E-commerce growth in India has risen to great lengths, and so has online pharmacy; it is a concept that is being considered by the masses just because of the ease of getting medicines delivered to their homes without having to bother to visit a pharmacy. After the pandemic hit the world, many pharmacies introduced their e-pharma applications and website; even though, it was available in India before the pandemic; the sector grew considerably after the pandemic. This e-pharmacy has become popular because they provide a lot of discounts and reasonable rates towards the purchase of medicines from the application. The e-pharma facility is beneficial for people who have hectic work schedules or people with disabilities who are immobile. Also, the applications usually provide a wide range of medicines and substitute medicines in times of the unavailability of a particular drug. E-pharmacies are increasing in India, and presently, 250 online portals provide medicines online.

### Driving factors of e-pharmacy in India

- Internet penetration
- Digital India
- Government Support
- Changing lifestyle and disease progression
- Booming Indian economy
- Increase in Domestic Demand
- Pandemic Outbreak

