

Editorial

The 2020 COVID-19 Pandemic adversely affected the economic and education sectors enormously and has been among the worst distress in the past century. Given the concern and the context, the 41st combined volume (Issue 1 & 2) of Journal, Business Studies (ISSN 0970-9657), a double-blind peer-reviewed and the refereed journal of the Department of Commerce, University of Calcutta, supported by an editorial board consisting of eminent experts in the field of commerce and management comprises three insightful articles on diverse research issues of enormous relevance to the socio-economic context of the business.

The first paper titled '*Trends and Growth in Ceramics Industry: A Comparative Study Between India and China*', analyzes the industry specific environment of ceramic sector in India and China by conducting a cross country analysis. The study uses various parameters to bring out the industry dynamics. In addition, it also conducts SWOT analysis and cluster comparisons to reveal the present scenario of this sector in order to provide some insightful recommendations for policy making. The second paper titled, '*Implication of Minimum Support Price (MSP) as an Actual 'Support' to the Paddy Farmers: A Study in Two Districts of West Bengal*', makes an attempt to conduct a comparative analysis on the awareness as well as preference of farmers of Birbhum and Burdwan districts of West Bengal. The study finds that the awareness level is considerably low among the farmers of Burdwan. Moreover, majority of the farmers has opted selling to agents in both the districts in spite of getting lower price than the MSP. The study points out the burden of loan from local aratdars, MSP being paid through NEFT or cheques, improper location of Mandis or CPCs, limited capacity of production, etc. The third paper titled '*Impact of EMS (ISO 14001) Implementation on IT, Electronics and Telecom Industries: A Global Scenario*', highlights the growing concern about e-waste and its negative impact on environment, while introducing the concept of Environment Management System (EMS) under ISO 14001. Apart from touching upon the issues such as the regulatory framework of e-waste management and the benefits that can be derived from it, the paper also evaluates the existing e-waste management system in some selected IT, Electronics and Telecommunication companies of India which are ISO 14001 certified.

With immense pleasure and intense pride, the Department of Commerce, University of Calcutta publishes its refereed journal, Business Studies in presenting a few articles

contributed by distinguished authors. It is hoped that published articles will persuade the learned readers for conducting further research. We always solicit valuable contributions and constructive criticisms from the learned readers over our email id: *bseditorcucommerce@gmail.com*. We express our gratitude to all the authors of the articles and also convey our unlimited gratefulness to all the distinguished members of the Editorial Board for their invaluable suggestions and advices in publishing this issue and, of course, to the editor and all associate editors of the Journal, for their incessant nurturing of this endeavour. In spite of our efforts, some typographical errors may be present for which we beg to be excused. We sincerely hope that all your academic and professional initiatives bring you the expected results.

Professor (Dr.) Swagata Sen
Professor (Dr.) Siddhartha Sankar Saha
Dr. Bikram Singh
Dr. Swapan Sarkar
Associate Editors