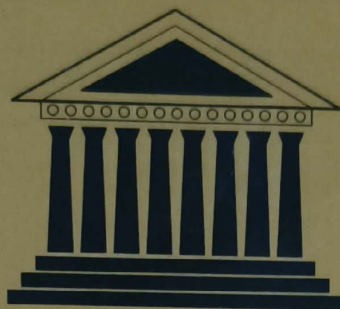


Volume.98: 2022
(New Series)
ISSN : 0972 - 0766



JOURNAL
OF THE
ASIATIC SOCIETY OF MUMBAI
(A UGC - CARE Listed Journal)

Editors
Parineeta Deshpande
Ambarish Khare

Published by
The Asiatic Society of Mumbai
Town Hall, Mumbai - 400 001.
Maharashtra State (India)
2022

29	Consumer Perception Towards Digital Payment System	K.Ramya, Dr.T.Jeyanthi Vijayarani	171	38
30	Efficiency Improvement through Lean Office Implementation	A. Maragathamuthu	175	39
31	A Study on Value Added Services Among Customers Towards Selected Private Banks in Rajapalayam	T.Malainambirajan Dr. E.L.Ramar	181	40
32	Sustainable Development of Dairy Farming Through Technology: A Study with Reference To AMUL and AAVIN	K.Nageswari Dr.M.Ponnien Selvi	187	41
33	A Study on Global Transformation in The Marketing of Manufactured Sand (M-Sand) In Digitalized Era	S. Nandhini Dr. A.I.Auxilia Felicitas	195	42
34	A Study On Customer Intelligence Among Select Enterprises In Madurai City	V.Suganya	201	43
35	Elderly People As Valuable Transformers in Sustainable Development	V.Sofia Adaikala Mary Dr.RM.Muthu	205	
36	An Overview Of Global Digital Transformation in Market Research	K. Shajitha Dr. T. Jeyanthi Vijayarani	209	44
37	A Study On The Working Conditions Of Tea Plantation Industry Workers In MUNNAR-IDUKKI District (Kerala)	Dr.S.P.Savitha	215	45
				46

A STUDY ON GLOBAL TRANSFORMATION IN THE MARKETING OF MANUFACTURED SAND (M-SAND) IN DIGITALIZED ERA

Mrs. S. NANDHINI

Research Scholar
Madurai Kamaraj University
Palkalai Nagar, Madurai - 21

Dr. A.L.AUXILIA FELICITAS

Head & Associate Professor
PG & Research Centre of Commerce
Fatima College, Mary Land Madurai - 19

ABSTRACT

Manufactured sand can be used in place of natural or river sand in mortar or concrete construction. Crushing hard igneous rock yields manufactured sand. The crumpled sand is cubical in shape with grounded ends, graded, washed, and used as a construction material. The manufactured sand market is divided into two sections: applications and regions. Manufactured sand is further classified by application into industrial, commercial, residential, and infrastructure sectors. The global manufacturing sand market has been studied for five geographical regions: Asia Pacific (China, Japan, and India), Europe (Germany, France, and the United Kingdom), North America (Canada and the United States), South America (Brazil), and the Middle East and Africa (MEA). The market will expand as demand for infrastructure rises. As the population grows, so will the demand for houses, malls, shops, schools, and better roads. As a result, the global manufactured sand market is expected to expand. The government is expected to initiate funding for improved infrastructure, thereby driving market growth. Roads, highways, and bridges are likely to be built. This increases demand for manufactured sand. Key players in the global manufactured sand market will make innovation to change their business model. They are expected to integrate rising demand and changing construction regulations. These businesses are also pushing for advancements in modern grinders, mixers, and crushing machines to improve quality. Better sand quality and grade will strengthen their position in the global manufactured market. It is being a motivating factor for the author to do a study on global transformation in the marketing of Manufactured Sand (M-Sand) in present digital era.

Keywords: Replacement, Global Sand Market, Increasing Demand, Market Growth, Innovations, Quality Enhancement and Key Players.

INTRODUCTION

Sand is an important component of the two most common construction materials, mortar and cement concrete. Natural sand, which is shaped by the natural persistence of rock over many years, is prone to having a finer overall consistency. Sand demand is extremely high as a result of monetary improvement regulating the growth of infrastructure and lodging. The illegal extraction of sand from streambeds poses a serious threat to the environment, as it can lead to avalanche-instigating bank and riverbed erosion, a loss of vegetation along waterway banks, the draining of underground water tables, and other issues. As a result, the removal of sand from waterway beds is limited or controlled. Directing the removal of sand from water