

# Papers Published In Peer Reviewed Journals

Plastic Money-A BOON or A BANE	Neeti Hooda	Commerce	International Journal of Management and Social Sciences(IJMSS)	2016-2017	2321-1784
Mall Culture-Shift in Retail Sector	Neeti Hooda	Commerce	International Journal of Economics and Management Studies (SSRG-IJEMS)	2016-2017	2393-9125
DIGITALISATION-A way to understand Digital Consumer	Neeti Hooda	Commerce	International Research Journal of Management and Commerce (IRJMC)	2016-2017	2348-9766

The screenshot shows the website interface for IndianJournals.com. The top navigation bar includes links for Home, About us, My Profile, Registration, Products, Article Submission, Usage Statistics, Price List 2022, Contact Us, Tutorial, and Login/Register. The page displays the article title "Plastic Money-A Boon or A Bane" by Neeti Hooda, a Masters in Commerce student from Rohtak. It includes a detailed abstract and a "FREE Sample Issue" offer. The abstract discusses the exponential growth of plastic money in India, its convenience, and its impact on the economy and consumer behavior.

**Abstract**

This paper provides the detailed overview regarding concept of plastic money. The concept came into force with the exponential growth in the field of technology. It is considered as one of the most innovative concept and convenient mode for the payment of goods and services. Before the advent of plastic money, large number of financial transactions was carried on with money. But today is the era of smart cards which has revolutionized the imagination of common man. Economists also advocate using this concept due to its feasibility and multiplicity of advantages. With the introduction of E-Banking due to improvement in technology, the role of money got completely changed in contrast to early stages of human life. Thus, Plastic money also known as polymer money is a generic term which includes debit cards, credit cards, ATM and smart cards. The growth of plastic money in India gained popularity in last few years. The arrival of malls, multiplexes, online shopping stores and shopping complexes have contributed a lot to the growth of plastic money.

This paper focuses on how the term came into existence, what are its types, will it be helpful for a common man or not and what is its future scenario in terms of conclusion. An attempt has been made to study the changing attitude of consumers towards plastic money. The methodology that will be adopted to carry on the

## “Mall Culture- Shift in Retail Sector”

Neeti Hooda  
Research Scholar, Department of commerce, MDU, Rohtak

**Abstract:**

*As consumer is the king of market, providing value to them has become challenge for retailers. Consumers now have a better choice of merchandise available. They have access to large amount of information so as to arrive their purchase decision. Therefore competition for customers has been fierce. Customers want 'value' not only in terms of price, ambience, and quality, information but also in selection, convenience, service and entertainment. The profitability of the retailer is based on judicious use of its resources such as inventory, space and people. People are the major source of retailer and therefore are ambassadors of the store. The role of manufacturers are generally confined to concentrating on the market share but the retailers play a major role that is providing value to customers. Mall culture in India has grown with an incredible pace. Just a few years back, people had to make a choice among shopping, movies, or hanging out on a holiday but now consumers want a better shopping experience and this demand give rise to the emergence of shopping malls in India.*

*This paper gives the detailed overview regarding the emergence of retail sector in India. An attempt has been made to study the awareness of Indian consumers regarding mall culture and how it emerged in Indian market and why people thought of investing in malls rather than in the basic market.*

**Key Words:** Retail, competition, Malls, Supermarkets, information, value

### I. INTRODUCTION

#### A. Retail Sector Overview

The Retail Industry is the sector of economy consisting of individuals, stores, commercial complexes, agencies, companies and organisations that are directly involved in selling the final products to the ultimate consumers. There are various challenges that Indian retailing has to face such as real estate issues, capital availability, legal framework, human resources, and supply chain development and management. Bottlenecks in the supply chain result in limited assortments and increased the cost of sourcing. The high cost of real estate owing to constrained supply is also a major factor inhibiting the growth of large stores. New rules are required to enable retail stores to operate every day with longer hours and utilization of part time

different states remain a substantial hindrance to the growth of retail sector.

Despite of all these challenges, Indian retail has bright prospects, propelled by the fast life style changes taking place in the Indian household. Over the nineties, middle and high income population has grown at a rapid pace of over 10 percent per annum, even as the large low income base has shrunk. The changing identities of Indian women and the structure of family is driving the demand for convenience. Customers are demanding better store ambience and thus are looking for solution providers and external guarantors of quality and usability. The Indian consumer is increasingly focussing on value, convenience, variety and better shopping experience. The increase in quality, variety, and availability of products as well as an increase in spending power has resulted in consumers increasingly using super markets and hyper markets for their personal shopping. Malls that offer shopping with entertainment are springing up in many parts of the country.

Presently, India allows 100 percent foreign direct investment (FDI) in companies carrying out wholesale trade but prohibits the same in retail. However there is a buzz that the Indian government is considering liberalizing its rules on FDI in multi-brand retail. A number of international retailers have, therefore, chosen to come in with cash and carry stores- the significant players being – Wal-Mart, Tesco and Metro. The Indian retail industry is now beginning to evolve in line with the transformation that has swept other large economies. It witnesses tremendous growth with the changing demographics and an improvement in quality of life of urban people. The growing affluence of India's consuming class, the emergence of new breed of entrepreneurs and a flood of imported products in the food and grocery space, has driven the current retail boom in domestic sector. The retail sector of India contributes about 22 percent to national GDP and employs a massive workforce of it after agriculture sector.

### II. EVOLUTION OF INDIAN RETAIL INDUSTRY

- Barter system was known as the first form of Retail.
- Followed by Kiriana stores and Mom and Pop stores.
- Finally manufacturing era necessitated the small stores and eventually the stores.



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## “DIGITALISATION – A WAY TO UNDERSTAND DIGITAL CONSUMER”

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### ABSTRACT

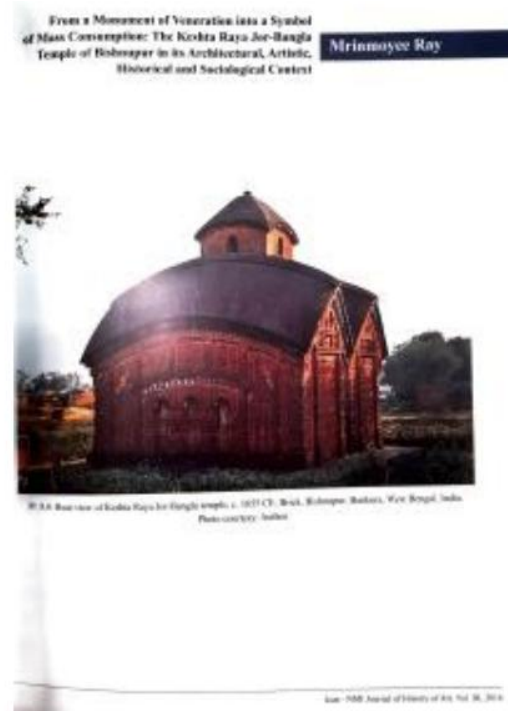
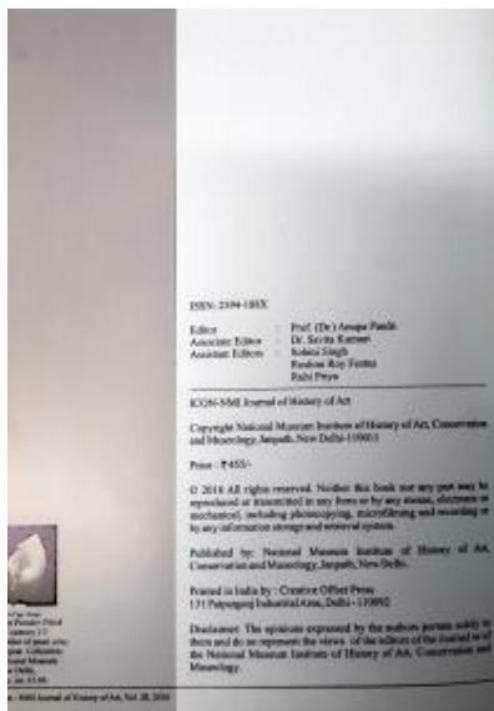
*In an age where technology has influenced every sphere of our life, marketing has not been lagging left behind. There is a revolution in the way people like to shop today and this has been brought about by the tremendous development of IT sector. Internet has made it very easy to access information and communicate across the globe. With more and more people having access to internet, online-marketing has mushroomed in the past couple of years and has entered practically every household where one or more member are surfing on net on regular basis. Marketing has entered into other service sectors such as insurance, travel and tourism NGO's, hospitals etc. All types of products from children to old are easily accessible 24\*7. The lifestyle of people is so busy that they are unable to go to the crowd markets every time for shopping. That is why they prefer to do online shopping as good are provided to their door steps which provide them a greater satisfaction and no doubt it is cost effective way of doing shopping also.*

*Companies such as Google and Bing uses e-marketing to connect their customers with the best user experience. The internet provides opportunities and challenges for the four-P's of marketing (product, price, place promotion) by being an unpredictable distribution channel, a powerful marketing communication and promotion tool, an effective marketing research tool and an efficient tool for segmenting and targeting consumers. Today people spend a lot of time on the internet. In addition to this many consumers feel comfortable purchasing online and value's the internet capacity for providing information about different products and service. This paper examines the key consumer behaviour regarding online (digital*

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From a Monument of Veneration into a Symbol of Mass Consumption: The Keshta Raya Jor-Bangla Temple of Bishnupur in its Architectural, Artistic, Historical and Sociological Context	Dr. Mrinmoyee Ray	History	ICON	2016-2017	2394-188X
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Effects of Terrorism on Tourism industry: A Case Study of Jaipur	Dr.Kumar Ashutosh	Tourism Management	Applied Hospitality and Tourism Research Journal	2016-2017	9754954
Integrating NGOs With Tourism Enterprises	Dr.Kumar Ashutosh	Tourism Management	Journal of Undergraduate Research and Innovation	2016-2017	23952335

**Effects of Terrorism on Tourism Industry: A Case Study of Jaipur**  
Kumar.Ashutosh<sup>1</sup>

**Abstract**

Tourism can be defined as the science, art and business of attracting visitors, transporting them, accommodating them and courteously catering to their needs and wants. Tourism business is facing some changes these days. Mass tourism, for example, even if it keeps attracting a great amount of people and generating important revenues, is not the most attractive kind of tourism anymore. Factors such as decrease of working time, urbanization and development of communication means give the opportunity for other kinds of tourism to develop. People coming from the cities want to escape from their stressing daily life and to enjoy during their holidays a peaceful, safe and good quality environment. Travel and tourism have been important social activity of human beings from time immemorial. The urge to explore new places within one's own country or outside and seek a change of environment & experience has been experienced from ancient times. Tourism is one of the world's most rapidly growing industries. Much of its growth is due to higher disposable incomes, increased leisure time and falling costs of travel. As airports become more enjoyable places to pass through, as travel agency services become increasingly automated, and as tourists find it easier to get information on places they want to visit, tourism grows. The internet has fuelled the growth of the travel industry by providing on line booking facilities.

It is also crucial for people to travel to safe places before finalizing travel plans. With massive information resources, the internet allows tourists to analyze hotels, check weather forecasts, read up on local food and even talk to other tourists around the world about their travel experiences for a chosen destination and also the safety standards of destination. Tourism is one of the world's most rapidly growing industries. Much of its growth is due to higher disposable incomes, increased leisure time and falling costs of travel. There is no doubt that security has increasingly become a larger part of everyone's life. Business and leisure travelers alike emphasize on security and safety of the environment. The incidence of violence or terrorism adversely affects the tourism and incidence of bomb blasts in Jaipur had serious consequences on tourism in Jaipur. This paper will discuss the after scenario of the lethal blast took place in year 2008 and its subsequent impact on ever green tourism industry of Jaipur city. The paper will also examine the opinion of tour operators, tourists, hoteliers and other stake holders of tourism.

**Keywords:** Tourism, Tourist experience, Terrorism, Jaipur

**Introduction**

Tourism and terrorism cannot go together. Any terrorist activity is highly counterproductive for the development of tourism. It has been observed that terrorism activity creates a very negative image of the place and result in sharp decline of the tourist activity. Most of the leading destinations are peaceful and seldom experience any terrorism activities. However, some recent attacks in France have created doubt over the safety and security of tourists even at world's no. 1 tourist spot.

Incidents like 9/11 of U.S.A., 26/11 of Mumbai & 13<sup>th</sup> May, 2008 of Jaipur have seriously dented the image of entire nation and created a question mark over safety and security of tourists. Terrorists look for some popular destinations in order to create havoc in the mind of local residents, visitors and traders. Their main aim is to create a sensation and further to spoil the image of a nation. It's quite understandable that nobody would like to travel such places by keeping their life at risk. Peaceful destinations are the top priority of the tourists and it's perhaps one of the regions that why many tourists go to the European and American

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**Integrating Non-Governmental Organizations with Tourism Enterprises**

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**ABSTRACT**

Over the past years, it has become clear that there is a need for training programs, workshops and internships as part of capacity building and professional development for staff working in different segments of tourism industry & supporting services have become essential for development of tourism. Integration of Non-Governmental Organizations (NGOs) with Tour organizations has been a very successful phenomenon in the developed countries and it is often promoted by United Nations World Tourism Organizations also. In India it was need of hour to start such associations for the sustainable development of tourism industry.

Both NGOs and Tour organizations happily accepted the idea of collaborating to showcase developmental activities to inbound tourist visiting NCR. It resulted into many fruitful associations between members of both categories. They were identified after a rigorous and in depth survey by the innovation teams. A very successful work shop was organized to conclude the research project in which hundreds of stakeholders participated. In long terms a new dimension in tourism of NCR has emerged which will cater a very aware segment of tourists who will bring enthusiasm among small but effective NGOs willing to collaborate internationally to achieve their goals.

**Keywords:** Sustainable Tourism, NGO, Delhi NCR, Tour organizations.

**INTRODUCTION**

In the contemporary era, the role of Non-Governmental Organizations (NGOs) is important almost in every area of life. NGO's are voluntary organizations that are recognized by the state, as and created by businesses or private persons. It is seen that these NGO's are acting as a watch-dog in the society.

They act as critics and awareness agency for the govt., other organizations and the common people. There is need for integrating NGOs and Travel companies catering to inbound tourists visiting India. As an number of international tourists is increasing, there is a demand to experience the developments taking place in India in different social sectors, so travel companies need to collaborate with NGOs actively in different developmental sectors to show case their innovations. Integration with NGOs is going to be helpful to tour organizations in the following ways:

1. In creating a new product line for the inbound visitors.
2. To explore the newer locations of NCR.
3. In identifying deserving NGOs/Tour agencies for financial assistance.
4. To facilitate researchers in their field work.
5. To create a demand amongst tourists for a new dimension.

Orchha as a heritage destination and its role in tourism development	Avinash Chandra	Tourism Management	ABHIVYAKTI	2016-2017	0975-8801
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## Orchha As A Heritage Destination and It's Role in Tourism Development

Avinash Chandra\*

**Abstract :** *This study aims at recognizing heritage trails of Orchha and its contribution in tourism development. It is claimed that heritage tourism creates quality experiences in the mind of tourist. The research finds that Orchha which lies in Teekamgarh district of Madhya Pradesh, India is worth visiting. This magnificent town has variety of heritage in its boundaries, it offers magnificent archeological monuments, ancient religious sites, beautiful river front, nature reserve, rituals and festivals. The heritage prosperity of Orchha plays an important role in attracting tourists from different parts of world which results in overall development of this small town of Teekamgarh. By means of secondary data and literary records, we have attempted to assess the tourism development to identify the linkage between heritage prosperity and tourism development. The result is having applicability to similar type of heritage destinations in the world. The implications for the tourism practitioner, academician and locals are discussed.*

**Keywords:** Heritage, Heritage prosperity, Orchha, Tourism development, tourist inflow.  
**Introduction :** Orchha lies in the Bundelkhand region of central Indian state of Madhya Pradesh. It lies roughly 16 km from the town of Jhansi in Uttar Pradesh. Gwalior is approximately 119 km north of Orchha, while the other heritage site of Khajuraho, Shivpuri and Chanderi are also at commutable distance from here.

Orchha was founded in the 16th century by the Bundela Rajput chieftain, Rudra Pratap, who chose this stretch of land along the Betwa River as an ideal site for his capital. Of the succeeding rulers, the most notable was Raja Bir Singh JuDeo who built the exquisite Jehangir Mahal, a tiered palace crowned by graceful chhatris. From here the view of soaring temple spires and cenotaphs is spectacular. Complementing the noble proportions of their exteriors are interiors which represent the finest flowering of the Bundela school of painting. In the Laxminarayan Temple and Raj Mahal, vibrant murals encompassing a variety of religious and secular themes, bring the walls and ceilings to rich life. Strewn around the area are the little shrines and memorials, each with its own poignant history, each contributing to the nostalgic beauty that is Orchha.

Orchha has a rich architectural heritage which symbolizes the Bundela architecture from 16th to 18th century A.D. The name Orchha is derived from the remark of a Rajput Chief who exclaimed the land as 'ondche' as it lies low or far enough and is considered as a place which provides natural security. The town is famous as a pilgrim centre of Lord Ram, who is worshiped in the renowned Rama Raja Temple. Altogether 56 monuments have been identified as heritage by the State Archaeological Department. Out of these 36 are protected by the State Archaeological Department.

**Heritage, According to UNESCO :** "Heritage is our legacy from the past, what we live with today, and what we pass on to future generations. Our cultural and natural heritages are both irreplaceable sources of life and inspiration."

**Heritage prosperity of any destination can be divided in two categories:**

**Tangible Cultural heritage -** Cultural heritage is the legacy of physical artefacts and intangible attributes of a group or society that are inherited from past generations, maintained in the present and bestowed for the benefit of future generations.

Tangible heritage includes buildings and historic places, monuments, artifacts, etc., which are considered worthy of preservation for the future. These include objects significant to the archaeology

Empowering the MSMEs in the Emerging Markets through Bridging Their Finance Gap: A study	Deepa S.Garg	Commerce	International Journal of Advanced Research	2016-2017	2320-5407
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**RESEARCH ARTICLE**

**EMPOWERING THE MSMEs IN THE EMERGING MARKETS THROUGH BRIDGING THEIR FINANCE GAP: A STUDY.**

**Deepa Sahai Garg.**

Assistant Professor, College of Vocational Studies, University of Delhi.

**Manuscript Info**

**Manuscript History**

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**Key words:-**  
 MSMEs, MSMED Act, NBFCs, SIDBI,  
 Credit, Finance.

**Abstract**

MSME's contribute significantly to the economy and are geographically widely spread in a country like India. The MSME sector has often been termed as the engine of inclusive growth for the promotion of the equitable development in the economy. While the sector is striving to harness its growth potential, it faces a number of challenges like lack of credit, high cost of credit, delayed payments, procurement of raw materials at a competitive cost, lack of access to global markets, inadequate infrastructure facilities, low level of technology modernisation, lack of skilled manpower marketing, revival of viable sick units, so on. Studies on SMEs financing have shown that bank credit is the major source of finance for the SMEs. But the banks and larger non-banking financial corporations have not been able to meet their demand for finance effectively as the banks desire to focus on the track record of any business instead of its future prospects. Large number of MSMEs does not yet have access to credit from the organised financial sector. The objective of this paper is to focus on the vital role played by banking sector in financing MSMEs in the emerging markets; look at some recent trends which highlight the development and significance of this sector towards the Indian economy. This paper also tries to identify the challenges faced by them in raising finance and the different sources of finance apart from banks. This paper attempts to suggest some recommendations to increase the overall credit accessibility for the MSMEs sector. The conclusion arrived through the key issues addressed are the creation of a more supportive enabling environment to promote MSME finance and the need for an improved financial infrastructure through deepening the delivery of credit. Conventional financing may not be enough to encourage the MSME sector and there is a dire need for some out of box thinking.

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**Introduction:-**

The Micro, Small and Medium Enterprises (MSMEs) play a vital role in the overall economic and the social development of the country, contributing significantly to the country's manufacturing output, exports and employment often acting as the nurseries for the entrepreneurship and the innovation. MSME sector contributes

Mahatma Gandhi Rastriya Gramin Rojgar Guarenty Yojna Bihar Mein Samajik Anterveshan	Dr Nand kishor Mandal	Economics	Sambhavya:An International Research Journal of Cultural Social and Educational Stream	2016-2017	0976-9358
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## महात्मा गांधी राष्ट्रीय ग्रामीण रोजगार गारंटी योजना— बिहार में सामाजिक अंतर्वेशन

**\*डॉ. नन्द किशोर मण्डल**

आजादी के बाद सरकार द्वारा ग्रामीण बेरोजगारी को समाप्त करने के लिए अथक प्रयास किए जा रहे हैं। लेकिन इसमें आंशिक सफलता ही मिल पाई है। बेरोजगारी समाप्त करने के लिए अनेक प्रकार की योजनाएं आरंभ की गयीं। लेकिन समाज के निचले स्तर तक ये योजनाएँ पहुँचने में असफल रही। स्थानीय स्तर पर रोजगार उपलब्ध नहीं होने के कारण लोग एक प्रदेश से दूसरे प्रदेश में जाते हैं जिन्हें कई प्रकार की समस्याओं का सामना करना पड़ता है। इन समस्याओं को स्वीकार करते हुए यू. पी. ए. सरकार ने साझा न्यूनतम कार्यक्रम में यह घोषणा की कि रोजगार गारंटी अधिनियम पारित करेंगे जिसमें ग्रामीण क्षेत्रों के प्रत्येक परिवार के एक व्यक्ति को वर्ष में 100 दिन काम की कानूनी गारंटी देने की व्यवस्था थी। राष्ट्रीय ग्रामीण रोजगार गारंटी अधिनियम सितंबर 2005 में पारित किया गया और 2 फरवरी 2006 में पूरे देश में लागू किया गया। इस योजना की प्रमुख विशेषता यह है कि ग्रामीण परिवार के एक व्यक्ति को कम से कम 100 दिन रोजगार की गारंटी प्रदान करेगी। यह योजना मुख्य रूप से अकुशल शारीरिक श्रम के लिए तैयार की गयी है। यह रोजगार योजना पिछले मजदूरी रोजगार योजना से बिल्कुल अलग है। इस योजना में इस बात का प्रावधान किया गया है कि राज्य सरकार रोजगार प्रदान करेगी तो उनकी 90 प्रतिशत लागत केंद्र सरकार को भुगतान करनी पड़ेगी अगर ऐसा करने में असफल रहती है तो उसे पूरी बेरोजगारी भत्ता प्रदान करना पड़ेगा। महिलाओं को प्रोत्साहित करने हेतु 33 प्रतिशत भागीदारी सुनिश्चित करनी पड़ती है और मजदूरी का भुगतान बैंकों या पोस्ट ऑफिस खातों के माध्यम से करना पड़ता है। इस योजना के तहत जल-संरक्षण, वृक्षा-रोपण, बाढ़-नियंत्रण, सड़कों का निर्माण इत्यादि प्रमुख कार्यों को संकलित किया

GOODS AND SERVICE TAX: AWARENESS AND OPINION OF THE INDIAN YOUTH	Jasleen Sarpal	BBE Commerce	TAJMRR: Trans Asian Journal of Marketing Management Research	2016-2017	2279-0667
BALANCED LEADERSHIP: YIN AND YANG THEORY	Jasleen Kaur Aneja	BBE Commerce	International Research Journal of Management Sociology and Humanities	2016-2017	2348-9359

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**Goods and Service Tax: Awareness and Opinion of The Indian Youth**

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Online published on 24 August, 2017.

**Abstract**

The goods and service tax is a major transformational move leading to a new tax regime. The new structure will result into "one country, one tax" Goods and Service tax is a destination based tax applied on sale of goods and services rather than manufacture/production. The game changer GST will provide seamless input tax credit at all levels of value addition leading the ultimate consumer to bear the GST of only the last dealer. It would lead to abolition of multiple taxes applied in the present tax structure leading to mitigation of cascading effect of taxes, widening of tax base, ease of doing business, increased competitiveness of domestic products. With the roll out of GST on July 1, 2017, a plethora of opinions and views have aroused. The understanding and cooperation in the implementation of GST is crucial for the people of the nation as it has a major impact on them. Youth are the pillars of the nation who will lead a better tomorrow. Therefore, this paper carries a study to identify the level of awareness and opinion regarding the new tax regime among the youth of India. With a random sample, questionnaire based survey was adopted as a tool for the study.

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**BALANCED LEADERSHIP: YIN AND YANG THEORY**

3 Author(s): JASLEEN KAUR ANEJA, PRIYANKA MARWAH, SALONI ARORA

Vol - 8, Issue- 6 , Page(s) : 65 - 68 (2017) DOI : <https://doi.org/10.32804/IRJMSSH>

**Abstract**

The core principle of Chinese philosophy and metaphysics is Yin Yang theory. Two interconnected and interrelated opposite yet complimentary forces which together form the whole, are described in the Chinese Yin Yang philosophy. The essence of many fields from martial arts to medical science is the philosophy of yin yang. Female, submissive, nurturing, yielding, receiving in approach is suggested by Yin while Yan in nature is masculine, aggressive, action oriented and giving.

**References**

\*Contents are provided by Authors of articles. Please contact us if you having any query.

A study on the secret world of tax havens	Barkha Jamwal	Commerce	International Journal of Applied Research	2016-2017	2394-7500
Financial Scandals: An ongoing reality	Barkha Jamwal	Commerce	International Journal of Commerce and Management Research	2016-2017	2455-1627
Initiatives by Indian government to develop micro, small & medium enterprises	Barkha Jamwal	Commerce	International Journal of Academic Research and Development	2016-2017	2455-4197
India as a preferred investment destination	Barkha Jamwal	Commerce	International Journal of Applied Research	2016-2017	2394-7500
Role of micro, small & medium enterprises and challenges faced by them in Indian context	Barkha Jamwal	Commerce	International Journal of Multidisciplinary Research and Development	2016-2017	2349-4182

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**Role of micro, small & medium enterprises and challenges faced by them in Indian context**  
 Barkha Jamwal  
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**Abstract**  
 Over the last decade, India is expected to emerge as one of the leading economies of the world. Micro, small and medium enterprises sector will play a huge role in achieving such position. The development of this segment will even give a helping hand to achieve the goals of financial inclusion and employment generation thereby reducing the overall poverty level. Though the role and advantages of MSMEs are multi-fold and these cannot be quantified, still this sector faces a lot of challenges in securing easy credit, getting an access to good infrastructure facilities. This paper even focuses on growth of women entrepreneurs in India with special context to this sector and how various government initiatives like TREAD, Mahila Coir Yojana, Self-Help Groups, help the women in attaining their goals.

**Keywords:** MSME, financial inclusion, women entrepreneurs, TREAD, mahila coir yojana, self-help groups

**Introduction**  
 Micro, small and medium enterprises have emerged as the building blocks for the economy. It is now a days the most dynamic factor and plays an important role in contribution to GDP, bearing employment and creating regional balance, at low cost costs vis-a-vis large enterprises, in the economy. Its presence is considered as the crucial factor in determining the growth and development of small sectors and reducing income disparities. Though the MSMEs contribute a lot to the economy still most of the small enterprises are not able to sustain a long run due to various problems they face like: inadequate finance, lack of marketing skills, improper infrastructure and complicated regulatory policies that they have to follow before starting a business. Also, in the present scenario women entrepreneurs play a key role in fulfilling one of the main objectives of the nation that is balanced economic growth, by overcoming all the socio-economic odds that come in their way. The case of Lijjat Papad success is one such example that shows the will and power of women and how good entrepreneurs they can become with just a little push and

motivation. MSMEs are considered to be a catalyst to bring social and economic change in our country. (KPMG, 2016)

**Objective of the Study**  
 The paper aims to analyze the role of MSMEs along with the challenges faced by them. The paper also talks about the women entrepreneurs in this sector and how women and this sector can contribute and help each other in development.

**Research Methodology**  
 The secondary data from various journals, newspaper articles and government sites is taken for the research purpose.

**Definition of Micro, Small and Medium Enterprises (MSMEs) According To the MSME ACT, 2006.**  
 The Government of India has enacted the Micro, Small and Medium Enterprises Development (MSMED) Act, 2006 in terms of which the definition of micro, small and medium enterprises is set according to firm's investment in Plant and Machinery (P&M) and Equipment:

Manufacturing enterprise	Type of Enterprise	Service enterprise
Investment in P&M up to Rs 25 Lakh	Micro enterprise	Investment in P&M up to Rs 10 Lakh
Rs 25 Lakh - Rs 5 crore	Small enterprise	Rs 10 Lakh - Rs 2 crore
Rs 5 crore - Rs 10 crore	Medium enterprise	Rs 2 crore - Rs 5 crore

Source: (his.org.in)

**Role of MSME Sector in India**

- The MSMEs help in Poverty eradication or reduction in the area where it operates. Since the people engaged in these enterprises earn the basic income to serve themselves and their families, their economic condition improves as such people can now get a regular source of income. There are around 51.1 million MSME units in India.
- The establishment of such enterprises helps in employment generation. The small industries like khadi and handicrafts firms do not require high tech skilled employees, but just simple people who know how to weave. The MSMEs are blessings to such people who are in need of employment and want to earn to sustain their lives. The MSMEs in India have been able to provide employment to around 120 million people. (CIL.in)
- With the setting up of MSME units in rural areas these areas grow economically and in turn start contributing to GDP. The MSMEs have been consistently growing at a rate of over 10%. MSMEs contribute approx 7% of the manufacturing GDP and 31% of the GDP from service. (CIL.in)
- Over the past years, the MSMEs have been increasing in

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**Financial scandals: An ongoing reality**  
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**Abstract**  
 The large corporates have emerged and have grown with the public investing their funds and placing confidence on the growth prospects of the firms. The big corporate houses at times misuse this trust placed on them by the investors and play around with their money without realising the possible after effects that might follow and tarnish their image. Since the inception, the corporate scandals have been continuously happening, and the more the compliances, rules and regulations are built, the more and fancy loopholes are emerging from time to time. The acts and regulations like Sarbanes-Oxley Act in US, Companies Act in India are the steps taken to mitigate these frauds. Apart from rules and regulations formed, there is a dire need to build the sense of belongingness and drive ethical behaviour within the internal management of the company to prevent these frauds. In this paper we will be focusing on "Why do Corporate Frauds happen and what is common in those frauds?"

**Keywords:** scandal, corporate frauds, sarbanes oxley act, companies act, ethical behaviour, loopholes

**Introduction**  
 Fraud: A Fraud is any activity which involves gaining at the cost of others' loss by the way of unlawful and unethical means. Corporate Fraud/Scam involves gaining advantage by any of the modes given below:

- Deliberate Misrepresentation or Concealing of Financial Information which affects or will affect the Stakeholders' interest.
- Any Misappropriation of Assets of the Organization and misuse of the same.
- Abusing the Fiduciary Relationship (Especially in case of the Key Managerial Personnel.)
- Over stating the Financial Statements to attract public funds.

**Why do people commit frauds?**  
 For answering this question, various studies have been performed; one of them is the famous Fraud Triangle. The Fraud Triangle explains three essential factors which are very commonly present where there is any fraudulent activity involved. A person becomes a fraudster when the three factors namely pressure, opportunity and rationalization, are involved. In each case of fraud, the outcome is deceit, which harms the investors and public, but how do frauds begin and what motivates the person to commit the fraud is the main question.

**Fraud Triangle**  
 According to the speech given by Lori Richards, Director, Office of Compliance Inspections and Examinations Securities and Exchange Commission, there are three factors that must exist for a normal person to become a fraudster and commit a fraud: Pressure i.e. financial need, reaching at the top by any means, providing embarrassment or loss of status; Opportunity i.e. weak internal management, the public posing good confidence in the corporate and the entrepreneur and there is a perceived low risk of detection of fraud due to its good image in front of public; and Rationalization i.e. the ability to avoid feeling guilty by providing reasons that are reasonable and justifiable for committing any such act that may be called as a fraud. (Richards, 2008)<sup>[1]</sup>

The above said fraud triangle involves Pressure, Opportunity and Rationalisation as factors to commit a fraud. The Pressure is any form of act, situation or contingency which force a person to attempt the unethical and unlawful act. This pressure can be in the form of Financial Need, Peer Pressure, Pressure by Management like loss of jobs or demotion. Sometimes internal motivation like greed, disrespect towards employer, Govt. or any other agency also pressure the person to commit fraud. This is an internal pressure. However the former one was External Pressure to commit fraud. Opportunity is nothing but, availability of a chance to not being caught. A weak Internal Control System can be a perfect example of opportunity for a fraudster. Rationalisation is a justification towards oneself to commit the fraud. For example taking a loan and not paying back with the justification that I am not making much loss to the person. The individual explain and justifies himself about his dishonest act.

**Objective of the Study**  
 The paper aims to analyse the commonness in the frauds and what motivates the big corporations to commit frauds. This paper also throws a light on good governance, ethical behaviour as compared to corporate governance and various initiatives taken by the government by formulating rules and laws in reducing the occurrence of such fraudulent activities.

**Research Methodology**  
 The secondary data from various journals, newspaper articles and government sites is taken for the research purpose.

**Corporate Scams: An Ongoing Reality**  
 With the new time zone frauds have also become more frequent and severe. Today frauds have become an ongoing reality which runs on a parallel line along with the corporate world. Cases like Enron, Tyco, Satyam and many more have shown

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### A study on the secret world of tax havens

Barkha Jamwal

**Abstract**  
Tax havens are the areas or the countries which impose little or no taxes on the earnings of foreign players in relatively stable economic and political environment, working in a system providing "financial secrecy". This paper aims to study the impact of Tax Havens globally, how do these actually work and why are they considered legal. In order to avoid tax liability, countries either plan their investment in tax havens or they sign a Double Tax Avoidance Treaties with the countries which enable companies to pay little or no taxes in one country and at the same time avoid paying higher taxes in another country. Mauritius is famous for its zero tax imposition on income and India has signed a treaty with this country. This treaty however, is now being amended in order to limit black money and reduce tax avoidance in the system. The Paper also talks about the Panama Papers which showed how wealthy people ranging from Big Politicians to Actors hide their black money to avoid tax liability. Even one of the biggest corporate governance failures of Enron in 2001 was a result of obscure way in which Tax Havens operate. For this paper, secondary data is used from various journals, articles and newspaper.

**Keywords** Tax havens, financial secrecy, double tax avoidance treaties, panama papers, Enron

**Introduction**  
Sustainability in the business can be achieved only when the corporation is provided with the suitable growth environment which gives adequate strength and power to the business to carry on its activities. Since the under developed nations lack world class infrastructure and at times even lack basic amenities like clean water, proper health care facilities, sanitation, education, food and shelter, it is the duty of the government of these nations to use the taxes collected from individuals and multinationals carrying their business activities here to the development and growth of the nation. But due to the existence of Tax Havens which are considered as the heavenly bodies and act as a shelter to those who want to avoid/evade their tax liability, the poor nations are not able to develop. Such entities by using the Tax Havens rip the developing and poor nations of the revenue that could have arose from the tax paid by corporate and individuals had the tax havens not existed. Naturally, the taxes imposed by developing nations will be higher as compared to the taxes imposed by developed nations. Since it is easy to set up a business in a developing nation, which offers land, labor and abundant raw materials at low cost, the multinationals are happy to set their productive business here. But at the same time they are not ready to pay higher taxes imposed by such nations, thereby they trick the payment of such tax by forming a shell company or a subsidiary in a tax haven nation.

**Objective of the Study**

- How do tax havens operate
- To analyze the impact of tax havens on the developing economies and poor nations.
- How dodging of tax by multinationals adversely affect the non-tax havens where actual economic activity takes place

Cases showing how tax havens have been misused.

**Research Methodology**  
The secondary data from various journals, newspaper articles and government sites is taken for the research purpose.

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### India as a preferred investment destination

Barkha Jamwal

**Abstract**  
India is one of the fastest growing economies of the world. India has retained its third position as the most preferred investment destination after US and China as per UNCTAD list of Investment Destinations and it could attract higher Foreign Direct Investment in the years to come. The inherent advantages of the country along with the government initiatives taken from time to time are the main reasons of increasing foreign investments into the country. The Budget 2017 has set the momentum of increasing foreign investments into the country. The various government initiatives like, increasing FDI limit, Make in India campaign, Implementation of Goods and Service Tax, improving ease of doing business, increased tax holiday, reducing corporate tax rates, abolition of capital gain tax on conversion of preference to equity shares and abolition of Foreign Investment Promotion Board will drive the investment behaviour of foreigners in India. The major impediments to the growing investments in India are corruption, infrastructure, red-tapism and tedious rules and regulations that are to be followed. The government has been working upon reducing and eliminating all the barriers and facilitate smooth flow of investments into India.

**Keywords** Investment destination, UNCTAD, FDI, FPI, ease of doing business, goods and service tax

**Introduction**  
**Competitive Advantage of India**  
Today, India is considered to be a wonderland for investments due to rapid globalization. India has a favorable business and administrative set up, it has abundance of skilled workforce, independent judicial set up, presence of well-established and vast financial system, lucrative policies for foreign investment, very well organized capital market and fast-changing spending habits of middle class Indians. It is because of all these inherent advantages and the government initiatives taken that investors prefer India as an investment destination over other countries like China. India also has a vast and well developed technical and management educational institutions which are of high international reputation. These institutions provide a vast resource of well-educated and English-speaking population. The ministries of different industries also make attempts to formulate attractive policies and ease the rules and regulations for foreign investors. Also, ministry provides guidance to the investors from time to time with regard to structure and functioning of various departments and procedures. It is due to all of this that India attains a competitive advantage over other nations. The main reason for foreigners investing in India is that India has the proficiency of producing good quality products and services at lower costs. Hence it is seen that India is a land of holding several countries' accounts/businesses because they get value for money for each penny invested in India. (investindia.com). According to Department of Industrial Policy and Promotion (DIPP), the total FDI inflows in India increased by 30% year on year during April-September 2016 to USD 21.6 Billion, showing that the government's efforts in improving ease of doing business and relaxing FDI norms came out to be fruitful. (www.ibef.org, 2017)

**Objective of the Study**  
To analyze why India is considered as a preferred investment destination over other economies by studying various inherent advantages that India possess and government initiatives taken to make it an attractive destination for foreigners to land their money.

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Scanned with CamScanner

### Initiatives by Indian government to develop micro, small & medium enterprises

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#### Abstract

The Indian government merged the Ministry of Small Scale Industries, Agro, Rural Industries into one Ministry called Micro Small and Medium Enterprises (MSMEs). There are many schemes initiated by the government but still there exist many problems that are faced by this sector. Most of the studies found that less than 10% of the MSMEs are able to access finance from financial institutions. Hence government in order to promote these organisations have started and initiated many schemes like: Procurement Preference Policy, providing access to easy credit policy, Coir Vikas Yojana, SFURTI scheme, ASPIRE scheme, TR-EAD for women empowerment, Pradhan Mantri MUDRA Yojana, reduced tax rates for micro, small and medium enterprises. Sustainable Development is need of the hour which demands that the industries and corporates carry on their production process without harming the environment. The paper also talks about the sustainable development and MSMEs which shows that this sector has a potential to grow the economy sustainably and contribute to the economic welfare.

**Keywords:** procurement preference policy, SFURTI, ASPIRE, MUDRA, TREAD, COIR vikas yojana, sustainable development

#### Introduction

Despite many problems faced by this sector, Micro, Small and Medium Enterprises (MSMEs) have grown by leaps and bounds. In fact, MSMEs have performed better than many large scale organisations between 2001-2006. The companies with the turnover of INR 50 crore-INR 100 crore witnessed an appreciation in the net profit by over 700% in 2001-2006 as compared to an increase of over 150% in net profit of many large organisations. The MSMEs even outperformed large enterprises in terms of operating profits and net sales during the same period. Source: (msmememor.in)

MSMEs are capable of creating employment with least amount of capital and in dispersed locations which makes MSMEs attractive to policy makers.

#### Objective of the Study

To analyse various schemes launched by the government

under MSME Development Act, 2006 and otherwise from time to time and how these schemes have been helpful. The paper also talks about Sustainable Development and MSMEs in Indian context.

#### Research Methodology

The secondary data from various journals, newspaper articles and government sites is taken for the research purpose.

#### Definition of Micro, Small and Medium Enterprises (MSMEs) According to the MSMED Act, 2006.

The Government of India has enacted the Micro, Small and Medium Enterprises Development (MSMED) Act, 2006 in terms of which the definition of micro, small and medium enterprises is set according to firm's investment in Plant and Machinery:

Table 1

Type of Enterprise	Manufacturing enterprise	Service enterprise
Micro enterprise	Investment in P&M up to INR 25 Lakh	Investment in P&M up to INR 10 Lakh
Small enterprise	INR 25 Lakh – INR 5 crore	INR 10 Lakh – INR 2 crore
Medium enterprise	INR 5 crore – INR 10 crore	INR 2 crore – INR 5 crore

Source: (ibi.org.in)

#### Opportunities for Micro Small and Medium Enterprises (MSMEs)

The opportunities of setting up a MSME are manifold. Though the sector faces many problems but still the sector is growing continuously from the past many years.

- It serves as an ideal platform for entrepreneurs to produce products
- It has strong growth potential
- The investment required is low hence encouraging major investment and middle class/poor people to use their

- skills and start something new.
- Even though the investment required to start the firm under this sector is marginal, its contribution towards the domestic and foreign market is huge.
- The exports from this sector are increasing.
- It helps the emerging economies like ours by contributing to GDP.
- MSMEs are expected to become one of the fastest growing sectors of our economy in the coming years. Source: ( Upendar & Ramulu, 2016)

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Delhi Air Pollution- "Breath in Death"	Ruchi Singh	Environmental Science	International Journal & Magazine of Engineering, Technology, Management and Research	2016-2017	2348-4845
National Green Tribunal: A Road to Environmental Justice	Ruchi Singh	Environmental Science	International Journal of Research in Humanities & Soc. Sciences	2016-2017	2347-5404
Solar Energy: Energy Future of India	Ruchi Singh	Environmental Science	International Journal & Magazine of Engineering, Technology, Management and Research	2016-2017	2348-4845

**International Journal & Magazine of Engineering, Technology, Management and Research**  
*A Peer Reviewed Open Access International Journal*

**Delhi Air Pollution- "Breath in Death"**

*Ruchi Singh*  
**Ms. Ruchi Singh**  
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**Abstract:**  
 Among all kinds of pollutions the most dangerous is air pollution, one breath equals to a little amount of poison. Delhi is witnessing its worst air quality. According to WHO report (2014) on ambient air pollution levels shows that with very high levels of particulate matter measuring 10 microns or less, Delhi is among the most polluted cities in the world. This paper deals with the current scenario of air pollution in Delhi, its effect and the various control policies adopted by the government. This paper also highlights the role of courts and PIL (public interest litigation) \*for emphasizing the air condition.

**Reasons for Environmental Deterioration in Delhi:**  
 According to MoEF (Ministry of Environment and Forests), India, in 1997, the environmental situation in Delhi over concerns of deteriorating conditions. Air pollution was one of the areas of concern identified in this study. It was estimated that about 3000 metric ton of air pollutants were emitted every day in Delhi, with a major contribution from vehicular pollution (67%), followed by coal-based thermal power plants (12%). There was a rising trend from 1989 to 1997 as monitored by the Central Pollution Control Board (CPCB).

**Keyword:**  
 Air pollution, Delhi, government policies, Public interest litigation

**Introduction:**  
 The term environmental pollution as defined in the environment protection act (EPA), 1986 as "the undesirable change in physical, chemical, or biological characteristics of air, water and land. As the economies of the two Asian giant, India and China, have been booming for the past decade resulting in an increased burden of the environmental pollutants and recent environmental intrusions are drawing public attention. Recently, capital city of both countries have witnessed a severe smog condition and to counter the poor air quality Beijing and Delhi have adopted radical measures for improving air quality.

The urban air database released by the World Health Organization in September 2011 reported that Delhi has exceeded the maximum PM10 limit by almost 10-times at 198 µg/m<sup>3</sup>. Vehicular emissions and industrial activities were found to be associated with indoor as well as outdoor air pollution in Delhi. Studies on air pollution and mortality from Delhi found that all-cause mortality and morbidity increased with increased air pollution.

Although this segment contributes to two-thirds of the air pollution, there has been a palpable decline compared to the 1995-1996 levels. According to census 2011, Delhi is home to 1.6 million people and its functional growth has continued unabated beyond its jurisdictional boundaries, especially in the southern and eastern sectors (bordering Ghaziabad, Noida, Faridabad and Gurgaon) (Fig. 1).

Ruchi Singh (Subject: Social Science) International Journal of Research in Humanities & Soc. Sciences [I.F. = 0.964] Vol. 4, Issue 6, July 2016 ISSN: (P) 2347-5404 ISSN: (O) 2329-771X

**National Green Tribunal: A Road to Environmental Justice**

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**Abstract:**  
 This paper presents the brief evolution of National Green Tribunal. It highlights the landmark judgements of Supreme Court interpretation of Right to Environment within the ambit of Article 21 of the Constitution, which led to the establishment of National Green Tribunal. It focuses on the brief history of laws originated in India for the protection of environment and for seeking environmental justice. The paper also briefly explains specific interventions by the National Green Tribunal which resulted in large benefit to the environment and society at large.

**Keywords:** Article 21, Environmental justice, National green tribunal

**1. Introduction**  
 India has become the third country in the world to establish the green courts system for environmental justice following Australia and New Zealand. Although, the concept of environmental protection is not new in India, it has its root deeper in history when Bishnois of Rajasthan sacrificed their lives to save trees in 1730 and the famous Chipko movement that began in 1973 in Kumaun and Garhwal region of Uttarakhand State. However, today environmental justice has become the need of the hour when people are dying because of the pollution levels that has already hit the alarming limits. The large number of Tribal people are being displaced, under the garb of development and deprived of their shelter and livelihood on which they are dependent, without making proper arrangement of alternative source of livelihood and place to their shelter. They are deprived from natural resources for any development project, no doubt that development is an essential part of civilised society, but we must maintain a balance between environmental justice and sustainable development. The Green Court has proved to maintain the balance with environment protection viz-a viz a sustainable development.

Environmental rights were not present in the original version of Constitution of India. Therefore, environmental jurisprudence was not known appellation for Indian judiciary. It is the 42nd constitutional amendment in 1976 which changed the landscape by introducing Article 48-A and Article 51A(g) in Constitution of India.

**2. Green Judgements of Supreme Court**  
 The Supreme Court of India in its landmark judgements has called the need for "Green courts" many times for the expeditious disposal of environment related cases. The Supreme Court has elevated the "right to healthy environment" to the status of a fundamental right under Article 21 of the Constitution in the process of progressive enrichment of the environmental jurisprudence with principles like sustainable development, polluter pays, public trust doctrine, precautionary principle and intergenerational equity for the first time in Subhash Kr. vs. State of Bihar in 1991. The Supreme Court held that right to life is a fundamental right under Article 21 of the Constitution and include the right to enjoy pollution free water and air. The full text of the judgement is available at <http://www.supremecourtindia.org>



## Solar Energy: Energy Future of India

Pooja Singh

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### Abstract:

Energy plays an important role in the economic growth and is very crucial for supporting a contemporary economy and society. India's economy is growing at a fast rate and so is the demand for energy. More than 60 per cent of energy is derived from burning of fossil fuels. These conventional energy resources are not only limited but their use is deteriorating air quality and has become a precursor for the climate change. There is an urgent need to shift on clean energy to sustain economy without degrading the environment. Clean energy, specifically solar energy, is the answer for growing demands of energy as this is abundant, pollution free and unlimited. This paper focuses on the wide potential of India in terms of solar energy, advantages of this clean energy along with the challenges. This paper aims to review the development of India's on-grid solar electricity. This paper also focuses on government policies on solar energy sector to reduce its carbon intensity.

**Keywords:** Renewable energy, solar energy, clean energy, government policies.

### Introduction:

Energy is the principal agent of a country's economy. The demand for energy is increasing exponentially with the rapid increase in population and steep economic growth. India was ranked as the third in global energy consumption and as 8th highest in global electricity consumption in 2012. India accounts for more than 60 per cent of energy from burning of fossil fuels.

Continuing the use of fossil fuels is set to face multiple challenges like depletion of fossil fuel reserves, global warming and other environmental concerns and significant fuel price rise. Therefore, there is an urgent need to shift on clean energy like solar energy for the sustainable development. In 2014, out of the total installed capacity of 255GW, conventional sources shared about 70%, out of which coal alone accounted for 84%.

Hydroelectric ranked second and renewable energy sources ranked third. (Table 1)

Fuel source	Installed capacity(MW)	Share(%)
Coal	153,571	60
Gas	22,971	9
Oil	1,200	<1
Hydro	40,799	16
Nuclear	4,789	2
Other Renewable	31,692	12
<b>TOTAL</b>	<b>155,013</b>	<b>100</b>

Source: Central Electricity Authority, Ministry of Power, Government of India, 2014

Table 1: The share of different sources in India's on-grid installed capacity in 2014.

In developing countries like India, the use of renewable energy in electricity sector has become significantly higher in recent years (Table 2).

Renewable energy sources are being realized as a sustainable way to address the gap between growing demand and supply, energy security, energy equity with safe and appropriate access and most importantly, the global commitment to emissions reductions.

Influence of Spiritual Work Environment on Employees Behaviour & Performance	Deepika Mishra	Commerce	Asian Journal of Multidisciplinary studies	2016-2017	2321-8819
Work-Life Balance (WLB) Among Women Employees and Job Satisfaction: A Review of Literature	Deepika Mishra	Commerce	International Journal of Research Culture Society	2016-2017	2456 -6683
A Research on the Attitude of Customers towards Online Advertising in Ambedkar Nagar	Deepika Mishra	Commerce	International Journal for Innovative Research in Multidisciplinary field	2016-2017	2455- 0620
Procrastination at Work: Investigating the role of Ethical Organizational Climate and Workplace Bullying	Deepika Mishra and Dr. Surender Singh	Commerce	Edu World: A Multidisciplinary Journal	2016-2017	2319- 7129
Demonetization: It's Socio Economic Impact	Deepika Mishra	Commerce	International Journal for Innovative Research in Multidisciplinary field	2016-2017	2455- 0620
An Insight into Collective Bargaining	Deepika Mishra	Commerce	International Journal of Research Culture Society	2016-2017	2456 -6683

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**Influence of Spiritual Work Environment on Employees Behaviour & Performance**

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**Abstract:** The present business scenario is featured by ups and downs in the global market, mergers, technological advancements, ever changing product demands, demographic changes and rivalries among businesses. The dynamic and volatile working environment is leading towards demotivated, unengaged workforce. Downsizing, increasing working hours, greater workloads are few of the various factors that acts as catalyst of stress and uncertainty in workforce. Example of erogenous, moral values, lack of psychological constants can easily be found among employees of any organization. All this factors making it necessary to look into deeper insights of employees as a human being rather than a tool or human machine. To put their "soul" in the organization, it is important to be a way to bring inner peace, wholeness, connectedness and commitment in the employees who could be valuable for both employees and organization. The present paper aims at identifying the influence of spiritual work environment on employee's behavior. For this secondary data is collected from various sources like books, journals, articles and websites.

**Key words:** mergers, downsizing, human machine, spiritual dimensions

"Without work all life goes rotten, but when work is soulless, life stiffens and dies." (Albert Camus)

**Introduction:** Modern day employees have to achieve so many targets in limited time they deal in cut throat competitions, uncertainties within and outside the organization which itself is complex and dynamic. Sometimes, they undergo with lots of irregularities and biases. They have to face a dilemma between their individual goals and organizational goals. If these modern organizations want their employees to work effectively and efficiently with minimum stress, burden and tensions that is with peace and harmony in employee's personal and professional life, it become important for the organizations to look at the spiritual dimensions. Sanders et al. (2003), state that "in order for society and its organizations to meet current and future challenges, it is imperative that they embrace the notion of spirituality." They further state that workplace spirituality "is a complex phenomenon that can no longer be ignored by society and its organizations" Sanders et al. (2004). Among of all these developments and transformation, spirituality plays its own role. Apart from external leanures and

comforts which give momentary or short term external satisfaction, every human being requires peace, commitment, tranquility and inner satisfaction. Spiritual approach to human management can be a way to reach these destinations. Spirituality at work is a movement began in the 1920's. It is an approach in which a person seeks the ways to live his/her spiritual values in the workplace. This new spiritual dimension embodies employees' search for simplicity, meaning, self-expression, and interconnectedness to something higher. Marques, Dhiman, and King, (2007)

According to Karakas, Fahri (2010), incorporating spirituality at work a) increases employees' well-being by increasing their morale, commitment, and productivity; b) decreases employees' stress, burnout, and workaholics in the Workplace.

**NEED FOR THE STUDY**

- > 42% Indian private sector employees face depression
- > The rate of emotional problems such as anxiety and depression has increased by 43-50% in last eight years. Corporate employees have to survive the stiff global competitive environment to save their jobs.
- These points are revealed in a study based on the views of 1250 corporate employees from 150 companies across 18 broad sectors by the industry body, Assocham.
- > India's engagement number is 49%. It means only 49% people who come to work are engaged, positive and thrilled about their jobs. Thirty per cent are miserable. They are actively disengaged. They come to work and sit with someone who is spiritual till his spirit goes away (Gallop's Well Being report at the Behavioral Economics Summit in New Delhi, 2012)

Organization is the entity comprising people from diverse background and culture who work together for a unified purpose. From a very long time the virtues like honesty, integrity, justice, respect, etc. are being overlooked in the organization. The sole motive of organization is "optimum utilization of resources". These elements are leaving employees

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**A RESEARCH ON THE ATTITUDE OF CUSTOMERS TOWARDS ONLINE ADVERTISING IN AMBEDKAR NAGAR**

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**Abstract:** Online advertisements is proven to be the most effective ways of advertisement. Companies almost of all kind and all sizes are taking advantages of online advertisements to expand their network of customers. The objective of this research was to find out the attitude of customers towards online advertisements. The research instrument used was a structured questionnaire. The size of the sample was 250. Likert five point scale was used to collect the responses of customers. Appropriate statistical tools such as percentage analysis were used to draw logical conclusion from the data. From the research it has been inferred that most of the customers have positive attitude towards online advertisement as they find it more relevant, creative and interactive than traditional type of advertisements.

**Key Words:** Online advertisements, customers, attitude, Likert Scale.

**1. INTRODUCTION:**

Internet has evolved as a popular source of advertisement. The continuous rise in internet speed, cheaper data packs and rapid growth of smart phone users are the chief reason behind this expansion of internet advertisement. From the point of view of publishers also, it is a vital source of advertisement because it has global reach and people can access it while travelling in metro train, sitting on bus- stand and everywhere, just the need is of an internet connection and a smart phone. Everyone, at least once, would have noticed that the advertisement of similar products, for which they were looking for over internet few hours ago, is appearing on the screen when they are doing some other searches. This shows how online advertisement can match customer's taste. As the time spent on internet by users is inexorably rising, online advertisement is getting more importance and has become an unavoidable advertisement media. According to Ericsson Mobility report of 2016, the data consumption is expected to reach 7GB/month (per active user) by 2021. GroupM Media in its report named "This Year, Next Year" reported that digital media grew 43% in 2016 over 2015. According to Dunase Aegis Network, online medium is expected to reach 24% of total advertisement by the end of 2020. Every internet user must be familiar with the different video ads, pop up ads over YouTube, Facebook, Instagram and similar platforms. The belief, emotional feelings and behavior about different products, services, companies and institutions is termed as customer attitude. This study has been conducted to analyze the attitudes and behavior of customers in Ambedkar Nagar.

**2. REVIEW OF LITERATURE:**

D.S Chaudhey, L.S Sharma & Mayank Pant(2013), concluded that "Online Advertising if implemented properly can be an effective tool. Analysis indicates that there was a close association between Animated advertisement and Banner ads. The online advertisement is considered important to majority of the respondents and majority of the respondents there are several factors that recall the product by seeing the advertising of the product online. The study also found that evidence that the respondents agreed that embedded video advertisement has high recollection ability. The study is wants of the consumers. Among the various modes of online advertisement viz., Banner advertisement, floating advertisement, pop-up advertisement, and music advertisements are not as effective as embedded video advertisement."

Scott McCoy, Andrea Everard, Dennis Galletta, Peter Polak (2004) concluded that it is also clear that pop-up ads are considered to be more intrusive than in-line ads. Users seem to prefer not to be interrupted from their searching task, affect the online experience of user. Ads reduces the person's of site and its contents.

Robdan Pitas & Gabi Sorrentino concluded in their research that "Businesses have expanded their marketing campaigns to reach consumers through online platforms. Facebook, Twitter and YouTube have become more popular and businesses are paying to advertise on these popular social networking sites. If a business' online advertising Available online on - WWW.IJIRMF.COM

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**WORK LIFE BALANCE (WLB) AMONG WOMEN EMPLOYEES AND JOB SATISFACTION: A REVIEW OF LITERATURE**

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**Abstract:** Employees play critical role in determining the efficiency, effectiveness and sustainability of any organization. It is necessary to understand what motivates them and to what extent they are satisfied by the organization and other contextual variables. The employee, who is able to maintain balance between personal and professional life and possessing a high degree of job satisfaction, can contribute more to the success of the organization. The aim of this research is to provide a context for work life balance, explore work life balance issues and its contribution the job satisfaction of women employees.

**Keywords:** Work-life balance, job satisfaction, women employees.

**1. INTRODUCTION:**

A country may be equipped with abundant natural and physical resources and the necessary capital and advanced technology but unless there are competent and capable people who can make use of the given resources for the production of goods and provisions of services, it cannot make rapid strides towards economic and social advancements. This implies that human resource play a vital role in utilization of other available resources. No other resource can be efficiently utilized without active involvement of human resource. The growth of an organization depends largely upon the quality of human resource it possesses. Human resource of an organization determines its strength and weakness. Also, the difference in the levels of economic development of the countries is a reflection of the quality of their human resources and their involvement in nation building. The attitudes, values, education level, skills and caliber of the people of a nation define its economic development. Human resource gives value to the physical resources and energy to the economy.

**2. WOMEN WORKFORCE:**

The role of women is changing. Women are participating at different levels of organization. According to the information provided by Registrar General of India, the work participation rate for women was 25.68 per cent in 2001. This is an improvement from 22.73 per cent in 1991 and 19.67 per cent in 1981. The work participation rate continues to be substantially less for females than for males. Since independence in 1947, the percentage of women in the Indian workforce has been on a steady increase (Datt & Sundharan, 1999).

Women workers constituted 19 per cent of the total organized sector employment in the Country, as on 31st March, 2004, there were about 49.34 lakh women workers employed in the organized sector (Public and Private Sector). <http://industrialrelations.naukrihub.com/womenemployment.html>

The 1991 census shows that the number of male main workers increased 23 per cent since the 1981 census while the number of female main workers increased 40 per cent. However, women still accounted for only 23 per cent (64.3 million) of the total.

According to the nation wide sample survey on Employment & Unemployment undertaken by the National Sample Survey Organization (NSSO) in India during 1999-2000, female workforce is estimated at 124 millions. This constitutes about 31 per cent of total workforce of which more than 88 per cent belongs to rural workers. The female workforce participation rates are 29.5 for rural areas and 12.4 for urban locations.

**3. WORK-LIFE BALANCE:**

In India, the issue of work-life balance is gradually becoming a common concern for human resource managers. Work-

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**Procrastination at Work: Investigating the Role of Ethical Organizational Climate and Workplace Bullying**

Dr. Surender Singh\* and Ms. Deepika Mishra\*\*

**ABSTRACT**

Employees performance determine the overall performance of the organisation. However, there are different factors that leads to different forms of unfavourable employees behavior. One such behaviour is procrastination. Chronic procrastination hinders personal and organisational growth. Therefore, this paper aims to study workplace bullying and ethical climate as the factors influencing workplace procrastination. Social exchange theory was also been applied to frame a conceptual model. A sample of 186 full time employees from private sector was collected for this purpose. Data was analysed using structural equation modelling in AMOS 24.0. Workplace bullying was found as a significant factor leading to workplace procrastination. Negative relation between Ethical Organizational Climate and workplace bullying was established. However, the relation between ethical climate and workplace procrastination was not found significant. Future directions are discussed for further extensions in this research arena.

**Keywords:** Workplace procrastination, ethical climate, workplace bullying, unethical behaviour, organizational ethics

**INTRODUCTION**

Procrastination is the willful delay of targets. Some level of procrastination is seen to have enhanced productivity (Chen). However, Chronic procrastination may lead to delay in task completion. Studies have proved its adverse influence on personal satisfaction, health and wealth. Procrastination at workplace also seem to have bad organizational reputation, delayed increment and slow organisational growth. Therefore, it is very important to understand the factors that causes procrastination. In this study, the influence of ethical organizational climate and workplace bullying on WPPF has been tested. This will further take forward the WPP literature and help organisations to manage it.

Previous researches/ recent researches on workplace procrastination have studied the relationship of Procrastination with job passion, personality traits, dis-regulation, work-related stress (Beheshtfar, Hosenifar and Moghadam, 2011), negative feeling, Meiri, Tars and Peeters, 2016(D, explained that the delay of gratification, job satisfaction, work related stress (Molinar and Ayub, 2014), income, gender, employment, work values (Nguyen, Steel and Ferrari, 2013). But there has been no study till the date which studies the relationship of Procrastination with workplace bullying and organizational ethical climate.

Since procrastination negatively affects the effectiveness of individual and the whole organizations, more research should be done on employees' procrastination behaviour (Beheshtfar, Hosenifar

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**AN INSIGHT INTO COLLECTIVE BARGAINING**

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**Abstract:** Bargaining means negotiation. By collective bargaining it meant the process under which the terms and conditions regarding a matter related to the workers and management is negotiated. This negotiation reaches to an agreement between labour union and management of the business organization. This paper attempts to give an insightful description of the concept of collective bargaining, its nature, scope and importance. Finally, Collective bargaining in Indian context is discussed.

**Keywords:** Collective bargaining, Negotiation, Trade union, management.

**1. INTRODUCTION:**

The smooth functioning of any business organization requires whole hearted cooperation of employees and Cordial relations between employer and employees. Employers act through the management of the company. Collective Bargaining is related to the relation between management and labour organization. The negotiation undertaken may be concerned with formal labour agreement or the day-to-day affairs between the two. The word "Collective" indicates that the agreement is reached by the joint efforts of employee union and the management.

"Collective bargaining is the term used to describe a situation in which the essential conditions of employment are determined by a bargaining process undertaken by representatives of a group of workers on the one hand and of one or more employers on the other" - Dale Yodler  
Collective bargaining is not a onetime act, it is a process therefore the agreement which is reached after negotiation is just the first step towards it and the process continues to be followed up.

**2. OBJECTIVES OF THE STUDY:**

- To study the nature of collective bargaining
- To study the scope collective bargaining
- To highlight the benefits of collective bargaining
- To study collective bargaining in Indian context

**3. Method:** Descriptive method is used to collect the information related to this study.

**4. SCOPE OF COLLECTIVE BARGAINING:**

There is a wide range of subject matter that comes under collective bargaining. Main subject matter is mentioned as below -

- Provisions related to hiring and lay offs
- Decisions related to promotion and transfer
- Matters concerning working days, hours, schedule
- The wages, salaries and bonus issues
- Labour welfare programmes
- Grievance settlement procedure
- Mechanism of settlement of possible future disputes
- Decisions regarding retirement benefits, etc

**4. BENEFITS OF COLLECTIVE BARGAINING:**

An effectively managed collective bargaining system may result in multiple advantages to both employers and

**Demonetisation: It's Socio-Economic Impact**

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**Abstract :** India has become a bright spot in world economy. IMF and World Bank has labelled India as the fastest growing major time power. Chronic corruption perception index two years ago. India in its growth path. India is ranked close to 100th in global corruption perception index two years ago. In spite of several steps taken by the government of India, it has only been able to reach at 70th position. The Corruption leads to the generation of black money. This black money flows into the parallel economy. The flow of money in parallel economy become a source of terror financing, slow down economic growth, raises the level of inflation, directly or indirectly affects the purchasing power of currency. Government of India recently took a historic decision of demonetising 500 and 1000 rupee currency notes which were 86% of total currency, to fight against these socio economic evils. This paper attempts to identify the short term and long term impact of recent demonetisation on corruption, terrorism and the society in general. This paper studies the various of recent demonetisation on corruption, terrorism and the society in general. All India experts related to demonetisation. It uses secondary data from journals, articles, internet resources, All India Radio and newspapers. The paper concludes that in short run withdrawal of these currency notes will affect to some extent the working of general public. But in long run it will definitely add some positives to the economy.

**Key Words:** Demonitisation, terror financing, parallel economy, black money

**1. INTRODUCTION:**

On 8th november, 2016 Indian economy faced a major change when the Prime Minister announced that Rs.500 and Rs. 1000 currency notes would no longer be recognized legally as currency except for some specified purposes. These notes were to be deposited in banks by December 30, 2016. 86 percent of the cash in circulation became invalid in one fell stroke. The objectives were stated as:- Inflation the losses on black money which was generated by income tax has not been declared to the tax authorities, disrupting the use of high denomination notes for terror financing. Later on new objectives came out into view such as:- enabling growth in bank credit, turning India into a cashless economy. This proposition, however, is not backed by any evidence or proof and therefore portends distinct long-term, medium-term and short-term complications.

**2. MEANING OF DEMONETIZATION:**

Demonetisation is the process of eliminating the currency from the circulation. In Indian context, it means withdrawal of the currency by Reserve Bank of India as official mode of payment. It implies that the said currency ceases to be a legal tender. According to Investopedia, Demonetization is the act of stripping a currency unit of its status as legal tender. Demonetization is necessary whenever there is a change of national currency. The old unit of currency must be retired and replaced with a new currency unit.

**3. PRIOR INSTANCES OF DEMONETIZATION IN INDIA:**

Demonetization is not a new concept for India. It was done twice before in 1946 and 1978.

1. On January 1946 the pre-independent government of India passed the High Denomination Bank Notes (Demonetization) ordinance. According to which the currency notes of Rs. 500, Rs. 1000 and Rs. 10,000 were demonetized. The aim was to curb black marketing.

2. On January 1978, the high currency notes of Rs. 1000, Rs. 5000 and Rs. were demonetized, again with a view to curb black money transactions. But it did not had any significant effect on cash.  
This was not the first time that the country has seen but it might definitely be the first time when demonetisation has visibly affected the society. The first and second demonetisations affected really high value notes which formed a small part of notes in circulation. But this time the demonetised notes were forming 86% of cash and were highly in circulation.

**4. DEMONETIZATION AND ITS SHOR -TERM IMPACT:**

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Financial inclusion in india: An emerging issue in Indian economy	Jyoti Sharma & Anuj Jatav	Commerce	International Journal & Magazine of Engineering, Technology, Management and Research	2016-2017	2348-4845
Corporate social Responsibility: Approaches, Drivers and barriers	Jyoti Sharma & Anuj Jatav	Commerce	International Journal & Magazine of Engineering, Technology, Management and Research	2016-2017	2348-4845
A descriptive study on green marketing	Jyoti Sharma	Commerce	International Journal & Magazine of Engineering, Technology, Management and Research	2016-2017	2348-4845

Ms. Jyoti Sharma et al. [Subject: Economics] International Journal of Research in Humanities & Soc. Sciences [I.F. = 0.564] Vol. 4, Issue: 5, July: 2016 ISSN:(P) 2347-5404 ISSN:(O)2320 771X



### MSME- An Emerging Pillar of Indian Economy

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#### Abstract:

The Micro, Small and Medium Enterprise (MSME) sector has been recognized as engine of growth all over the world. The MSMEs make significant contribution towards economic growth, balanced regional development, employment generation and overall poverty reduction by way of mobilization of capital and entrepreneurship skills. The MSME sector is an important pillar of Indian economy as it contributes greatly towards its growth. It has emerged as an important vehicle for attaining inclusive growth of the country. This paper attempts to focus on the contribution of MSME towards the growth of Indian economy as well as its present scenario in the country.

**Keywords:** Contribution, Economic Growth, Employment Generation, Gross Domestic Product (GDP), Micro, Small and Medium Enterprises (MSMEs)

#### Section I: Introduction

Micro, Small and medium enterprises are an integral part of the economy. The Micro, Small and Medium Enterprises (MSMEs) have often been termed as 'engine of growth' for all developing countries including India. They provide employment opportunities to the weakest and poorest strata of the society, giving them a way out of the perpetual poverty that they seem doomed to. MSMEs are providing immediate large scale employment, with lower investments and prove to be a second largest manpower employer, after agriculture and occupy a position of prominence in the economy. MSMEs not only play crucial role in providing large employment opportunities at comparatively lower capital cost than large industries but also help in industrialization of rural and backward areas, thereby, reducing regional imbalances, assuring more equitable distribution of national income and wealth. As per the Report of the Working Group on Micro, Small and Medium Enterprises (MSMEs) Growth for 12th Five Year Plan (2012-2017), the sector accounts 45 percent of the manufacturing output and 40 percent of total exports of the country. The sector provides employment to about 80 million persons through 36 million enterprises throughout the country. Over 6000 products ranging from traditional to high-tech items are being manufactured by the MSMEs in the country. The labour to capital ratio in MSMEs and the overall growth in the sector is much higher than in the large industries. The geographic distribution of the MSMEs is also more even. Thus, MSMEs are important for the national objectives of growth with equity and inclusion.

For a developing nation like India, where the labour is abundant and capital is scarce, the small sector is a major source of employment for millions of people. Keeping in view the importance of SMEs, the Indian government has included this sector in its five-year plans. The development of the micro, small and medium enterprises (SME) sector is on the priority of Government Agenda. As per the Results-Framework Document (RFD) for Ministry of Micro, Small and Medium Enterprises (2012-2013), the

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### Financial Inclusion in India: An Emerging issue in Indian Economy

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#### Abstract:

Financial Inclusion is the delivery of financial services at an affordable cost to hitherto unbanked environments, especially the low-income and under-privileged. The Government of India and Reserve bank of India have taken initiatives to spread banking services such as expanding the number of rural bank branches, allowing the banking correspondent model and adoption of CBS technology. While it is a daunting challenge in size and scope, financial inclusion is also a great social and business opportunity. An attempt has been made in this paper to study the various financial inclusion models used in India - the challenges and a way out.

**Keywords:** Financial Inclusion, Financial Services, Banking Correspondent, RBI, Lead Bank.

#### Introduction:

The process of economic growth must try to take participation from all sections of society, especially when it is on high growth line. In developing countries, the serious threat to economic progress is the lack of access to financial services for small or marginal farmers & weaker sections of the society. (Garg, Agarwal, 2014). The recent developments in banking technology have transformed the banking sector from the traditional brick-and-mortar infrastructure like staffed branches to a system supplemented by other channels like automated teller machines (ATM), credit/debit cards, online money transaction, internet banking, etc. But the important point is that access to such technology is restricted only to certain segments of the society. Many of research articles and surveys clearly show that large numbers of population not only in India but also whole world does not have an access to basic banking and financial services. This is termed "financial exclusion". So, these people, especially, those living on low incomes, should be provided with mainstream financial services and products such as bank accounts

#### Objectives of the study:

The objective of this paper is to review in detail the available literature on Financial Inclusion in India & to learn and analyse:

#### Primary objectives:

- 1.To study the financial inclusion & its need in India.
- 2.To identify strategies adopted by Reserve Bank of India(RBI) & Government of India for strengthening financial inclusion.

#### Secondary Objectives:

- 1.To study models of Financial Inclusion used in India.

#### Research Methodology:

For the fulfilment of the above objectives, data has been collected from books, SSRN, Yahoo Finance, online available data, RBI's online portal etc. It is descriptive in nature.

#### Literature Review:

**Concept & Definition of Financial Inclusion:** Financial inclusion is one of the most important aspects in the present scenario for the development of economies. This term Financial Inclusion was firstly used by British lexicons when it was found that nearly 7.5 million persons did not have a bank account. But financial inclusion concept is not a new concept for Indian economy. RBI had already been taken various initiatives (such as Bank Nationalisation in 1969, establishment of RRBs and introduction of SHG- bank linkage programs) to provide financial accessibility to the unbanked groups. (Garg, Agarwal, 2014). According to committee on Financial inclusion headed by Dr. C. Rangarajan defined financial inclusion as "The process of ensuring access to financial services and timely and adequate credit where needed by vulnerable groups such as weaker sections and low income strata at an affordable cost." So financial inclusion



**A Descriptive Study on Green Marketing**

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**Abstract**  
 The challenge for today's marketer in the era of globalization is to keep the customers satisfied and even keep natural environment safe. This is because awareness among consumers about environmental issues such as global warming and the impact of environmental pollution is increasing day by day. The need of the time is protecting environment from pollution and it is a buzz word in today's business environment. In the modern market an important strategy of facilitating sustainable development is Green marketing which has emerged as an important concept in India as well as in other parts of the developing and developed world. In this research paper, main emphasis has been made on concept and importance of green marketing.

The Paper aims at finding out what actually Green Marketing is all about and also offers implications of the study about how can a business firm become more competitive by using green marketing strategies to gain a competitive edge over others. This paper also explains the initiatives taken by various firm towards green marketing in India.

**Keywords:** Green marketing, Environment, Consumer, Green products, Sustainable.

**Introduction**

Throughout world people are now concerned about the rapidly changing environment. The quote "save the planet, not shave the planet" is now necessity of the time. To have a sustainable, pollution free environment, it is important to implement the concept of green

Environmentally responsible or "green" marketing refers to the satisfaction of consumer needs, wants, and desires in conjunction with the preservation and conservation of the natural environment. Considered an oxymoron by many environmentalists (because it still promotes consumption), green marketing manipulates the four elements of the marketing mix (product, price, promotion and distribution) to sell products and services offering superior environmental benefits in the form of reduced waste, increased energy efficiency, and/or decreased release of toxic emissions. The evolution of green marketing can be divided in three phases:

- The first phase was termed "Ecological" green marketing. During this period all marketing activities were concerned to solve environment problems and provide remedies for such problems.
- The second phase was "Environmental" green marketing and the focus shifted to clean technology that involved designing of innovative new products, which takes care of pollution and waste issues.
- The third phase was "Sustainable" green marketing. It came into prominence in the late 1990s and early 2000.

Defining green marketing is not a simple task because several meanings intersect and contradict each other. An example of this is the existence of varying social, environmental and retail definitions attached to this term. Other similar terms used are Environmental Marketing and Ecological Marketing. According to the American Marketing Association, "green marketing is the marketing of products that are presumed to be



**Corporate Social Responsibility: Approaches, Drivers and Barriers**

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**Abstract:**

Corporate Social Responsibility (CSR) is a concept that has attracted increasing resonance in the global economy. Heightened interest in CSR has stemmed from the advent of globalization and the diffusion of best practices across increasingly permeable boundaries and continents. The role of business in society has also undergone a dramatic change in India. From the origins of the king's welfare to the liberalization and reduction in the regulatory framework, businesses have started to undertake CSR activities voluntarily. As globalization continues to alter the traditional balance of power between developed and emerging nations, businesses from emerging markets are vigorously challenging the supremacy of their international counterparts. Given this scenario, scholars and researchers have consistently called for more research in the area of corporate responsibility and the growing influence of emerging markets and their leading companies. Our study aims to examine how corporations in India interpret Corporate Social Responsibility (CSR). Focusing on four commonly known approaches: the ethical, the statist, the liberal and the stakeholder approach, the paper seeks to investigate the reported drivers and barriers in implementing CSR practices.

**Keywords:**

Corporate Social Responsibility, Drivers, Philanthropy, Stakeholder, Globalization.

**Section I: Corporate Social Responsibility – Definitions and context in India**

India had a rich history of 'philanthropy', but over time along with the changes in the macro-economic environment, the concept of social development gradually changed. In the years following economic liberalization, India witnessed rapid economic growth and thus, a new era of Corporate Social Responsibility (CSR) in India began. Today CSR has become embedded into corporate

good governance practices and corporate ethics. CSR is typically undertaken with some intent to improve an important aspect of society or relationships with communities or non-governmental organizations (NGOs) (nonprofits). CSR is frequently operationalized in connection with community relations, philanthropic, multi-sector collaboration, or volunteer activities. The term has been described as "brilliant" (Votaw, 1973), as it means something, but not always the same, to everybody. To some it conveys the idea of legal responsibility or liability; to others it means socially responsible behavior in an ethical sense.

There are both critics and proponents of CSR. Critics contend that by expending limited firm resource on this discretionary activity, its competitive position is compromised and further, that it takes away wealth from the firm's owners or shareholders. Proponents of CSR, on the other hand, suggest that engaging in CSR activities improves relationships with its stakeholders, differentiates its products, and serves as a buffer from disruptive events (Barnett, 2007). Freeman's (1984) stakeholder theory highlights the importance of forming meaningful relationships with the key stakeholders of a firm beyond just the shareholders. The theory argues that firms can benefit financially by creating and maintaining such relationships with a broad set of stakeholders. Even though empirical research on this contention has provided mixed results (Margolis and Walsh, 2003; Orlitzky et al., 2003) and in spite of criticisms against CSR, the business world is increasingly viewing CSR as something that they simply cannot ignore.

In recent years, the CSR debate has transitioned from a state of passive compliance with society's legal and moral rules to a more proactive engagement with social issues (Husted and Allen, 2007; Jamali and Mirshak, 2007). This new engagement ranges from harm minimization to tangible and social value creation, and from whether corporations should act as social agents to whether and how a

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## Neuromarketing: A New Marketing Tool to Peep into Customer's Minds

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**Abstract**

*Managers today are under tremendous pressure to uncover factors driving customers' attitudes and behavior that can serve a source of competitive advantage. The purpose of this paper is to alert marketers that a new methodology exists for researching many of the components of the consumer decision making process. In the more complex process of satisfying the consumers new marketing tools are needed to understand their constraints or preferences. The ability to examine what specific brain function or functions are activated during various stages of the consumer's decision-making process should help service marketers improve their efficiency and effectiveness. While neuromarketing has applications to all forms of product marketing, it is of particular interest to services marketers because of the intangible nature of services; thus making conventional research more difficult and speculative.*

*Neuromarketing research may shed light on many unanswered questions regarding consumers. Unfortunately, traditional methods of generating customer insights suffer from well-known limitations, and have remained largely unchanged since their introduction decades ago. As a result, there is growing interest in brain-based approaches that may enable managers to directly probe customers' underlying thoughts, feelings, and intentions. The goal of this article is to provide practical guidance to managers on using these tools.*

**INTRODUCTION**

To understand how customers think, feel, and respond to a company's offerings, it has always been a tricky

business. So firms by conducting surveys and focus groups, can generate customer insights and these areas, are fast, inexpensive, and offer remarkable value for marketers.

The limitations with the traditional customer insight generation process are well known. The accuracy of measures using introspection is often suboptimal for highly quantitative decisions such as those involving pricing and distribution. The validity of self-report measures can be overcome by a number of well-known shortcomings. Respondents have imperfect memory. By just asking a question is known to change respondents' behavior. Perhaps most worryingly, there are few ways to distinguish between cases where respondents are being truthful versus when they are not, and when marketers ask the appropriate questions versus when they do not. In an increasingly customer-oriented era where business strategy depends upon customer insights to stay ahead of the competition, this lack of confidence can pose important challenges for companies. First, rapid advances in measuring marketing ROI has led to a situation where firms prioritize strategies, such as pricing and promotions, that are or at least appear to be measured with precision. Amazon and Google, for example, routinely conduct A/B testing and experiments on a daily basis to check managers' intuitions and hypotheses before executing changes on a large scale.

They remain, however, challenging in many areas of brand and product management dealing with questions, such as brand image and customer loyalty, that are strategically important but data poor. This had led to an ironic situation where, even as companies increasingly view marketing expenditures as sound long-term



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Determinants of Growth of Indian Telecom Industry	Anuj Jatav	Commerce	International Journal of Research in Humanities & Soc. Sciences	2016-2017	2347-5404
Financial Inclusion in India: An Emerging issue in Indian Economy	Anuj jatav and Jyoti Sharma	Commerce	International Journal & Magazine of Engineering, Technology, Management and Research	2016-2017	2348-4845

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### Consumer Attitudes towards Global Brands

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#### Abstract:

In today's emerging world economies of the world is booming, which provides great chances for global corporations. The global brands have expanded a bee line to the global market seize a market share in the growing pie. In today's set-up brands are the basis of consumer association. Global brand is a product that adds other magnitudes that distinguish it in some way from other products intended to satisfy the same need. Globalization is inevitable which has led the entire world to become a market, a global village. Not only has globalization made the world become a real single universal community containing people from various cultures, but also it has aided greatly in the exchange of services and goods, knowledge and information by reducing the international barriers, thus leading to the shrinkage of the world. This study examines consumer attitudes towards global brands.

**Keywords:** Attitude, Consumer, Globalization, Global brand

#### 1. Introduction

Branding has taken on a greater significance in the past decade as companies begin to see their brands as assets - as valuable and as tangible as their factories and patents. So brands have become more than marketing slogans and icons today, they are now closely monitored by the CEO and CFO, and assessed by industry analysts and pundits. Global brands benefit if consumers see them as part of their local communities with local accountability. Consumers respond very positively to outreach initiatives into the local community. They are more likely to favor companies with such programmes than they are to reject companies who transgress on higher threshold issues. However, these activities need to be relevant though and, if possible, reinforce the basic brand positioning (Keegan, 2004)

#### 2. Importance of Global Brands

In today's world consumers don't just want products and brands but demand global brands. (Kahal, 2001). Branding has taken on a greater significance in the past decade as companies begin to see their brands as assets - as valuable and as tangible as their factories and patents. So brands have become more than marketing slogans and icons today, they are now closely monitored by the CEO and CFO, and assessed by industry analysts and pundits. Yet many business-to-business marketers and service providers do not practice, or even appreciate, the value of branding in their businesses. The truth is every business, even a commodity supplier, is building a brand through their actions and their presence even if that brand is not being intentionally created and nurtured. They acquire a "position" in the minds of customers and prospects, a position or identity based on exposure and experience with the provider in the context of a competitive marketplace (Wolfe, 1991)



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### Corporate Social Responsibility: Approaches, Drivers and Barriers

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#### Abstract:

Corporate Social Responsibility (CSR) is a concept that has attracted increasing resonance in the global economy. Heightened interest in CSR has stemmed from the advent of globalization and the diffusion of best practices across increasingly permeable boundaries and continents. The role of business in society has also undergone a dramatic change in India. From the origins of the king's welfare to the liberalization and reduction in the regulatory framework, businesses have started to undertake CSR activities voluntarily. As globalization continues to alter the traditional balance of power between developed and emerging nations, businesses from emerging markets are vigorously challenging the supremacy of their international counterparts. Given this scenario, scholars and researchers have consistently called for more research in the areas of corporate responsibility and the growing influence of emerging markets and their leading companies. Our study aims to examine how corporations in India interpret Corporate Social Responsibility (CSR). Focusing on four commonly known approaches: the ethical, the statist, the liberal and the stakeholder approach, the paper seeks to investigate the reported drivers and barriers in implementing CSR practices.

#### Keywords:

Corporate Social Responsibility, Drivers, Philanthropy, Stakeholder, Globalization.

#### Section I: Corporate Social Responsibility –

Definitions and context in India  
India had a rich history of 'philanthropy', but over time along with the changes in the macro-economic environment, the concept of social development gradually changed. In the years following economic liberalization,

good governance practices and corporate ethics. CSR is typically undertaken with some intent to improve an important aspect of society or relationships with communities or non-governmental organizations (NGOs) (nonprofits). CSR is frequently operationalized in connection with community relations, philanthropic, multi-sector collaboration, or volunteer activities. The term has been described as "brilliant" (Votaw, 1973), as it means something, but not always the same, to everybody. To some it conveys the idea of legal responsibility or liability, to others it means socially responsible behavior in an ethical sense.

There are both critics and proponents of CSR. Critics contend that by expending limited firm resources on this discretionary activity, its competitive position is compromised and further that it takes away wealth from the firm's owners or shareholders. Proponents of CSR, on the other hand, suggest that engaging in CSR activities improves relationships with its stakeholders, differentiates its products, and serves as a buffer from disruptive events (Barnett, 2007). Freeman's (1984) stakeholder theory highlights the importance of forming meaningful relationships with the key stakeholders of a firm beyond just the shareholders. The theory argues that firms can benefit financially by creating and maintaining such relationships with a broad set of stakeholders. Even though empirical research on this contention has provided mixed results (Margolis and Walsh, 2003; Orlitzky et al., 2003) and in spite of criticisms against CSR, the business world is increasingly viewing CSR as something that they simply cannot ignore.

In recent years, the CSR debate has transitioned from a state of passive compliance with society's legal and moral rules to a more proactive engagement with social issues (Husted and Allen, 2007; Jais and Mirshak, 2007). This new engagement stems from humanization to the



## Determinants of Growth of Indian Telecom Industry

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### Abstract:

In recent time period telecommunication had become an important part of every economy of the world. Same hold true with Indian economy. Telecommunication network in India form the second largest network on the basis of fixed and mobile phones. At the same point of time with lowest call tariffs globally it enabled hyper-competition among MNC's. It has world second largest internet user base. As per the internet world stats base in the country stood with 462 Million internet user till year 2016. Major Indian telecommunication comprise of telephony, internet and television broadcasting. In this research paper, emphasis being placed on to bring to light the development of telecommunication sector in India. It also uncovers the importance of telecom sector in India and the various factors that have played a major role in facilitating the growth of telecom sector in India. Data has been collected from multiple sources including books, journals, websites, newspapers etc. The paper also describes the current scenario of Indian telecom sector.

**Keywords:** Determinants of Growth of telecom; Telecommunication Sector

### 1. Introduction

Every day, in our work and in our leisure time, we come in contact with and use a multiple modern communication systems and communication media, the most common being the phone, radio, TV, and the Internet. Through these media we are able to communicate (nearly) instantaneously with people on different continents, transact our daily business, and receive information about various developments and events of note that occur all around the world. Electronic mail and facsimile transmission have made it possible to rapidly communicate written messages across great distances. Can you imagine a world without telephones, radio, and TV? Yet, when you think about it, most of these modern-day communication systems were invented and developed during the past century.

A world without telecommunications would not be possible; society has made itself so used to this type of technology that the world would end up collapsing if it was taken away. The reason for the tremendous growth of telecommunications is because, as people and cities throughout the planet grew, we needed a better way to relay messages between one another. The greatest technological advancement that we could have possibly got from this is the creation of phone and the Internet. The phone was a major piece of communication, whereby you could instantly communicate with another person that was on the other side of the world. Almost every household now has at least one phone, with most having several.

The Telecommunications industry today is a key enabler of productivity across economies and societies. The Telecom industry is not only a significant contributor towards the economic activities of countries, but also towards the growth of other industries. In recent times, developing nations have

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## Financial Inclusion in India: An Emerging issue in Indian Economy

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### Abstract:

Financial Inclusion is the delivery of financial services at an affordable cost to hitherto unbanked environments, especially the low-income and under-privileged. The Government of India and Reserve bank of India have taken initiatives to spread banking services such as expanding the number of rural bank branches, allowing the banking correspondent model and adoption of CBS technology. While it is a daunting challenge in size and scope, financial inclusion is also a great social and business opportunity. An attempt has been made in this paper to study the various financial inclusion models used in India - the challenges and a way out.

**Keywords:** Financial Inclusion, Financial Services, Banking Correspondent, RBI, Lead Bank.

### Introduction:

The process of economic growth must try to take participation from all sections of society, especially when it is on high growth line. In developing countries, the serious threat to economic progress is the lack of access to financial services for small or marginal farmers & weaker sections of the society (Garg, Agarwal, 2014). The recent developments in banking technology have transformed the banking sector from the traditional brick-and-mortar infrastructure like staffed branches to a system supplemented by other channels like automated teller machines (ATM), credit/debit cards, online money transaction, internet banking, etc. But the important point is that access to such technology is restricted only to certain segments of the society. Many of research articles and surveys clearly show that large numbers of population not only in India but also whole world does not have an access to basic banking and financial services. This is termed 'Financial Inclusion'. So, the main aim of this study is to

### Objectives of the study:

The objective of this paper is to review in detail the available literature on Financial Inclusion in India & to learn and analyse:

### Primary objectives:

1. To study the financial inclusion & its need in India.
2. To identify strategies adopted by Reserve Bank of India (RBI) & Government of India for strengthening financial inclusion.

### Secondary Objectives:

1. To study models of Financial Inclusion used in India.

### Research Methodology:

For the fulfilment of the above objectives, data has been collected from books, SSRN, Yahoo Finance, online available data, RBI's online portal etc. It is descriptive in nature.

### Literature Review:

**Concept & Definition of Financial Inclusion:** Financial inclusion is one of the most important aspects in the present scenario for the development of economies. This term Financial Inclusion was firstly used by British lexicon when it was found that nearly 7.5 million persons did not have a bank account. But financial inclusion concept is not a new concept for Indian economy. RBI had already been taken various initiatives (such as Bank Nationalisation in 1969, establishment of RRBs and introduction of SHG- bank linkage programs) to provide financial accessibility to the unbanked groups. (Seng, Agarwal, 2014). According to committee on Financial inclusion headed by Dr. C. Rangarajan defined financial inclusion as "The process of ensuring access to financial

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Knowledge Sharing Behavior Scale	Amogh Talan	Commerce	Global Journal of Enterprise Information System	2016-2017	0975-1432
Antecedents and health consequences of job insecurity among teachers	Amogh Talan	Commerce	Global Journal of Enterprise Information System	2016-2017	0975-1432
Extrinsic and intrinsic motivations as mediator of big five personality and knowledge sharing	Amogh Talan	Commerce	Global Journal of Enterprise Information System	2016-2017	0975-1432

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## Work engagement as a mediator of big five personality traits and knowledge sharing

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Online published on 6 February, 2018.

### Abstract

#### purpose

The aim of this study was to examine the interrelationship between certain interpersonal psychological factors and knowledge sharing behaviors. Work Engagement was considered to be the mediator of the relationship between Big Five Personality Traits and Knowledge Sharing.

#### Design/Methodology/Approach

'Big Five Personality Traits' scaled by Gosling, Rentfrow, & Swann, (2003), 'Utrecht Work Engagement' scale developed by Schaufeli & Bakker (2003) and 'Knowledge Sharino Behavior' (KSB) scale developed by Yi (2009) were used in the construction of the questionnaire. Data was collected from 450 valid questionnaires distributed

FREE  
Sample Issue

## Antecedents and Health Consequences of Job Insecurity among Teachers

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### Abstract

Job Insecurity is emerging as a growing threat to the careers of aspiring, meritorious and hardworking employees in our country due to various reasons such as high demand of jobs, and government's inability to meet such a high demand in a short period of time. This results in hiring of employees on temporary/contractual basis. This situation is especially bad among the teachers belonging to various government schools and colleges in Delhi. Our study investigated certain psychological causes for the feeling of job insecurity among teachers. Perceived Organizational Change and Role Ambiguity were studied as the potential antecedents of job insecurity. Detrimental impact of job insecurity on the Mental and Physical Health of such employees were also studied. A sample of 110 temporary/contractual/ad-hoc teachers belonging to MCD schools and several colleges from University of Delhi was used for this study. 'Partial Least Square' technique of 'Structural Equation Modeling' was applied using 'SmartPLS 2.0.M3' to understand the proposed relationships. Results show both Perceived Organizational Change and Role Ambiguity significantly contribute towards job insecurity, where the effect of Perceived Organizational Change was particularly high. Job Insecurity was found to negatively affect Mental and Physical Health of the employees. Mental effect in terms of stress and anxiety was found to be especially prominent.

**Keywords:** Job Insecurity, Mental Health, Physical Health, Perceived Organizational Change, Role Ambiguity

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### 1. Introduction

Job insecurity has been known to cause stress among the individuals exposed to it over a long period of time, leading to hostile consequences for health (Barling & Kelloway, 1996).

In simple terms, job insecurity as experienced by employees may be labeled as amalgamation of apparent threats concerning their job and a feeling of helplessness to counter those threats (Ashford, Lee & Bobko, 1989; Kinnunen, Mauno, Näätä, Happonen, 2000). Job insecurity is known to adversely impact health of individuals both in terms of physical and mental (Probst & Brubaker, 2001). Job insecurity has been found to promote work-related stress among employees. Such higher levels of stress negatively impacts the levels of satisfaction with job that employees face and also their psychological well-being, in turn affecting psychological and physical health (De Witte, 1999). According to Sverke et al. (2002), job insecurity is more detrimental towards mental state than the physical. However according to Sverke et al. (2002), there was some inconclusively towards establishing a relation between job insecurity and physical health.

Organizational change has also been known to influence the job insecurity feeling among the employees. They feel vulnerable

to significant changes to which they are powerless to influence. They either feel their potential skills getting redundant in the organization after the changes are introduced or may believe the changes to be so significant that they might find it difficult to adapt to them and may be forced to change the organization (Kets de Vries & Balazs, 1997). Kets de Vries & Balazs, (1997) coined the term "survivor sickness syndrome" which implies that employees may find themselves stressed and having a feeling of job insecurity even well after the changes are introduced in the organization.

It is important for us to study the antecedents and consequences of job insecurity because of not only the negative significances it has for employees but also for the management and the organization. In the wake of growing job insecurity among employees, trade unions have stepped up their bargaining efforts in order to ensure long term job security for employees (Bolt, 1983). Also, the employers, who have for long ignored or underestimated the issue of job insecurity, have been steadily realizing the benefits for the organizations by providing long term job security to employees (Guthess, 1985).

In spite of agreeing on the significance of job insecurity, academicians have largely ignored this topic, especially in Indian context. According to Greenhaugh and Rosenblatt (1984), job

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## Extrinsic and Intrinsic Motivations as Mediator of Big Five Personality and Knowledge Sharing

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### Abstract

The purpose of this research is to examine the interrelationships among various interpersonal psychological factors to explain their effect on knowledge sharing behaviors at workplace. A sample of 450 employees was drawn from knowledge based industries. To tap the information regarding performance on knowledge sharing, Big Five personality, and motivation, Knowledge Sharing Behavior (KSB) scale by Yi (2009)62, Big Five personality traits scale by Gosling et al. (2003)27, extrinsic and intrinsic motivation scale by Lin (2007)40, were used. 'Partial Least Square' technique of 'Structural Equation Modeling' was applied using 'SmartPLS 2.0.M3' to understand the proposed relationships. Findings show the prominence of conscientiousness among 'Big Five personality traits' to explain knowledge sharing behaviors at workplace (Total Effect of 'conscientiousness' on 'knowledge sharing' being 0.5246 significant at p<0.01). 'Intrinsic motivation' is found to be a better predictor of 'knowledge sharing' than the 'extrinsic motivation' (Total Effect of 'intrinsic motivation' on 'knowledge sharing' being 0.3195, while that of 'extrinsic motivation' on 'knowledge sharing' being 0.1274, both significant at p<0.01). Both 'extrinsic' and 'intrinsic motivation' were found to mediate the relation between certain 'personality traits' and 'knowledge sharing'. Although the paper has certain limitations, nevertheless, this is the first study to consider the relationship between 'personality', 'motivation' and 'knowledge sharing' in a single study and making us understand the interacting and mediating role of 'motivation' to explain 'knowledge sharing'.

**Keywords:** Knowledge Sharing, Motivation, Mediation, Personality

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### 1. Introduction

Knowledge sharing has been shown to reduce costs in organizations, promote new product developments, improve group dynamics, and increase organizations' competitive abilities. (Cummings, 2004)13.

Nevertheless, promoting knowledge sharing in the organization can be a challenging procedure. At the individual level, it may give rise to a feeling of losing a valuable personal asset (Argote et al., 2001)3. Promoting the conception of new knowledge and its sharing is one of the challenges faced by today's managers (Kogut and Zander, 1992)37. Various interpersonal factors impair the intention and ability of persons to share knowledge, resulting in the failure of even the most advanced knowledge administration frameworks adopted by the organizations meant to promote knowledge sharing (Bock et al. 2005)5.

Knowledge Sharing can be researched within several contexts including organizational and cultural, interpersonal and group characteristics, or motivational (Wang, S., & Noc, R. A. 2010)58.

Research on knowledge sharing at individual level have been conducted in information sciences (Wasko & Faraj, 2005)60, stra-

tegic management (Reagans & McEvily, 2003)51, organizational behavior (Bordia et al. 2006) and psychology (Lin, 2007)8, et. al). One of the reasons why the knowledge management systems implemented in the organizations fail is the dearth of concern regarding the interpersonal factors that influence the knowledge sharing in individual or organizational settings (Voelpe, Dous, & Davenport, 2005)57.

Several factors are known to indirectly or directly affect the psychology of knowledge sharing. These factors may include management characteristics and administrative interventions such as incentives or rewards aimed to stimulate knowledge sharing (Cabrera & Cabrera, 2002)6; environmental characteristics (Levin and Cross, 2004)39; and the characteristics of the individuals who are owners of the knowledge such as the strength of association with the organization, interpersonal trust in peers and management, and the sources of motivations, which will ultimately assist them on deciding whether to conceal or share their knowledge (Levin and Cross, 2004).

Various researchers have shown an insight into the psychology of knowledge sharing at individual level. Knowledge sharing

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## ROLE OF EMOTIONAL INTELLIGENCE IN MODERATING THE RELATION BETWEEN JOB INSECURITY, TURNOVER INTENTION, AND WORK ENGAGEMENT

Namita Rajput\* and Amogh Talan\*\*

### PURPOSE

Job Insecurity is emerging as a growing threat to the careers of aspiring, meritorious, and hard working employees in our country due to various reasons such as high demand of jobs, and government's inability to meet such high demand in a short period of time. This results in hiring of employees on temporary/contractual basis. This situation is especially bad among the teachers belonging to various government schools and colleges in Delhi. This research investigated emotional responses of Job Insecurity in terms of Turnover Intentions and lesser Work Engagement. Moderating role of Emotional Intelligence for the proposed relations was also investigated.

**Design/Methodology/Approach:** A sample of 110 temporary/contractual/ad-hoc teachers belonging to MCD schools and several colleges from University of Delhi was used for this study. 'Partial Least Square' technique of 'Structural Equation Modeling' was applied using 'SmartPLS 2.0.M3' to understand the proposed relationships.

**Findings:** Results show that a feeling of Job Insecurity is responsible for both the Turnover Intention and lesser Work Engagement towards the employing organisation. Emotional Intelligence was found to be a significant moderator for this relation, with employees high on emotional intelligence found to be more capable of handling their emotional responses.

**Research Limitations:** The accuracy of the analysis is dependent upon the accuracy of the data reported by the respondents.

**Practical Implications:** The study has implications for the management and the employees who need coping from the stress related to workplace or job. Such organizations may choose to initiate employee assistance programs, which are known to be effective in dealing with employee stress and negative emotions. Such programs deal with a broad range of issues of the employees ranging from job stress to giving counseling on personal and financial problems, hence, ameliorating holistic well-being of the employees.

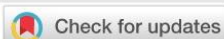
**Originality/Value:** Job Insecurity was measured using the item suggested by De Witte (1996). It was measured on a 5-point scale ranging from 1 (highly likely) to 5 (highly unlikely). Emotional Intelligence was measured using 2 items adapted from Trait Emotional Intelligence Questionnaire (TEIQue) (Petrides, 2009) ranging from 1 (completely disagree) to 5 (completely agree). Turnover Intention was measured using 2-items adapted from scale by Walsh, Ashford, & Hill (1985) measured on 5-points ranging from "strongly agree" to "strongly disagree". Work Engagement was measured

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Study of Factors Influencing the Stock Prices of Selected IT, Cement and Pharmaceutical Companies in Indian	Anurag agnihotri	Commerce	Global Journal of Enterprise Information System	2016-2017	0975-1433
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## Study of Factors Influencing the Stock Prices of Selected IT, Cement and Pharmaceutical Companies in Indian (2011-2016)

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### Abstract

This paper investigate the factors which influence the stock price of any company with a focus on selected Cement, Pharmaceutical and IT company. The future price of any stock depends on certain factors such as EPS, DPS and PE. The studies explain that dividend and P/E Ratio impact the stock prices but they have not taken the EPS as factor responsible for stock price. So for this paper we have taken three factors EPS, Dividend and Price earnings Ratio as factors which may influence the price of stock with specific reference to

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Role of Microfinance in removal of poverty – A Case of NCR

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#### Abstract

Microfinance has become an effective mechanism for economic development and to benefit low-income women and men. This includes Micro credit, Micro savings and Micro insurance. The research methodology for this paper was exploratory and research was conducted in the Delhi and NCR. It was concluded that Micro finance has helped the poor public and created wealth in their house. However, most important contribution of micro finance was that it has empowered the poor women economically and socially. It helped them in giving better education and health to their children. Many women who were divorced or single widow were living a respectable life. It was also observed that still a lot need to be done by the government and MFI to remove the poverty.

**Key Words:** Micro finance, Micro credit, Micro insurance, poverty, poverty alleviation, SHG

#### Introduction

Microfinance is an alternative financial service designed to help those poor persons who do not have access to formal financial system. It has proved to be the best instrument to create employment opportunities to the poor. It has become an effective mechanism for economic development and to benefit low-income women and men. This includes Micro credit, Micro savings and Micro insurance. Microcredit is about granting short term small loans without traditional guarantees. Micro savings are deposit services that allow people to store small amounts of money for future use. Micro insurance is a risk pooling products that are designed to be appropriate for the low-income market in relation to cost, terms, coverage, and delivery mechanisms. The financial sector reforms motivated policy planners to find products and strategies for delivering financial services to the poor and microfinance in a sustainable manner consistent with high repayment rates. The essential genius of

NABARD in the Bank – SHG programme was to recognize this empirical observation that had been catalyzed by NGOs and to create a formal interface of these informal arrangements of the poor with the banking system. This is the beginning of the story of the Bank-SHG Linkage Programme.

According to United Nations Development Report of (2000) poverty is deprivation which encompasses a wide range of issues including hunger, lack of shelter and clothing, lack of access to health care and education and inadequate or lack of access to policy making. Being poor connote lack of access to resources necessary for achieving a descent standard of living. However the word poor and poverty are debatable and will depend on the intentions and approach of policy makers.

India has different kinds of micro finance institutions which varies in size and types like the Small Industries Development Bank of India (SIDBI), the National Bank for Agriculture and Rural Development (NABARD) and the Rashtriya Mahila Kosh

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Where your money is going? Mental accounting an empirical approach	Mangal Chhering	Commerce	International journal of research in commerce & management	2016-2017	0976-2183
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**WHERE YOUR MONEY IS GOING? MENTAL ACCOUNTING AN EMPIRICAL APPROACH**

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**COLLEGE OF VOCATIONAL STUDIES**  
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**DELHI**

**ABSTRACT**

Where your money is going? Mental Accounting an Empirical Approach is the research conducted to evaluate mental accounts of investor. The research objective for the study was to ascertain the major infungible mental accounts and possible explanations and recommendations with the help of utility theory. The experiment is framed asking questions spending behaviour of various incomes. The result of this experiment is presented in the results section as follows finding of these two different sources of income is not the same, people used to consume different incomes in different ways the income got unexpectedly the spending is also on expected where is the planned earning spent in well plan activities that means people have different mental accounts for different incomes and these accounts are infungible whereas utility of unit amount remains the same irrespective of income

**KEYWORDS**

mental accounting, infungible.

**INTRODUCTION**

Where Your Money is Going? Mental Accounting an Empirical Approach is the research conducted to evaluate mental accounts of investor. This research paper starts with explaining definition of mental accounting in the first section and definition given by various scholars. In the next section it explains about the research objective laid explain as follows objective for the study were to ascertain the major infungible mental accounts and possible explanations and recommendations with the help of utility theory. The next section is review of various literatures during the research. The experiment is framed asking questions. The first question was how will you spend one thousand rupees just got from your uncle (relatives) and the next question was how will you spend the same amount that is one thousand rupees from salary. The result of this experiment is presented in the results section as follows finding of these two different sources of income is not the same. Unexpected incomes are spending in unplanned manner while on well planned income stand in vital activities. The paper ends with concluding remarks, implication for investor, some limitations and direction for future research.

**MENTAL ACCOUNTING**

Mental accounting refers to the coding, categorization, and evaluation of financial decisions. The easiest way to define it is to compare it with financial and managerial accounting as practiced by organizations. As stated by my word reference accounting may be the system of recording and summarizing business and financial transactions in books, and analyzing, verifying, and reporting the results. People and families likewise requirement should record, summarize, analyze, also report the outcomes about transactions furthermore other financial transactions. They do so for reasons similar to those which motivate organizations to use managerial accounting: to keep track of where their money is going, and to keep spending under control. Mental accounting may be a depiction of the way of doing things. How would a family perform mental accounting operations? General accounting comprises about various guidelines also assemblies that bring been arranged again those quite some time. People can look general account in reading material text books or learn from different source. Unfortunately, mental accounting has no equal well support material or written evidences. We could research them main by watching conduct and inferring the standards. It can only be known by practically observing people's behaviours during different frames. Three components of mental accounting receive the major consideration here. The first captures how outcomes are perceived and experienced, and how decisions are made and subsequently evaluated. The accounting system provides the inputs to do both ex ante and ex post cost-benefit analyses. This component is illustrated by the report above involving the purchase of the consumer goods. A second component of mental accounting involves the assignment of activities to specific accounts. Both the sources and uses of funds need aid named over genuine account and additionally in mental account frameworks. Uses would keep under classifications (housing, food, and so on.) What's more investing may be now and again compelled eventually tom's perusing understood alternately express plans. Funds to spend are also labeled, both as flows (regular income versus windfalls) and as stocks (cash on hand, home equity, pension wealth, etc.) The third component concerns the frequency with which accounts are evaluated and what used. Accounts can be balanced daily, weekly, yearly, and so on, and can be defined narrowly or broadly. Those essential purposes behind concentrating on mental accounting are upgrading our understanding of the psychology for decision. For general, Comprehension mental accounting forms serves us see decision on mental accounting guidelines would not unbiased. That is, accounting choices for example, on which classification on relegate a purchase, if to consolidate a result with others in that category, what's more entryway regularly to equalization those 'books' might influence the discerned elure for decisions. Mental accounting violates the economic notion of fungibility. Money in one mental account is not a perfect substitute for money in another account. Because of violations of fungibility, mental accounting matters. The goal of this paper is to illustrate how mental accounting matters.

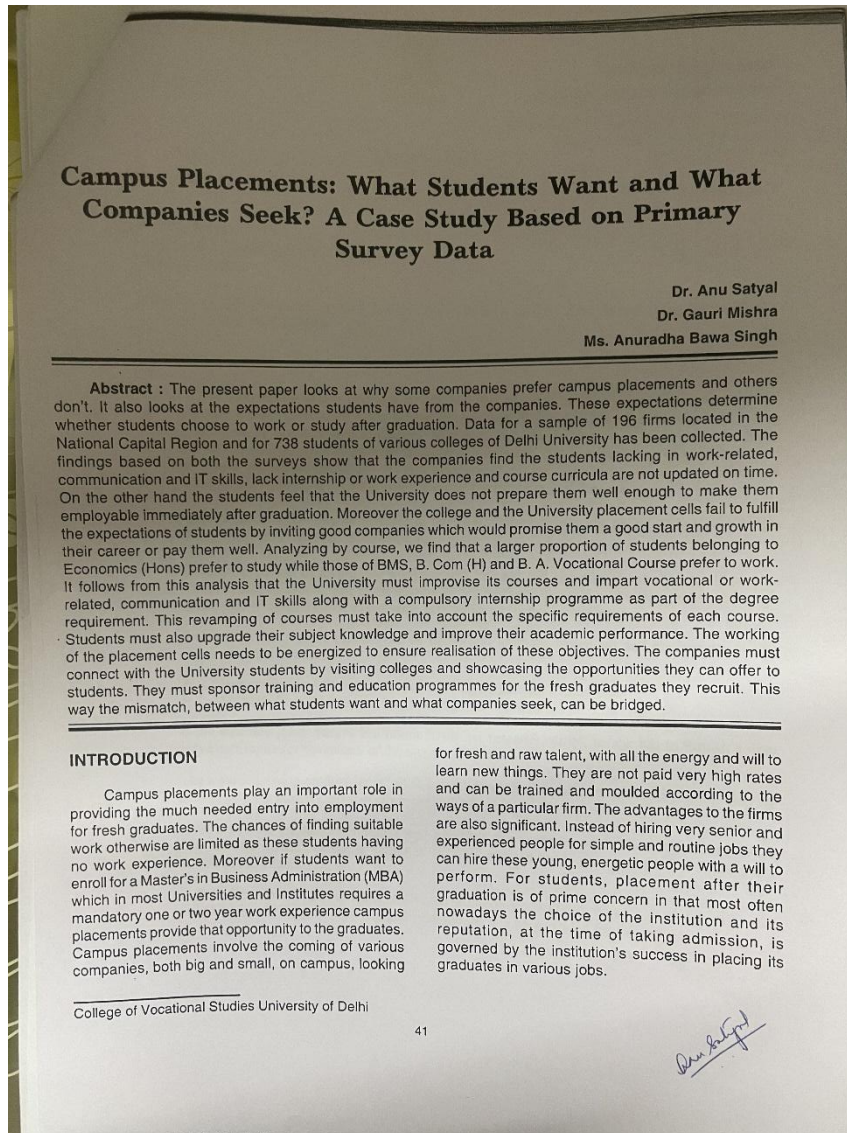
**RESEARCH OBJECTIVE**

Research objective for the study were to ascertain the major infungible mental accounts and possible explanations and recommendations with the help of utility theory.

**REVIEW OF LITERATURE**

Richard Thaler first coined the term mental accounting. It is describes as people's tendency to code, categorize, and evaluate economic outcomes by grouping their assets into any number of nonfungible (noninterchangeable) mental accounts. A rational investor would never give in to this sort of psychological process because mental accounting causes subjects to take the irrational step of treating various sums of money differently based on where these sums are mentally categorized. Mental accounting refers to the coding, categorization, and evaluation of financial decisions. Mental accounting can be interpreted in different ways, two of which are reviewed: the first interpretation stems from Shefrin and Thaler's behavioral life-cycle theory, people mentally allocate wealth over three classifications: (1) current income, (2) current assets, and (3) future income. The propensity to consume is greatest from the current income account, while sums designated as future income are treated more conservatively. (Pomplian Michael, 1963-Behavioral finance and wealth management: building optimal portfolios that account for investor biases)

Campus Placements: What Students Want and What Companies Seek? A Case-study Based on Primary Survey Data	Anu Satyal, Gauri Mishra and Anuradha Bawa	Economics	Educator – The FIMT Journal	2016-2017	2277-9736
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Role of Tax Revenue in Economic Development: A Critical Analysis	Anurag Agnihotri	Commerce	Ansal University Business Review	2016-2017	9.78939E+12
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## Procrastination at Work: Investigating the Role of Ethical Organizational Climate and Workplace Bullying

Dr. Surender Singh\* and Ms. Deepika Mishra\*\*

### ABSTRACT

Employees performance determine the overall performance of the organisation. However, there are different factors that leads to different forms of unfavourable employees behavior. One such behaviour is procrastination. Chronic procrastination hinders personal and organisational growth. Therefore, this paper aims to study workplace bullying and ethical climate as the factors influencing workplace procrastination. Social exchange theory was also been applied to frame a conceptual model. A sample of 186 full time employees from private sector was collected for this purpose. Data was analysed using structural equation modelling in AMOS 24.0. Workplace bullying was found as a significant factor leading to workplace procrastination. Negative relation between Ethical Organizational Climate and workplace bullying was established. However, the relation between ethical climate and workplace procrastination was not found significant. Future directions are discussed for further extensions in this research arena.

**Keywords:** Workplace procrastination, ethical climate, workplace bullying, unethical behaviour, organizational ethics


### INTRODUCTION

Procrastination is the willful delay of targets. Some level of procrastination is seen to have enhanced productivity (cite). However, Chronic procrastination may lead to delay in task completion. Studies have proved its adverse influence on personal satisfaction, health and wealth. Procrastination at workplace also seen to have had organizational reputation, delayed increment and slow organisational growth. Therefore, it is very important to understand the factors that causes procrastination. In this study, the influence of ethical organizational climate and workplace bullying on WPP has been tested. This will further take forward the WPP literature and help organisations to manage it.

Previous researches/ recent researches on workplace procrastination have studied the relationship of Procrastination with job passion, personality traits, dis-regulation, work-related stress (Beheshtifar, Hoseinifar and Moghadam, 2011), negative feeling, Metin, Tans and Peeters, 2016(b), explained that the delay of gratification, job satisfaction, work related stress (Mohsin and Ayub, 2014), income, gender, employment, work values (Nguyen, Steel and Ferrari, 2013). But there has been no study till the date which studies the relationship of Procrastination with workplace bullying and organizational ethical climate.

Since procrastination negatively affects the effectiveness of individual and the whole organizations, more research should be done on employees' procrastination behaviour (Beheshtifar, Hoseinifar

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Women Entrepreneurship- Genesis for Successful Business Model	Neeti Hooda	Commerce	International Journal of Management	2017-2018	0976-6510
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## **WOMEN ENTREPRENEURSHIP: GENESIS FOR SUCCESSFUL BUSINESS MODEL**

**Neeti Hooda**

Research Scholar, Department of commerce, MDU, Rohtak

### **ABSTRACT**

*Age is neither a limit nor an exception to realise the true potential or the way an individual want to live a successful life. An entrepreneur is the person who undertakes a venture, organises it, raises capital to finance it and assumes all or major portion of the risk. Gifford Pinchot III, an American expert on management, wrote his famous book *Intrapreneuring* in 1985. He used the term 'Intrapreneur' to refer to the person who as the senior manager functions like an entrepreneur within his company. He serves as the head of a semi-autonomous product division. Though there is no major difference between entrepreneur and intrapreneur but they differ with regard to their personality and functions such as an entrepreneur is an independent business person and he himself raises the required capital and undertakes the risk where as an intrapreneur operates within a given company and thus may not be required to raise capital or to bear full risk of his efforts within the company.*

*Women entrepreneurship has gained momentum in recent decades with the increase in the number of women's enterprises and their substantive contribution to economic growth. In today's dynamic era, women entrepreneurs are considered as one of the most important global giant for sustained economic development and social progress. The present paper provides a detail overview regarding the concept of women entrepreneurship, what are the factors that support them to start a business, what are the reasons that impede their growth and finally government strategies to promote these women entrepreneurs. A survey has been made from the women entrepreneurs working in Bahadurgarh city and finally brief analysis and interpretation are done on the basis of collected data in the form of bar graphs, pie charts, and column charts etc.*

**Key words:** Entrepreneurship, Business, Risk, Government-Strategies.

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East Asian Outbound Tourist in NE India:Prospects of Inter-Country Tourist-Circuits encompassing NE India,Bangladesh and Bhutan	Kumar Ashutosh	Tourism Management	Sodha Mimamsa	2017-2018	23484624
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## East Asian Outbound Tourist in North East India:

Prospects of Inter-Country Tourist-Circuits encompassing North East India, Bangladesh and Bhutan

\*Dr. Samit Choudhury & \*\*Dr. Kumar Ashutosh

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\*\*College of Vocational Studies, University of Delhi

**Abstract :** *The importance of the East Asian and South East Asian region in the realm of tourism gets highlighted by the decision of the Ministry of Tourism, Government of India to enhance the Plan outlay of Rs 100 crores in the Twelfth Five Year Plan to 10% of the total plan allocation of the Ministry of Tourism, Government of India which is earmarked for North Eastern Region. But again, India's share in the East Asian travel market is inconsequential. The reason behind the disappointing performance could be due to the fact that, when it comes to East Asian and South East Asian tourists, India Tourism ends up focussing the Buddhist destinations/ circuits in India only. Thus, the idea to develop a tourist circuit depending simply on the religious sites such as Buddhist Circuit Tour may not always be a sustainable proposition. In this paper an attempt will be made to develop both macro circuits encompassing Bangladesh, Bhutan and state capitals of NER states. Attempt will also be made to develop micro circuit taking important destinations of each state of NER, Bhutan and Bangladesh. Finally, in the paper endeavour is made to demonstrate the variety of attractions that different states of NER can offer to the East Asian tourists after thorough exploration of the sites to be covered by the proposed inter-country circuit.*

**Keywords:** East Asia, South East Asia, North Eastern Region, Circuit, Tourism

**Introduction :** The wave of globalization has engulfed every sector of every economy and tourism is no Title exception. Travel & Tourism is a dynamic engine of economic development and job creation throughout the world. In 2017, Travel & Tourism directly contributed US\$2.6 trillion and nearly 119 million jobs worldwide (WTTC, 2018). Tourist circuit is another popular term which visitors and experts of this domain often come across. A tourist circuit is defined as a route on which at least three major tourist destinations are located such that none of these are in the same town, village or city. At the same time they are not separated by a long distance. It should have well defined entry and exit points. A tourist who comes at the entry point should get motivated to visit all the places identified on the circuit. The objective of having a tourist circuit is to increase the total number of visits to all the destinations on the circuit on the one hand and to offer the tourist the attraction of all the destinations located on the circuit.

As the countries of East and South East Asia have emerged as economic power house, every

country outside the region is keen to develop closer economic ties with these countries. India is also trying to exploit the situation. Tourism is not outside the orbit of overall trade and economic cooperation particularly when the question of promotion of international tourist's circuit is involved. Again, on and from 1991, that is after much hyped and publicized "Look East" policy has come into being NER has reasons to feel at ease to situate itself in the context of entire East, South East and South Asia for certain reasons. i) So long India's NER were in isolation from the main land of the country and could not attract the attention of the policy makers for the development of the region's economy. But now opportunity is there before NER to come closer to the countries of East, South East and South Asia because of its geographical proximity with them. (ii) The Government of India has made it categorically clear that one of the objectives of the "Look East" policy is to infuse dynamism in NER's economy developing trade relation with these countries through NER. 3) As a matter of fact, NER has much to offer in tourism for each state of NER has something different to exhibit to the tourists from East Asian countries in particular in the form of a) pilgrimage, b) Adventure spot c) Hill Stations, d) Wildlife e) Sites having stunning scenic beauty etc.

Also, PM Modi while addressing the Advantage Assam-Global Investors Summit on February 3rd, 2018 in Guwahati said that the progress of North-eastern India is "at the heart of the Act East Policy" of the government. "The Act East Policy requires increased people to people contact, trade ties and other relations with countries on India's east, particularly ASEAN countries," said the PM. The prosperity of people living in Northeast is a key to India's growth story gathering speed.

**East Asian Tourists Vis-a-Vis Indian Tourism :** Formal recognition of the above new realities came in the wake of India's adoption of 'Look East Policy' in the early 1990s which focuses on developing closer ties with the countries in East Asia and South East Asia. In the second half of 2014, Look East Policy was upgraded to Act East Policy which focuses on the extended neighbourhood in the Asia-Pacific region in the emerging new world order. The policy which was originally conceived as an economic initiative,

Application of Public-Private Partnership Approach in Marketing Mix of Buddhist Tourism	Ravindra Singh Kushwah	Tourism Management	Amity Research Journal of Tourism, Aviation and Hospitality	2017-2018	24560308
Residents' Perceived Economic Benefits of Heritage Tourism: A Case of Khajuraho, M.P. India	Ravindra Singh Kushwah	Tourism Management	Shodh Mimansa	2017-2018	2348-4624

## Application of Public-Private Partnership Approach in Marketing Mix of Buddhist Tourism

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**Dr. Pramendra Singh**

Assistant Professor, Amity Institute of Travel and Tourism  
Amity University, Noida

### Abstract

Religion since time immemorial has been a key factor in motivating and stimulating people to travel to different places. Buddhism is one of the largest and far spread religions in the world which has millions of followers in different parts of the world. Buddhist tourism is developing as a separated niche market in tourism industry. This research aims at suggesting effective tourism marketing mix for Buddhist tourism products. This paper reveals that Buddhist tourism products have lots of tourism potential if marketed in effective manner.

The paper suggests the application of the Public private partnership to construct effective marketing mix for Buddhist tourism. All the components of tourism marketing mix are analyzed and evaluated and application of each component is described. In this way we have suggested the importance of Public private partnership model for marketing strategy of Buddhist tourism. This study suggests that Public private partnership can be a key factor to enhance the competitive edge of Buddhist tourism through partnership, collaboration among different stake holders of the tourism industry. This research is based on conceptual study which offers a unique combination of marketing and economic theories to describe the importance and growth of Buddhist tourism in modern days and beyond.

**Keywords:** Tourism, Buddhism, Buddhist tourism, marketing mix, Public private partnership

### Introduction

Over past few decades, tourism has become one of the fastest growing economic sector in the world. Continuously tourism is showing diversification and expansion in various concerned areas of tourism. As per UNWTO 2018 report, Travel and tourism contributes around 10% on total world GDP through direct, indirect and induced impact. In every ten jobs one is created in tourism. It has a contribution of US \$ 1.6 Trillion in exports which is 7% of world's exports. It touched a mark from 25 million international tourists in 1950 and 1323 million in 2017. And 1.8 billion international tourists are forecasted for 2030.

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### Resident's perceived economic benefits of heritage tourism and support for tourism development: A case of Khajuraho, Madhya Pradesh, India

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**Abstract :** Heritage tourism is the vital area of the tourism industry. It helps make ancient preservation economically viable by using heritage attractions and culture to attract and serve tourists. Heritage tourism can bring economic viability to the residents of that place. It creates a quality experience in the mind of tourist, at the same time it encourages the preservation and conservation of the heritage sites. Economic benefits and preservation both goals can be attained while promoting heritage tourism in a sustainable manner.

This research deals with the heritage tourism in Khajuraho. Khajuraho is one of the UNESCO world heritage site of Madhya Pradesh. This small town of district Chhattarpur is very prosperous for heritage attractions, some of them are world famous for their unique architecture and erotic sculptures. Prominent paws of ancient, medieval India passed through this historic town. This research attempts to explore the residents' perceived economic benefits of heritage tourism of Khajuraho.

A questionnaire was designed to measure residents' perceived economic benefits of heritage tourism in Khajuraho. A one-way ANOVA and independent sample 't' test was conducted to find the significant difference for perceived benefits of heritage tourism for different demographic elements. Significant results have been found on the research goals. The results have significant implication for government, DMO's, DMC's and different stakeholders of the tourism industry.

**Keywords:** Heritage tourism, economic benefits, residents', Khajuraho, India.

**1. Introduction :** In the last few decades, tourism has grown significantly, Tourism industry is considered as the world's largest industry with volumetric economic. The total share of Travel & Tourism to GDP was USD8,272.3bn (10.4% of GDP) in 2017, and is forecast to rise by 4.0% in 2018, and to rise by 3.8% pa to USD12,450.1bn (11.7% of GDP) in 2028. In 2017 Travel & Tourism directly created 118,454,000 jobs (3.8% of total employment),

Recent economic trends depict that travel and tourism industry is growing very fast and its growth is faster and wider than any other industry. By 2027, international tourist arrivals are forecast to total 2,042,420,000, generating expenditure of USD2,221.0bn, an increase of 4.3% pa, (WTTC, 2017). Tourism appeared as blessings for both residents' and tourists in many ways- tool to reduce poverty (Matiza & Olabanji, 2014), employment opportunity (Moore, Munro, & Susan, 2013), foreign exchange earnings, increased income and effect on poor people (Anwar, 2012), improved condition of women (Simao & Mosso, 2012).

Heritage tourism is one of the demanded area of tourism industry. It helps make ancient preservation economically viable by using heritage attractions and culture which attract heritage lover. Heritage tourism can bring economic viability to the residents of that place. It creates a memorable experience in the mind of tourist, at the same time it encourages the preservation and conservation of the heritage of the destination. Economic benefits and preservation both goals can be attained while promoting heritage tourism in a sustainable manner. Heritage tourism refers to leisure travel that has as its primary purpose the experiencing of places and activities that represent the past (Gunlu, Yagci & Pinar, 2009). Heritage of the destination gives identity and fame to that particular destination, Khajuraho, a beautiful small town in Chhattarpur district of Madhya Pradesh, is well known for its masterpiece of medieval legacy. Heritage attractions of Khajuraho give this place a unique identity and fame worldwide. The hindu temples built by Chandella kings, are declared as UNESCO World Heritage site and serve as a wealth - generator for the residents as well as government. There were 85 temples but only 22 survived. These temples reveal the love, life and culture of that era.

**Table 1: General information about Khajuraho**

Longitude	24°51'-24°85'N
Latitude	'E-79°93'E 79°56
Area	59.8 sq.kms

Role of socio – Cultural Diversity in Tourism of India – A Case Study Of Delhi	Avinash Chandra	Tourism Management	UNMESH	2017-2018	2394-2207
Bihar and Buddhism: A case study of major Buddhist Sites of Bihar.	Avinash Chandra	Tourism Management	Sodha - Mimamsa	2017-2018	2348-4624

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### Bihar and Buddhism : A Case Study of major Buddhist sites of Bihar

\*Avinash Chandra

\*Assistant Professor, University of Delhi, Delhi

#### BIHAR-

**An introduction :** Bihar is a state of Indian union which is considered to be part of Eastern India. With its capital at Patna (Ancient Patliputra, capital of ancient India). Bihar is 13th largest state of country with an area of 94,163 km<sup>2</sup>. In ancient India, Bihar was one of the most developed region of the country. Ruled by the great rulers like Mauryans and Guptas, Bihar is also the land of famous economist and diplomat "Chanakya", the author of the Arthashastra (Literally it means "the science of material gain in Sanskrit). It is third largest state of India by population, it is surrounded with Uttar Pradesh to its West, Nepal to the north, the northern part of West Bengal to the east, with Jharkhand to the south. Ganga is the main river of Bihar, which splits the plain of Bihar. Bihar is made of three main distinct regions these are Magadh, Mithila and Bhojpur. Southern Bihar was separated from Bihar on 15 November 2000 and new state Jharkhand was formed.

#### Ancient History :

History of Bihar is very ancient; in fact we can say that it is as old as human civilization. Bihar is associated with earliest myths and legends of Hinduism the sanatana Dharma. Sita wife of Lord Rama, was princess of Bihar. She was daughter of king Janak, presently the districts of north - central Bihar Sitamarhi, Muzaffarpur, Samastipur, Madhubani and Dharbhanga mark this ancient kingdom. The birthplace of Sita is Punaura located on western part of Sitamarhi. It is evident that the birthplace of author of Hindu epic - The Ramayana - Maharshi Valmiki is also ancient Bihar. In western Champaran there is a small town and railway station called Valmiki Nagar which is associated with Maharshi Valmiki. Bihar is the land of origin of many religions. It is the place where prince Gautam attained enlightenment and became Lord Buddha; hence the great religion of "Buddhism" was born. Lord Mahavira founder of another great religion "Jainism" was born here and attained nirvana (death) at Pawapuri, located some miles away from Patna which is the capital of Bihar. Also the tenth and last guru of shikha, Guru Gobind Singh was born here and attained sainthood means became Guru. In the memory of Guru Gobind Singh a majestic Gurudwara "Harmandir" was built in Patna also known as Patna Sahib. It is one of the five holiest places for Takhat (worship) for Sikhs.

Geography of Bihar: An Overview  
Country India

Borders	North side - Nepal, East Side - West Bengal, West Side - Uttar Pradesh, South Side - Jharkhand
Mountains	Rajgir Hills, Brahmayoni Hill, Prentala Hill, Ramohila Hill
Rivers	Ganges, Phalgu, Ghaghra, Gandak, Budhi Gandak, Bagmati, Kosi etc.
Longest River	Ganga
Waterfalls	Kakolat, Manjhar kund, Dhua kund, North Tank
Natural Resources	Steatite, Pyrites, Quartzite, Crude Mica, Limestone
Natural Hazards	Floods

#### Climate :

Climatic condition of Bihar is similar to climatic condition of Indian subcontinent. Some factors affecting the climatic condition of Bihar are as follows:-

- The latitude of Bihar falls into 22 degree north to 27 degree north. Hence its location falls from tropical to subtropical region.
- Himalayan Mountain is situated in north which play significant role in rainfall.
- Ganga delta and Assam delta is joined by Bihar.

#### We can divide the whole year into four major seasons-

- Cold Season** - December to February
- Hot Season** - March to May
- Southwest Monsoon** - June to September
- Retreating Southwest Monsoon** - October to November

#### Significance of Buddhism in Bihar :

"Bihar" the name is derived from the Sanskrit and Pali word "Vihara" means abode and it explains the relation of Bihar with the Vihara used as the Buddhist abode. The land of Bihar is considered as the richest one in context of Buddhism, here the young Siddhartha Gautam got enlightenment. The place where Siddhartha Gautam got enlighten is known as "Both Gaya". Both Gaya is the holiest place for Buddhist, situated by the bank of river Neranjana. At that time the place was known as Uruvela. Here first temple was built by king Ashoka. Buddha was born in 563 BC at the place called "Lumbini" now in Nepal.

#### Major Buddhist Sites in Bihar :

##### Bodhgaya :

One of the most sacred places of Buddhism is Bodhgaya. Located in the east Bihar, it is the place where Siddhartha Gautam in pursuit of the real meaning of life, mediated under the baobab tree and finally gained

"A Study of The Regulative Acts Leniency Clause Effect on the Behavior of the Firms"	Harshil Kaur	Economics	Journal of Governance and Regulation	2017-2018	2306-6784
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# A STUDY OF THE REGULATIVE ACTS' LENIENCY CLAUSE EFFECT ON THE BEHAVIOR OF THE FIRMS

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## Abstract

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This paper experimentally investigates the effect of leniency clause on cartel formation and self-reporting by firms in an asymmetric cartel. The notion of asymmetric is used in terms of different market share of the firms, which form a cartel. This setting is used to bring the experimental design closer to reality. We experimentally controlled for 'Provision of Deal' - when a firm with larger market share can offer some side payments to the firms with smaller market share and induce them not to report. We run three treatments: 1) Leniency without Deal (LWOD), 2) Leniency with Deal (LWD) and 3) Reward with Deal (RWD). In LWOD treatment players can come forward and self-report their communication to the authority. In LWD treatment before self-reporting there is another step where big players can transfer 10 points to the small player and induce them not to report. In RWD treatment players earn 25 points if they report unlike LWD or LWOD where they paid some amount after reporting as well. The results of the experiment demonstrate that there is no notable difference in the formation of cartels among the three treatments. However, cartel members see the adverse effect of the provision of a deal on the self-reporting of cartels. The incidence of reporting falls significantly from 61.48% in Leniency without Deal treatment to 25.86% in Leniency with Deal treatment. Further, giving positive rewards to the self-reporters counteract the effect of the deal to a large extent. Thus, reporting is remarkably high at 41.44% in Reward with Deal treatment as compared to 25.86% in Leniency with Deal treatment. To sum up, the experiment accentuates the waning effect of leniency clause in asymmetrical cartel.

**Keywords:** cartels, leniency programs, Bertrand competition, experiment

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## 1. INTRODUCTION

In February 2014, India's Anti-Competitive authority for the first time received an application for imposing a lesser penalty by Phoenix Conveyer Belt, India. This company is a subsidiary of German tyre-making Continental, which disclosed the possibility of a cartel in the conveyer belt segment. Phoenix Conveyer Belt revealed the existence of a cartel

engaged in bid rigging for procurement of conveyer belts by several public and private sector companies. Seventeen firms including Sempertans Nirilon (P) used to decide among themselves the winner and the winning price of the bid. The Competition Commission of India (Lesser Penalty) Regulation, 2009 provides for a reduction in fines to the cartel member if the firm itself reveals the working of a cartel. The investigation is underway; the parties allegedly participating in the cartel are showing a lot

Enhancement of Infrared Image with the use of logarithm and entropy functions in the frequency domains	Dhananjaya Singh	Computer Science	IJSER(International Journal of Scientific & Engineering Research)	2017-2018	2229-5518
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# Enhancement of Infrared Image with the Use of Logarithm and Entropy Functions in the Frequency Domain

Dhananjaya Singh<sup>1</sup>, Dr.(Prof.) Parma Nand<sup>2</sup>, Rani Astya<sup>3</sup>

**Abstract**— Homomorphic enhancement could eliminate the influence of uneven illumination in frequency domain algorithm. It could be made the dynamic range of image to compress and Expanded the gray level image of the interested target and Enhanced image detail; the top-hat and bot-hat can smooth the Outline of the image in spatial domain. According to the background and the target exist on the problem of poor contrast in the infrared image. This paper presents a hybrid algorithm to enhance the image. It is use of the Gauss filter processing to enhance image details in the frequency domain and smooth the contours of the image by the top-hat and bot-hat transforms in spatial domain. Through the hybrid algorithm to enhanced the infrared image. Not only enhanced the infrared image of the details, but the outline of the image has also been smooth. Finally, the enhanced image is better than other algorithm of results.

**Index Terms**— Homomorphic enhancement, Filtering, Infrared Image Processing, Mathematical Morphology, Dilation, Erosion, Top-hat transforms.

## I. INTRODUCTION

Till now, all the domains in which we have analyzed a signal, we analyze it with respect to time. But in frequency domain we don't analyze signal with respect to time, but with respect of frequency[3]. Enhancing an image provides better contrast and a more detailed image as compare to non enhanced image. Image enhancement has very applications. It is used to enhance medical images, images captured in remote sensing, images from satellite etc. The transformation function has been given below

$$s = T(r)$$

where  $r$  is the pixels of the input image and  $s$  is the pixels of the output image.  $T$  is a transformation function that maps each value of  $r$  to each value of  $s$ . There are two methods of enhancing contrast. The first one is called Histogram stretching that increase contrast. The second one is called Histogram equalization[7] that enhance contrast and it has been discussed in this paper and results are shown in terms of histogram equalization. Many attempts have been made so far to improve the performance of Histogram Equalization[10]. Most of the existing automatic enhancement techniques make use of global intensity transforms, either for color correction (white balancing) or contrast enhancement. For these global intensity transforms, the mapping of color or intensity is one-to-one and is independent of pixel location or scene context.

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## II. METHODOLOGY

### a. Logarithm of image

The purpose of the logarithm is to eliminate the influence of non-illumination without loss of image detail. In this paper this function applied twice to get the original image without any loss.

$$fl(x,y)=\log f(x,y)$$

### b. Gamma correction

Processed image is not clear, so original image is processed by gamma correction.

$$t(x,y)=cfl(x,y)$$

### c. FFT of image

In view of the infrared image difference between gray values are very small. The outline of the image information is concentrated in low frequency, and the image detail is mainly concentrated in high frequency. It is easily to separate them from the image by Fast Fourier Transformation.

$$Z(u,v) = F(t(x,y))$$

### d. Filter Function

According to the traditional algorithm process, the response function of Gauss filter had improved. New algorithm could enhance image detail and outline. Because the gray value of the infrared image is low, the offset corrections have to change by the function of homomorphic filter. It will make the image more clearly.

$$H(u,v) = (r_H - r_L) \left[ 1 - e^{-\left(\frac{r}{r_0}\right)} \right] + (r_H + r_L)/d$$

Where  $r_0$  is regulation parameter to change high frequency.  $r$  is regulation parameter to change low frequency.

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**A STUDY OF THE TOP PUBLIC SECTOR BANKS IN INDIA:  
A COMPARATIVE ANALYSIS OF THE FINANCIAL  
PERFORMANCE OF STATE BANK OF INDIA AND PUNJAB  
NATIONAL BANK**

**Mr. SHEMPHANG WANN LYNGDOH\***

**ABSTRACT**

Indian Banking system had played an important role in the economic growth of India. RBI is the main authority of public sector banks, private banks, financial and non-financial institutions. Banking system is classified into scheduled bank and non-scheduled bank. The banking system of India consists of a large network of bank branches across the country which serves the people by providing various kinds of financial services. State Bank of India, popularly known as SBI is the largest bank of public sector in India. SBI has 420 million customers, more than 24,000 branches and 59,000 ATMs in India. Punjab National Bank, also known as PNB is second largest public sector in India. The Bank has over 80 million customers, 6,937 branches and 10,681 ATMs in India. The purpose of the study is to examine the financial performance of the two largest public sector banks in India, SBI and PNB. The research is descriptive and analytical in nature. The data used for the study was entirely secondary in nature. The present study is conducted to compare the financial performance of SBI and PNB Bank on the basis of ratios such as credit deposit, net profit margin etc. The period of study taken is from the year 2012-13 to 2016-17. The study found that SBI is performing well and financially sound than PNB Bank but in context of expenditure PNB bank has better managing efficiency than SBI.

**KEYWORDS:** Credit Deposit Ratio, Net Profit Margin, Return on Equity, Deposits, Advances, SBI, PNB.

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**A Study of the Top Private Sector Banks in India: A Comparative Analysis of the Financial Performance of HDFC Bank and ICICI Bank**

Shemphang Wann Lyngdoh

(Assistant Professor, CVS, University of Delhi, Sheikh Sarai, New Delhi, India)

**Abstract:** Indian Banking framework has played an important role in the monetary development of India. RBI is the regulatory authority of the banking system in India which includes public sector banks, private sector banks, financial and non-financial institutions. The banking arrangement of India comprises of an extensive system of bank offices the nation over which serves the general population by giving different sorts of financial services. Housing Development Financial Corporation Bank Ltd, popularly known as HDFC Bank is the largest private sector bank in India. HDFC Bank has a network of 4,715 branches and 12,260 ATMs across India. Industrial Credit and Investment Corporation of India Bank, also known as ICICI Bank is India's second largest private sector bank. The Bank has a network of 4,850 branches and 13,882 ATMs across India. The purpose of the study is to examine the financial performance of the top two largest banks in the private sector in India, HDFC Bank and ICICI Bank. The research is descriptive and analytical in nature. The data used for the study was entirely secondary in nature. The present study is conducted to compare the financial performance of HDFC Bank and ICICI Bank on the basis of ratios such as credit deposit, net profit margin etc. The period of study taken is from the year 2012-13 to 2016-17. The study found that HDFC Bank is performing well and financially sound than ICICI Bank.

**Keywords:** Credit Deposit Ratio, Net Profit Margin, Return on Equity, Income, Expenditure, Deposits, Advances, HDFC Bank, ICICI Bank.

**1. INTRODUCTION**

Accounting for trillions in assets worldwide, the banking system is a crucial component of the global economy. A bank accepts deposits from the public and lends advances to the public. The banking system in India consists of a large network of branches of the banks serving the entire people of the country.

**HDFC Bank Profile**

HDFC Bank Limited is an Indian bank headquartered in Mumbai, Maharashtra. It has 84,325 employees and has a presence in Bahrain, Hong Kong and Dubai. HDFC Bank is India's largest private sector lender by assets. It is the largest bank in India by market capitalization as of February 2016. Its revenue – Rs. 81,602 crores, operating income Rs. 25,732 crores, profit – Rs. 14,550 crores, total assets – Rs. 8,63,840 crores. HDFC Bank was incorporated in the year 1994, with its registered office in Mumbai, India. Its first corporate office and a full service branch at Sandoz House, Worli in Mumbai had been inaugurated by the then Union Finance Minister, Manmohan Singh.

HDFC Bank provides a number of products and services such as credit cards, consumer banking, corporate banking, finance and insurance, investment banking, mortgage loans, private banking, private equity, wealth management.

In 2000, HDFC Bank merged with Times Bank. This was the first merger of two private banks in the private sector banks. HDFC Bank acquired Centurion Bank of Punjab in the year 2008 for Rs. 9,510 crores in one of the largest mergers in the financial sector in India.

**ICICI Bank Profile**

ICICI Bank is an Indian bank headquartered in Mumbai, Maharashtra. It has 84,096 employees and has subsidiaries in the United Kingdom and Canada; branches in United States, Singapore, Bahrain, Hong Kong, Sri Lanka, Qatar, Oman, Dubai International Finance Centre, China and South Africa; and representative offices in United Arab Emirates, Bangladesh, Malaysia and Indonesia. The company's UK subsidiary has also established branches in Belgium and Germany. Its revenue – Rs. 736,60.76 crore, operating income Rs. 41,242 crores, profit – Rs. 9,801 crores, total assets – Rs. 7,71,791 crores.

ICICI Bank provides a number of products and services such as credit cards, consumer banking, corporate banking, finance and insurance, investment banking, mortgage loans, private banking, wealth management, personal loans, payment solutions, trade and retail forex.



## **BIG PLAYERS IN LIFE INSURANCE MARKET IN INDIA**

**ShemphangWannLyngdoh\***

### ABSTRACT

Big players in life insurance market in India is a study done on 24 life insurance companies in India. Comparison of premium collected, number of policies issued and number of life covered by private life insurance companies and LIC has been done, big market players in life insurance business in India has been found out. Secondary data has been used. There are twenty three private life insurance companies, and their contribution in premium is around R.S 27961.86 crore, they have issued 3275049 policies and they have covered around 63283122 lives. OnePSU, LIC has collected R.S. 77911.72 crore (73.6 %) premium amount, issued 9758596 (74.87%) policies and has covered 27960917(30.64 %) lives. There are twelve companies have generated more than five hundred crore rupees premium and their sum equal to R.S. 25143.05 crore (89.9 % of total private), they have issued 2690280 Policies (82 % of total private) and covered 56216396 (88.8 % of total private) lives.

**KEY WORDS-** Life insurance, Premium, Big players etc.

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### INTRODUCTION

Big players in the life insurance market in India is a study done on life insurers. The insurance industry of India consists of 57 insurance companies of which 24 are in life insurance business and 33 are non-life insurers. Life insurance companies Aegon Life, Aviva Life, Bajaj Allianz Life,

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## **A Study on Non-Performing Assets in IDBI Bank**

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**Abstract:** A stable and sound banking system is required for a healthy growth of an economy. But ballooning non-performing assets problem is the biggest impediment that chokes Indian lenders' effective operations. Non-performing assets (NPAs) have emerged as a major headache for the government and the Reserve Bank of India (RBI). In the year 2017 over 90 percent of these sticky assets are on the books of government-owned banks with IDBI Bank being in the top list with the highest amount of non-performing assets. This study aims to study the trend of Total advances, Net profit, Gross NPA, Net NPA of IDBI during the last five years and to provide solutions to reduce NPAs. During the last 5 years (2012-13 to 2016-17), the Gross and Net NPA has shown an increasing upward trend, but the Total Advances and Net Profits have decreased over the years. The NPAs have grown dynamically and has resulted in a huge Net Loss to the Bank on a consistent basis over the 5 years of study. This reflects the mismanagement of the Bank in taking necessary steps to reduce its NPAs. Suggestions have been made to help in managing NPAs.

**Keywords:** Total Advances, Net Profits, Gross NPA, Net NPA, IDBI Bank

### I. INTRODUCTION

Non-Performing Asset also known as NPA, has been a major factor in destroying the profitability of the Public sector Banks in India. The government has so far failed to infuse the required capital for state-run banks. Recently the central government strengthened the RBI by giving it more powers to deal with NPAs of banks. A clearer policy to deal with NPA is expected from the central bank in the monetary policy committee meet.

Public sector banks (PSBs), which accounted for 90 percent of the total gross NPAs of the banking sector, has seen their gross NPAs jumping past Rs 7 lakh crore in June 2017 quarter.

IDBI Bank with 24.11 percent tops the list. That means every Rs 24 out of Rs 100 lent by the bank has not come back. Indian Overseas Bank follows with 23.6 percent gross NPAs and UCO Bank with 19.87 percent. Out of 21 state-run banks, 17 lenders recorded over 10 percent gross NPAs as percentage of their advances as of 30 June 2017.

NPA rule says simply this: when interest or other due to a bank remains unpaid for more than 90 days, the entire bank loan automatically turns a non performing asset [1]. The recovery of loan has always been problem for banks and financial institution. To come out of these first we need to think is it possible to avoid NPA, if not then we need to identify the factors responsible for it and managing those factors. With a view to moving towards international best practices and to ensure greater transparency, it has been decided to adopt the "90 days" overdue" norm for identification of NPAs, from the year ending March 31, 2004.

#### **Non-Performing Asset-Concept**

An asset, including a leased asset, becomes non-performing when it ceases to generate income for the bank.

A Non-performing Asset (NPA) is a loan or an advance where:

- i. interest and/ or instalment of principal remain overdue for a period of more than 90 days in respect of a term loan,
- ii. the account remains 'out of order', in respect of an Overdraft/Cash Credit (OD/CC),
- iii. the bill remains overdue for a period of more than 90 days in the case of bills purchased and discounted,
- iv. the instalment of principal or interest thereon remains overdue for two crop seasons for short duration crops,
- v. the instalment of principal or interest thereon remains overdue for one crop season for long duration crops,
- vi. the amount of liquidity facility remains outstanding for more than 90 days, in respect of a securitisation transaction undertaken in terms of guidelines on securitisation dated February 1, 2006.
- vii. in respect of derivative transactions, the overdue receivables representing positive mark-to-market

Bihar mein Khetihar Majdooron ki Dasha Evam Disha.	Dr Nand kishor Mandal	Economics	Shodh Kalptaru:An International Multidisciplinary Research Journal	2017-2018	2249-6114
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## बिहार में खेतिहर मजदूरों की दशा एवं दिशा

\*डॉ नन्द किशोर मंडल

खेतिहर मजदूर भारत में लगभग सभी राज्यों में काम करते हैं। ये मजदूर अधिकांशतः असम के चाय-बागान, कलकारखाने, पंजाब, दिल्ली, राजस्थान तथा अन्य स्थानों पर काम करते हैं। इन्हीं मजदूरों में लगभग 44 से 50 लाख की संख्या बिहार के मजदूरों की है। बिहार से खेतिहर मजदूरों का पलायन मुहत्ता से होता आ रहा है अपने स्थानीय क्षेत्रों में रोजगार उपलब्ध न होने के कारण मजदूर छोटी अपथि के लिए अन्य प्रदेशों में पलायन करते हैं जहाँ उन्हें तरह-तरह की समस्याओं का सामना करना पड़ता है अमूनन ये मजदूर दूसरे प्रदेशों में जा कर दिहाड़ी पर काम करते हैं जहाँ न उनके रहने का ठिकाना है न स्वास्थ्य संबंधी कोई सुविधा है। खेतिहर मजदूर जब दूसरे प्रदेशों में चले जाते हैं तो परिवार चलाने की जिम्मेदारी महिलाओं पर आ जाती है। आई एच डी के शोध के अनुसार सात जिलों में जहाँ अध्ययन हुआ है, वहाँ 58 प्रतिशत परिवार ऐसे हैं जहाँ कम से कम एक व्यक्ति प्रवास पर है।

खेतिहर मजदूर से तात्पर्य उन लोगों से है जो दूसरों के खेतों पर काम करते हैं। जिसके बदले में उन्हें मजदूरी मिलती है। यही उनकी आय का प्रमुख स्रोत है। भारत में मोटे तौर पर तीन प्रकार के अस्थायी खेतिहर मजदूर हैं। (1) ऐसे छोटे किसान जिसके पास परिवार के उपार्जन के लिए पर्याप्त जमीन नहीं है, इसलिए ये खेतों पर मजदूरी के बदले काम करते हैं, (2) कस्तकार जो पट्टे पर जमीन लेकर खेती करते हैं लेकिन यह उनकी जीविका का मुख्य स्रोत नहीं है। ये कस्तकार अधिकांश समय खेतिहर मजदूर के रूप में काम करते हैं, (3) बंटाईदार जो खेतिहर मजदूर की हैसियत से भी दूसरों के खेतों पर काम करते हैं। आजादी के 70 वर्षों के बाद भी इनकी आर्थिक स्थिति में कोई विशेष बदलाव देखने को नहीं मिला है। भारत में खेतिहर मजदूरों की संख्या बड़ी तेजी से बढ़ी है।

\*अर्थशास्त्र विभाग, कॉलेज ऑफ वाकेंशनल स्टडीज, दिल्ली विश्वविद्यालय, दिल्ली

बढ़ती हुई खेतिहर मजदूरों की संख्या देश के आर्थिक विकास में अवरोध उत्पन्न करती है। प्रति व्यक्ति उत्पादन घटता चला जाता है। 1991 जनगणना के अनुसार खेतिहर मजदूरों की संख्या 7 करोड़ 47 लाख थी जो कुल श्रमिकों का 26.5 प्रतिशत था। 2001 की जनगणना के अनुसार कृषि श्रमिकों की संख्या 10 करोड़ 68 लाख है। जो कुल श्रम शक्ति का 26.6 प्रतिशत है। इस प्रकार श्रम शक्ति का हर चौथा व्यक्ति खेतिहर मजदूर है। विभिन्न जनगणनाओं में खेतिहर मजदूरों की अलग अलग परिभाषाएँ स्वीकार की गयी हैं, इसलिए ये आंकड़े पूरी तरह तुलनीय नहीं हैं। लेकिन इसके आधार पर यह निष्कर्ष निकाला जा सकता है कि पिछले 100 वर्षों में खेतिहर मजदूरों की संख्या में निरपेक्ष रूप में वृद्धि हुई है।

भारतीय आबादी की कुल श्रमिक संख्या में से कम से कम 54 प्रतिशत एवं ग्रामीण श्रमिक शक्ति का 72 प्रतिशत खेतिहर मजदूर है।

No. Of Workers (in million)			Worker Participation Rate (%)		
Total	Rural	Urban	Total	Rural	Urban
482	349	133	40	42	35

Farm Workers	Total (in million)			% of Total Workers		
	Total	Rural	Urban	Total	Rural	Urban
Cultivators	119	115	4	25	3	3
Agricultural Labourers	144	137	7	30	39	8
Total farm workers	263	252	11	54	42	8

Source: Census 2011; figures have been rounded

सौम्या तिवारी, भारत की असल चुनौती, 263 मिलियन खेतिहर मजदूर, 4 अगस्त 2015 अरविन्द मोहन, बिहारी मजदूरों की पीड़ा, राधाकृष्ण प्रकाशन

CULTURAL INTELLIGENCE: AN INTEGRAL PART OF CROSS CULTURAL ORGANISATIONS	Jasleen Sarpal	BBE COMMERCE	IJRCM: International Journal of Research in Commerce, IT and Management	2017-2018	2231-5756
Demonetization – Impact on Indian Economy	Jasleen Kaur Aneja	BBE COMMERCE	IRJMST: International Research Journal of Management Science and Technology	2017-2018	2250-1959
Big Data analytics in Banking Sector	Jasleen Kaur Aneja	BBE COMMERCE	IRJMST: International Research Journal of Management Science and Technology	2017-2018	2250-1959

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**ABSTRACT**

With the increasing globalization it has become very important to understand the need of the organization with intercultural context. Cultural intelligence or cultural quotient is the capability to relate and work effectively across cultures. It helps to understand the ability to perform and function in an organization which has different cultural quotient. In this article we look upon the growing stream of cultural intelligence and its importance. We will review the models, the research work, importance, and the techniques used to measure the level of cultural intelligence. In the end we will conclude by discussing theoretical research work done and future research opportunities available in this context.

**KEYWORDS**

cultural intelligence, importance of CQ, model of CQ, cross cultures.

**INTRODUCTION**

Cultural intelligence (CQ) is a person's ability to work effectively in culturally diverse contents (Van Dyne, 2008). This definition shows a person's potential to be effective in cross cultural environment. Cultural intelligence does not show the ability to work effectively in a particular culture instead it depicts the ability to work effectively across cultures and in multicultural environment. Cultural intelligence does not merely refer to intelligence in context to different cultures, instead it explains the intelligence level with the presence of knowledge of different cultures.

**CULTURAL INTELLIGENCE AND OTHER FORMS OF INTELLIGENCE**

Cultural intelligence is similar to social and emotional intelligence. Social intelligence is a broader form that enables to manage and understand others. Emotional intelligence is the ability to deal with emotions of self and others. Cultural intelligence shares the similarity to understand, manage and deal with emotions of others. However unlike social and emotional intelligence it deals explicitly with intercultural aspects. Cultural intelligence is also similar to some extent to general cognitive ability. General cognitive activity is the key predictor of job performance whereas cultural intelligence predicts performance in cross cultural organization. (Van Dyne, 2008).

**MODELS OF CULTURAL INTELLIGENCE**

While conceptualizing cultural intelligence research suggest that it is multifaceted. (Earley, 2003) gave the cultural intelligence model explaining the (Sternberg, 1986) multiple loci view. It says that cultural intelligence comprises of four factors:

FIG. 1



**DEMONETIZATION- IMPACT ON INDIAN ECONOMY**

3 Author(s): JASLEEN KAUR ANEJA, VAISHALI JOSHI, HRIDYANSHA CHUGH

Vol - 8, Issue - 12 , Page(s) : 272 - 275 (2017) DOI : <https://doi.org/10.32804/IRJMST>

**Abstract**

Demonetization occurs wherever there is an act of national currency, wherein it is the act of stripping a currency unit of its status as legal tender. On November 8th, 2016, the government of India decided to demonetize the two biggest denominations in its currency system, the 500/- and 1000/- rupee notes of the country. Notes of 500/- and 1000/- accounted 86 percent of the country's circulating cash, which would be adversely affected first when liquidity shortage strikes. The production of the state will automatically decline when consumption declines which will lead to less employment opportunities of the nation. Income tax returns would be forcibly



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## LEVERAGING BIG DATA ANALYTICS IN BANKING SECTOR IN INDIA: SEIZING OPPORTUNITIES, PRESERVING VALUES

 **1 Author(s):** JASLEEN KAUR ANEJA

Vol- 9, Issue- 1 ,    Page(s) : 126 - 134 (2018 ) DOI : <https://doi.org/10.32804/IRJMST>

### Abstract

“Big data” refers to datasets whose size is beyond the ability of typical database software tools to capture, store, manage, and analyze. They have to be analyzed, handled, managed, validated through typical data management tools. Banks, who are a mirror image the economy, handle enormous amount of transaction data that has to be managed, scrutinized and utilized for the benefit of banks as well as the customers. Big data is especially promising and differentiating for financial services companies. With no physical products to manufacture, data – the source of information – is arguably one of their most important assets. However, along with massive opportunities, big data brings with itself many challenges, which the banks need to carefully address. Some challenges are related to privacy, data proliferation, security, and sharing of data for outsourcing analysis, skilling of personnel and of technology. Hence this research paper seeks to understand the state of digital data, how banking sector is unleashing the power of Big Data to create value across stakeholders and analyses how big data are

Special Economic Zones in India: A tool for economic development	Barkha Jamwal	Commerce	International Journal of Advanced Education and Research	2017-2018	2455-5746
Start-ups in India: Challenges and government support	Barkha Jamwal	Commerce	International Journal of Advanced Research and Development	2017-2018	2455-4030

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**Special economic zones in India: A tool for economic development**

**Barkha Jamwal**

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**Abstract**

The Special Economic Zones (SEZs) are considered to be the drivers of growth for an economy. It is considered a tool for growth, development, rising exports and employment generation. It is an instrument that attracts Foreign Direct Investment (FDI) into the economy. The role of policy makers is considered to be the most important to make sure that all these objectives of SEZs are achieved. The government has provided various incentives in the form of single window clearance mechanism to reduce the bureaucratic delays, tax concessions, providing land at cheaper rates, duty free import of materials, 100% FDI via automatic route except for some items, exemption from Minimum Alternate Tax, the benefit of external commercial borrowings to a certain limit etc. There is a need to develop sustainably so that the future of the economy is not endangered.

**Keywords:** SEZs, FDI, single window clearance, minimum alternate tax, external commercial borrowings, sustainable development

**Objective of the study**

The paper aims to study the history, role of Special Economic Zones in India and how it attracts Foreign Direct Investment. The paper also throws a light on the SEZ policy followed by China and what we can learn from them. The SEZs and Sustainable Development is also discussed at the end of this paper.

**Research Methodology**

The secondary data from various journals, newspaper articles and government sites is taken for the research purpose.

**Introduction and history**

Special Economic Zones (SEZs) are the localities that offer incentives in the form of lower tax, cheaper land etc. to their resident businesses. India's SEZs are relatively new, still these zones from a very important part of manufacturing and sourcing destination. If we look back into the history of SEZs in India then it can be seen that till 2000, India did not have any SEZs but instead had export processing zones (EPZs) in number. EPZs are quite similar to SEZs but they still failed to attract the firms to India. With Asia's first Export Processing Zone (EPZ) in Kaafila in 1965, India was first to recognize the effectiveness of the EPZ model in development of the nation and promoting exports. But soon the Special Economic Zones (SEZs) policy was announced in April 2000 to overcome the flaws related to absence of world class infrastructure, rigid and multiple rules & regulations, and an unstable fiscal regime focusing on attracting higher foreign investments into India. The government's SEZs policy in April 2000 was based on the Chinese structure of SEZs which is already a success. They were built and designed to stimulate the domestic and foreign investment, boost India's exports and create new employment and investment opportunities. The SEZ Act 2005 in India later converted the EPZs to SEZs and amended the country's foreign investment policy. (India-briefing.com, 2014) [1]

A comprehensive draft SEZ Bill was prepared after detailed discussions with the stakeholders which focused on a stable SEZ policy regime thereby generating more economic activity and employment in the economy. Around 800 suggestions and recommendations were received on SEZ draft rules and after extensive consultations, the SEZ Act, 2005 along with SEZ Rules came into effect on February, 2006 which provided simplification of procedures and single window clearances on state and central government related matters.

The main goals of the SEZ Act are:

- Generating additional economic activity
- Promoting exports of goods and services;
- Promoting investment from domestic and foreign sources;
- Creating employment opportunities;
- Developing infrastructure facilities. (sezindia.nic.in)

The SEZs are specially designed duty free areas considered to be a deemed foreign territory (within India) for the purpose of operations, trade, duty and tariff. These zones have their own infrastructure, support services, are self-contained and are governed by economic laws that are different from country's general economic laws that facilitate trade, employment and investment.

The SEZ area can be divided into Processing and Non Processing Areas:

- The Processing Area is the one in which core business activities of SEZs takes place. At least 50% of the SEZ area must be processing area.
- Non Processing Area is where the support infrastructure is created which mainly caters to the needs of the employees working in SEZ.
- Developer/Co-developer is the one who establishes the entire SEZ. There can be more than one Co-developer(s). Generally, the infrastructure in the non-processing area is developed by them.
- Entrepreneur is the one who sets up the units in SEZ. (www.sezindia.com)

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**Start-ups in India: Challenges and government support**

**Barkha Jamwal, Umesh**

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**Abstract**

In our growing economy, the seeds of tomorrow's trees are being sown by young hands of the country. The generation is more attracted towards creation of jobs than in getting a job. Today many of the young hearts have a dream of starting their own business, in short they want to hire and not to be hired. Indian Economy is one of the most preferred destinations for foreign investors and has always been considered as the pool of opportunities. Government is also in many ways helping the newly born enterprises in surviving and to convert them into profitable ones. It has been witnessed that most of the start-ups fail in acquiring a status of well-established business due to lack of funding, competition from experienced players which makes the environment unsuitable for the growth of such ventures. This paper talks about the challenges and opportunities of starting a startup in India and what the government is doing in this regard. Various government initiatives like Make in India scheme, Startup India, standup India, MUDRA scheme, changes in Budget 2017 that raises the exemption period of income tax from 3 out of 5 years to 3 out of 7 years etc. are the proof that government is serious about the growth of this sector and is doing all it can to make it a success.

**Keywords:** MUDRA, Make in India, Startup India Stand up India, Income Tax, Start up

**Introduction**

From the days of stones to the world of highly advanced touch screens, the new ideas always attracted the minds. From the discovery of Wheel to the invention of LED, the upgradation is the need of the hour of this business era. If you do not follow the dynamics of environment, you will be soon on your knees. The new and young minds are coming up with the innovative ideas in the business, which are known as start-up if converted into a feasible business project.

**What is a Startup?**

The American Heritage Dictionary suggests it is "a business or undertaking that has recently begun its operation. But does it mean that 3 years old company is classified as Startup or 5 years old? Or what if I say, even a 10 years old company is a startup yet. In actual, the age of a company does not define its startup hood. So in simple words a firm which becomes profitable and the founders of the company have grown enough in the market that they are in a position to acquire the market of others, it is likely to be moving away from the age of a startup hood. (forbes.com)

**Startup in Legal Terms**

Although in many countries, startups are not defined, but as the Government of India initiated Startup India Standup India scheme, thus it provided a clear definition of startup in the proposed notification. "A startup is an incorporated legal entity of not more than 7 years, which uniquely uses technology to deliver products, services or solution across India and in any Financial Year it has, an annual profit of less than Rs. 5 crore with Annual Revenues of less than Rs. 100 crore having Less than 100 employees on its roll and a Net Capitalization of less than 100 Cr." (liveleak.in, 2016)

Startup can be categorized into two main ways on the basis of origin of idea. One is invention based and other is Innovation based. Invention is when you come up with the very original idea of which no one has thought. For example, Washing Machines, Televisions etc. are the inventions. But Innovation is just an upgraded version of already existing idea or technology. Like Led tubes and bulb, LCD Screen Televisions are Innovation.

**Challenges Faced By Startups**

In the very competitive environment, The Indian startups faces many difficulties in the form of their competition with large corporations, imitation and copying of their original ideas, registration delays and the cost of the financing the business idea.

**Culture:** It is indeed clear that the number of startup failing is much more than the number of startup succeeding in their plans. Among a lot of new tries one ball hits the wicket, the same way among the numberless endeavors very few comes up with a growing market capitalization. An infant entrepreneur should always be prepared for the failures and hardships in the dynamic business environment. But our culture doesn't teach us how to face a failure and rise again. Many of the startups fail because of hesitation in a second try.

**Mentoring:** Lack of proper mentorship and guidance is another reason of failure of startups. Most often people have a brilliant idea but fail to convert it into a successful business. However the government of India has initiated the concept of incubators under Startup India Scheme, which is helpful to many infant babies of industry.

Self Attested  
 B. J. K. S.

Corporate Governance, Ownership structure and IPO Underpricing: Evidence from Indian New Issue Market	Amit Kumar Singh, Sheetal Maurya	BMS	Indian Journal of Research in Capital Markets	2017-2018	2394-3459
A Review of Digital India Programme and Comparative Study of E-Governance Initiatives around World	Amit Kumar Singh, Sheetal Maurya	BMS	Asian Journal of Research in Business Economics and Management	2017-2018	2249-7307
Factors affecting Exchange Rate and its Impact on Economy of India	Sheetal Maurya	BMS	Asian Journal of Research in Business Economics and Management	2017-2018	2249-7307

## Corporate Governance, Ownership Structure, and IPO Underpricing: Evidence from the Indian New Issue Market

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Asian Research Consortium

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### Abstract

This paper attempted to contribute to extant literature on IPO underpricing by examining the effect of corporate governance on IPO underpricing. Although, previous research in the field of corporate governance has already studied the role of effective corporate governance on several fronts, the role of corporate governance in abating information asymmetry and thereby signalling the value of firms to potential investors is an area that is yet to be explored (particularly in context of Indian new issue market). The results of the present study indicated that presence of independent directors on board was more informative than presence of non-executive directors; also, merely meeting the regulatory requirement while determining the board composition did not send a quality signal. The results revealed that only those firms which go beyond the minimum regulatory requirements pertaining to corporate governance norms catch some attention of investors.

Keywords : corporate governance, IPO underpricing, quality of board, informational asymmetry, signalling theory

JEL Classification : G14, G15, G30, G32

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## A Review of Digital India Programme and Comparative Study of E-Governance Initiatives around World

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### Abstract

Digital India Programme is undoubtedly a laudable vision of current government of making India a digitally empowered economy through development of latest technological infrastructure and promoting their adoption and use by citizens. Successful and timely implementation of this projects will enhance India's competitiveness. In this paper discuss about the conceptual idea of laudable mission of making India an economy connected through a robust digital network which talks about the vision and mission, various Projects aligned in line with this vision and how it integrates with India's National Economic Agenda. Further this paper presents the comparative analysis of India's standing in E-governance and E-Participation indices vis-a-vis world, Regional and Sub-Regional Averages over period of 2003-2016. Finally, we review some of the E-Governance initiative around the globe like USA, Australia, Singapore, France and Estonia and challenges in path of Digital India Programme. The final section of this paper concludes.

Keywords: Digital India, E-Governance Index (EGDI), E-Participation Index (EPART), technological infrastructure.

There is a large body of literature available on corporate governance that collectively investigates into the role, importance, and impact of good governance on corporate performance. Similarly, IPO underpricing is a common phenomenon in new issue markets around the globe and has attracted considerable research interest over a decade. As a result, enormous amount of empirical evidence is already present for us to understand the extent of underpricing in various markets and driving factors behind this IPO underpricing as extant literature provides plausible reasons and theory that explain the prevalence of significantly positive initial returns (Ibbotson, Sindelar, & Ritter, 1994). However, only a few research studies have been done in the past that examined the impact of corporate governance practices on IPO underpricing. Whilst a majority of these studies are in context of countries other than Asian economies, literature on role and effect of corporate governance on IPO underpricing in context of Indian listed firms is virtually non-existent. The present paper, therefore, aspires to bridge this gap. One important question that arises from this background is that why and how corporate governance practices are expected to influence the IPO underpricing in the first place?

Market for initial public offerings is characterized by informational asymmetry owing to naïve companies approaching this market that have no back-record and credentials (Deepak & Gowda, 2014). As per the signalling perspective/theory, entrepreneurs with high firm value are motivated to rely on some sort of signalling or certification mechanism to credibly communicate their value to prospective investors and to convince them that the issue is a good investment. The core of the signalling theory is that the signal should be observable and known

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## Factors affecting Exchange Rate and its Impact on Economy of India

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### Abstract

Present study investigates the impact of various economic variables on Rupee-USD exchange rate. The effect of exchange rate changes on GDP is also studied through a separate model. Results indicate that money supply, short run yield differentials, CAD, and inflation differential aren't statistically significant determinants of exchange rate. The R-square (goodness of fit) of the regression model comes out to 86.5%. Further, impact exchange rate on economic growth is examined using  $GDP_{mp}$  as the parameter to judge the economic growth. Exchange rate increase does not cause a big increase in GDP this is because exchange rate has a positive impact on import and export both. The GDP will increase by a big amount only when the rupee depreciation will cause an increase in export and decrease in import. But since the import is found to have a positive correlation with exchange rate the net export value has decreased (but positive).

Keywords: Exchange Rate, Inflation differential, Interest rate differential, broad money supply, Foreign Exchange Reserve, Current account deficit, Gross fiscal deficit, GDP, import, export.

Sheetal  
Self Attested

Possibilities of Crop Diversification from Paddy to Vegetables in Haryana: A case study of sonipat District	Dr. Suman Rani	Economics	International Journal of Research	2017-2018	2348-6848
Trade of Horticultural Products from India: Performance, Competitiveness and Direction	Dr. Suman Rani	Economics	International Journal of Research	2017-2018	2348-6848
Growth and Scope for Horticulture Sector in Haryana	Dr. Suman Rani	Economics	international Journal of Research	2017-2018	2348-6848



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### Possibilities of Crop Diversification from Paddy to Vegetables in Haryana: A Case Study of Sonipat District

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#### Abstract

Haryana state is considered foremost in terms of agricultural growth rate, productivity level and gains from green revolution technology. Problems resulting from green revolution technology like over-exploitation of ground water, soil degradation, weed infestation, mono-cropping, production approaching plateau and stagnation of farm income have also emerged strongly in the state. Therefore the study aims to analyze the relative economics of paddy vis-à-vis vegetable crops by using benefit-cost ratio (BCR) and to examine the reasons for diversification towards vegetables in Sonipat district of Haryana. The result of the study shows that the cost of cultivation was found lowest for paddy growers but vegetables generate higher returns as compared to paddy. It was also found that the timely payment, less dependence on mechanical inputs, marketing facilities and chance of seasonal advantage were the important reasons for attraction towards vegetables among majority of different categories of farmers.

**Key-words:** Green revolution, Mono-cropping, Vegetables, Benefit-cost ratio.

#### Introduction:

Haryana is one of the foremost states in agriculture sector. Wheat and paddy are the major crops of this state. Small and marginal farmers are in dominance in the state. The size of farm holding reported a rapid retardation because of population burst and splitting of joint families into nuclear families. So, the farm holding size in the state has been declining. The average size of land holding in Haryana is 2.25 hectares (Statistical Abstract of Haryana, 2014-15). Because of these small operational holdings, it will not be possible to enhance the income of the farmers only by increasing the productivity of the existing crops. Agriculture in Haryana stands at a crucial stage where some actions have to be taken to lift it. Intensive agriculture is

### Trade of Horticultural Products from India: Performance, Competitiveness and Direction

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#### Abstract

Currently, horticulture sector contributes about 30% to the India's agricultural GDP and covers 13.08% of cropped area. This sector provides for about 37% of the total agriculture of India. Although India's horticultural sector faces the problem of lower productivity in comparison to other countries like USA. Productivity of India is about half of the productivity of USA both in case of fruits & vegetables. Thus increase in production of horticultural crops is generally attributed to general increase in area under these crops. Moreover, India's share in global horticulture exports is minuscule and mainly targets South Asian & Middle East Countries only which is a matter of concern. The study aims to analyze the growth and competitiveness of Indian trade of horticultural products. Besides this, the study also aims to see the direction of Indian horticultural exports. The results reveals that export of horticultural products is emerging impressively but remained less than Indian imports of horticultural crops which have resulted in to trade deficit related to

horticultural trade. The commodity wise analysis shows that India's major importing partners for the horticultural products are Bangladesh, Malaysia, Sri Lanka, UAE, Pakistan, Nepal, Vietnam Social Republic, Germany, France, UK, US, Netherland, Saudi Arabia and Kuwait.

**Key words:** Horticulture Sector, Productivity, Trade, Fruits and Vegetables.

#### Introduction

India has wide range of climate and geographical conditions suitable for the production of horticultural crops such as fruits, nuts, vegetables, flowers and spices etc. India has place among foremost countries in production of horticulture crops and is just behind china. Currently, horticulture sector contributes about 30% to the India's agricultural GDP and covers 13.08% of cropped area. This sector provides for about 37% of the total agriculture of India. Although India's horticultural sector faces the problem of lower productivity in comparison to other countries like USA. Productivity of India is

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### Growth and scope for horticulture sector in Haryana

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#### Abstract

In case of Haryana due to the presence of diverse agro climatic zones and exclusive good soils, the state has high production potential for horticulture crops. Besides this due to its geographical location near to big markets of Delhi and Chandigarh, the state has extra advantage in terms of high demand for these products. With the motive of giving boost to the growth of horticulture production in the state lot of efforts in terms of increasing plan outlay and introduction of new schemes over time have been done by government. A separate department namely Department of Horticulture was created in 1990-91, which was earlier a part of Agriculture Department of Haryana. Farmers of Haryana have also started shifting their focus from traditional farming to horticulture products and are taking up horticulture crops as a separate viable economic activity. Present study aims to analyze the crop wise growth of horticulture in Haryana and to see the trends in horticulture growth in Haryana vis-a-vis total cultivable area. The results of the study reveals that where in case of all the groups of commodities considered for study increase in production remained higher than increase in area under production, indicating a positive outcome in form of increase in productivity, the growth of both the area under horticultural crops and percentage share of horticulture area has not been satisfactory as the percentage share of horticulture area over cropped area is even less than 10 percent.

**Key words:** Horticulture, Productivity, Vegetables, Fruits, Flowers and Spices

#### Introduction

Horticulture development has attracted great attention in recent years due to great potential in filling the nutritional gaps, increasing income of farmers, insuring diversification of land use and high employment generation capability. But the shift from traditional farming to

A comparative analysis of stock brokers in India	Ruchi Sharma	Commerce	JOURNAL OF ADVANCES AND SCHOLARLY RESEARCHES IN ALLIED EDUCATION	2017-2018	2230-7540
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## A Comparative Analysis of Stock Brokers in India

Ashutosh Goswami<sup>1\*</sup> Ruchi Sharma<sup>2</sup>

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**Abstract** – The stock exchange is the barometer of the economy. The growth and development of an economy depends on the smooth functioning of the stock exchange. The stock exchanges mobilize the savings and give an opportunity to the public to invest their surplus funds in the most profitable ventures. The stock brokers play an important role in the stock exchange. A stock broker is an individual who is professionally regulated by the stock exchange and also associated with the brokerage firm, does the work of buying and selling securities through stock exchange on behalf of retail as well as institutional investors in return for a commission or fees. In our study, we made a comparative analysis of different stock brokers in India.

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### INTRODUCTION

The stock exchange is a market place where the agents of buyers and sellers meet with each other through screen based trading. It is a centralised place where the prices of securities are determined by the forces of demand and supply. In other words, it is an organisation which provides platform to the buyers and sellers to make trades in the listed securities. In all stock exchanges the trading in listed securities is done by brokers and dealers. In simple terms stock exchange is nothing but the group of dealers and brokers who transact in listed securities. According to the securities Contracts (Regulation) Act, 1956, "Stock exchange means anybody of individuals, whether incorporated or not, constituted for the purpose of assisting, regulating or controlling the business of buying, selling or dealing in securities." The stock brokers play an important role in the stock exchange. A stock broker is an individual who is professionally regulated by the stock exchange and also associated with the brokerage firm, does the work of buying and selling securities through stock exchange on behalf of retail as well as institutional investors in return for a commission or fees.

### TYPES OF 'RETAIL BROKERS' IN INDIAN STOCK MARKET

It is not possible for investors to trade without stock broker in the stock market. For any transaction in the stock exchange like buying and selling of securities or stocks requires an agent known as stock broker. The stock broker acts as an agent between the stock exchange and the investor in the stock market. The

stock brokers are regulated and registered by the stock exchange and SEBI. Broadly, the stock brokers are divided into three categories which are as follows:-

1. **Full service or Conventional Brokers:-** The full service brokers are considered as traditional broker. They give a wide range of services under one umbrella. They offer trading facilities for stocks, commodities and currency derivatives, mutual funds, bonds, IPOs, and insurance along with extra services like trading tips, superior analysis and guidance on investment in stocks, professional assistance on asset management etc. They charge more fees for their services than discount brokers. In India, we have more than 10,000 full service brokers offering different types of services along with trading facility. IICI Direct, kotak Securities are some of the most popular full service brokers in India.
2. **Discount Stock brokers (Flat fee brokers):-** They offer only the trading facilities to the investors. It is well suited to those investors who understand the market well. They do not provide additional services to the investors like full service brokers. The fees or commission charged by the discount broker is much less than the full service brokers. They offer high speed and low brokerage trading facility to the investors trading in stocks, commodities and currency derivatives, mutual funds, bonds, IPOs, etc. They just enable the traders to trade in the stock market at minimum bare cost. They contribute around 10% of the

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Study of relationship between overseas direct investment, GDP & GNP (For a period of 2004-2017)	Dr. Anurag Agnihotri	Commerce	International Multidisciplinary Research Journal- Research Chronidler	2017-2018	2347-503X
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Demonetization's Impingement on Foreign Exchange: A Comparative Analysis of Normalcy, Demonetization and Remonetization	Bhupinder Singh and Mangal Chering	Commerce	Asian Journal of Management Applications and Research	2017-2018	2230-8679
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*Demonetization's Impingement on Foreign Exchange: a Comparative Analysis of Normalcy, Demonetization and Remonetization*

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**Bhupinder Singh**

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Department of Commerce  
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University of Delhi

**Abstract**

*Demonetization's impingement on foreign exchange: a comparative analysis of normalcy, demonetization and remonetization is an empirical study on four leading currencies U.S. Dollar (USD), Great Britain Pound, EURO, Japanese Yen, research objectives were to investigate the deviation (appreciation/depreciation) of Indian rupee's from normalcy period (N, prior demonetization, from 20/09/2016 to 8/11/2016), demonetization period (D, from 9/11/2016 to 30/12/2016) and remonetization period (R, post demonetization from 2/1/2017 to 20/02/2017) and to know the effects of demonetization on exchange rate of four major currencies.*

*The descriptive analysis has been done, and relative percentage change during three classified period are calculated along with mean, range quartile and quartile deviation, variance and standard deviation. ANOVA has been used for data analysis and hypothesis testing.*

*Following findings have been obtained in this research: During N: Comparative to USD, INR appreciated 0.0148%, Comparative to GBP, INR appreciated 0.1732%, Comparative to EURO, and INR appreciated 0.0524%, Comparative to YEN, INR appreciated 0.0960%. During D: Comparative to USD, INR depreciated 0.0485%, Comparative to GBP, INR appreciated 0.0022%, Comparative to EURO, INR appreciated 0.1339%, Comparative to YEN, INR appreciated 0.3206%. During R: Comparative to USD, INR appreciated 0.0458%, Comparative to GBP, INR appreciated 0.0291%, Comparative to EURO, INR appreciated 0.0195%, Comparative to YEN, INR depreciated 0.0465%, and other findings are there is no difference*

To study the Perceived Impact of Green Marketing Initiatives of Companies on their Financial Performance	Nikita Agarwal	Commerce	RET Academy for International Journals of Multidisciplinary Research (RAIJMR)	2017-2018	2321-2853
Financial Inclusion in India: A case study of Canara Bank	Nikita Agarwal, Dr. Anoop Vyas	Commerce	Journal of Emerging Technologies and Innovative Research (JETIR)	2017-2018	2349-5162



## To Study the Perceived Impact of Green Marketing Initiatives of Companies on their Financial Performance

NIKITA AGARWAL  
Assistant Professor, College of Vocational Studies, D.U.  
Delhi (India)

### Abstract:

In the current economic scenario where industrialisation plays a major role in the economic development of a nation, initiatives such as Green Marketing are necessary to protect the environment from the harmful effects of industrialisation. The companies that are engaged in manufacturing & selling goods, or providing services are one of the major sources of pollution in the environment and are causing depletion of natural resources by their excessive use. Thus, it is their ethical and moral duty to take steps towards protecting the environment for future generations. Green marketing is one such initiative. However, until now not many companies have adopted such activities rigorously. This paper is an attempt to analyse if adopting green marketing activities result in any change in financial performance of the companies on the basis of which they could be motivated to take such initiatives with reference to companies situated in Indore.

**Keywords:** Cost, Financial Performance, Green Marketing, Profit, Turnover

### 1. Introduction

A topic that the media, politicians, organisations and general public have been talking about during the past decade is the environmental friendliness or so called "Green Marketing". Consumers began to espouse concern for the environment. In fact, through a survey carried out in America, Gutfield (1991) found that eight out of ten consumers were claiming to be environmentalists (cited in Grove, Fisk, Pickett & Kangun, 1996). According to Mainieri and Barnett, 1997, as cited in Juwaheer, 2005, the environment has faced massive destructive changes: diminution of natural resources, damage to the ozone layer, and loss of agricultural land. In the recent years, due to the massive amount of environmental pollution caused by firms in the world, people have become more aware of the environmental issues. Therefore, due to the attention of the society, many organisations have started to accept their environmental responsibility (Chen, 2010). Similarly, Kangun et al., 1991 as cited in Martin & Simintiras, 1995 argued that firms were trying to respond to the rising environmental concern of consumers by selling green products. Consequently, many organisations started to promote themselves as green companies, that is, they began to produce and market goods or services in a way which minimises damage to the environment.

Customers often link *green marketing* with terms such as recyclable, refillable, ozone friendly and environmentally friendly (Polonsky, 1994 and Li, 2008). Whilst these terms are green marketing claims, in general, green marketing is a much broader concept. Green marketing is applicable to consumer goods, industrial goods and as well as services. Theoretically speaking, green marketing is about designing, developing and delivering products that are eco friendly which cause less as possible harm to the environment and its stakeholders (Chitra, 2007).

The American Marketing Association (AMA) has defined green marketing as the marketing of products that are not harmful to the natural environment (Anonymous, 2011).

## Financial Inclusion in India: A case study of Canara Bank

<sup>1</sup>Nikita Agarwal, <sup>2</sup>Dr. Anoop Vyas  
Research Scholar, <sup>3</sup>Supervisor  
Department of Commerce

<sup>1</sup>SABV Govt. Arts & Commerce College, Devi Ahilya Vishwavidyalaya, Indore, India

**Abstract:** In a country like India where approximately 70% of the total population resides in rural areas, the concept of financial inclusion plays a crucial role in the overall economic development of a country. The government of India along with RBI and other financial institutions is constantly making efforts to ensure the access of basic financial services to every individual of the country which is the ultimate motive of financial inclusion. The purpose of this paper is to highlight the basic features of financial inclusion and also to analyse the developments in the area of financial inclusion in India with special reference to the initiatives taken by Canara Bank, one of the leading public sector banks of the nation.

**Keywords:** Banks, Financial Inclusion, Initiatives, Progress

### I. Introduction

#### Background of Canara bank:

Canara Bank was founded by Shri Ammembal Subba Rao Pai, a great visionary and philanthropist, in July 1906, at Mangalore, then a small port town in Karnataka. The bank was nationalised by the government in 1969 and since then its growth has been phenomenal. Over the years the bank has attained the status of a national player in terms of geographical reach and clientele segments. With an unbroken record of profits since its inception, the bank has several firsts to its credit such as:

- Launching of Inter-City ATM Network
- Obtaining ISO Certification for a Branch
- Articulation of 'Good Banking' – Bank's Citizen Charter
- Commissioning of Exclusive Mahila Banking Branch
- Launching of Exclusive Subsidiary for IT Consultancy
- Issuing credit card for farmers
- Providing Agricultural Consultancy Services

Over the years, the Bank has been scaling up its market position to emerge as a major 'Financial Conglomerate' with as many as nine subsidiaries/sponsored institutions/joint ventures in India and abroad. As at March 2015, the Bank has further expanded its domestic presence, with **5682 branches** spread across all geographical segments. Keeping customer convenience at the forefront, the Bank provides a wide array of alternative delivery channels that include **8533 ATMs**, covering 4021 centres. The bank also has offices abroad in London, Hong Kong, Moscow, Shanghai, Doha, Dubai, and New York.

Canara Bank offers a host of banking and value added services to its customers, which include Personal Banking Services, Corporate Banking Services, NRI Banking Services and Priority & SME Credit Services. The Bank also launched Canara Bank RuPay Debit Card, Canara Club Card – Debit, Canara Secured Credit Card, Canara Elite Debit Card, Canara Bank Platinum Rupay Cards, Platinum Rupay Card

Role of emotional intelligence in moderating the relation between job insecurity, turnover intention, and work engagement	Amogh Talan	Commerce	Delhi Business Review	2017-2018	2277-7726
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## Financial Inclusion in India: A case study of Canara Bank

<sup>1</sup>Nikita Agarwal, <sup>2</sup>Dr. Anoop Vyas  
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"Consumer Ethnocentrism: Its Antecedents and Consequences with Reference to Millennials In India"	Natasha Tajeja	Commerce	International Journal of Research in Commerce and Management	2017-2018	0976-2183
Uber's Success: A story of Real or Delusioned Success	Natasha Tajeja	Commerce	International Journal of Advance and Innovative Research	2017-2018	2394 -7780
Quality of Higher Education In India:A Literature Review	Natasha Tajeja	Commerce	International Journal & Magazine of Engineering, Technology, Management and Research	2017-2018	2348-4845
Employee Engagement": Constructive Environmental Analysis	Natasha Tajeja	Commerce	International Journal & Magazine of Engineering, Technology, Management and Research	2017-2018	2348-4846

# CONSUMER ETHNOCENTRISM: IT'S ANTECEDENTS AND CONSEQUENCES WITH REFERENCE TO "MILLENNIALS IN INDIA".

- **Source:** CLEAR International Journal of Research in Commerce & Management . May2017, Vol. 8 Issue 5, p48-52. 5p.
- **Author(s):** TAGEJA, NATASHA

• **Abstract:** With the removal of trade barriers in India, it has become easy for the foreign firms from all over the country to enter the Indian markets and tap its consumers. But what has been a challenge for the firms is gaining the consumer acceptance of the foreign products. Therefore, the marketing literature poses Consumer Ethnocentrism a major hindrance in consumer evaluation and acceptance to the foreign products. "Ethnocentrism" refers to the evaluation of other's culture according to pre-conceived notions originating in the standards and customs of one's own culture. Consumer ethnocentrism specifically refers to ethnocentric views that are held by consumers in one country, the in-group, towards products from another country, the out-group (Shimp & Sharma, 1987). Consumer ethnocentric tendencies as seen through various researches play a significant role in determining the purchase behaviour of consumers towards domestically produced goods and foreign products. This paper aims to study the factors triggering ethnocentric tendencies amongst the consumers and discussing the millennial segment of the consumer population in India in depth in the present context as this is still an unexplored dimension of Consumer Ethnocentrism. The millennial population is chosen as the focal point of the study because this segment forms 65% of the total population and thus, their purchase behaviour poses economic implications for marketers. The attempt is to fill the gap in the current consumer marketing literature relating to "Consumer ethnocentrism" in India as this concept is still in its infancy stage due to lack of awareness in the country. The paper also attempts to trace the history of such a concept in our country and how such a concept revived itself in the wake of current developments in the country. Based on findings from the study, the paper spells out various strategic implications for both domestic and international marketers in gaining acceptance of their products among different markets, consumer segments, niches and provides directions for future researches.

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**Quality of Higher Education In India: A literature Review**

**Natasha Tajeja**  
 Assistant Professor,  
 Delhi University.

**Abstract:**

Recent times have witnessed an explosive growth in the number of students graduating every year in India. But with rising automation and high volatility in the environment, the organizations put a higher demand for different skills on the workforce and clearly this leads us to think about the growing mismatch between the required skills and the ones possessed by an individual. To understand this skill gap, this paper examines the current state of higher education in India and attempts to discuss out factors that point towards lack of investment in this sector. The paper also discusses the problem of low student enrollment in higher education level. Such an analysis will help provide a policy perspective and inputs to reforms that can be potential in addressing the skill gaps relating to higher education in the country.

**Background: Higher Education Infrastructure in India**

India classifies its universities as follows: Central, state, deemed, and 'Institutions of national importance'. This includes 43 central universities, 312 state universities, 185 private universities and 115 deemed universities as listed by the University Grants Commission (UGC), which is the apex body for higher education in India. Only universities are legally entitled to grant degrees, the state universities are only allowed to affiliate private as well as public colleges under them. These affiliated colleges which are provided grants by the UGC are called 2f and 12 b colleges. According to the latest figures, there are approximately 9,195 such affiliated colleges in India supported by the UGC (Unni, 2016).

According to a 2014 United Nations report, India has the world's largest youth population of 356 million 10-24 year olds despite China's largest population, and by 2024 around 64% of the total population (in the age group of 20-30years) will be in the working age group. They are popularly called the millennials. So it is very important to ascertain whether they are ready to take up a job in a corporate with their present skills. This chasm between their skills/education and jobs/occupations is being widely

Though there is no problem as far as the demand and supply of skilled manpower is concerned in terms of quantity as emphasis is placed on capacity creation and then the quality aspect is a factor that concerns organisations operating in India. According to the reports provided by MHRD, university level institutions have gone up 18 times, but the numbers are still way below the required. A research in 2006 showed that India required at least 3,000 more universities each having a capacity to enroll not less than 10,000 students each to meet its requisite manpower requirements (Bhatnava, 2006). Another survey conducted by McKinsey Global Institute revealed that multinationals find only 25 percent of Indian engineers employable. A shortage of 500,000 knowledge workers is foreseen in the next 2 years (NASSCOM Report). It says that from around three million graduates each year, less than one-third from the engineering field and merely 10% to 15% of regular graduates are employable.

A country can be classified on the basis of the stages of development of higher education with respect to its gross enrollment ratio (GER). A country with GER less than 15% is said to be in its elite stage of higher education. If GER is between 15 to 50 per cent, a stage of massification is said to exist and a stage of universalization is achieved if the GER goes beyond 50 per cent. India, is in the initial stages of massification of higher education with a GER of about 24.5 (NITIAayog, 2017). These numbers indicate that the overall scenario of higher education in India does not match with the globally competitive quality standards. Hence, the crisis confronting the current education system as described by government committees and institutions such as increasing educated unemployment, deteriorating standards, red tapism and inefficient bureaucracy, and above all, the irrelevance of what is being taught as practicality is far from reality.

With a growth rate touching almost 8 per cent every year, India tends to be the most promising economy in the world. And the present state of its higher education system may prove to be a major deterrent in terms of getting an edge of other economies of the world.



**"Employee Engagement": Constructive Environmental Analysis**

**Natasha Tajeja**  
 Assistant Professor,  
 Delhi University.

**Abstract:**

As the workplace today undergoes constant changes at the hands of its internal and external environmental forces, what has become immensely important to organisations is not just earning profitability but ensuring that the drivers of such profitability are sustained for attaining long term growth and stability. Company productivity and growth are directly driven by the time spent by committed workforce on their jobs. Human resources are the key factors that derive this growth and thus, it is necessary to not only recruit the right individuals on the job but also retain them for a longer period of time. This is where the concept of "Employee engagement" derives its significance. This article reviews the various definitions that have been provided by various academicians on employee engagement since literature lacks on providing a consistent and a universally accepted definition of the same. The methodology used for this paper is literature review based on information available from previous articles, journals, text books on the employee engagement. The descriptive method has been used to explain the factors of employee engagement. The paper also discusses the factors (both external and internal) that form a part of the environment of an engaged employee and throws light on the challenges that may hinder engagement amongst active employees today.

**1) Introduction**  
**1.1) Defining "Employee Engagement"**

The first use of the term engagement occurred in 1990 in Academy of management journal by William A. Kahn. In his work, Kahn suggested that people's involvement in tasks is dependent on to their psychological state of work. According to him, people employ and express themselves physically, cognitively, emotionally during role performances. Since then the concept has been a great deal of interest to scholars. Falcone believes that to be engaged is to be fully involved and enthusiastic about one's job. Rather than a momentary state, engagement refers to a continuous and pervasive affective-cognitive state that is not focused on any particular object, event, individual, or behavior.

The second related construct to engagement in organizational behavior is the notion of "flow" advanced by Csikszentmihalyi (1975, 1990). "Flow" is the state in which there is little distinction between the self and environment. Csikszentmihalyi (1975) defines flow as the "holistic sensation" that people feel when they act with total involvement and commitment and assumes no difference between the self and environment. Thus, when individuals are in the state of flow, they have very little control over their actions; it is this state that does not require employees to put in a voluntary and compulsive effort at work. According to Wellins and Coochman (2005) engagement is "a summation of commitment, loyalty, productivity, and ownership. On the other hand, Gaddard (1999) measures the amount of commitment as a function of time spent on the job. The concept of employee engagement can be well distinguished from workaholicism the former is associated with positive vibes at work, positive attitude towards the organisation and co-workers and a good performance (Schaufeli & Bakker, 2003). Workaholicism, on the other hand is state in which an employee works excessively and spends long hours at work, though he may not like the same.

He may do so to earn more (overtime directly leads to better wages), may like what he is doing that's why he spends more time on it, or may be working more out of obligation. In any case, he may or may not be committed to what he does. Organisational commitment also differs from engagement in the sense that an employee's commitment towards the organization can be understood as his/her feeling of attachment towards the firm while engagement is the extent to which the worker is attached to his work and holistically involved in it (Hollebeche & Springett, 2004). Engagement should also be differentiated from job satisfaction. Research reveals that job satisfaction precedes employee engagement (Abraham, 2012) meaning that employees are committed and involved whole heartedly in their work (engagement) only if they feel content and happy with their jobs (job satisfaction). The organization must work to develop and nurture engagement, which requires a two-way relationship between employer and employee.

Demonetization: A step towards cashless economy in india	Dr. Priyanka Saroha	Commerce	IIARTC	2017-2018	2277-5811
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**Demonetization: A Step towards Cashless Economy in India**

**Priyanka Saroha**

College of Vocational Studies, University of Delhi, India  
E-mail Id: priyankasaroha4@gmail.com



**Abstract**

Cashless economy is considered as harbinger of transparency and economic growth by many economists. Many developed nations have implemented less cash economy in financial transactions. India, however has been largely been a cash transaction oriented economy. Move of demonetization by Prime Minister of India in 2016 has been a significant trigger for transformation to cashless economy. Current study analyzes cashless economy in Indian context with its advantages, disadvantages and hurdles faced by India in adapting to digital mode of transactions. This move has been like a shock treatment for many people in India, as whole economy was brought to stand still for some time owing to lack of capital. Initially portrayed as step to remove unaccounted money, finally it was switched towards implementation of cashless economy. People were forced to adopt a digital means of transactions. In hindsight, it has been a revolutionary move as it will lead to a modern India where transactions will be digital and will be accounted for. Ultimately it will be able to reduce corruption and limit black money and improve financial wellbeing of all of each and every citizen.

**Keywords:** Cashless Economy, Demonitization, Digital Transactions.

**1. INTRODUCTION**

As per the dictionary of economics, the cashless economy is "An economy that operates without notes and coins. When the concept was first introduced it was envisaged that checks and credit card transactions would steadily replace cash. This has not occurred, but the growth of electronic money has revived the possibility of the arrival of a cashless economy" [1]. The idea of a cashless society originated in United States around mid-1950s with hope that all traditional money exchange using currency bills, cheques and coins will be gradually taken over by electronic transfer [2]. No nation is truly cashless if this definition is faithfully followed. However, in most of economies of developed nations, majority of transaction are conducted without involving currency bills. Scenario is little different in India where cash is used in more than 90% transactions.

In an unannounced address to nation on 8<sup>th</sup> November 2016, Prime Minister of India announced that 500 and 1000 INR bills, which constituted 86% of currency in circulation, would no longer be legal tenders from same midnight. It sent shock waves throughout country with everybody trying to exchange currency. This was an audacious and very bold stand taken by chief executive of an economy where income tax is paid by less than 5% of population and which suffer from endemic corruption. Only radical move could change condition in a nation, plagued by so much dysfunctionality.

**2. RESEARCH METHODOLOGY**

**2.1 Nature of Data:** Secondary data: Already published work used for secondary data. It was both internal and external. Internal source: Originated from the specific field or institution where research was carried out e.g. published brochures, official reports etc.

External source: Originated outside the field of study, such as books, periodicals, journals, newspapers and the internet.

**2.2 Data Collection and Analysis:** Secondary data was used for this study, collected from articles, reports, journals, magazines, newspapers, reports prepared by research scholars, universities and internet. Simple analysis was made to find conclusion.

**3. OBJECTIVES OF STUDY**

- To investigate the conceptual issues related to cashless economy with their implication on Indian economy.
- To understand the benefits and disadvantages of move of demonetization, hurdles on path of cashless economy and prediction of futuristic scenario.

**Cash dependency of Indian economy:** In India, a high proportion of financial transactions are done using cash. It has one of the highest of currency notes to GDP ratio. It was 12.42% for India, compared to 4% for Brazil. By conducting its business in cash, India is plagued with old rigid system of finance and it is putting obstacles in its path to modernity. "No force on earth can stop an idea whose time has come", said the great French author of 19<sup>th</sup> century, Victor Hugo. This is the time for India to change, to claim its position in world order. A growing economy and regional superpower of South East Asia, India needs to adapt to ways of modern world to realize its aspirations. There are many drawbacks with using cash for transaction. First there is cost involved in printing proof, paper bills, disbursing it in system and collecting it few years to pump new currency in system. Even after using cutting edge technology and best efforts, forgers are able to make counterfeit bills and push it in financial system. Massive amount of counterfeit currency is used by terrorist groups and mafia syndicate in India, as revealed by intelligence reports from time to time. A cashless economy will put an end to such "criminal" economy.

In a cashless economy, money is in possession of a third party, which could be government or banks. This money could be used for transaction whenever needed. Money not being used for transaction could be used by third party. This feature of cashless economy uplifts the overall economy.

People in India, don't love, they just worship cash bills. Before demonetization, 90% transactions were conducted in cash. Even in such a state, which was frequented by terror, with the demon and terror, other people, most of transactions are

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IMPACT OF STEALTH MARKETING AS A STRATEGY AND ITS ETHICAL IMPLICATIONS	Ms Guneet Gill & Ms Aditi Mittal	Commerce	International Journal of Research and Analytical Reviews	2018-2019	23481269
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Zoom Out

## Impact of Stealth marketing as a strategy and its ethical implications

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Ms Aditi Mittal\*

Assistant Professor

Research Scholar

College of vocational studies

### ABSTRACT

Stealth marketing as a strategy of marketing has gained due attention in the past few years. Also known as the undercover marketing, it is perhaps the most effective and also the most deceptive form of marketing that helps companies to become popular in a short period of time. This paper briefly talks about what stealth marketing is, how it has evolved and whether this strategy is known to the competitors and target customers. An attempt to gain insight as to how marketers, manipulate the decision making process of the teenagers by raising stealth marketing techniques is also taken into account. The most popular and effective stealth marketing forms & strategies have also been discussed and how these strategies can prove good for the society and also to give the ethical dimensions of the same. The author feels that marketers should be ethical in their acts.

**Key Words:** Stealth Marketing, Teenagers, Forms of stealth marketing, Strategies and implementation, Ethical considerations

### SECTION 1 : INTRODUCTION

The advent of marketing has changed the way we think. The world become euphoric about how this marketing communication shares their activities to promote the new arrivals and forms a space in consumer minds. Stealth marketing is a type of marketing strategy used to market products to consumers without them knowing that they are being marketed to. It is alluded to as covert, undercover, etc marketing. It is a strategy utilized by companies, which target customers surreptitiously without their knowledge to deliver the hidden message. Some marketers try to manipulate the idea of adverts and shapes it as per the demand of the market to enhance the current trading of their company, which leads to deceptive marketing. (Philips, 1997) mentioned in his book Ethics and Manipulation in advertising that, "some advertisers, perhaps, go too far and use their ads to manipulate people, whether they are adults or teenagers, their aim is to sell, no matter what or to whom." We first provide the broad understanding of stealth marketing by explaining its meaning and its historical roots in the world. Analysis is then done to know whether or not such strategies are known to their competitors and visible to target customers. Highlight how this strategy manipulate teenagers. Various strategies have been suggested to counter the practices of the competitors. Stealth marketing strategy is ethically questionable therefore its ethical issues have been discussed.

Core Industries, the Backbone of All Industries and Inflow of FDI: An Analysis	Dr. Sunil	Commerce	European Journal of Business & Social Sciences	2018-2019	2235-767X
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**Core Industries, the Backbone of All Industries and Inflow of Fdi:  
An Analysis  
Dr. Sunil\***

**ABSTRACT**

India is a store house of natural resources. The effective and efficient use of these natural resources may lead to substantial economic growth. The social and economic disparities, regional imbalances, poverty, migration, unemployment, sluggish economic growths etc. can easily be removed through proper exploitation of these resources. Non-availability of funds was one of the biggest bottleneck in exploiting these resources. Internal financial resources crunched led to exploring external resources. To resolve the issue of financial crunch, it was decided by the policy makers to open up the economy for foreign investors. It was believed that foreign investment will bring new capital, technology, managerial expertise and access to foreign markets. In this paper an attempt has been made to assess the foreign direct investment (FDI) policies particularly related to core industries i.e. power, coal, fertilizers, steel, cement, refinery products, crude oil, natural gas and fertilizers. It has also been tried to find out the FDI inflow in these industries and further effort has also been made to analyse the inflow of FDI in the regions looking at the prospects of core industries in those regions. The study is based on secondary data. The study reveals that investments in the core industries were not up to the mark as it was expected by the policy makers. The flow of FDI in the core sector was almost negligible. The flow of FDI in core industries has been showing declining trends except power sector. The regions that have high prospects for developing the core industries have not that much of FDI inflow as it was in other regions. The policy makers have to make see level changes in the FDI policies not only in the taxation and raising the sectoral caps but also in developing infrastructure, single window system for clearance of proposals, corruption free environment, removal of restrictive trade policies, a strong political will power to make the changes, strong and well defined legislation etc.

**Key Words:** Foreign Direct Investment, Core Industries, Sectoral Cap, Metallurgical, DIPP, Automatic Route, Restrictive Policy

Impact of Demonetization on Inbound Tourism in India	Kumar Ashutosh	Tourism Management	Journal of Advances and Scholarly Researches in Allied Education	2018-2019	22307540
Promoting Yoga Tourism: An Exclusive Tool to Diversify Tourism Marketing Haridwar.	Kumar Ashutosh	Tourism Management	International Journal of Management IT & Engineering	2018-2019	22490558

**Impact of Demonetization on Inbound Tourism of India**

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**Abstract** – It was 1<sup>st</sup> November, 2016 when a historic decision of demonetization was taken by the government of India under the leadership of P.M. Modi. It suddenly created a huge chaos all over the economy. There was a sudden short run cash crisis in all sectors of the economy, be it agriculture, manufacturing or services. Everyone had to manage long queues to get a maximum of ₹2000 as daily cash withdrawal limits which was certainly a major amount by any standard. There was different degree of short run impacts of such a bold step to correct the many evils prevailing in the economy, such as parallel economy (black money), rampant corruption, etc., on various sectors. Though it has a potential of far reaching good impacts on the economy but started with a bad note. One of the badly hit industries was tourism especially the inbound tourism for some time. The sudden shortage of cash affected tourist activity adversely. Tour agencies had to face big problems since there was no substitute of cash many at moments and other tourist attractions. Agencies handling a group of 15-20 tourists require a huge sum of money in cash for the purchase of entry tickets to visit historical, religious and other tourist attractions. The major tourist circuits in India, such as Golden Triangle (covering Delhi, Agra and Jaipur) witnessed a sharp fall in inbound tourists. It was not even possible for agencies to pay digitally for fuel, toll tax and other en route services. Some of the agencies even went up to rescheduling their inbound activities.

My paper will analyze detailed impact of demonetization on various tourism activities, how was it dealt with and how adversely it affected the inbound tourism.

**Keywords:** Demonetization, Black Money, Golden Triangle, Inbound tourism, Tourist Attractions

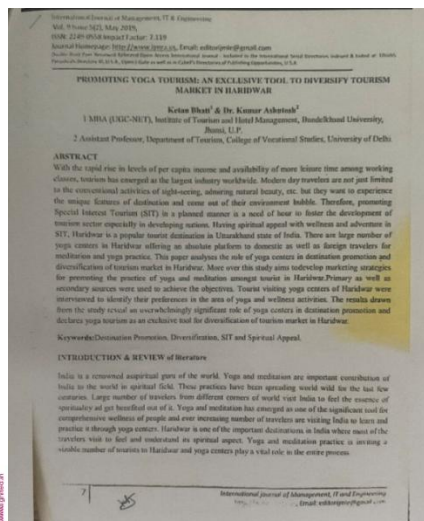
**INTRODUCTION**

The hospitality industry is one of the most dynamic industry of our country, especially when it comes to pricing and demands. Demonetization has significantly affected the travel and tourism industry of India. It was the onset of winter travel season when the unexpected storm of demonetization hit the Indian economy. People, be it Indian or foreigner both, have curbed overseas travel and instead preferred to explore the local destinations. Getting money from ATM's remained a problem for period of almost six months. The travel and Tourism industry widely faced the tough time. Heavily the foreign firms organized by big travel agencies and tour operators, security, clean transactions, were negatively affected due to the shortage of cash at hotels, transportation, entry tickets of tourist attractions, restaurants, petrol pumps, etc. Hospitality industry was badly affected by demonetization as the hotels had their large number of pay-in-cash customers due to unheeded crunch of cash. Around 50 percent drop in hotel bookings was

noticed in the initial days of demonetization. In addition to this, high-end restaurants also faced the harsh change as people were shifting towards localised foods from fine dining.

During the days of demonetization, the condition of the Indian citizens was worse, even if they were not in terms of money. Many travelers delayed their travel plans due to absence of liquidity of funds in their bank accounts. Mostly the travelers went to their bank work over time, due to government's strict deadline on cash deposit and currency exchange. The currency exchange has been a tough task for some travelers to use the foreign firms organized by big travel agencies and tour operators in their own country while standing at long queues outside the banks.

Travelers to India had faced a lot of problems during their trips as these tourists are most likely to use cash rather than cards. Exchange of currency became a tough task due to shortage of currency. It was not convenient for some travelers to use their credit or debit cards for transactions due to



National Pension System-the way forward towards pragmatic approach to sustainable investment system	Neeti Hooda	Commerce	International Journal of Research and Analytical Reviews	2018-2019	2348-1269
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E ISSN 2348 –1269, PRINT ISSN 2349-5138

**“National Pension System- the way forward towards pragmatic approach to sustainable investment system”**

**Neeti Hooda<sup>1</sup> & Dr. Kuldip Singh Chhikara<sup>2</sup>**

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**ABSTRACT**

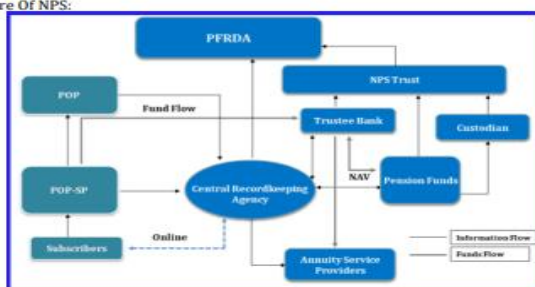
*NPS was initially meant for government employees, and was later extended to all citizens of India. Recognising the need to provide income security to marginal income earners and to people from economically disadvantaged sections of society, a scheme has been launched exclusively for such sections of society namely APY and NPS-Lite Yojana. NPS is a contributory system under which both the employer and employee will have to contribute certain amount from their salary and employee will be provided regular income from their contribution after retirement. National Pension System is a government of India initiative which has become a widely popular and effective way for the investors to participate in financial markets at low-cost and in an easy way while reducing risk characteristics by spreading the investment across different types of securities, also known as diversification as they play an important role in an individual's investment strategy. This paper provides the detailed analysis of working of NPS in India and further tried to evaluate the performance of NPS in over a period from 2013 to 2017.*

**Keywords:** APY, AUM, Contribution, Diversification, Investors, Performance, Recordkeeping.

**1. INTRODUCTION:**

PFRDA has been appointed as a nodal agency managed through a set of Intermediaries who have experience in their own areas of operations. Each intermediary, looks after to specific activities such as recordkeeping, fund transfers, fund management and custodial services etc., has been selected through competitive bidding process to bring about the advantages of low-cost and effective checks & balances in the system to the subs Central Recordkeeping Agency- Appointed by PFRDA and entrusted with the record keeping of the data of individual subscribers.

Basic Architecture Of NPS:



**1.1 Points of Presence (POP) and POP-Service Provider (POP-SP)-**

These are the banks and non-banking financial companies registered with PFRDA for registration and servicing of subscribers to the NPS.

They include mainly commercial banks who act as the first points of interaction of the NPS subscriber under the NPS architecture. The authorized branches of a POP, called Point of Presence Service Providers (POP-SPs), act as collection points and extend a range of customer services to NPS subscribers.

Online marketing in tourism – A case study on Yatra.com.	Avinash Chandra	Tourism Management	Sodha - Mimamsa	2018-2019	2348-4624
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An International Refereed Research Journal  
Year: V, No. XVII, Issues-II, January-March, 2018

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Anand Chandra*

Impact of Environmental Issues on Green Purchasing Behavior of Young Consumers in India	Shemphang Wann Lyngdoh	Commerce	International journal of basic and applied research	2018-2019	2249-3352
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## Impact of Environmental Issues on Green Purchasing Behavior of Young Consumers in India

Shemphang Wann Lyngdoh

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Received: 10 May Revised: 18 May Accepted: 26 May

### Abstract

**Objective** – The objective of the study is to determine the young consumer's knowledge of environmental issues, awareness of products which are eco-friendly and to make recommendation based on the findings about their "Green Purchasing" behavior. This study shows tries to investigate if young consumers in India are environmentally concern, have preference for eco-friendly products over other alternatives and are willing to pay higher price for such products. **Methodology** – Data for this study was collected from college going students from Delhi consisting of 156 respondents using a structured questionnaire consisting of a scale of

5. The survey contains inquiries to quantify young consumer,s environmental concerns, attention to eco-products, trust in eco-friendly products and green purchasing behavior. Statistical techniques, factor analysis and correlation techniques were used to analyse the findings of this study. **Results** – The results signifies that young consumer's environmental issues have an effect on their green purchasing behavior. Also majority (59.6%) of young consumers in India are willing to buy green or eco-friendly products even at a higher price but at the same time many (40.4%) are not willing to pay a higher price for them. The survey findings also show that young consumer's awareness of eco-friendly products and their positive effect on the sustainability of the environment has influenced their green Purchasing behavior. **Conclusions** – Environment considerations impacts purchase selection of young Indian consumer, however it has not caused the capability to order a higher value. Many young consumers are willing to pay a little higher price for green products. But, are reluctant to pay at premium rates. Increase in the young consumer's demand for eco-friendly products will result in reduction in production and operation costs of manufacturers. Awareness among young consumers that their Purchasing choices can make a positive or negative impact to the environment should be promoted to increase the demand for eco-friendly products and in-turn will result in reduction of prices.

**Keywords:** Eco-friendly, green products, Environmental issues, Green purchasing behavior, Willingness to pay.

### 1. Introduction

Environmental and sustainability issues are of major concern among all the countries. Government and consumers are becoming conscious about environment-related problems. The world is aware of the adverse environmental conditions and countries are trying to sustain the environment.

Indian companies are implementing green practices to be better than the competitors (Saxena and Khandelwal, 2012; Agarwal, 2013). However, Indian consumers' knowledge about green

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Representation of Women in Maithili Proverbs	Swati Chandra	English	LangLit	2018-2019	2349-5189
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LangLit

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An International Peer-Reviewed Open Access Journal

REPRESENTATION OF WOMEN IN MAITHILI PROVERBS

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and Literary Studies
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Delhi

ABSTRACT:

Proverbs are intricately related to the culture they come from. As they are people's expressions in their natural form, without any filter of sophistication or pretension of righteousness and intellect, they become an important tool in studying the minds of the people. Proverbs thus form an important folklore material. Most Indian communities despite their educational and cultural status are patriarchal in nature and their preferential or discriminatory attitude towards the genders get reflected in the remarks and comments they make in the form of proverbs which have been the people's will and ways since ages. The paper tries to understand the attitude of the Maithil society towards their women as expressed in their proverbial utterances.

Keywords: Proverbs, Culture, Maithili, Representation of women.

Mithila is the land of traditions as they say. Historically it formed the Vaideha kingdom, and currently there is an ongoing movement to create a separate state for Maithili speaking people of Bihar and Jharkhand, who are bound together by the sameness of culture and language. Given that the Maithil society is religiously bent, a kind of conservatism comes naturally to them. Despite the educational background of the upper castes, they are in sync with the other castes in their desire for a male child. Though they understand the value of women and daughters in a household, they even worship them as goddess in Navratra, in the lived reality women have been accorded a secondary place to men in all the spheres of life, as is the situation with most of the world. They love their daughters too but somewhere the love for the sons exceeds the love for daughters, and when the daughters become daughters in law, the discriminatory attitude of the society gets manifested more. The proverbs coming out of the land of Mithila too depict the same. They are called 'Kahabi' in Maithili language.

Let us see for ourselves how women have been represented through the utterances of the people. The proverbs have been taken largely from Mathili Lokoti Sanchay by Kamalkant Jha and the English translations provided are mine.

Ideally, every society worships women in the form of mothers and goddesses. Mithila being a land that worships forms of Shakti like Durga and Kali, and being the home to the famed Sita of Ramayana, also points out towards the important role of daughters and wives and mothers in making a house, a home. The following proverb corroborates the same.

Table with 6 columns: Title, Author, Subject, Journal Name, Year, and Page No. Row 1: Evolution of institutional environment in India: Formal and informal institutions, Shilpa Garg, Commerce, PRAGATI: Journal of Indian Economy, 2019-2020, 2347-4432

**Evolution of Institutional Environment in India: Formal and Informal Institutions**

Shilpa Garg\*

**ABSTRACT**

*Formal and informal institutions hold a significant importance in an emerging economy like India which is seeking to grab a stronger global position by enhancing its trade, FDI and GDP. This paper tries to identify various elements of formal and informal institutions and then analyse the evolution of overall institutional environment in India in terms of these elements. Legal, political and economic institutions have been studied as a part of formal institutions, while religion, culture and corruption as parts of informal institutions. The analysis shows that although the Indian regulatory environment is now much more conducive to business activities and foreign investors, there remain continuing problems with the bureaucracy, judicial system, corruption, crime and violence.*

**Keywords:** Culture; Economic; Formal institutions; Informal institutions; Legal; Political; India.

**1.0 Introduction**

India is the 7<sup>th</sup> largest country by area and homes to more than 1.3 billion people, making it the 2<sup>nd</sup> most populous country in the world. It is a South Asian diverse economy encompassing traditional village farming, modern agriculture, handicraft and a wide range of modern industries. It is a developing economy falling under the lower middle income group. India has come a long way since its independence. Its GDP has risen from merely \$60 billion in 1970 to approx. \$2.6 trillion in 2017 with a 7<sup>th</sup> global position. FDI inflows have also risen from a mere \$45million in 1970 to \$39.9billion in 2017. It is emerging as a service economy worldwide. Its trade balance for services was approx. \$30 billion in 2017. However a huge negative trade balance for goods more than

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*Shilpa Garg*

Copper and zinc metal accumulation and response of antioxidant enzyme systems in Vigna mungo (L.)	Radha Solanki Gulia and Rajesh Dhankhar	Environmental Sciences	Journal of emerging technologies and innovative research	2019-2020	2349-5162
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## Copper and zinc metal accumulation and response of antioxidative enzyme systems in *Vigna mungo* (L.)

<sup>[1]</sup>Radha Solanki Gulia and <sup>[2]</sup>Rajesh Dhankhar

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<sup>[2]</sup> Environmental Bioremediation Lab., Department of Environmental Sciences, Maharshi Dayanand University, Rohtak, Haryana

**Abstract-** The present study was conducted to investigate the influence of copper and /or zinc metal on growth parameters and antioxidants. Both metal led to decreased and delayed seed germination and production of seedling biomass in comparison to control seedlings. The combined effect of copper and zinc was proved antagonistic for seedling growth at early stage, however the situation was reverse at high metal ion concentration. The study also emphasize on the response of antioxidative enzymes to copper and/or zinc stress. The result showed active involvement of peroxidase enzyme in combating the metal stress rather than catalase enzyme.

**Keywords-** Antioxidative enzymes, heavy metal accumulation, seed germination rate, seedling biomass

**Introduction-** Due to rapid industrialization, urbanization and intensive agriculture, increasing contamination of heavy metals in soil has become a major problem. Environmental deterioration has generated an increase of stress in all forms of life. With the development of industries, mining activities, application of waste water and sewage sludge on land, heavy metal pollution of soils is becoming a serious environmental problem [8]. Heavy metals are of great interest for research purpose with respect to toxicological importance to human health, plants and animals [3], [5], [14]. Currently, environmental pollution and plant exposure to heavy metals is a matter of great concern at the global level.

Toxic heavy metals are normally present as soil constituents or can also be spread out in the environment by human activity and agricultural techniques. Anthropogenic activities like mining, combustion of fossil fuels, metal industries, phosphate fertilizers, sewage sludge or municipal waste, emission from municipal waste incinerators, car exhaust, residues from mining and smelting industries, etc., lead to the emission of heavy metals and accumulation of these compounds in the ecosystem.

There is much evidence that agricultural land adjacent to industrial areas is polluted to a varied extent by many toxic heavy metals. Metal-contaminated wastes in various parts of the world usually contain more than one metal and these may occur at toxic concentrations e.g., metalliferous mines spoil (copper, lead, zinc), smelter wastes (copper, lead, zinc), coal spoils (aluminium, copper, manganese, nickel, zinc, iron), sewage sludge and refuse compost (copper, zinc, lead, etc., depending on the source). Hence, metal pollution is a multielement problem. Environmental effects of combined heavy metals may be quite different from those of individual metal due to interactions between heavy metals [22], [23].

Further action of heavy metals is due to generation of reactive oxygen species and induction of oxidative stress [20]. When plants are subjected to any biotic or abiotic stress, it results in production of reactive oxygen species such as superoxide anion radical (O<sub>2</sub><sup>-</sup>), hydrogen peroxide (H<sub>2</sub>O<sub>2</sub>), hydroxyl radical (OH) and singlet oxygen [11]. To counter the deleterious effect of reactive oxygen species plants have evolved various enzymatic (CAT, APX, GPX, SOD) and non-enzymatic (ascorbate, glutathione, α-tocopherol) antioxidant systems which protect them from their toxic action [2]. 2014). Antioxidant pathways are usually sufficient to protect plants from oxidative stress during periods of normal growth and moderate stress, but when severely stressed

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Visual Narratives of Monuments as Authorizing Discourses: Representation of Early Modern Temples of Bengal Through Photographs in Journal of Bengal Art	Dr. Mrinmoyee Ray	history	Journal of Bengal Art	2019-2020	1607-1344
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EDITOR: ENAMUL HAQUE



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**VISUAL NARRATIVES OF MONUMENTS AS AUTHORISING DISCOURSES: REPRESENTATION OF EARLY MODERN TEMPLES OF BENGAL THROUGH PHOTOGRAPHS<sup>1</sup>**

Mrinmoyee Ray

Proliferation of temple building activities in Bengal can be witnessed during the late medieval and early modern period (sixteenth to nineteenth century CE) which is marked also by the transition from pre-colonial to colonial, pre-modern state and governance to modernity as a way of living, cultivating the self and govern mentality. The documentation and representation of these temples began initially with drawings and sketches prepared during surveys by company officials. The photography, as a mode of documentation, brought paradigmatic shifts in the way the temples were represented, reproduced, identified, and consumed not necessarily as signatures of the past that needed to be preserved and conserved. The incorporation of photography as an essential modality of recording monuments, first as manually reproducible replication and recently as digitally manageable and accessible records of the past, transformed the aura of authenticity and perceptions of the spatio-temporality.

The essay aims at delving into the historicity of the transformation of the photographic representation of the temples as sacred monuments, as heritage, and as commodities. In most cases, the rituals, embodied practices, and dynamic landscape and complex settlement contexts are excluded from these narratives. In fact, the journey of temples through photographs is deeply embedded in the ways in which the identities of individuals are in relation to the past and to the current transient yet powerful virtual media. In this sense, photography as a survey modality has also changed the ways and means in which the narratives of sacredness of a monument are turned into the narratives of identities, their assertion and/or subversion, and secular desire for popular consumption.

Photographs, thus, have been essentially entangled with the construction, representation and management of the authorized and authoritative heritage discourses. The paper also attempts to trace the differences and commonalities in the representation of monuments in the academia, in public sphere and in institutional domain in political spaces of present Bangladesh and West Bengal, India, which have gone through continuous changes in their identity and boundary during last century. At the same time, the paper engages with the narratology of visual representation of past at the present in terms of both 'religious' and the 'secular', 'institutionalized' and 'popular', and above all, discursive and performative.

Harmonisation Of Accounting Standards Through International Financial Reporting Standard (Ifrs)– Benefits, Prospects, Challenges And Applicability Of Ind As (Indian Accounting Standard)	Deepa S.Garg	Commerce	International Journal of Business and Management Invention	2019-2020	2319-8028
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www.ijbmi.org || Volume 8 Issue 07 Series: IV || July 2019 || PP 34-40

**Harmonisation Of Accounting Standards Through International Financial Reporting Standard (Ifrs)– Benefits, Prospects, Challenges And Applicability Of Ind As (Indian Accounting Standard)**

Deepa Sahai Garg

Assistant Professor, College of Vocational Studies, University of Delhi

**ABSTRACT:** The international harmonization of accounting standards has become essential because of the diverse accounting standards adopted across various countries and its impact on the globalization. Uniform set of international standards for financial reporting are needed through different countries for better comparability of the financial statements and reports. Convergence of the country's accounting standards with International Financial Reporting Standard (IFRS) establishes the setting for the global financial reporting framework. But adopting or converging towards IFRS would come with cost and effort. Convergence of Indian accounting standards with global IFRS has brought numerous challenges. The companies reporting need to change their internal information systems, procedures and practices. This paper provides an understanding about the concept, objectives and benefits of the international financial reporting language i.e. IFRS. The paper tries to understand the comprehensive challenges faced while convergence with IFRS. Also through this paper, the challenges and risks specific to India for convergence of Indian GAAP with IFRS are enumerated. The roadmap for the applicability of Indian Accounting standard (IND AS) for Indian business entities and the difficulties in the implementing them have been briefly covered in the paper.

**Keywords:** Accounting standards; IFRS; IASB; ICAI; Convergence.

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Date of acceptance: 10-08-2019

**I. INTRODUCTION**

With the increasing trend towards the internationalisation of business and integration of financial markets, the need for international harmonisation of accounting rules is strengthened (Atril 2011). Uniform set of international standards for financial reporting through various countries are necessary for improved comparability of the financial statements. However complete adoption of global accounting standards is not feasible owing to the differences in the economic, legal, cultural, social and political environment in different nations. The quantifiable differences can be eliminated through the standardization of accounting policies and internationally accepted accounting standards play a major role in this entire process. By adopting International Financial Reporting Standards (IFRS), financial statements are presented on the same basis as that of the foreign countries. IFRS are accounting rules and guidelines governing the reporting of different types of accounting transactions and events in financial statements. The main objective of IFRS development is harmonization financial reporting to augment the utility of accounting information across various countries. Harmonization narrows the differences in various accounting systems and reduces the undesirable alternative practices in financial reporting. IFRS simplifies and provides uniform accounting procedures for companies having subsidiaries in different countries with one reporting language.

In the year 1973, the International Accounting Standards Committee (IASC) was set up, to achieve the harmonisation of global accounting standards. IASC had developed the International Accounting Standards (IAS). The main objective of IASC was to promote the worldwide acceptance of the IAS. The need to harmonise the accounting standards in different countries was proposed by IASC. In the year 2001, IASC was re-formed and renamed as the International Accounting Standards Board (IASB). The IASB has been at the front towards achieving harmonisation of the accounting standards in the globalised economies. IASB is an accounting standard establishing body with the professionals working independently. The IASB has established the single set of global accounting standards known as International Financial Accounting Standards (IFRS).

International financial reporting standards are high-quality set of globally accepted accounting standards to prepare the financial statements of public entities central upon principles. IFRS are used for the preparation of financial statements by the companies throughout the world. This helps in bringing uniformity, and achieving harmonization of the accounting set of principles and practices at the international level. IFRS are

IPO Underpricing and Predictive Power of Board Related Corporate Governance Mechanisms: A Study of Indian IPO Market	Amit Kumar Singh, Amiya Kumar Mohapatra, Sheetal Maurya	commerce	Theoretical Economic Letters	2019-2020	2162-2078
Long-run Operating Performance of Firms and IPO Under pricing: Evidences from India	Sheetal Maurya	commerce	The Empirical Economics Letters	2019-2020	1681 8997



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## IPO Underpricing and Predictive Power of Board Related Corporate Governance Mechanisms: A Study of Indian IPO Market

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### Abstract

Role of corporate governance indicators in IPO (Initial Public Offering) pricing is moderately researched area, however, a majority of these researches are found to be in context of other than Asian economies. Particularly, in context of Indian IPO market, only a few studies have been conducted in the past. Hence, the present study aspires to bridge this gap by examining the statistical significance of board-related corporate governance mechanisms in predicting the likelihood of IPO underpricing. This study is unique as it incorporates a new dimension of "board leadership" and examines the impact of having an independent director as the chairman of the board on IPO underpricing. Binary Logistic Regression Model is used to establish the relationship between IPO Listing gain/loss and board-related corporate governance mechanisms viz. participation of women directors on board, nature of board leadership and board independence.

### Keywords

Corporate Governance, IPO Underpricing, Board Independence, Board Leadership, Gender Diversity on Board, Informational Asymmetry, Signalling Theory

### 1. Introduction

Market for initial public offerings is a well-researched area amongst the researchers' community across the globe. It is an established fact that new issue market suffers from varying nature of informational asymmetry which can be detrimental to market functioning [1]. This informational asymmetry in new is-

## Long-run Operating Performance of Firms and IPO Underpricing: Evidences from India

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Sheetal Maurya<sup>\*</sup>

Department of Commerce, Delhi School of Economics  
 University of Delhi, Delhi, India

**Abstract:** This study attempts to examine the relationship between long-run operating performances of IPOs and their initial listing gain or loss. The long-run operating fundamentals are measured using post-listing accounting ratios, viz., Return on Net Worth (RONW), Earning Per Share (EPS), Debt-Equity Ratio (DE) and Current Ratio (CR). Results report that likelihood of a firm having positive RONW and EPS in long-run is more if its IPO had experienced listing gain. Further, results reveal no significant statistical evidence to establish any relationship of initial returns on IPOs with long-run current ratio and debt-equity ratio of such firms.

**Keywords:** IPO Underpricing, Long-run Operating Performance, Return on Net Worth, Earning per Share, Debt-Equity Ratio, Current Ratio

**JEL Classification Number:** C20, C21, C29, M13, M40, M41

### 1. Introduction

Long-run performance of initial public offerings (IPOs) is undoubtedly a critical determinant to evaluate the efficiency of the stock market. The extant literature on the long-run performance of IPOs is mainly centred to the stock price performance of IPOs. It has been observed that the IPOs tend to outperform the market immediately after listing. This has been found primarily in case of oversubscribed IPOs. On the day of

\* Corresponding Author. PhD Research Scholar. Email: sheetal.maurya17@gmail.com

Sheetal  
 Self Attended.

An Analytical study on Atal Pension Yojana with special reference to NCR-A Hunk of NPS.	Neeti Hooda	Commerce	International Journal of Research and Analytical Review	2019-2020	2349-5138
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Teaching Faculty's Job Stress& Performance: Moderating Impact of Emotional Intelligence & Social Support	Natasha Tajeja; Namita Rajput	Commerce	Solid State Technology	2019-2020	0038111X
Understanding fresher's perspective on Business Analytics as a necessary tool for Employability	Natasha Tajeja; Divya Sethi; Vijit Chaturvedi	Commerce	Journal of Advanced Research in Dynamical and Control Systems	2019-2020	1943-023X

ARCHIVES

Understanding Fresher's Perspective on Business Analytics as a Necessary Tool for Employability

← Back to Archives

Dr. Vijit Chaturvedi, Natasha Tajeja, Divya Sethi and Gp Capt Vinod

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Abstract

With the advancement in technology and the growth in business world, the way things take place has changed, the way it functions, processes, procedure, etc. everyone who is willing or looking for job, must update his/her skill sets, knowledge, etc. but most importantly must have analytical brain or understanding for information. The candidate must be able to make sense of the data. The aim of this study is knowing the Fresher's perspective on Business Analytics as a necessary tool for effective employability. The study aimed at assessing the awareness level of students about significant role of Business Analytics on Employability. The data was collected with self-developed and administered questionnaire. The findings of the study reveal that all the selected dimensions that affect employability in context to

Solid State Technology

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Teaching Faculty's Job Stress& Performance: Moderating Impact of Emotional Intelligence & Social Support

Natasha Tajeja, Dr. Vijit Chaturvedi, Dr. Namita Rajput

PDF

Abstract

Through this study, researchers attempted to determine d the impact of ever-increasing jed job stress among

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Measuring the Performance of Pension Funds using Sharpe Ratio	Neeti Hooda	Commerce	International Journal of Research in Engineering, IT and Social Sciences	2019-2020	2250-0588
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## Measuring the Performance of Pension Funds Using Sharpe Ratio

Neeti Hooda<sup>1</sup> and Dr. Kuldip Singh Chhikara<sup>2</sup>

<sup>1</sup>(Research Scholar, Maharshi Dayanand University, Rohtak, Haryana, India)

<sup>2</sup>(Professor, Department of Commerce & Director, DDE, Maharshi Dayanand University, Rohtak, India)

**Abstract:** Recent years have been seen growing formalisation of the economy through the implementation of Goods and Services Tax and stricter implementation of tax measures. At this juncture, augmenting the capital market exposure of the formal sector pension corpus to map with young demography and long investment horizon would help boost the investing corpus for retirees. This paper provides an overview about the concept of NPS and further tried to examine the performance of Pension Fund Managers operating corporate debt Scheme under NPS. The study is based on secondary data collected from NPS trust.org and annual reports of PFRDA which is further analysed statistically with mean, standard deviation and Sharpe ratio.

The study found that all the NPS – C (Tire – I) offered by SBI LIC, UTI, ICICI, Reliance, Kotak & HDFC gives a positive return compared with benchmark return for all the years. ICICI scored the highest return of 8.09% and the lowest is 6.64% by Reliance limited. In the first year when compared to the benchmark returns for one year period, all the funds are within the limit. For second year, ICICI is highest scorer among all PFs with returns of 12.26%. ICICI PF got the highest return of 9.99% for the period of three years. Since inception, LIC gives the highest return as 11.25% and least return, by RELPF of 9.07%.

The study also revealed that all the NPS – C (Tire – II) offered by SBI, LIC, UTI, ICICI, Reliance, Kotak & HDFC gives a positive return compared with the benchmark returns for all the years. LICPF scored the highest return of 9.31% and the lowest is 6.63% by Kotak limited. In the first year when compared to the benchmark returns for one year period, all the funds are within the limit. For second year, ICICI crossed the benchmark return with highest scores as 12.24% among all PFs and least score is HDFCPF with 8.32%. ICICI got the highest return of 9.91% compared with benchmark return and the least Return as 8.88% by SBIFP for the period of three years. Since inception, SBIFP gives the highest return as 10.38% and least return, by HDFCPF as 8.45%. Sharpe's performance indexes of all the companies for NPS – C, Tire-I & Tire – II except two are giving a negative index for the first three year periods. In the second year, there seems some improvement compared, to one year and in three years period all the companies performed very well.

**Keywords:** Auto and active choice, investment, pension fund managers, standard deviation

### I. INTRODUCTION

#### An Introduction to NPS

On account of the major issues being took place during 2018-2019 such as demonetisation and the implementation of GST which has slowed down the rate of GDP to 5.7% in the first quarter. However the economic activity picked up in the third quarter and GDP rate goes to 7.2% consequence to the stabilising effect of GST implementation and fading effect of demonetisation. Major macroeconomic trends showed sharp decline in trade deficit for the FY 2017-18 which ultimately has created a pressure on fiscal consolidation where the 3% of achieving target in the current yr has been pushed ahead to 2021. Also the year marked with rise in inflation at the rate of 5.30% and as a result of which oil prices and the price of agricultural commodities sharply increased. The slowdown in the rate of saving in India has made them feel the need to have some for proper arrangement of retirement benefits in order to maintain the same standard of living.

It has been observed that ageing population around the globe has become a worry and India too is facing the similar problem. It has been noticed that the persons above the age of 60 would increase from 8.9% of the population now to 19.4% by 2050 and the persons above 80 are likely to increase from 0.9% to 2.8%. Also the fragmentation of joint families makes it imperative to have a well developed, self sustaining system of pension in the country. The promotion and development of a pension system plays an important role in the growth of Indian economy as it serves the twin objectives of ensuring a sense of social security to the citizens both in formal and informal sector and garnering long term funds for critical, growth-driving sectors of economy as also the capital market.

NPS is a contributory system under which both the employer and employee will have to contribute certain amount from their salary and employee will be provided regular income from their contribution after retirement. The amount of contribution invested in pension funds will depend upon the guidelines prescribed by PFRDA. In order to promote, develop and regulate the pension market in India, PFRDA was established in 2003

Impact of institutional environment on inward FDI: A case of select emerging market economies	Niti Bhasin and Shilpa Garg	Commerce	Global Business Review	2019-2020	0972-1509
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## Impact of Institutional Environment on Inward FDI: A Case of Select Emerging Market Economies

Global Business Review  
1–23  
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Niti Bhasin<sup>1</sup>  
Shilpa Garg<sup>1</sup>

### Abstract

The tremendous amount of foreign direct investment (FDI) flowing into emerging nations has attracted worldwide attention. These economies are at a same stage of development with similar social, economic and other conditions, but their institutional environment can act as a differentiator in affecting FDI location within these emerging economies. So, this article examines the role of institutional mechanisms in influencing their inward FDI by employing broad-based indicators of institutional environment. The article employs panel data regression (fixed effects) to test the impact of institutional indicators and other variables on FDI inflows and stock of 23 emerging economies from 2006 to 2015. Three indices have been constructed for this purpose, using the methodology of principal component analysis and composite index, from 24 institutional variables. All the three indices, representing three institutional pillars turned significant: 'Rule of law' (negative coefficient), 'Regulatory efficiency' (positive coefficient) and 'normative institutional environment' (negative coefficient). This implies that one of the main motivations for foreign investors to make investment in emerging economies is to take advantage of their weak laws, norms and values. But they also seek a basic enabling environment with minimum burdens as far as the efficiency of regulations is concerned.

### Keywords

Emerging economies, FDI, institutional environment, normative institutions, regulatory efficiency, rule of law

### Introduction

*Shilpa Garg*

Encouragement of foreign direct investment (FDI) is an integral part of the economic reforms process of many countries as it is seen as an instrument of technology transfer, managerial skills, augmentation of foreign exchange reserves and globalization of the economy (Bhasin, 2012). Further, FDI is a more

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Employee engagement and employee retention	Dr. Archana Yadav	Commerce	MERC global international journal of management	2019-2020	2321-7278
Assessment of artificial intelligence virtual learning applications and conventional classroom learning methods	Dr. Archana Yadav	Commerce	Journal of emerging technologies and innovative research	2019-2020	2349-5162
Role of artificial intelligence in leadership	Dr. Archana Yadav	Commerce	Journal of emerging technologies and innovative research	2019-2020	2349-5162
Human resource practices and employee retention	Dr. Archana Yadav	Commerce	Asian journal of managerial science	2019-2020	2249-6300

Zoom out

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### Employee Retention and Employee Engagement

Archana Yadav

Assistant Professor, College of Vocational Studies, University of Delhi, India.

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ARTICLE TYPE: Research paper

#### ABSTRACT

This article aims to study the relationship between high employee engagement and employee retention. The study was conducted in October 2018, on NTPC Ltd. which is the largest power plant in India. Annual report of NTPC Ltd. in the year 2016-17 reflected the total employee strength of the Company (including JVs/subsidiaries) was 22,124 as of 31.3.2017 against 23,133 as of 31.3.2016. NTPC Ltd. has the lowest attrition rate in the industry, the attrition rate of the NTPC executives was 1.05%, and 0.93% in the year 2016-17, 2015-16 respectively as reported in the annual reports for the years 2015-16 and 2016-17, and employee engagement was as high as 59.52%. NTPC is a leader not only in the power industry, but also in the market due to its robust human resource practices. Extrinsic motivational techniques were taken into consideration in assessing employee engagement of middle-level executives at NTPC Ltd. Employees were found to be highly engaged at NTPC Ltd. with the lowest attrition rate.

KEYWORDS: Employee engagement, Employee retention, Employee development centres, NTPC Ltd.

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### Human Resource Management Practices and Employee Retention

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**Abstract** - The study aims to assess the profiting role of human resource management (HRM) practices in retaining employees in NTPC Ltd. The company has been successful not only in attracting the best talent in the market, but also in retaining them, according to NTPC's annual reports from 2013-17, attrition rate was between 0.93% to 1% of the Middle Executive. NTPC is a leader not only in the power industry, but also in the market due to its robust HRM practices. Training and development emerged as the most prominent HRM practice during the study, which is also considered the backbone of NTPC Ltd. The company maintains a dedicated Knowledge sharing centre located in Noida, known as the 'Power Management Institute' (PMI) which is a world-class learning centre, has collaborated with best institutes in the world and train employees at all levels from entry level to top executive level with planned intervention. Data was obtained from NTPC's publications maintained in the form of annual reports and Power Management Institute annual calendars for the previous five years. A survey was conducted across various plants of NTPC's Middle-Level Executive on human resource practices which are followed in NTPC. HRM practices examined in this study are Security, training and development, quality of work life, compensation, career advancement, promotion, award and rewards, and work-life balance. Findings indicate that Training and Development and Compensation are the most significant human resource practices in retaining employees and Promotion is the least significant HRM Practice in retaining employees at NTPC Ltd. **Keywords:** Employee Retention, Human Resource Management Practices NTPC Ltd., Training and Development.

#### 1. INTRODUCTION

NTPC Ltd is the pioneer in the power sector in India, not just in transmission and distribution of power yet additionally in Training and Development. No other power plant in India can match the robust and world-class training provided by NTPC at all levels of hierarchy. The company has been successful not only in attracting the best talent in the market but also to retain them successfully. Apart from various significant human resource management practices 'training & development' stand out as the most prominent HRM practice but also the backbone of the enterprise. Vision of the Company is 'To enable its people to be a family of committed world-class professionals, creating a learning organization. NTPC holds an exceptional reputation for attracting, retaining, and motivating its workforce which works as the company's competitive advantage. The learning activities are being driven by Power Management Institute (PMI) at the corporate level,

six Regional Learning Institutes (RLIs) located in six large power stations of NTPC and Employee Development Centers (EDCs) located in all power projects and stations. EDCs take care of training requirements of non-executives and junior level executives. RLIs look after the training needs of middle and senior-level executives at regional level. PMI Noida is the apex Corporation Centre as the apex learning. PMI has over the years, trained not only NTPC's professionals, but also professionals from the State Power Utilities and other private sector power companies in diverse areas of technical and managerial disciplines. PMI has entered into an institutional collaboration like Indian Institute of Management, Ahmadabad (IIMs), Management Development Institute (MDI) Gurgaon, the Harvard management for e-learning, IIT Delhi, Bocconi University, Italy, IMD, Lausanne, Switzerland, and anymore.

NTPC Ltd is corporate responsible citizen, and contributed to the society in the area of gender equality, empowering women setting up homes and hostels for orphans and women, old age homes, day care centers, for senior citizens, drinking water, education, and health NTPC has been conferred various awards in area of the Corporate Governance such as ASSOCHAM Corporate Governance Excellence Award - 2014-15 for Listed Companies in the PSU category in recognition for outstanding governance practices undertaken by the Company, 'Golden Peacock Global Award for Excellence in Corporate Governance' by World Council for Corporate Governance for the year 2014. This award was also received by the Company during the years 2007, 2009, and 2012. Award for Excellence in 2011 - Good Corporate Citizen Award by PhD Chamber of Commerce and Industry, 'ICSI National Award for Excellence in Corporate Governance-2009 by the Institute of Company Secretaries of India.

#### II. RESEARCH METHODOLOGY

##### A. Research Unit

NTPC Ltd was chosen as a research unit to conduct a study of significant Human Resource Practices in retaining Employees.

##### B. Research Objectives

To analyze Human Resource Practices followed by NTPC Ltd.

## ROLE OF ARTIFICIAL INTELLIGENCE IN LEADERSHIP

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#### Abstract

**Background:** Leadership is evolving with introduction and inclusion of new Technologies like Artificial Intelligence. Nature and role of leadership seem to be changing. Artificial intelligence is expected to play wider role and grow exponentially in coming years which requires Leaders in Business Organizations to be more prepared, adaptable, updated and aligned with the new technologies such as AI. This Article attempts to analyze how Role and nature of Leadership is going to change with the inclusion of Artificial Intelligence in future to what it is today.

**Purpose:** The purpose of this Article is to study and analyze the Role and Nature of Leadership with inclusion of Artificial Intelligence. To answer the key questions:  
How Nature and Role of Leadership is going to change with use of AI?  
What will be new set of competencies required by leaders in coming future?

**Research Methodology:** For appropriate framework of effectiveness was based on scientific literature review in-depth study was done on various studies from journals, Text books, E-books, Reviews.

**Findings:** Role of Artificial Intelligence in Business World is going to grow exponentially in coming years. AI will be Integral part of Leadership, specifically with Cognitive Processes, Decision making. Leadership will require competencies like Emotional Intelligence, Humility, Vision, Adaptability, Motivation, 'Hard elements' of AI and 'Soft Element' of Leadership will go hand in hand.

(Key words: Artificial Intelligence, Leadership)

#### 1.0 INTRODUCTION

There is a paradigm shift in the world today due to fast changing technologies and economies. Uncertainty takes over stability, unpredictability is the new norm in this transition phase where organizations have to Align their processes with new technologies like Artificial Intelligence. Leadership will be changing in execution of its Role. Roles involving Strategic decision making, Cognitive processing, Decisions related to data such as Analyzing performance of a team, to improve production and service based processes AI will have important role to do, Leaders job will be simplified with hard elements of decision making, however AI will have to be integrated with human aspect/soft elements of Leaders such as critical evaluation of any decision, for Motivation, competencies like stable and calm, humility, authenticity, character, values, compassion, vision, creativity, Emotional Intelligence, Spiritual Intelligence.

#### 2.0 REVIEW OF LITERATURE

##### 2.1 Historical Evolution of AI

Turing A.M (1950) "Computing Machinery and Intelligence; Alan Mathison Turing (Mid-20th Century) -British Computer Pioneer.1935 - He described computing machine having limitless memory and

## Assessment of Artificial Intelligence virtual Learning Applications & Conventional Classroom Learning Methods

Archana Yadav  
Assistant Professor, College of Vocational Studies,  
(University of Delhi),  
India.

#### Abstract

This article provides a comparative study between Classroom Learning and learning acquired by means of Artificial Intelligence virtual Learning tools in Higher Education. The study was conducted on students of Delhi University, India in higher education pursuing degree program in the age group of 18-25. The study concluded that students prefer AI Learning tools to be additional learning aid to classroom learning. There are certain aspects to classroom learning which are preferred by students over AI tools such as Interactions in the classroom, Role of Teachers as motivators and mentors. Students perceive AI tools method of learning to be useful in providing convenience and flexibility in the process of learning. They are useful in saving time. AI learning/Virtual tools are perceived as a supplement by Higher education students in India to the current classroom learning.

(Key words: Artificial Intelligence, Virtual Tools, Classroom Learning, Higher Education)

#### (1) Introduction

##### Artificial Intelligence in Education

Artificial Intelligence is based on the concept that human cognitive practices can be imitated by machines and be automated. Use of AI applications in formal education is in the introductory stage, students are using them in addition to classroom learning in India. Even though they are used by students in Higher education however dependence still lies primarily with teachers. AI in education is expected to grow significantly growth about at the rate of 43% in coming years according to horizon report 2018. AI being in the introductory stage in Education needs more clarity and various challenges to be addressed. (Educause, 2018), with a time to adoption of 2 or 3 years. According to the report, experts anticipate AI in education to grow by 43% in the period 2018-2022.

##### 1.1 History of AI

380 BC and the late 1600s: mathematicians, theologians, philosophers, professors, and authors worked on the idea of calculating machines, that eventually led to the concept of mechanized "human" thought in non-human beings.

1700s Jonathan Swift's novel "Gulliver's Travels" mentioned a device called the *engine*, which is one of the earliest references to a computer. The device intended purpose was to improve mechanical operations, with the help of a non-human mind.

1921: Karel Čapek, a Czech playwright, first time used the word robot through his science fiction play "Rossum's Universal Robots". His play brought forth the concept of factory-made artificial people who he called robots.

1929: Japanese biologist and professor Makoto Nishimura created Gakutensoku, the first robot Gakutensoku translates to "learning from the laws of nature," mused the robot's artificially intelligent mind could extract knowledge from people and nature including moving its head and hands as well as changing its facial



Exploring the Diasporic Consciousness in Intizar Husain's, <i>The Sea Lies Ahead</i>	Nidhi Madhan	English	Literaria	2019-2020	2229-4600
Narratives on Women from the 1971 Partition: (Hi)stories of silence and easure	Nidhi Madhan	English	Literay Miscellany	2019-2020	2230-7451
The East Bengali Hindu Refugee in Bengali Fiction: Issues of Entitlement, citizenship and Disavoval	Nidhi Madhan	English	Creative Forum	2019-2020	0975-6396

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<p><i>Literary Miscellany (LM)</i> is a peer-reviewed international journal published in summer and winter every year, wishing to provide a serious forum for disseminating knowledge and expertise in interpreting perceptions and tenets on the subjects of cross-country literatures.</p> <p>The views expressed herein are those of the authors. The publishers and the editors do not guarantee the correctness of facts, and do not accept any liabilities with respect to the matter published in the journal. However, <i>Literary Miscellany</i> reserves the right to edit the material further anytime if the need arises.</p> <p>© BAHRI PUBLICATIONS (2020). All rights reserved. No part of this publication may be reproduced by any means, transmitted or translated into another language without the written permission of the publisher.</p> <p><b>Editors:</b> Harpreet Kaur Bahri Deepinder Singh Bahri</p> <p>Subscription: Rs. 2399 / US\$ 199</p> <p>Payments can be made by Cheques/Demand Drafts made in the name of BAHRI PUBLICATIONS, NEW DELHI and sent at:</p> <p><b>BAHRI PUBLICATIONS</b> 1749A/5, 1st Floor, Gobindpuri Extension, Kalkaji, New Delhi 110019 Tel: 011-65810766, (0) 9811204673, (0) 9212794543 E-mails: &lt;bahrius@vsnl.com&gt;; &lt;bahripublications@yahoo.com&gt; Website: &lt;http://www.bahripublications.in&gt;</p>			<p><b>CONTENTS</b></p> <p>Nature and Environment in Shaikh-ul-Alam's Poetry: An Eco-critical Reading <b>AHSAN UL HAQ</b> 7-15</p> <p>Anguish and Ecstasy in War and Poetry: A Reading of the War Poems of Siegfried Sassoon <b>NEERU ANAND</b> 16-27</p> <p>Eco-feminism in Kamala Markandaya's <i>Nectar in a Sieve</i> <b>SIMMI GURWARA</b> 28-39</p> <p>John Donne as a Poet of <i>Shringara</i> <b>RICHA BISWAL</b> 40-62</p> <p>Narratives on Women from the 1971 Partition: (Hi)stories of Silence and Erasure <b>NIDHI MADAN</b> 63-77</p> <p>"Nothing is more real than nothing": The Quest of Being inside the Nihilistic Loop of Beckettian Semiology <b>VAISHALI JAIN</b> 78-91</p> <p><i>Nidhi Madhan</i></p>		

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Big Data Analytics: An Indian Perspective	Ashish kr Jha	Economics	IJRTE	2019-2020	2277-3878
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## Big Data Analytics: An Indian Perspective

Ashish Kumar Jha, Sudhir Kumar Gupta, Ajay Kumar, Mahesh Kumar Chaubey, Jitendra Singh

**Abstract:** To gain competitive advantage and to improve efficiency, reliance on data has grown manifold. This work explored the emerging sources of big data generation in India, particularly post implementation of "Digital India" scheme. Agencies that have implemented the big data are accentuated along with the potential area. Further, a model is proposed to integrate key services utilized within a country with the "Aadhar" to gain insight in real time. Seamless integration of key services with "Aadhar" will be increasingly helpful in curbing the crime from Indian landscape. Further, challenges in implementation of the model are perceived, and their solutions have been proposed.

**Keywords:** big data analytics, big data in India, data mining, big data and crime, big data enabler, Hadoop, big data and cloud

### 1. INTRODUCTION

Growth of Information technology in public services, community and personal use has led to the large data generation. In developed countries, usage of information technology (IT) is widespread, however, in developing countries particularly in emerging markets, only recently it gained the momentum [1]. In India, usage of IT in routine usage is limited. In several ministries, shift towards IT is either partial or lacking altogether. This leads to inefficiency, corruption and excessive delay in rendering the public services. Demand of prompt services has further worsened due to huge population growth in recent past [2]. Census also reflects the huge diversity in terms of literacy, economic status, infrastructure etc. across India [2]. Usage of data is not homogeneous across the world; instead developed countries are the major source of data generation. In developing countries, reliance on data is gaining momentum. In developing countries, the usage of IT for data services is primarily restricted to the services that include banking, railway reservation, ticket booking, income tax return, retail chains to name a few [3, 4].

According to several studies, it is revealed that data generation is growing rapidly in government sectors including railway, Income tax, Bank etc. however, gaining insight from the data is limited due to variety of reasons including lack of awareness, limited capability of existing resources to name a few [5].

Big data has envisioned recently due to the increasing reliance on IT. Big data can be defined with the help of four "V's". Each "V" denotes as Volume, Velocity, Variety, and Veracity [6]. In order to qualify the definition of the big data, it should be generated at a higher speed and volume [7]. At the same time, data should be generated from one or variety of sources that include computers, smartphone, devices etc. Significant enough, data generated should be reliable that is represented with the help of veracity [8].

### A. Leveraging Analytics

Significance of data analytics is growing rapidly and same is indicated in prominent predictions by some of the leading research and analysis firms that include Gartner, IDC, Forrester, Aberdeen etc [9]. The entire aforementioned firm highlighted that the analytics will dominate in the upcoming years [10]. Key reason behind the growing trend of analytics usage is that the organizations have the data but they are unable to exploit it fully to derive the business benefit. Owing to the huge storage of data, operating cost increases, at the same time profitability decreases [11]. In India, a person on an average receives several calls from the marketing company to purchase the specific plan. Majority of the phone call receivers are reluctant to answer such calls thereby not a prospective customer. This results in waste of effort, time, and money.

With the IT growth, users are generating the huge amount of data from the variety of sources that include social media writing, tweets, blog, sensors, camera etc. These data is generated with tremendous pace, for instance sensors are capturing huge amount of data at every second. Twitter generates around 5787 tweets every second [12]. Every minute nearly 510 comments are posted, around 2.93,000 statuses are updated and 1.36,000 photos are uploaded on twitter [12]. Data posted on social media site is ranging from structured data, unstructured data that includes images, videos, etc. Information available in unstructured form such as comments, audio, video may contain valuable information [4]. Usage of analysis will assist in reaching out to the prospective client with a higher accuracy [13].

Big data is transforming the one's life in range of areas that includes home devices, security at home and office, number of social media post [14]. A great future is predicted for cloud computing despite of several issues and challenges underlying big data [15, 16]. Several verticals including wind energy, biomedical, business analytics are leveraging the big data to gain the competitive advantage [17, 18].

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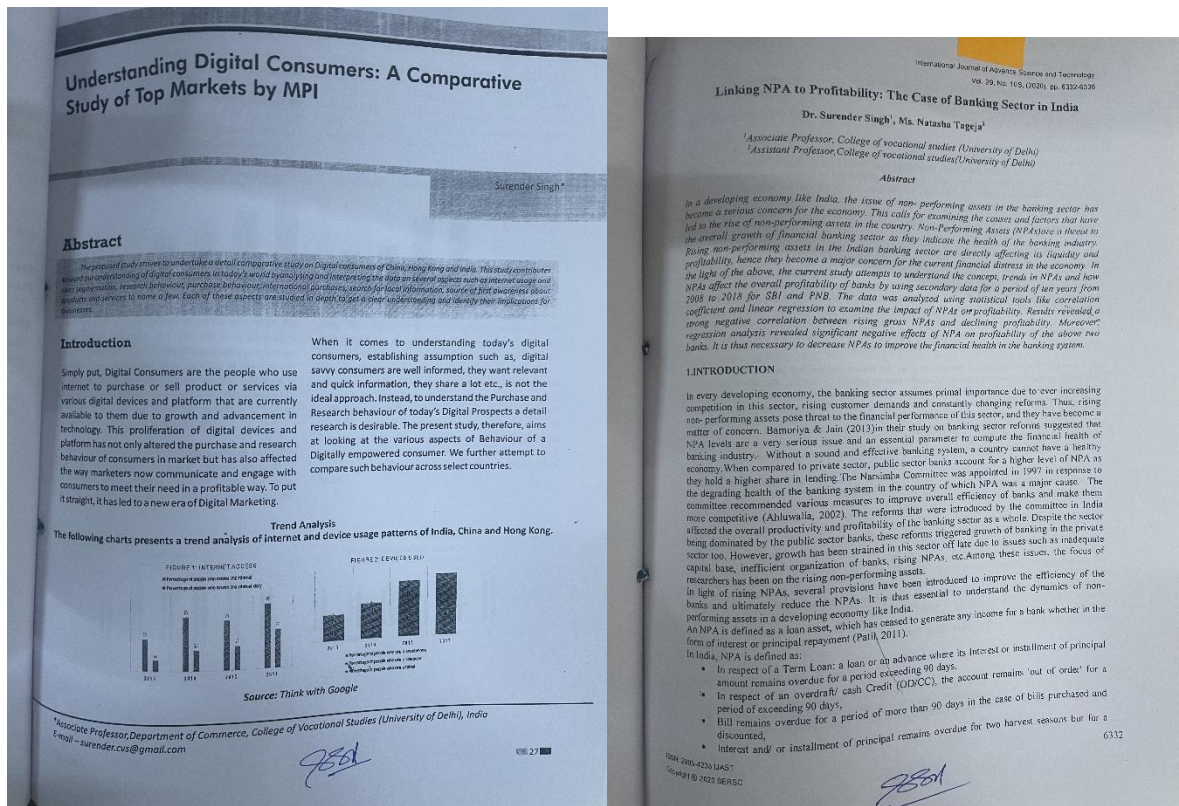
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Understanding Digital Consumers: A Comparative Study of Top Markets by MPI	Surender Singh	Commerce	Prastuti Journal of Management & Research	2019-2020	2330-2262
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Emotional Exhaustion and Deviant Misbehaviors: Effects of Job Stressors and Emotional Intelligence Among Insurance Salespersons	Natasha Tajeja, Vijit Chaturvedi, Namita Rajput	Commerce	Academy of Accounting and Financial Studies Journal	2020-2021	1096-3685
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Natasha Tajeja

## Job stress-Performance in academia: Role of emotional intelligence & social support

Authors Natasha Tajeja, Vijit Chaturvedi, Gurinder Singh, Nick Petford

Publication date 2019/4/24

Conference 2019 International Conference on Automation, Computational and Technology Management (ICACTM)

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Publisher IEEE

Description The phenomenon of job stress has been widely researched and its impact on performance, satisfaction, motivation, and other related aspects has been well established in various professions. The teaching profession too is no longer an exception. The aim of the present study is to examine the relationship between job stress and job performance among teaching faculty in higher education sector in New Delhi/NCR region and whether this relationship is moderated by emotional intelligence and social support at these work places. The study was conducted among 180 higher education teaching faculties working at various universities in New Delhi/NCR region. A multiple hierarchical regression was performed, and results confirmed about the existence of significant negative relationship between these two factors, establishing about the increased stress at work resulting in decreased teacher performance. However ...

Total citations Cited by 4

Impact of Lockdown on Demand: A Survey Report	Kanika Goyal & Surajit Das	Economics	Arthshodh	2020-2021	2230-7877
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Literature and History through the perspective of cinema	Dr Gauri Mishra	English	IJSRR	2020-2021	2582-6131
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LITERATURE AND HISTORY THROUGH THE PERSPECTIVE OF CINEMA

\* Dr. Gauri Mishra

University of Delhi India.

Received 22th April 2021; Accepted 21th May 2021; Published online 30th June 2021

ABSTRACT

The essay talks about the alignment of Literature, History and Film by the representation of Partition of India in 1947 in two novels of the twentieth century and their film adaptations trying to find the modes of intersexuality and dynamics in these mediums.

Keywords: Partition, fiction, trauma, history, Film, representation.

INTRODUCTION

There is an interesting relationship between literature and history. All of the modern history that we have read in school and college text books becomes real and tangible when we read about it in literature. What the film does however, is to give it another perspective, a three-dimensional one. My presentation here today is to talk about this alignment in a way where the suitability of each of these mediums can be ascertained with relation to their individualistic traits and advantages but also try to understand the contradictions which arise with this alignment. The books that I intend to examine are the ones based on actual history and the films are the adaptations of these books. In this sense, the essence of history is being seen through the lens of literature and another perspective being explored is that of how a film based on a literary work can present history in a way which becomes entertaining and complex. Through the researching of this paper, I found that three-way alignment and association of ideas in exploring these genres extremely productive. The two books that I intend to explore are based on the Partition of the Indian sub-continent in the year 1947. These are Ice Candy Man by Bapsi Sidhwa and Pinjar by Amrita Pritam. The two films based on these are Earth 1947 by Deepa Mehta and Pinjar by Chandra Prakash Dwivedi.

HISTORICAL BACKGROUND

Partition was the single-most traumatic event in Indian history which can only be compared to the Holocaust of the mid-19th century. The number of people who were killed, abducted, raped and injured is mind-boggling. Due to a decision taken by the British Government which was ruling over the Indian sub-continent, scores of people belonging to the Hindu, Sikh and Muslim communities were had to shift from Pakistan to India and vice versa in accordance to the community they belonged to. As no infrastructure was set up to facilitate this movement, people were forced to undertake this long journey with their goods and family either on foot or travelling through over-crowded trains. There were a lot of misery among the communities which forced us due to this hasty and illogical decision by the government. This led to riots which started in early 1947 and continued in different parts of the sub-continent for more than two years. During this time, people travelling in caravans to India or

Pakistan were attacked by the opposing community, they were looted, harassed, women were abducted and raped, men, women and children were killed viciously in their homes and communities, their houses were broken into and their valuables stolen. The women were the worst victims of Partition as their bodies were the markers of vengeance for the rival Hindu and Muslim communities. In times of war and civil strife, women's bodies become the markers of their men's honor. Thus, the rape of a woman is emblematic of the rape of the community she belongs to. As Vikas Das puts it: To plunder women's bodies perceived as men's property was to indicate that the territory had occupied the most intimate possessions of the men to whom the women belonged. On women's bodies thus, the "political programs" of the mutual enemies were performed. (Das, 1998)

ANALYSIS OF ICE CANDY MAN AND EARTH 1947

Bapsi Sidhwa's novel Ice Candyman is an interesting novel seen through the perspective of Lenny, a Parsi girl-child. The novel is based in pre-partition Lahore and talks about the dynamics of a society about to fall apart. It is significant to note that Sidhwa's novel is based partially on her own childhood experiences as a child who witnessed firsthand the traumatic conditions of the Partition era. However, by viewing the narrative through Lenny's eyes, Sidhwa makes the perspective as objective as possible. Lenny is seen in an environment she does not fully understand. Her gaze is childlike and although she is a precocious child, it is Sidhwa's perspective which is visible whenever the narrative becomes complex. Being a Parsi, a community which was neutral in their opinion about the Partition, Sidhwa is not taking sides but it is quite apparent that her inclination is towards the Muslims and she is in favor of death and not Gandhi. Hence the narrative has a tendency to veer towards an adult voice taking over at significant points in the novel. Lenny's perspective is interesting stemming from a mind which is not fully grown and yet which tries to struggle with all her experiences and adventures with Ayah. She tries to understand all of the different people she comes into contact with. Ayah is the central figure in the novel. She is young, a Hindu, attractive and hence a prod around whom the motley group of men revolve constantly. These men belong to different communities, different faiths, different professions and yet in Ayah's presence, they lose their individual enemies and gather around her in the Queen's Garden to win her short-lived attention. Lenny enjoys these times of abandon and adventure with Ayah. She admires Ayah for managing to maintain the attention of so many varied men and realizes that Ayah is like a magnet for those around her. Ayah too, is

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THE EFFECT OF TRAINING AND DEVELOPMENT OF HUMAN RESOURCES ON EMPLOYEE PERFORMANCE	Suneel	commerce	Dr. Anand Palla HTL JOURNAL	2020-2021	1006-6748

## MOTIVATION TO TRANSFER, SUPPORT TO TRANSFER AND ITS IMPACTS IN TRANSFER OF TRAINING

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### Abstract

There is a growing concern in evaluating training effects on the performance of employees, as well as on organizational performance. Although high investments, what you learn does not always turn into behavior at work. Studies show that motivation to learn and transfer and support the application of new learning are predictors of the impact of job training. This study aimed to assess the influence of perceptions of 'Psychosocial Support' and 'Motivational Strength' on the 'Impact of Work Training'. 475 employees from three trainings offered by the Corporate in and around Delhi, India participated in this research. Structural equation analysis has been used to test five hypotheses. The scales used presented strong evidence of validity. The results indicated that Motivational Strength and Psychosocial Support are predictors of Impact of Work Training and that Motivational Strength mediates the relationships between Psychosocial Support and Impact of Work Training. It is concluded that it is necessary to explain the benefits of training for the participants, thus stimulating the motivation to learn and the support of superiors and colleagues to the transfer.

Green Consumerism-Emerging Trends and Evolving Consumer Perception in India	Shweta	Commerce Department	International Journal of Advanced Research (IJAR)	2020-2021	2320-5407
Factors Determining the Parents' satisfaction for Online Primary Education during a Pandemic (COVID-19)	Shweta	Commerce Department	IOSR Journal of Humanities And Social Science (IOSR-JHSS)	2020-2021	2279-0837
An Analytical Study of the Factors Affecting Consumers' Perception Towards Green Consumer Durable Products in Delhi/NCR	Shweta	Commerce Department	PIMT Journal of Research	2020-2021	2278-7925

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### Factors Determining the Parents' satisfaction for Online Primary Education during a Pandemic (COVID-19)

Dr. Ajay Kumar<sup>1</sup>, Shweta Kumar<sup>2</sup>

<sup>1</sup>(Faculty, Department of Political Science, Ramnandan College, University of Delhi, India)  
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#### Abstract:

Numerous cases of pneumonia were identified in the Wuhan city of China in December 2019 due to corona virus and in the January 2020 the disease was known as COVID-19 as the World Health Organization declared. Later on, the virus spread extensively in Wuhan then it crossed the threshold to over 210 countries of the world. Many countries have been trapped in lockdown to save their citizenry. Schools and colleges were closed to the indefinite times. Amid of the pandemic a round of online classes was begun in the world in primary, secondary and higher education to continue the teaching and learning process. Various studies suggest that online surfing has a bad impact on the human being, especially for those who are engaged in primary education, i.e. minor wards. Most of the parents were found too concerned for their kids while engaging in online classes. Moreover, it is generally expected that there is a relation between parents' satisfaction with various factors such as willingness to online classes, weekly timing, output as offline, equipments, syllabus contents, health hazard, parents' involvement, disturbance in parent's job, class activities, and favor of blended learning. A sample of Delhi based 136 parents of minor wards were selected for the study. The parents' satisfaction survey was applied to determine the factors that predict the satisfaction of the parents. However, the data for the study was analyzed by using student t-test to explore the overall parents' satisfaction. Result of the study suggests that the factors that determine parents' satisfaction in the study samples are willingness to online classes, weekly timing, output as offline, equipments, syllabus contents, health hazard, parents' involvement, disturbance in parent's job, class activities, and favor of blended learning. Furthermore, the data reveals parents are not satisfied with online primary education regarding variables of the sample.

**Key Word:** Equipments, Syllabus Contents, Health Hazard, Parents' involvement, Disturbance in parent's job.

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#### I. INTRODUCTION

The education system in India is facing various challenges for continuing the teaching-learning process. Government sector aims to enhance the teaching-learning quality and have introduced initiatives that facilitate quality teaching-learning practices in the schools. In the pandemic, COVID-19, these efforts rapidly introduced for developing the teachers capacity to participate constructively in quality teaching or improvement. But these efforts were exercised dramatically to introduce online classes during pandemic by which schools teachers have taken extra burden of the syllabus contents and online teaching or blended learning since schools were closed to the indefinite times under lockdown. The pandemic has forced schools to temporarily shut down and students to remain in home. To ensure the continuity of teaching and learning under the special circumstances schools were shifted to online teaching mode. Especially in Delhi's schools current academic session has started with online classes. Mostly schools are taking help of technology to engage the students in their syllabus by electronic media such as Zoom classes, Google classrooms and etc. But it is becoming a hurdle for the students' parents. Though parents are happy that schools have taken the initiative for it but it created confusion for them especially technical challenges, by which they are more concerned for personal management (Khurana, 2020), and so many challenges they are facing about their children health as children are taking classes via radiation prone devices. Just because of this cause the study about the parents' satisfaction for online primary education is taken as a serious matter for investigation.

#### II. REVIEW OF LITERATURE

Satisfaction generally is conceptualized as an attitude-like judgment. Oliver suggested five different

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RESEARCH ARTICLE

#### GREEN CONSUMERISM - EMERGING TRENDS AND EVOLVING CONSUMER PERCEPTION IN INDIA

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**Key words:-**  
Environmental Knowledge, Environmental Concern, Perceived Knowledge, Organizational Green Image, Social Influence

#### Abstract

An old age proverb is that only change is always constant, the global markets and the consumers also pursue this world-wide phenomenon with time and space. Since the business industries and marketers could not be untouched by these changing internal and external events, even a consumer also, being a part of market, adopted the change rigorously. Therefore, a mid-way was introduced by the world's environmental concerned community to prevent the businesses and environment both, which is known as sustainable development. However it has been too challenging, but marketers started to pursue the sustainable path due to consumers' preference and choices for product selection that has been changing from time to time. Therefore, the primary aim of every marketer remained to capture the changing demand of the consumers. This paper try to explore how this turn has come in consumer's perception regarding environment and green products. This paper also seeks how a consumer reacts towards green products. To find out the answers of these questions the methodology is used as analytical and descriptive by conducting a survey and using the SPSS software to calculate the acceptance for green product by the consumers. As a result, we found that the independent factors as environmental knowledge, environmental concern, perceived knowledge, organizational green image and social influence always reflect in the mind of consumers as green perception. These factors will also help in making a world more green and harmless with sustainable development.

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#### Introduction:-

With a growing competition in the marketing discipline, research and development (R&D) passes through many phases to tackle the changing perception of the consumers to satisfy their demands. For which marketers have to capture the consumers' psychology with an innovative and integrated approach. They often face drawbacks on this landscape. Maintaining consumers' pleasure or choices have always been a challenge to the every marketer. The current century following the green agenda in marketing field, it includes societal and holistic approach regarding sustainable development and environmental protection approach. In this regards a marketer and consumer are

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## Determining the impact of Situational Factors on Consumer Perception towards Green Consumer Durable Products --- A Study of Delhi/NCR

Ms. Shweta

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### ABSTRACT

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