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# **Information Technology, Entrepreneurship, Humanities and Sustainable Value Chain in a Challenging Environment**

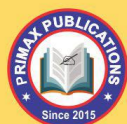


**ISBN 978-81-941390-4-1**

Edited by:  
**Dr. V. Selvaraj**  
**Dr. K. V. Ramanathan**  
**Prof. Abraham O.A.**  
**Prof. T. Rajeswari**



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## MONDAY 24/02/2020

Registration	:	08:00 a.m
Inaugural session	:	09:00 a.m to 09.30 a.m
Lighting the Lamp	:	<b>Chief Guest</b>
Welcome Address	:	<b>Prof. T. Rajeswari</b> President- Primax Foundation, Bengaluru, Karnataka, India.
Inaugural Address	:	<b>Dr. K. Meena</b> Former Vice-Chancellor, Bharathidasan University, Trichy, Tamil Nadu, India.
Keynote Address	:	<b>Ms. Abigail G.O.</b> Deputy Coordinator, Gulf American University, Fujairah. <b>Dr. V. Selvaraj</b> Secretary, Primax Foundation, Bengaluru, Karnataka, India.
Vote of Thanks	:	<b>Dr. K.V. Ramanathan</b> Professor of Finance & Marketing, Primax Foundation, Bengaluru, India.

**Refreshment** : 9:30.am to 9:45 am

**Skype Presentation** : 10:00 am to 5:00 pm

**Chair Person** : **Dr. K. Karthikeyan**  
Associate Professor of Commerce, Vivekananda College, Madurai, Tamilnadu.

### Technical Session – I : Paper Presentation (09.45 am to 1.00 pm)

**Chair Person** : **Prof. Abraham O.A.**  
Board Advisor, Gulf American University, Fujairah  
**Dr. Sonia Singh**  
Honorary Board of Directors at GBRS, St. John University,  
Director Toss Global Management. Dubai.  
**Dr. Ketan Vira**  
Dean, GNVs Institute of Management, GTB Nagar, Sion, Koliwada, Mumbai.

**Lunch Break** : 1.00 pm to 2.00 pm

### Technical Session - II : Paper Presentation (2.00 pm to 5.30 pm)

**Chair Persons** : **Dr. Mohan Lal Agarwal**  
President, Gulf Marketing Association, Dubai.  
**Prof. Abraham O.A.**  
Board Advisor, Gulf American University, Fujairah  
**Dr. C.Sreeramulu,**  
Principal, Govt. Degree & PG College for Women, Srikalhasti, Andhra Pradesh, India.

**Feedback** : 5.30 pm to 5.45 pm

**Valedictory Function** : 5.45 pm to 6.00 pm

**Valedictory Address** : **Prof. Abraham O.A.**  
Board Advisor, Gulf American University, Fujairah

**Certificate Distribution** :

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**Book Title** : Information Technology, Entrepreneurship, Humanities and Sustainable Value Chain in a Challenging Environment

**Copy Right** : Primax Publications, Bengaluru & GAU Publishing, Fujairah

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**First Edition** : 2020

**Book Size** : B5 Size

**ISBN** : 978-81-941390-4-1

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**Printed in India:**

**PRIMAX PUBLICATIONS**

Nagadevanahalli, Bengaluru - 560056  
Karnataka, India.

**Mobile** : 8971725451

**E-Mail** : primaxpublication@gmail.com





## *Editor Message*

The concept of sustainable development received growing recognition and need of the hour. For the business enterprise, sustainable development means adopting business strategies and activities that meet the needs of the enterprise and its stakeholders today while protecting, sustaining and enhancing the human and natural resources that will be needed in the future. If sustainable development is to achieve its potential, it must integrate into the planning and measurement systems of business enterprises, which will not only contribute to sustainable development but also add up to corporate sustainability. The external and internal stakeholders are now pressurizing corporations to focus on economic, environment and social activities. Further corporates are also trying to apply the principles of sustainable development to their operations. It is challenging for corporate to translate the principles of sustainable development in their day-to-day business practices besides strategic business practices while safeguarding the other business objectives. The aim of current conference are to share the information and knowledge related to strategies for incorporating sustainable development principles to various management & Science practices.

In this back ground, the Editor with the help of Primax Foundation, Bengaluru, aims to offer a conference proceeding book with the contribution of the researchers in the said area which will be highly readable and valuable.

We are pleased to publish the proceeding book titled “**Information Technology, Entrepreneurship, Humanities and Sustainable Value Chain In A Challenging Environment**”, which includes Various abstract of international and domestic businesses that are relevant for contemporary debate.

As the Editor-in-Chief of this edited book, I take this opportunity to express my sincere gratitude to authors who have contributed their Abstract to disseminate their research. Further, I would like to thank fellow editors, managing director and other supporting staff at the Primax Foundation, Bengaluru for the success of this Conference proceeding Book.

We are more than happy to receive contributions for this issue of Conference proceedings Book from academicians, scholars, researchers and practitioners to ensure the consistency and the success of the book. We welcome comments and suggestions that would advance the objectives of the book to be edited in future.

**Dr. V. Selvaraj**

Editor-in-Chief

**Dr. K. V. Ramanathan**

**Prof. T. Rajeswari**

Editors



### ***About Conference***

International Conference on **INFORMATION TECHNOLOGY, ENTREPRENEURSHIP, HUMANITIES AND SUSTAINABLE VALUE CHAIN IN A CHALLENGING ENVIRONMENT” ( IEH- 2020)**, will be held on February 24<sup>th</sup>, 2020 at Dubai. IEH aims to bring together researchers, scientists and students to exchange and share their experiences, new ideas, and research results about all aspects of IT, Entrepreneurship, Humanities and discuss the practical challenges encountered and the solutions adopted. The conference will be held every year to make it an ideal platform for people to share views and experiences in Business Management, Humanities and Social Science related areas.

### ***Objective of The Conference***

The Main objective of the 5<sup>th</sup> IEH- 2020 is to create a strong intellectual platform for Academics, Researcher, Industrial professionals and University students to present their experiences, research findings, and recent progress in their fields.

### ***Gulf American Unvesity***

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### ***Primax Foundation, Bengaluru, Karnataka.***

Primax Foundation® was established in the year 2015 and it was registered under the Karnataka Societies Reg. Act 1960 (Reg. No JNR-211-2015-16) Primax Foundation is established with towering ideals of imparting quality and non-profitable services to the society through Journals, Seminars, Workshops, Educational Training & Skill Development, Study Circles, Counseling & Rehabilitation, Initiating Research Activities etc., Primax Foundation is an upcoming Training and Development Center in Bangalore offering a variety of need based training programs, through on-and-off campus modes. In addition, its intention is to upgrade the quality of research work among



the faculty members involved in Science & Humanities, Commerce, Management Education and the allied fields to ensure that all the research work undertaken, is gainfully put to use by the industry, society and corporate world.

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#### ***Jain (Deemed-To-Be University), Bengaluru, Karnataka.***

**Jain (Deemed-to-be University)** is promoted by the JGI Group, is among the top 5 private Universities in Karnataka (KSURF Rankings, 2017) and is ranked No.21 in India (India Today Rankings, 2017). JAIN is accredited by NAAC with Grade ‘A’ with score of 3.31 and has been provided Graded Autonomy by MHRD, Govt. Of India. JAIN (Deemed-to-be University) is a Multi-faculty University offering Ph.D, PG, PG Diploma and UG programs in Engineering & Technology, Sciences, Management, Commerce, Arts and Social Sciences and Law. **Jain (Deemed-to-be University)** is desirous of offering Industry.

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#### ***Shrimati Indira Gandhi College Trichy, Tamil Nadu.***

Shrimati Indira Gandhi College was founded in the year 1984. The College has 34 Years of dedicated service to the cause of women’s Education. The vision and Mission of the institution are to enable the students to acquire an integrated personality, endowed with character, culture, compassion and discipline. To foster higher education and the upliftment of women in society in general and the improvement of their Economic status and Independence in Particular. The College has got number of programmes in various discipline catering to the needs of the society and **enabling girls to develop their overall skill set to meet the Global Challenges**



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## HARNESSING THE INDIA POST NETWORK FOR FINANCIAL INCLUSION

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### ABSTRACT

Department of Posts (DOP) of Government of India, with its network of 1,54,965 Post Offices of which 89.74% in rural areas and 10.26% in urban areas as on 31.3 2017 is the largest postal network in the world. The postal network in India is twice that of all commercial banks in India. If it is allowed to carry out banking services also, it will be possible to extend the basic banking services to all the remote villages which are not covered by bank branches and thereby achieve the financial inclusion. The National Postal Policy has also emphasized the importance of continued role of India Post in delivering broad based banking and financial services to weaker section of the society. The India Post Payment Network (IPPN) is the India's first large scale small-value payments network which capable of making electronic transfers of Rs.100 at a cost of less than Re.1. An Expert Committee on Financial Inclusion under the Chairmanship of Ajay Shaw submitted its report title "Harnessing the India Post Network for Financial Inclusion" on 16th June 2010. It has examined the potential synergies between the efforts at broad based banking and financial services delivery at India Post and the larger policy goal of financial inclusion. The Expert Committee is of the opinion that succeeding with universal access to financial services will require a considerable role for India Post. The Committee has recommended a mechanism through which the India Post Network can deliver short duration, fixed size, non-collateralized micro loan of Rs.500 for one month to poor while adhering to basic principle of lending. The former Prime Minister Dr.Manmohan Singh said, "To move closer to the goal of financial inclusion, the banking system perhaps needs to integrate the post office network".

**Key words:** Department of Posts, Financial Inclusion, Payment Banks, Saving Account Schemes, Micro Credit.



## ROLE OF E.GOVERNANCE IN DELIVERING PUBLIC SERVICES IN INDIA

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### ABSTRACT

The concept of Electronic - governance popularly called as E-Governance. It is the application of Information and Communication Technologies (ICTs) to the processes of government functioning to bring Simple or Speedy, Morale, Accountable, Responsive, and Transparent (SMART) governance. E-governance also implies the ability of people at large to obtain government services through electronic means, enabling access to government transactions on anywhere – anytime basis.

E-government is the use of electronic communications devices, computers and the Internet to provide public services to citizens and other persons in a country or region. Public service which is provided by government to people living within its jurisdiction, either directly or by financing provision of services. A public service is something such as health care, transport, or the removal of waste which is organized by the government or an official body in order to benefit all the people in a particular society or community.

The Government of India has taken many steps to develop Digital Governance in the public sphere to promote easy accessibility and bring efficient administration at all levels. Today, nearly 1 core transactions per day spanning over 2700 services are taking place across the country.

In the Endeavour to bridge the digital divide between the government and the citizens,(G2C) numerous innovative initiatives have been conceptualized and initiated under the **Digital India Programme** including Digital Locker, e-Sign, Jeevan Praman, MyGov, e-Visitor, Meghraj and Biometric Attendance system that helped to bring transparency and accountability in service delivery process across the country. In this context, present paper makes an attempt to study on Role of E.Governance in Delivering Public Services in India.

**Key words:** E.Governance, Public Services, Government, Services, Information and Communication Technologies (ICTs), C2G, G2G and G2C.

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## RISK AND RETURN IN THE REVERSE MORTGAGE

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### ABSTRACT

The banking sector has seen radical changes in all its spheres and one of the change is in terms of development of new and innovative products meeting the changing consumption pattern of the markets. The focus of millennial in terms of their career development will change the consumption pattern from owning the house or owned property to leverage it as old age pension. The study focuses on the variables to be taken into consideration to calculate the risk and return which is of prime importance in developing the products like reverse mortgage. Study weighs the variables on their relative importance and tries to focus on the importance to be given to each variable in calculating both risk and return. Study attempts to develop a matrix which can be of use by banks in assessing cases based on identified variables. Considering the Indian environment to be different from the countries where reverse mortgages are popular study's outcomes can be used to revisit reverse mortgages in India.

**Key words:** Reverse Mortgages, Home Equity, Retirement, Risks and Returns.



## A STUDY ON AWARENESS TOWARDS BILL PAY SERVICE PROVIDED BY AMAZON

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### ABSTRACT

Mobile wallet is a virtual wallet that stores payment card information on a mobile wallet device. Digitalization and demonetization have led to increase in usage of mobile wallets for various payment processes. Amazon Pay is an online payment processing system which focuses in giving customers or users the option to pay with their Amazon accounts on external merchant websites. The study is conducted in an attempt to provide useful insights on awareness level and features provided by Amazon pay.

**Key words:** Online payment, Mobile Wallet, Amazon pay, Bill pay services, Awareness level.



## CRITICAL STUDY OF CONTRIBUTION OF BANKS IN DEVELOPMENT OF ENTREPRENEURSHIP IN INDIA

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### ABSTRACT

Recently Narendra Modi government has made a call for make in India and encourages young Indian talents to start their own new business or undertake ventures. After that many new entrepreneurs came forward to start business. At the same time the role of financial institution increased as they should meet the need of financial assistance to new startup company. Entrepreneurship development is a concept that has to do with the formation, financing, growth and expansion of business or enterprises in an economy. This paper is focus on the role of banks in the development of entrepreneurship. It is aimed at to find out what are the problems encountered by entrepreneurs in acquiring loans for their business and also what are the problems are faced by banks in granting loans along with their contribution of entrepreneurship in India. This paper also made an attempt to know the present scenario of entrepreneurship in India. The study is purely based on secondary data which is collected through magazines, journals and various other sources of secondary data.

**Key words:** Entrepreneurs, Development, Banks, Problems.





## A STUDY ON BREAST FEEDING PRACTICES IN RURAL MOTHERS OF KANYAKUMARI DISTRICT

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### ABSTRACT

Breast feeding is an important factor that may reduce child morbidity and mortality. Adequate and appropriate feeding practices are crucial for the optimal growth and development of infants and young children. It protects children against diarrhoea, chronic malnutrition and respiratory infections. As recommended by the World Health Organization (WHO), breast feeding should be initiated immediately after birth and should be continued up to a minimum of six months. The Government of India, for the first time included specific goals to improve infant feeding practices for reducing the infant mortality rate (IMR), malnutrition and promoting integrated early child development in the Tenth Five Year Plan (2002-07). The researcher was conducted cross sectional study in Kanyakumari district, from January 2019 to December 2019. Primary data were collected from the sample respondents by employing a well-structured interview schedule. Statistical tools like chi-square test were employed to assess the primary data collected from the sample (400) respondents who have atleast one child with the age between one and two years, the required sample was selected. The main aim of the study is to assess the breast feeding practices among the rural mothers of Kanyakumari district.

**Key words:** Breast feeding practices, infant mortality rate, diarrhoea, chronic mal nutrition and child mortality.



## ECONOMIC GROWTH OF ENTREPRENEURSHIP FOR SUSTAINABLE DEVELOPMENT

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### ABSTRACT

Entrepreneurship is increasingly being recognized as a significant channel for bringing about a transformation to sustainable development, with numerous high-profile thinkers advocating entrepreneurship as a solution for many social and environmental concerns. Similarly more profound insights have also been gained as to how entrepreneurship innovation and knowledge are interrelated. Entrepreneurs boost economic growth by introducing innovative technologies, products, and services. Increased competition from entrepreneurs challenges existing firms to become more competitive. Entrepreneurs provide new job opportunities in the short and long term. Entrepreneurs respond to high regulatory barriers by moving to more innovation-friendly countries or by turning from productive activities to non-wealth-creating activities. To attract productive entrepreneurs, governments need to cut red tape, streamline regulations, and prepare for the negative effects of layoffs in incumbent firms that fail because of the new competition. Yet, despite the promise entrepreneurship holds for fostering sustainable development, there remains considerable uncertainty regarding the nature of entrepreneurship's role in the area. While entrepreneurs have long been recognized as a vehicle for exploiting emerging opportunities associated with societal need, we have little understanding of how entrepreneurs will discover and develop those opportunities that lie beyond the pull of existing markets. Thus, while the case for entrepreneurship as a panacea for transitioning towards a more sustainable society is attractive, there remain major gaps in our knowledge of whether and how this process will actually unfold. The purpose of this Paper is to begin an overview of studies exploring the Economic growth of entrepreneurship for sustainable development.

**Key words:** Entrepreneurship, Economic Growth, Sustainable Development, Social, Environment.



## A STUDY ON CONSUMER PREFERENCE TOWARDS GREEN MARKETING PRACTICES IN HYDERABAD

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### ABSTRACT

The present study on green marketing highlights the consumers' perception and preferences towards green marketing practices and products with the help of a structured questionnaire. A study was conducted on 116 respondents. High level of awareness about green marketing practices and products was found among the consumers in Hyderabad. Green values were also found to be high among the respondents. Research has given good insights for marketers of the green products and suggests the need of designing the marketing communication campaigns promoting green products due to high green value among the consumers. Results of regression analysis reveals the view that the perception about green products and practices of marketing companies towards green marketing had positive significant impact on consumer persuasion to buy and prefer green product over conventional products.

**Key words:** Awareness, Consumer Perception, green marketing, products, questionnaire.



## TRENDS IN HOSPITALITY AND TOURISM INDUSTRY

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### ABSTRACT

The Hospitality and Tourism Industry, undoubtedly has been a formidable pillar as a reliable source of revenue and capital for many nations. Many countries have been elevated from its poor status of economy to its overall economic growth because of tourism. Globally hospitality and tourism activities are increasing by leaps and bounds. The robust nature of the Hospitality and Tourism industry has led to the cursory attention and concentration of Governments, corporate organizations and individuals towards the industry. The industry will progress well with its diversification plan and by attracting tourists from all over the world. With so many developments in place already, the trends that are guiding the hospitality sector are coming into full force. These hospitality industry trends are not the cause or effect of a single route phenomenon but various socio-economic parameters that are coming together to define the industry. The hospitality industry has been undergoing tremendous changes and disruptions, but the trends have been steadily reshaping the industry. Many people do not simply want to experience a life similar to their own, but in a different location. Instead, they want to experience the authentic way of life in the location they visit. Not only because it affords people the pleasure of sight-seeing and stress release, but as the thronging of tourists increases and intensifies, it serves as a strong economic booster for countries and a major source of revenue for governments, organizations and private individuals. Nevertheless, there are some trends that are fairly typical across the hospitality industry. A study provides insights on new challenges as well as opportunities hospitality players need to take into consideration.

**Key words:** New Challenges, hospitality industry, Governments, corporate organizations.



# RELATIONSHIP BETWEEN ATTITUDE TOWARDS LEARNING OF ECONOMICS AND ACADEMIC ACHIEVEMENT AMONG HIGHER SECONDARY SCHOOL STUDENTS

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## ABSTRACT

Economics education deals fundamentally with the impact of education on such phenomena as the occupational structure of the labour force, the recruitment and promotion practices of employers, the migration of labour between regions within a country and between different countries, the patterns of international trade, the size and distribution of personal income, the propensity to save out of current income and most general of all, the prospects of economic growth. It is an essential component of the learning process of secondary school students and in line with the policy of education that secondary education is designed to diversify the knowledge and skills, which young boys and girls should acquire to be able to actualize their varying motivations, interests and attitudes. Based on these findings, it was recommended that since there is a significant relationship between students, gender and their attitude towards economics, both sexes should be encouraging and motivated to study Economics.

**Key words:** Economics, Education, Economics Education, Achievement, Academic Achievement, Higher Secondary School Students.





# AN ANALYTICAL STUDY ON STUDENTS ATTITUDE AND PERCEPTION FOR ENTREPRENEURSHIP TOWARDS JOB TO OPT AS A CAREER IN RETAIL INDUSTRY

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## ABSTRACT

Choice of a career plays an important role in every individual's life journey. Every individual tries his/her best to earn a good amount of livelihood for a better living and maintain a healthy life style. For a student, it always have been a very crucial part of decision making to choose a career. Entrepreneurship has always been a contributing factor in growth of India's economy and providing employment. On the contrary Jobs in various Retail Industries also offers a lucrative exposure for the students to opt as a career. This article aims to observe the student's inclination either to opt for Entrepreneurship or job to adopt as their career option. This paper aims to analyse the motivational forces and those constraint's which drives the student's attitude to choose for either enter into their own start- ups or choosing Jobs as a career.

**Key words:** Career, Retail Industries, Achievement, Entrepreneurship, Economy, Employment.



## UNDERWATER WIRELESS SENSOR NETWORK'S EFFICIENCY FOR RELIABLE COMMUNICATION

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### ABSTRACT

With the Advances in technology, there has been an increasing interest from researches and industrial intuition in the use of Underwater Wireless Sensor Networks (UWSN's). They are used widely for oceanographic data collection such as abnormalities which cause natural calamities, to track other submarines (navigation and surveillance) and also pollution level in water. The major limitations of underwater wireless sensor networks are battery power, limited band width, multipath, fading problems, high bit error rates, propagation delays and also, they are more prone to corrosion, foul forming etc., these limitations prove that they have fewer lifetimes compared to TWSN's. Due to the limitations and requirements of these UWSN's, are required to use Ultra-light weight components. The major physical layer attacks of underwater wireless sensors are jamming and eavesdropping [4]. Due to eavesdropping data not only losses confidentiality but further may leads to other malicious attacks which losses both availability and integrity of data. The fundamental problem of underwater wireless sensor networks is to provide Reliable which is highly efficient but uses less space, less computations and low bit rates. Therefore, the Reliable techniques used for terrestrial wireless sensor networks based on all the above stated reasons are not at all suitable for UWSN's. Researchers are still trying to provide better Reliable using an encryption technique with limited computations and less storage space. As far as now the latest efficient ultra-lightweight encryption schema provides the better Reliable with lower computations by using chaotic theory to generate the random key but it requires high storage space which is not accurate for underwater sensor network communication. Thus, for decrypting the data, an attacker needs to know about the number of hops also along with the keys used for encryption which makes the process of encryption better secured than existing in UWSN.3

**Key words:** Underwater, Sensor, Acoustics, Encryption, Wireless Network, Reliable.

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## A STUDY ON PERFORMANCE OF WOMEN ENTREPRENEURS IN KANNIYAKUMARI DISTRICT

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### ABSTRACT

Entrepreneurs play an imperative role in the growth of society. Development of entrepreneurial culture and qualitative business development services are the major requirements for industrial growth. The emergence of women entrepreneurs and women-owned firms and their significant contributions to the economy are visible in India and these businesses are ready for continued growth in the future. Women in India entered business due to pull and push factors. Their task has been full of challenges now a day's women are well- educated with technical and professional qualifications. They entered their family business as equal partner's women setup their own business of small boutiques small manufacturing enterprises and entered garment exports. They have their own personal choices and the courage to undertake new untrue and do not get adequate support their family. The scope of the study is restricted to Kanniyakumari District in Tamilnadu. The study concerned with the contributing factor for the economic development as women entrepreneurs are key players of the economy. The main objectives of the present study is to examine the nature of the business, to analyze the motivate factor, to highlight the problems and to find out the performance of women entrepreneurs in Kanniyakumari District.

**Key words:** Entrepreneurs, business enterprises, motivation, problems and performance.



# **SUSTAINABLE DEVELOPMENT AND WOMEN: A SOCIOLOGICAL STUDY ON WOMEN'S DEPENDENCE ON MALNAD FORESTS**

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## **ABSTRACT**

The status of Indian women in general is clearly in process of transformation and such a transformation will have a critical influence over the future development of Indian society. Women, since time immemorial have played a pivotal role in our society in general and in the rural agrarian setup in particular. Women's economic activities often couch with their domestic duties and this seems especially true in rural India. Women movement to subsistence agriculture out-of-home of they get further deep into the network of "housewifization" (Meis 1989) and slip further into subjugation. While this is true with Indian women in general the situation seems precarious in case of rural women from the poorer sections. The present research study intends to look carefully into the situation of women in rural areas of the Malnad region. In agri-based third world's societies, women produce and reproduce life not merely biologically but also through the social role in providing sustenance. Maria Mies has called attention to women's work in producing sustenance and production of life and views it as a truly productive relationship with nature, because 'Women not only collected and consumed what grew in nature but they made things grow.

**Key words:** Indian society, subjugation, motivation, problems and performance.



## CHALLENGES IN THE RETAIL MARKETING ON SMALL VENDORS

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### ABSTRACT

The Indian retail platform is one of the quickest developing retail advertises on the world. Current in this circumstance, the effect of this retail explosion on small retailers must be contemplated. The examination displayed here forms a reflection of the changing substance of retail occurring in Nagappattinam District. The study is planned for knowing the effect of markets on the deals and challenges volume of the small retailers. Another goal of the examination is to know the effect of grocery supplies on the occupation openings in the unruly retail industry. In addition, assessment of small retailers is additionally looked for, to distinguish the purpose behind the development of common supplies in the inspection area. The quickly developing retail division developed because of better production network the executives, stock the executives, conveyance systems, back-end administrators and so forth disorderly retail alludes to conventional low capital retailing viz. Neighborhoods basic food item shops, little comfort stores, little asphalt side merchants proprietor kept a decision on general supplies, footwear shops, plate and handcart, peddlers and so forth. The thought of retailing is viewed as just as a current phenomenon. This investigation shows the issues in challenges in the retail marketing on small vendors.

**Key words:** Merchants' Proprietor, Corridor, Human Capital, Central Statistical Association (CSA).



## EXPORT OF WHEAT IN INDIA-WITH REFERENCE TO MIDDLE EAST COUNTRIES

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### ABSTRACT

Wheat is a grass widely sophisticated for its seed, a cereal grain which is a worldwide staple food. Around 17 countries, counting Japan, the Netherlands, and Iraq, have evinced interest in importing/exporting wheat from India, the world's second-biggest producer, a top government official said today. Its godowns are overflowing with a record 82 million of rice and wheat, against the storing capacity of only 64 million tonnes. Wheat is an important source of carbohydrates. The government is mulling the export of 2 million tonnes of the wheat from its stockpiles. Wheat production is estimated to be bumper 90.75 million tonnes in the last two years. Globally, it is the principal source of vegetable protein in human food, having a protein content of about 13%, which is relatively high compared to other major cereals. The objective of the study is to find the export performance of wheat in India. From Asia, wheat constant to spread across Europe. The present study explores the growth performance of wheat export of India for the time period 2014-15 to 2018-19 by using Descriptive Statistics and Pearson correlation in total wheat exports. The present study seeks the country-wise exports from India. The paper shows the Export of wheat in India with reference to the Middle East Countries. i.e. Bahrain, Iran, Kuwait, Qatar, and Saudi Arabia.

**Key words:** Export, Wheat, India, Middle East Countries.





## TECHNOLOGY TRANSFER IN INTEGRATED PEST MANAGEMENT: PERSPECTIVES AND CONSEQUENCES

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### ABSTRACT

India ranks second in the world in farm production and agriculture is the backbone of Indian economy. There is a huge loss on major agricultural crops mainly due to insect pests, diseases and weeds. It is necessary to adopt new technologies and innovative ideas for safer and eco-friendly methods in integrated pest management (IPM) to increase the crop yield to meet the food requirement of growing population. Many promising technologies remain on the shelf due to inadequacy of appropriate socio-cultural conditions at the grass-root level. The discussion is required to debate the benefits and drawbacks involved in adopting the new technologies in IPM.

**Key words:** Agriculture extension; Integrated pest management, Information and communication technology; Decision support system; Technology transfer.



## A STUDY ON CSR FUNDING AMONG PROMINENT IT SECTOR COMPANIES DURING “2014-19”

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### ABSTRACT

“Wealth and Knowledge have to be shared” Corporate social Responsibility is moving forward from its old domain charity and philanthropy and it has now reached the responsibility towards the social issues of the country. It is also to contribute to the social, economic, environment development and society as a whole. However, it is not only for the business to buy and sell their products and earn profit. It is mandatory that All Qualifying Company require to have a CSR committee to have a CSR committee are required to spend at least 2% of its average net profit for the directly preceding three financial years on CSR activities. With the enactment of the Companies Act in 2013 the concept of CSR has undergone radical changes in outlook and content. The Committee which is constituted by Government of India to draft the companies act deliberated time and again they need to include CSR in Company Law In this paper the attempt has to be made to examine certain aspects of CSR and its effect on the relevant sector of the economy. It is also to examine whether the corporates have implemented CSR keeping in view a legislative extension. Identify the companies which are not spending 2% of their average net profit on CSR initiatives. Finally, an attempt has been made to examine the effect on various sectors benefit from CSR spending. The Study is Analytical in Nature collected data has been analyzed and carrying out analyses on a phenomenon and mostly involves secondary data. Descriptive method of analyses has also been carried out that describes the characteristics of the population. *Judgmental sampling* method is used as sampling technic a non-probability *sampling* technique where the selected IT Companies have been taken as sample based on the knowledge and professional judgment there appears to be a skewed allocation of funds by corporates to various sectors craving for funds.

**Key words:** CSR, Legislature, Sectors, Strategies, Sustainable goals, Jel Classification: Finance

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## INVESTMENT PATTERN OF PEOPLE IN THANJAVUR DISTRICT OF TAMILNADU STATE IN INDIA-AN INSIGHT

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### ABSTRACT

**“Do not save what is left after spending but spend what is left after saving”  
Warren Buffet**

Ironically but truly said words of a well known investor. Economy of any country is driven by investments leading to capital formation. Savings lead to investments. In India, the house hold sector occupies the prime place as far as savings is concerned in comparison to institutional sectors, whether it is private or public. Every government in the world would like house holds to save, as personal saving constitutes the largest segment of national saving in most of the countries. This is followed by savings of the corporate sector, with government savings being least or negligible in most of the countries. Even in India, under the recently launched Janadhan Scheme, a large number of new bank accounts were opened. In rural areas, major part of the new accounts was opened in the names of women according to the report released in 2014 by Punjab National Bank, resulting in a greater contribution by women. This scheme provided an opportunity for women to open bank accounts thereby increasing the percentage of the population under financial inclusion program of the government.

**Key words:** Rural, Population, Sectors, Opportunity, Sustainable Goals, Jel Classification: Finance



## MODERATING FACTORS AND DRIVERS

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### ABSTRACT

Green Marketing has become a buzz word in the scheme of 21st marketing strategists. Taking clue from the recent green awareness surging among consumers, which came about as a result of the rapidly changing ecology and degrading environment, many companies have taken initiative to go green. It is hoped that the green tag would help build brand image in the minds of consumers, which can then be used as a USP in widening the market share of companies. The study intends to throw light on the drivers and moderating factors in building brand image from consumers' perspectives, thereby aiming to enable strategists to chalk out appropriate marketing tools. The study comes to the conclusion, based on the responds of consumers, who purchase green products, that among many moderators and drivers, attitude towards green products (0.326), attitude towards green marketing and its impact on brand building (0.271), and reasons to purchase green products (0.194) are the most important factors to influence the consumers in their perception towards brand image and help build brand image. Brand Image, Environment Degradation, Ecological Consciousness, Green Products, Green Companies, Green Strategy/Marketing, Green Consumers.

**Key words:** Companies, Ecological Consciousness, Green Products, Environment.



## **A STUDY ON INDIVIDUALS BUYING BEHAVIOUR - WITH SPECIAL REFERENCE TO CHENNAI CITY**

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### **ABSTRACT**

In today's competitive world, marketers are required to bring forth their products to the customers' attention. With growing opportunities for opting alternative products, only a few products stay prominent in the market. By understanding the attitude and behavior of a customer, one can predict their future purchase decisions. The study is conducted in an attempt to provide useful insights to aid marketers and sellers, thereby giving them a general idea as to how one's psychological reasoning and purchase intention affects once purchase decision.

**Key words:** Buying Behaviour, Purchase intentions, Buying Process.



## HIGHER EDUCATION DURING MYSORE WODEYARS DYNASTY

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### ABSTRACT

An attempt is made in this paper is to analyze the higher education during the Mysore Wodeyars Dynasty. Higher education is concerned with instruction in the more advanced phases of the social culture. It not only treats of the current culture in its most recondite terms but, being the most advanced stage of learning, occupies an uneasy yet exciting post on the frontier between the known and the unknown. The fact that Higher education opens windows on areas of culture that are settled as well as areas yet unsettled poses one of its most persistent problems. This is the age-old Issue of freedom for the human mind to follow an argument whithersoever it may lead, even beyond the present boundaries of knowledge. The Diwans of Mysore Princely State have played a significant role in providing the higher education facilities to all the community in the state. The Mysore Wodeyars dynasty did many monumental works for the higher education especially to the weaker sections of the society.

**Key words:** Higher education, Mysore Dynasty and Knowledge.





## AUDIENCE BEHAVIOUR TOWARDS DIGITAL ADVERTISEMENTS IN E- COMMERCE WEBSITES

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### ABSTRACT

Every year the expenditure on digital advertising is increasing worldwide and in India. It is essential to evaluate the effectiveness of in order to make the necessary changes in the advertising strategy. This research attempts to study the audience behaviour towards digital advertisements in E-commerce websites. It further aims to highlight the preferences and browsing patterns of audience towards online advertising, perception of audience towards the familiar e-commerce websites and the advertisement factors that engage them. A sample size of 450 respondents is considered for the study. The analysis will enable the marketers to get a better return on investment on online advertisements. The researcher felt that a study to understand the audience engagement factors appearing in familiar websites is significant and it will further strengthen the approach of online advertisers especially who are focusing to sell the products in online market.

**Key words:** Digital Advertising, Audience Engagement, E-Commerce Websites.



## A STUDY ON EMPLOYEE REWARDS AND RECOGNITION IN PRINT MEDIA

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### ABSTRACT

The objective of the research was to study the influence of Rewards and recognition (R&R) on employee motivation in Print Media. And the specific objectives were to identify the most successful means of R&R, to study the emphasizing behavior differences between appreciated and non-appreciated employees, to understand the extent to which motivation enhances employee's performance, to identify if the motivation has an effect on individual and organizational growth and to study if rewards and recognition results in emotional conflicts between employees. Researcher has adopted descriptive research design for this study. Employees at mid and junior level from the media companies are the respondents. It is proved from the study that a various parameter influences employee motivation. It was also important to find that there is a direct connection between R&R and motivation. Hence, if rewards and recognition provided to employees were to be altered, then there would be a corresponding change in work motivation. The direct translation of this could be that the better the rewards and recognition, the higher the levels of motivation, and possibly therefore, the greater the levels of performance and productivity. In the event of major inconsistencies, especially for emotional conflicts between performers and non-performers, the management should try to rethink and rectify this situation. If the Management does not act on this situation, it could have a negative impact on job performance and productivity as well as on the retention of employee. The study has shown that managers can implement different strategies to motivate employees, but that it is important that managers keep in mind that different strategies would have a different motivational impact on different people. To get Maximum results from a motivational strategy, the manager must realize and understand issues, which requires recognition of each individual's unique values, beliefs and practices.

**Key words:** Job Performance, Management, Values, Practices.



## PERCEPTION OF INTERNSHIP TRAINING PROGRAM TO PROMOTE ENTREPRENEURSHIP ON ENGINEERING GRADUATES

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### ABSTRACT

Internship training is on the job training Internship to the Graduates is on the study training. internship may be part time or full time. Thus, paper focusing internship to promoting entrepreneurship. The researcher has identified four democratic variable of the engineering graduate's respondent and nine motivating variables for promoting entrepreneurship. The researcher applied the KMO test to measuring suitable of the factor analysis. The researcher has applied communality test for measuring the suitability of the selected variables. The researcher calculated eigen value. As per the eigen value researcher has classified into three groups. The researcher has classified into three groups of identified variables (factors). The values of 2.742 as first group, 1.374 as second group and 1.059 as third group. As per analysis the finding of the present paper is the first factor group name is "Start-up of entrepreneurship" (variables 1,2,5), the second group factor name is "Entrepreneurship related to business" (Variables 7,8,9) and third group factor name is "technologies" (Variables 6,3,4).

**Key words:** Entrepreneurships, Communality, Factor analysis, Business, Technologies.



## FINANCIAL LITERACY AMONG WOMEN IN CHENNAI

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### ABSTRACT

The central theme of the study elaborates on the financial literacy of the women in Chennai. The main purpose of this paper is to enhance better and impactful understanding of the subject so as the economy as a whole can attain the benefits in the growth prospects. A questionnaire has been constructed to know the financial literacy level and circulated among the employed and unemployed women in Chennai so as to assort relevant data. The responses indicated that the financial literacy level is based on their financial knowledge, attitude and behaviour. The outcome shows that the general alertness in relation to the techniques and planning tools related to the finance among women in the current scenario is still not satisfactory. The study has also addressed various aspects that are crucial and significant that is also related to the financial concept, financial products and services etc. In addition, the paper has grasped the knowledge that is required to be attained by the women in order to make suitable planning for long period of time.

**Key words:** Finance, literacy, behaviour, women.



## WOMEN AND RURAL DEVELOPMENT IN INDIA

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### ABSTRACT

Indian women, and rural women in particular, play many social and economic roles inside as well as outside the home, but their contribution does not receive due recognition. They have been excluded from the various training and rural development programmes which usually involve the men folk, being offered only programmes related to child health, nutrition and so on. This can be attributed to the planners' neglect of the contributions and potential of women. The paper examines the participation of rural women in home and farm activities in the state of Haryana, India. It indicates the invisibility of the majority of women, who act as unpaid workers on the family farm. Care of livestock is a female domain but as dairy work is becoming modernized, women are losing control of both management and economic returns. Training of women in animal husbandry is found to be totally neglected. The level of improved household technology, too, is very unsatisfactory, more especially in backward regions where the majority of women are still working with age-old tools. Over half the respondents had no leisure time. The paper suggests a number of measures to help rural women, whose working day is often considerably longer than that of men. Rural women are key agents for development. They play a catalytic role towards achievement of transformational economic, environmental and social changes required for sustainable development. But limited access to credit, health care and education are among the many challenges they face. These are further aggravated by the global food and economic crises and climate change. Empowering them is essential, not only for the well-being of individuals, families and rural communities, but also for overall economic productivity, given women's large presence in the agricultural workforce worldwide. Rural women have many roles, and they have responsibilities and knowledge that differ from those of men. As farmers, they plant, weed and harvest food crops and tend livestock. As caretakers, they look after children and relatives; prepare meals and manage the home. Many women earn extra income by working as wage labourers, producing and selling vegetables, or engaging in small-scale trading and enterprises. Added to these multiple tasks, they spend long hours fetching water and collecting firewood. In developing countries in Africa, Asia and the Pacific, women typically work 12 more hours per week than men.

**Key words:** Finance, literacy, behaviour, women.

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## PREDICTING THE EFFECT OF RANDOMIZED CLINICAL TRIAL OF A DRUG (LG- 03812) FOR MILD COGNITIVE IMPAIRMENT USING MACHINE LEARNING

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### ABSTRACT

Machine learning is a branch of AI which is the driving force for conducting exploratory data analytics for a variety of problems. One of the main aspects is to derive knowledge from a huge bunch of data using data mining classification algorithms.[1] Prediction accuracy and Model explaining ability are the two most important objectives when developing machine learning algorithms to solve real-world problem. Data mining in Healthcare is useful to perform exploratory data analysis tasks and helps to interpret Treatment effectiveness, Healthcare management, Fraud & abuse, Hospital Infection Control and Smarter Treatment Techniques from the results of randomized clinical trials. This paper discusses about varieties of data mining classification algorithms and aims to analyze the variability in performance and effect of treatment of a phase 2pb randomized clinical trial (RCT) of a new drug (LG- 03812) for a period of one year. The primary objective of the study is to evaluate the efficacy of LG-03812 on slowing cognitive and functional impairment on the basis of completion of treatment. Decision Tree algorithm is a useful technique in predicting the completion of treatment and effects causing impairment. The numerical data are taken and fed to the DT algorithm to make calculation for the prediction of the same. The data sets are classified using the Waikato Environment for Knowledge Analysis (WEKA) platform by gathering and grouping the patients on the basis of attributes like age, sex, period of treatment, etc.

**Key words:** Data Mining, Knowledge Discovery, Mild Cognitive Impairment, Randomized Clinical Trial, Classification of Algorithms, WEKA.





## A STUDY ON WOMEN CUSTOMER PERCEPTION TOWARDS ONLINE SHOPPING IN COIMBATORE

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### ABSTRACT

Online shopping is a continuously growing trend in India and the numbers of both sellers and buyers are increasing daily by whopping percentage. Various studies have revealed the interest shown by women customers for online shopping. In this study an attempt has been made to determine the perception of women customers towards online shopping. Data was collected from 400 women online shoppers in Coimbatore through questionnaire. One-way ANOVA/t-test was applied to analyze the perception of women customers towards online shopping. The results showed that there is significant difference between perceived benefits and factors such as age, education, occupation, monthly income, period of shopping online, frequency of online purchase & average amount spent except number of websites referred before purchasing online. Factors such as Marital status & showroom visits done by respondents before purchasing online were found to have significant difference. Whereas the number of websites referred before purchasing online does not have significant difference. The results further showed that there is no significant difference between the perceived risks and factors such as for Age, Educational Qualification, Occupation, Monthly Family Income, Period of Online Shopping, Frequency of Online Purchase and Number of Websites referred before purchasing online except average amount spent for online shopping every month. Marital status and visit to showroom / shop before online purchase were also not significant.

**Key words:** Online shopping, Women customers, Perceived benefits, Perceived risks.



## INFORMATION TECHNOLOGY STARTUPS: A STUDY IN BENGALURU

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### ABSTRACT

The Economy of Bangalore is an important part of the economy of India as a whole and contributes over 87% to the Economy of the State of Karnataka, accounting for 98% of the Software Exports of the State ([https://en.wikipedia.org/wiki/Economy\\_of\\_Bangalore](https://en.wikipedia.org/wiki/Economy_of_Bangalore)) this shows that Bengaluru is all set for host of IT startups. The paper attempts to understand the information technology startups in Bengaluru through the opportunities available for start-up entrepreneurs, and also identifies the challenges faced by them. An attempt is made to collect primary data on what are the opportunities and challenges faced by startups from people involved in it. The study revealed eco system is positive and some support financially are expected. legal formalities need to be clearer. However, the study is positive that Bengaluru is still the favorite for IT startups.

**Key words:** Information; Technology; startups; Bengaluru.



# FINANCIAL INCLUSION: A COMPARATIVE STUDY BETWEEN PRADHAN MANTRI JEEVAN JYOTI BIMA YOJANA AND PRADHAN MANTRI SURAKSHA BIMA YOJANA

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## ABSTRACT

Financial inclusion wants everybody in the society to be involved and participate in financial management judiciously. There are many poor households in India that do not have any access to financial services in the country. They are not aware of banks and their functions. A large proportion of India's population was without insurance of any kind, health, accidental or life. Worryingly, as our young population ages, it is also going to be pension-less. Encouraged by the success of the Pradhan Mantri Jan Dhan Yojana (PMJDY), the Government of India proposed to work towards creating a universal social security system for all Indians that will ensure that no Indian citizen will have to worry about illness, accidents or penury in old age. Government announced insurance schemes Pradhan Mantri Suraksha Bima Yojana (for Accidental Death and Disability), Pradhan Mantri Jeevan Jyoti Bima Yojana (for life insurance). These schemes were launched by Prime minister on 9 May 2015. The government plans to use technology to the extent possible to reach out to the beneficiaries, thereby plugging leakages in the system. This article gives the highlights of these schemes and also focuses on how best these schemes have reached to the Indians.

**Key words:** Financial Inclusion, Insurance, Risk Management, Market Penetration.



## MUSLIM MASCULINITY IN THE RELUCTANT FUNDAMENTALIST

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### ABSTRACT

This paper examines Muslim masculinity and fundamentalism as illustrated in Mohsin Hamid's *The Reluctant Fundamentalist*. In modern American society, Changez's masculinity is under crisis as he tries to find a role in this modern society. According to, Daniela Gennrich 'masculinity' refers to what it means to be a man as defined by specific socio-cultural contexts (Gennrich, 2013). Several socio-cultural norms influence how societies view what it means to be a man of which vary, and often include sexual identity, family life, as well as religious and cultural beliefs. Hamid deconstructs and reinvents the notion of Muslim masculinity in the wake of 9/11 in his novel *The Reluctant Fundamentalist*. Given the complex role of fundamentalism in the world today, the political role it plays will determine the manner in which women struggle against it. Islamic fundamentalism and Muslim masculinity of all types promote patriarchy and other backward values, and must therefore be generally countered by all democratic and revolutionary forces possible. In spite of the popular Western opinion that Islam appears to be the decisive factor in shaping Muslim identities, factors such as labour market relations, social class, economy, culture and ethnicity, sexuality, history and individual experience, and relations with family and peers, are significant in the formation of male Muslim identities. A more global Western image of Muslim masculinity emerged as a result of invasion of Islamic countries by Western colonial powers. Colonisation was seen by Muslims as the 'rape of the motherland' by a penetrating foreign force (Ahmed, 1992). Thus with colonialism, male protection of female honour became by extension a symbol of national honor. However, one response to the growing Western influence in Pakistan and to the process of rapid modernization was the emergence of fundamentalist movements. Within a few decades, especially in the late 20th century, fundamentalist movements spread across the Middle East. They denounced the 'non-Islamic' curricula in the universities, and condemned the mixing of the sexes in public places. These leaders rejected the overall Western model of secularism and insisted on unconditional and unwavering loyalty to Islam. This forced social change led to the emergence of Islamist masculinity. Islamic fundamentalism and Muslim masculinity, today is growing in reaction to the US's aggressive war-mongering and so plays a different political role vis-a-vis the State. Hence, exposing its retrograde patriarchal and feudal thinking becomes very important.

**Key words:** Muslim Masculinity, labour market relations, social class, economy, culture and ethnicity.



## TOBACCO CULTIVATION AND DEFORESTATION A NEED FOR ALTERNATIVE CROPS

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### ABSTRACT

Tobacco is one of the commercial crops in India. About 24 million people are engaged directly or indirectly in tobacco production and processing. However the FCV tobacco which is produced in Andhra Pradesh and Karnataka requires huge quantity of firewood for curing the tobacco which is mainly an export quality used for cigarette manufacturing. Every year million tons of firewood is used for curing the tobacco levees which is a cause for deforestation. However the income derived from tobacco production is higher than any other commercial crops. In the interest of environmental sustainable there is need for adopting alternative crops. The study focuses to find out the impact due to tobacco production environment and suggest alternative use of fuel and crops to protect the environment. The study is confined to Karnataka State which is one of the leading producers of FCV tobacco.

**Key words:** Tobacco, firewood, alternative source of fuel and alternative crops, environment.



## PERFORMANCE MANAGEMENT SYSTEM IN PRIVATE SECTOR

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### ABSTRACT

In this dynamic environment, employee performance management is more critical to any organization moreover it is very important to the industry. The success of an organization depends on the performance of the employee. So the organization should focus on their employee performance, they need ongoing performance improvement which fulfills the interests professionally and personally. Most of the organization's main aim is to improve employee performance by conducting various development programmes. This article deals with the effectiveness of the performance management system. This study concluded that strategies and policies improve the performance of the employee and the organization.

**Key words:** Performance Management System, Performance appraisal, periodic rating.





## IOT SECURITY SCHEME SELECTOR BASED ON A SURVEY

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### ABSTRACT

Internet-of-Things (IoT) devices are nearing omnipresent in the communication replete world. The cost-effective communication technology used in IoT devices make it possible to use these devices in all industries such as Consumer Electronics, Environmental monitoring, Healthcare diligence, Industrial automations, Transportation, Utilities and etc. All these domains have their own requirements in terms of communication, power conservation and security. Since IoT is a general-purpose configurable technology, multiple combinations of selecting communication and security protocols is possible in deployment. This process requires a clear knowledge about the environment in which IoT deployment has to be performed. Here the term ‘environment’ consists of resource availability, legal licenses and security requirements, hence the security selection process is not coherent. This work is indented to take an absolved survey about existing security schemes used in IoT implementations and to create a tool to assist in selection of the security protocol with a preferable security authentication key size.

**Key words:** Automation, Communication Protocols, Internet-of-Things (IoT), Security keys.



## MOBILE APP AS A LEARNING TOOL FOR CHILDREN WITH DYSCALCULIA TO IMPROVE ADDITION SKILL

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### ABSTRACT

The use of mobile phones in learning mathematics at schools is a positive think, but some challenges are available to be overcome, these problems are caused by a lack of awareness of the advantages and disadvantages of learning through mobile app (Hamat, Embi, & Hassan, 2012). Mathematics learning disability is neuropsychological problem is often labelled as 'dyscalculia' (Rajkumar, 2017). Dyscalculia is a neuronal dysfunction in the intraparietal sulcus of the brain (CogniFit, 2017). The main objective of this study prove the mobile app as a learning tool for children with dyscalculia. Quasi experimental and single design study was employed. Totally 7 children were participated in this study, multi stage filter techniques was used to sample selection via achievement test, intelligence test, and dyscalculia screening tool were used as a filter. The result of this study shows that therefore there exist statistically significant difference in boys and girls of dyscalculic children. The paired t-test exposed that the mean learning performance scores were significantly higher after the use of math building block app. Therefore this study suggested that mobile app is a learning tool for children with dyscalculia.

**Key words:** Mobile app, learning tool, dyscalculic children, addition skill.

# A STUDY ON AFFECTIVE COMPONENT OF THE ATTITUDE OF THE YOUNG ADULT AFFLUENT FEMALE USERS OF THE ANTI-AGING FACIAL CREAMS WITH REFERENCE TO SURAT CITY

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## ABSTRACT

An appropriate and functioning skin fence proves to be a significant guard against dehydration, incursion of a variety of microorganisms, and radiation. The skin barricade might be purposely attuned to permit penetration. And hence an everyday skin care may enhance skin regeneration, elasticity, smoothness, and provisionally modify the skin condition to avert the creation of wrinkles. Even though the exact technology necessary to rightfully deliver the expectations mentioned for the skin has not yet been developed, a few products do endorse the promise of delaying of the aging process. One of such products is anti-aging cream. The entire anti-aging market may encompass various genres like facial creams, lip balms, hand or feet creams but the anti-aging facial creams are supremely endorsed. With an accelerating growth in the anti-aging facial cream market both nationally and internationally it becomes evident that acceptance of these products are prospective, especially by the females, but at the same time it becomes almost imperative to understand the affective component of the females' attitude who have been using the product as that will give an insight about the long term future of the said product category. The affective component of the young adult affluent females will focus on the satisfaction of the females using anti-aging facial creams.

**Key words:** Affective component <sup>(a)</sup>; Young adult females <sup>(b)</sup>; Attitude; Anti-aging creams.



## IMPACT OF REWARD AND RECOGNITION ON RETENTION OF ACADEMIC PROFESSIONALS IN DEEMED-TO BE UNIVERSITIES OF BENGALURU

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### ABSTRACT

Higher education institutions are on the verge of losing well qualified, experienced, dedicated and skilled academic professionals to well-paid offers from the competitors. The attraction and retention of skilled academic professionals has been one of the serious issues in human capital management. In the developing country like India where the number of higher education institution is increasing it is required to have a qualified and skilled academic staff to increase the number of enrollments but higher education institutions have to catch and withhold the qualified professionals. The competition to retain the staff is more in private and Deemed to be universities so the present study is an attempt to study the impact of rewards and recognition on retention of academic professionals. For the purpose of research a survey with questionnaire was used to collect the responses and the hypothesis was analysed using ANOVA which concluded that there is significant impact of reward and recognition on retention of academic professionals.

**Key words:** Academic professionals, Higher education institutions, human capital management, rewards and recognition, retention.



# EFFECT OF TRANSACTIONAL ANALYSIS AND LATIN DANCE FOR MENTAL HEALTH ENHANCEMENT OF IT PROFESSIONALS

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## ABSTRACT

In this century, can any lead a happy and healthy life? This question has been raised and debated all over the World for decades. There are myriads of definition for health. Health can be defined in many ways. To layman health means the absence of diseases. If one is free from diseases can we say that the person is healthy? The answer will be 'No'! In these circumstances, the WHO has stated that health is a complete Physical, Mental, Social fitness and not merely the absence of diseases. The purpose of the study was to find out the effect of Latin dance to know the changes in mental health, the groups along with the theory of transactional analysis. And in order to serve this purpose 30 subjects who were selected from participating in one month training programme for Techno park Tvm. The importance of the study was explained to the subjects before getting their consent for the study. it is seen that the mean scores of (MH) in pre-test and Post test scores The central value obtained from T- distribution with 59 degrees of freedom at level at level 0.05 is 1.96. experimental group the mean (MH) the pre test and post test scores are 81.03 and 102.03, its mean difference is 18.50. The calculated T -value is 60.057. Since T greater than the tabulated value, there is a statistically significance from pre to post test mean difference score. The Latin dance and transactional analysis training exercises showed significant improvement in Mental health variable.

**Key words:** Transactional Analysis, Mena Score, Health, Physical.



## INSTITUTIONAL AND INDUSTRY LINKAGES WITH HIGHER EDUCATIONAL INSTITUTIONS

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### ABSTRACT

The Institutional and industry linkage with higher education institution is one of the most important phenomena in India. The industrial linkage is more benefit to improve the higher education activities in Indian universities. University linkage is strengthening the higher education. The purpose of the study was to classify major factors which influencing the higher education institutions in industry linkage. The study aims to find out the role of demographic factors influencing the institutional and industry linkage with higher educational institutions. The data was collected through the structure questionnaire method which was prepared through extensive literature review. The data were analyzed using techniques such as percentage analysis, exploratory factor analysis created by total three factors. The concluded of the study India is increasingly shifting to a fast track of economic and industrialized development, which leads to growing demands on education and calls for a highly diversified human resource. India is witnessing several concept shifts in the social, business and industrial environment.

**Key words:** Knowledge Transferring, Institutional Governance, Technology Improvement, Student Placement, Economic Development.





## MANAGING WATER FOR SUSTAINABLE DEVELOPMENT IN INDIA – ISSUES AND CHALLENGES

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### ABSTRACT

Water is essential not only for the survival of all living beings but also for socio-economic development of households, communities and nations all over the world. It contributes to achieve the goal of sustainable development through ensuring the survival of all living beings, food security, ecological security and health and hygiene of people. Its judicious management is a prerequisite for sustainable development. The issue of water is becoming still more critical in view of climate change and related environmental concerns. Water is central to some of the flagship programs in India. The modernization of India may be largely dependent on the modernization of its water management. This is not surprising since India supports 17% of the global population but has only 4% of the world's water resources. Better and more efficient use of water is a challenge for Indian agriculture and industry alike. It requires to set new benchmarks in both villages and in the cities. The Success of the National Water policy will depend entirely on the development and maintenance of a national consensus and commitments to its underlying principles and objectives, the awareness programmes may be organized for the users and public for encouraging their effective participation in water management practices and developing ethical concepts for making efficient use of water resources. It is also needed for the water resources managers and developers for updating the knowledge and technology in the area of water resources management. At present, it is not managed at all in fact, it is grossly mismanaged. It is estimated that India's total utilizable water resources would barely match the water requirement in the year 2050, and that the gap between the water requirement and availability will widen over time. The most serious challenge of the 21st century for India will be how to meet the deficit or demand–supply gap, especially the regional and seasonal deficits, and to mitigate the problems of increasing overexploitation and pollution of both surface and groundwater and recurrent droughts and floods. To meet these challenges, it is necessary that India's water resources are managed judiciously. For this, we need cost-effective and practicable interventions in both the water supply and demand management. This article presents an overview of relevant issues and challenges pertaining to managing water for sustainable development in India.

**Key words:** Survival, Ecological, Hygiene, Flagship, Mitigate, Prerequisite.

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## QUALITY OF BUSINESS SCHOOL AND THE SKILL SETS OF STUDENTS: INSIGHTS FOR MANAGING IN A BORDER-LESS WORLD

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### ABSTRACT

This research answers three basic research questions; (a) what is the structure of the quality of business schools, (b) what is the structure of skills sets required to manage in a border-less world and (c) how does the quality contribute to the skill sets. In addition the research also examines the differences between gender groups in the predictive power of quality dimensions in the explanation and prediction of skill set dimensions. A structured questionnaire has been administered to a sample of 109 MBA students of a business school in Goa. Factor analysis of quality variables resulted in two dimensions which indicated a grouping into core teaching aspects and peripheral aspects. Similarly, factor analysis of skill sets resulted in grouping of skill variables into soft skills and hard skills. Further regression analysis found that quality dimensions had significant predictive ability in predicting and explaining the skill set dimensions. The analysis also suggested that the two quality dimensions differentially predicted the skill set dimensions and there are differences across gender groups. More precisely, while peripheral quality dimension better predicted the soft skills, core quality dimension better predicted the hard skills. Gender-wise analysis revealed that the above results were accentuated for female group. In other words, the relationship between peripheral quality aspects and soft skills and core teaching quality and hard skills were more pronounced for female group. To confirm these differential predictive results further differences in slopes were statistically tested. However, the only statistically significant difference in slopes was found between males and females in the predictive power of peripheral quality aspects in the prediction of hard skills. The results are of significant theoretical and practical implications. The research needs to be replicated with larger sample and different kinds of business school for statistical validation of the differences in the differential predictive power

**Key words:** Business School, Quality Dimension, Teaching quality and Hard skills.

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# STRENGTHENING ENTREPRENEURSHIP AND ECONOMIC DEVELOPMENT THROUGH INSTITUTIONS- INDUSTRY LINKAGE

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## ABSTRACT

The entrepreneurship and economic development through the industrial linkage is one of the most important phenomena. The industrial linkage is more benefit to improve the economic activities. Economic development is strengthening the entrepreneurial activities. The purpose of the study was to classify and explore major factors which influencing strengthening entrepreneurship development in industry linkage. The study aims to find out the role of demographic factors influencing the entrepreneurship development in industrial linkage. The data was collected through the structure questionnaire method which was prepared through extensive literature review. The data were analyzed using techniques such as percentage analysis, exploratory factor analysis created by total three factors. The concluded of the study showed a range of entrepreneurship and economic development influenced by the institutional industry linkage. The relationship between the economic and industrial linkage number of factors influenced. The economic development and entrepreneurship partnership is many forms and involved in various combinations of entities. The industry and economic development funding of R&D counterpart fund from industry.

**Key words:** Institution, Industry Linkage, Economic growth, Research & Development.



## A STUDY ON EMPLOYEE RETENTION TECHNIQUES

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### ABSTRACT

The objective of perusing this study is to assess the level of satisfaction of employee retention techniques at GB Engineering Enterprises PVT Limited., Trichy. This study gains significance because of employee retention techniques can be approached from various angles. It is desirable state of existence involving retention strategies generally fall in to one of four categories salary, working conditions, job enrichment and education. These four elements together constitute. The structure of employee retention techniques on which it's totally is based. Addressing these issues demands a specialized approach in developing retention strategies, or the reality is the academic libraries may begin losing talented employees to non-library employers who can offer higher-paying jobs with better working conditions. To study the opinion of the employee about the various aspect of the company. To study about how the organization takes interest & develop approaches towards the retaining employee. There is no significant association between educational qualification of the respondents and their overall retention techniques. The indicates that majority 55 %t of the respondents felt that the retention techniques of management is high and others felt it s low.

**Key words:** Employee Retention Techniques, GB Engineering Enterprises PVT.



## INTERNSHIP TRAINING - A ROUTE FOR ENTREPRENEURIAL SKILL DEVELOPMENT

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### ABSTRACT

Students of Engineering, Arts and Science colleges get degree for the years they spend in colleges, but the extent of industry exposure gained is very limited. Beyond curriculum, there is a real world of work which will induce entrepreneurial skills among students. This study projects the industry skill sets imbibed by Engineering Students through internship training and the extent to which it inculcates entrepreneurial culture and firm spin-off. It was found that the respondents have agreed that the entrepreneurial skills are improved through internship training in manufacture/service enterprises. Factor analysis explored three different factors i.e. Inbuilt Quality, Attained Quality and Societal Quality. Attained Quality through internship was found to be significantly impacting the Administration skills and Interpersonal Skills. Societal Quality was found to be significantly impacting the Interpersonal Skills and Personal Management Skills. Gender and residential area was found to have no impact on the Organisation skill, Innovation skill, Presentation skill and Team work through Internship training. Parents Education, Nature of training and location of the training units was found to have significant association with development of entrepreneurial skills among students of engineering colleges.

**Key words:** Entrepreneurship, Internship Training, Engineering Education, Institution-Industry Linkage.





## SOCIAL WELFARE ADMINISTRATION AND IMPACT OF PUBLIC DISTRIBUTION SYSTEM IN TAMIL NADU

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### ABSTRACT

One of the basic duties of a welfare state is to ensure food security to its people. In India, both the central and state Governments attach utmost importance to ensure the availability of essential commodities, especially to the poor and downtrodden at affordable price under the public distribution system. From time immemorial, man had waged a constant struggle to secure food. Even today, the majority of the people especially in the developing countries toil major part of their living days to secure food. The concept of Food Security and Public Distribution has attracted considerable research attention in recent past. The scope of the public distribution system, including the nature and number of commodities to be distributed under PDS, is an important indicator that contributes significantly to our understanding of the broad socio-economic objectives of PDS, especially in relation to its operational aspects. Food Security is a universal problem. Several strategies are undertaken by countries across the world to address the problem so as to ensure food Security. In this context the present study analyzed the functioning of PDS in Tamil Nadu at macro level. The policies of the government, role of the different stake holders in the implementation of PDS, legal environment and the issues at macro level are analyzed in this study. PDS is one of the instruments for improving food security at the house hold level in India where millions of poor suffer from persistent poverty and malnutrition. But the implementation of PDS confronts with several problems, which ultimately affects its performance. Since it involves huge resources of the government both men and materials, the problem, which act as hurdles in the realization of goals, are to be identified properly. This present paper focusing on evaluate the evaluation of Public Distribution System in Tamil Nadu, role of administrative mechanism of Public Distribution System, institutional arrangement for the implementation of the public Distribution system, and finally provide solution for problems in public distribution system and to suggest suitable measures to strengthen the public Distribution System.

**Key words:** Public Distribution System, Food Security, State and central Government of India, Socio-Economic, Stake holders.

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## A STUDY ON SATISFACTION OF BUSINESS OWNERS WITH RESPECT TO LOGISTICS SERVICES

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### ABSTRACT

Indian textile and garment industry has its significance not only in the Indian market but it has its recognized presence and high stature in the global market also and it is one of the leading textile and garment industries in the world. The structure of the Indian textile and garment industry is full of variability having the players at every level of their supply chain with lot of structural, operational and performance differences. The industry consists of many organized entities which are highly structured, capital intensive and having most of the brand value in the market as well as the small scale, non-integrated spinning, weaving, finishing, and apparel-making enterprises and handicrafts dominated by the handlooms and power looms. The Indian garment industry is among the top industries of the sector in the global market, its structure in the Indian conditions is full of diversities and it faces many infrastructural issues and differing structures of players involved at every level. In short the service providers are classified as 1PL, 2PL, 3PL and 4PL which are Co-ordinated for supply Chain activities. The 1PL service provider are termed as Cargo owners and provide manufacturing and retailing services, 2PL Services, 2PL Service providers act as carriers by offering transportation services, the 3PL service providers act as logistics service providers by providing logistics services. The 4PL service providers account for lead logistics service providers and consultants involving supply chain activities. [(Papadoppulo and Mibeth 1998 & Transportation Insight (2014)]. The decision criterion of 3PL services are classified in to two viz., the Pre - purchase and Post purchase. The pre- purchasing activity involves (What to be sourced, covering up a decision, wish to consider alternative and selecting the best alternatives). The post services include the decision agenda is to implement or evaluate. After a vest discussion the best service provider is selected. (Robins and Timothy (2007)).



## FRAMEWORK FOR DETECTION OF SYBIL ATTACKS IN MOBILE AD HOC NETWORKS

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### ABSTRACT

Mobile ad hoc network (MANET) is an auto-configuring network that is designed automatically by a blend of mobile nodes without the assistance of a centralized administration or fixed infrastructure. However, the infrastructure-less, pervasive, and distributed nature of MANETs renders them vulnerable to security threats. In this research paper, an Efficacious Framework for the detection of Sybil Attack in Mobile Ad Hoc Network has proposed to detect the Sybil nodes in the MANET. This framework composed of two phases, (i) used to detect the communication-based Sybil nodes in the network by using proposed Cluster-based Sybil Node Identification method. The proposed methods increased the packet delivery ratio, detection rate, Classification accuracy, F-Measure, Precision, and Recall and it reduces the error rates, false positive value, number of clusters formed.

**Key words:** Mobile Ad Hoc Network (MANET), Sybil Attack, Intrusion Detection, Data Mining, Clustering Method, Classification Method, Pre-Processing, Feature Selection.



## **“EFFECTIVENESS OF EDP CURRICULUM ON WOMEN ENTREPRENEURSHIP DEVELOPMENT - WITH SPECIAL REFERENCE TO SHGS”**

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### **ABSTRACT**

Economic development of a country is determined by many factors like investment, innovations, inventions, etc. Entrepreneurship is one of the factors of Economic development. India as a developing economy needs participation of the whole population in the development process. For many centuries the female population of India was not at all considered as a productive factor. During the 20th century it was understood that women participation in nation building is essential. Mere education to female population will not bring any positive impact on production sector. Inculcating entrepreneurial skills alone makes them in participating in entrepreneurial activities. Self – Help Group is one of the most important Programme which was introduced in early 90's bring some positive signs towards women entrepreneurship and empowerment. Conducting Entrepreneurship Development Programme for Self – Help Group members results in establishment of micro, small and medium enterprises in rural areas. Now, many female members start their own small scale industries with small investment and joined in the nation building stream. Present study is an attempt to unearth the facts involved in EDP curriculum and its effectiveness on women entrepreneurship development in the study area. The main objective of this paper is to analyse the effectiveness of Entrepreneurship Development Programmes (EDPs) among SHG women entrepreneurs towards economic development. EDPs improve the existing economic well being of women entrepreneurs. In short, this paper examines the level of EDP factors, Attitude, Skill and Knowledge which influence women entrepreneurship development. 370 women entrepreneurs have been selected to collect the necessary primary data. The ranking and factor analyses method are used as statistical tools for analyzing the data and testing the hypothesis.

**Key words:** Economic development, Self – Help Groups, Entrepreneurship Development, Women Entrepreneurship, Attitude, Skill, Knowledge (ASK).

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## FACTORS AFFECTING INCLINATION TOWARDS ENTREPRENEURSHIP AMONG YOUTH-STUDY OF KARNATAKA BANGALORE

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### ABSTRACT

The purpose of this paper is to study the factors that affect youth entrepreneurship such as Education, Family business, Entrepreneurial self-confidence, Work experience, Self-employment, Fear of failure have an effect on their decision to take up Entrepreneurship as a career. An exhaustive literature review followed by quantitative research method was used. Self-administered questionnaire was developed to collect the data. Target respondents were final year MBA, M. Com, BE, BBA, and B. Com students of selected Bangalore colleges. Sampling method was snowball sampling and sample size was 253 students from 5 colleges with male and female ratio of 75 and 25 respectively. Data is analyzed using SPSS 22 software. The results show that previous work experience of the students in job has an association with inclination of becoming an entrepreneur. Most of the students who already have family business were not interested towards entrepreneurship. Students of MBA & BE courses were better inclined towards entrepreneurship compared to others. Problem of unemployment among youth is high in Karnataka. The results could provide insights for educators and policy makers to help boost entrepreneurial skills among youth and help them in starting their own business. The study is an effort to highlight the factors affecting youth entrepreneurship in Karnataka-Bangalore and cultivating youth entrepreneurship in a developing country like India.

**Key words:** Entrepreneurship, Youth entrepreneur, Family Business, Work Experience, Education.



## PROFESSIONAL STRESS AMONG INDIAN MILITARY INTELLIGENCE PERSONNEL

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### ABSTRACT

The present study focuses on the professional stress on work places among the Junior Commissioned Officers (JCOs), Non-Commissioned Officers (NCOs) and Other Ranks (ORs) of Military Intelligence of Indian Army. 384 samples of Military Intelligence personnel will be taken for this study. Sources of data is Primary data include a structured questionnaire. Data was collected through structured questionnaire and measure through Likert's scale, using Kaiser-Meyer-Olkin measure of sampling adequacy, Cronbach's alpha for checking internal consistency, Bartlett sphericity test for testing the null hypothesis and various factor analysis including Eigenvalues, Extract square Sum loading, variance percent and Accumulation percent values relative comparison and Correlation matrix will be used as tools to arrive at desired results and statistical interpretations.

**Key words:** Indian Military Intelligence, Professional Stress, Junior Commissioned Officers (JCOs), Non-Commissioned Officers (NCOs) and Other Ranks (ORs).



## ENVIRONMENTAL ISSUES CONCERNING SUSTAINABLE DEVELOPMENT OF SHRIMP FARMING IN SURAT, GUJARAT

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### ABSTRACT

Surat has experienced a rapid rise in the number of shrimp aquaculture farms in the last decade. Higher returns and profitability has led to an increase in its popularity among the coastal regions of the city. While the benefits are obvious, shrimp farming in the region has also faced several criticisms and resistance of the society, with regards to its operations and the possible side effects of shrimp farming in the surrounding ecosystem. The purpose of this paper is to explore the possible implications of environmental changes on the shrimp farming around Surat city, of Gujarat state. Growing urbanisation and rise in the industrial activities in the surrounding areas, shrimp farming has been facing its consequences in the recent years. Arguing to the above statement, shrimp aquaculture is also held responsible for deterioration of the surrounding ecosystem, and increase pollutants and other pathogens in the coastal belt of the city. Exploratory study was carried out to access the environmental implications on the shrimp farming in Surat region of Gujarat state.

**Key words:** Environment, aquaculture, shrimp farming.





## ENTREPRENEURS AS A GATE WAY FOR ECONOMIC DEVELOPMENT OF A NATION

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### ABSTRACT

Women entrepreneurship has been accepted as an important source of economic growth. Entrepreneurship is one of the factors that drive the economy of most the nations. Women entrepreneurs create new jobs for themselves and to others and also provide the society with different solutions in the management and to solve the business problems. Entrepreneurs play a major role as a source of revenue and promote the development of small and medium enterprises of any nation. Women entrepreneurs have become a strong living force in present corporate world. Not only they are able to equalize their duties of both motherhood and entrepreneurship but also comprise of almost half of all businesses owned today. Women account for one third of all newly stated enterprises. The majority of female entrepreneurship tends to be more visible and effective when connected directly to the improvement of living standards. The concealed entrepreneurial potentials of women have progressively been changing with the growing sensitivity to the role and economic status in the society. Skill, knowledge and adaptability in business are the main reasons for women to take up entrepreneurship. India is definitely the hub of entrepreneurs worldwide. Women entrepreneurs occupied an important place in all fields, from tractors to television, from biscuits to banking, from Human Resources to hospitals. At present women's entrepreneurial role is limited in the large scale industries and technology based businesses. Women entrepreneur as an instinctive, clever, industrious performing artist can perceive and create new operation opportunities with potentiality for development. This paper highlights the important status of women entrepreneurs and their success in India in the context of inclusive growth.

**Key words:** Women Entrepreneurship, Economic Development, Women empowerment, Problems of the Entrepreneurs, Entrepreneurs growth in India.



## EFFECTS OF GREENHOUSE ON HUMAN HEALTHCARE IN INDIA

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### ABSTRACT

The global climate is changing over the last fifty years as the earth becomes warmer. Due to the industrial revolution over the last few centuries atmospheric concentrations of both the natural and man-made gases have been increasing at alarming rate. Human activities have unconstrained sufficient quantities of carbon dioxide and greenhouse gases to affect global climate. Gases that trap heat in the atmosphere are called greenhouse gases. Many types of the greenhouse gases occur naturally in the atmosphere like carbon dioxide, methane, water vapor, and nitrous oxide, while others are synthetic and also some artificial chemicals such as chlorofluorocarbons (CFCs). Emissions of these gases have increased due to the use of fossil fuels like coal oil and natural gas. The greenhouse effect is a natural procedure that warms the Earth's surface. When the Sun's energy reaches the earth's atmosphere, some of it is reflected back to space and the rest is absorbed and re-radiated by greenhouse gases. The problem now face that human activities particularly burning fossil fuels like coal, oil and natural gas, agriculture and land clearing are increasing the concentration of greenhouse gases. This is the enhanced greenhouse effect, which is contributing to warming of the earth. In particular, the greenhouse warming will cause insightful changes in climatic zones and also in the agricultural, economic, social and health infrastructures associated with human in regional climates. This paper highlights the effects of greenhouse on human health care. The study is based on the information collected from the different secondary sources. climate change affects the social and environmental determinants of health like clean air, safe drinking water, sufficient food and secure shelter for instance changing the severity and regularity of health problems already existing in that area creating unexpected health problems in places where they have not previously occurred disturbing food producing ecosystem and increasing the frequency of great weather events.

**Key words:** Greenhouse effect, problems, Health impacts, Consequences of Greenhouse.

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## A SOCIOLOGICAL STUDY ON THE REHABILITATION OF JUVENILE DELINQUENTS IN THE OBSERVATORY CENTRES OF KARNATAKA, INDIA

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### ABSTRACT

At present society is facing different serious social problems. Among them juvenile delinquency is the one that occupies an important place. Social conditions obtained in the process of urbanization have affected the family pattern of the country to a great extent resulting in an air congenial to the growth of this type of disorganization. Juvenile delinquency is rapidly becoming a serious menace in India and with the progressive industrialization of many parts of the country, which were essentially rural areas up till a few years ago will soon assume the same proportions as in many of the western countries. Due to rapid social change, industrialization, urbanization, increase in population brought about a new class of delinquent, neglected, and dependent children needing formal intervention.

This paper has made an attempt to analyze the observatory centres impact on juvenile offenders and to bring back them on to the main stream and to provide suggestions to facilitate policy makers.

**Key words:** Juvenile Delinquency, observatory centres and Legislations.



## A STUDY ON SHARE PRICE DYNAMIC LINKAGES BETWEEN COMPANIES IN NSE, CNX NIFTY, IT INDEX

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### ABSTRACT

The process of economic liberalization and thrust on reforms in the financial sector has resulted in the increasing integration of the Indian markets with global markets. It is well documented that daily stock index returns are positively auto correlated. Positively auto correlated returns are observed in most stock markets and for a wide range of returns frequencies. Nonsynchronous (nonstopping) trading adds autocorrelation to observed stock index returns. In a pure non synchronous trading model, it is assured that stock returns are continuous process sampled whenever the stocks are traded. Several studies already undertaken to test the empirical relation between non synchronous trading and index return autocorrelation. These studies have examined the time period up to earlier nineties and have used the serial correlation test and runs test. Hence, are-examination of testing the existence of autocorrelation covering a more recent time period and applying more sophisticated tests. Thus, the present study makes a humble attempt towards that end.

**Key words:** NSE CNX Bank Nifty, Autocorrelation, Serial Correlation, Share Price Linkage, Durbin - Watson d Statistics.



## DO PERCEIVED VALUE AFFECT POST-PURCHASE BEHAVIOR? THE HOTEL INDUSTRY PERSPECTIVE

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### ABSTRACT

The present research postulates the structural relationships between perceived value dimensions on customer satisfaction and revisit intention in the case of Indian Hotel Industry. The paper attempts to conceptualize multi-dimensional facets of value made up of experiential items and functional attributes. Five dimensions (pleasure, comfort, ambiance, décor, location) were considered to realize significant impact on customer satisfaction and/or revisit intention. It was also observed from the study that customer satisfaction could have a positive impact on revisit intention.

**Key words:** Consumption experience, Customer satisfaction, Experiential items, Pleasure, Revisit intention, Location.



## THE ERA OF RUDSETI PROVIDES SKILL DEVELOPMENT INSPIRATION TO RURAL YOUTH WITH SPECIAL REFERENCE TO UJIRE

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### ABSTRACT

Unemployment among rural people is a biggest drawback of India. Skill development plays a vital role in preparing Individuals for business. Any activity needs learned skills which can lead to success. The aim of skill development is not merely to prepare them for jobs, but also to get better the performance of rural youth by enhancing the quality of work in which they are engaged. As a result rural people are moving towards urban areas to obtain better employment opportunities and amenities of life. The study is mainly to understand the gap and impact of the skill training programme in the lives of the rural youth given by RUDSETI. The skill development training helps in self-employment or getting into livelihood activities. The life skills are used to think, to work with others, and make decisions, manage time, concentrate and many more. The goal is to develop as many skills as possible and at a high skill level. The more skills you have and the better you can perform these skills will determine how well an individual can perform.

**Key words:** Rural youth, Skill Development, Experiential items, self-employment.





## GLOBAL SUPPLY CHAIN INTEGRATION AT DUBAI

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### ABSTRACT

A Global supply chain is a dynamic worldwide network when a company purchases or uses goods and services from Overseas. It involves people, information, process and resources involved in the production, handling and distribution of materials and finished products or providing a service to the end user / customer. Dubai is the leading logistics hub which bridges Asia to African and CIS countries (Commonwealth independent nations). Dubai is one of the finest place where Global supply chain is getting integrated. The major components of supply chain are Sourcing, Manufacturing and Distribution.

**Key words:** People, information, process and resources involved in the production.



## COCONUT YIELD PREDICTION USING BACK PROPAGATION AND SPLIT ALGORITHM IN BAY ISLANDS

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### ABSTRACT

The Andaman and Nicobar Islands comprise chain of more islands in addition to a number of islets and rock outcrops in the Bay of Bengal. Coconut is the one of the major crops in these islands. The main focus of the study is to investigate a neural network has been used to coconut yield prediction in Andaman and Nicobar Islands using with weather parameters. Data and information relating to coconut yield from CARI research farm has been collected for 40 years. Weather data such as average yearly rainfall; average mean temperature, Relative humidity, wind speed, evaporation and sunshine hours of relevant period 1980 to 2018 have been also obtained. In this study back-propagation and split algorithm has been used to get accurate yield prediction. The network was trained using 22 patterns each of 9 inputs. In this study split network configuration is used. It is well known, that the number of nodes in the hidden layer of the network should be such that the nodes represent the patterns. As the number of training patterns increased, the number of nodes in the hidden layer would also increase. As the number of nodes increased, the size of the network would increase. The developed ANN model used the split algorithm concept and the processing data will result in better forecasting.

**Key words:** Yield Prediction, Weather Parameters, back-propagation and split algorithm, Hidden Layer, ANN model.



## CULTURALIC APPROACH WITH THE REFERENCE WORK OF V.S.NAIPAUL IN HIS “HALF A LIFE”

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### ABSTRACT

Cultural History was a study of different cultures from various people in several countries. I took the novel “Half a Life” by V.S.Naipaul. I researched about a boy lived in the different countries and learnt a culture of that particular country. Vidiadhar Surajprasad Naipaul, a Nobel Prize – winning British Writer, was born on 17th August 1932 in Changuanas in Trinidad into a family of indentured laborers shipped from India to Trinidad. Even though his grandparents had worked as indentured laborers, his father managed to get an education and became an English Language Journalist. In 1971 Naipaul won the coveted Man Booker Prize for his short story, ‘In a Free State’. In 1993, he got biennial British Literary Award. Here In this Novel we going to see that a boy who grownup in different countries circumstance.

**Key words:** Indentured, Literary, Cohen, Circumstance and Journalist.



## INTERLINKAGE OF MACRO ECONOMICS FACTORS AND INDIAN STOCK MARKET

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### ABSTRACT

Growing trade protectionism, quickly sprouting technology from artificial intelligence to block chain, aging society and new universal intimidation are all posing a severe challenge to portfolio management and creating vital opportunities in the process. As a result, Macroeconomics ancestors have recently caught the attention of investors to understand the investment environment and to predict the scope of profitable investment in equity markets. The present study endeavors to investigate the association between the macroeconomic variables and stock prices during the period January 1992 to July 2019 with the application of financial Econometrics. Jarque-Bera test to measure the normality of the distribution, Augmented Dicky-fuller test and Phillips-Perron test to check stationarity, Ljung-Box test to examine autocorrelation, Breusch –Godfrey serial correlation LM test for removal of serial correlation, Breusch –Pagan-Godfrey test for removal of heteroscedasticity, DW test to check multicollinearity, Cointegration test and VECM test for testing long term association among macroeconomic factors etc are employed to fit regression model. Furthermore, Run test is done to check market efficiency and randomness of the time series. The empirical results reveal that Sensex reactions to shocks on crude oil prices, exchange rates, real interest rates and whole prices indices are positive while a negative shock from Sensex to real interest is noticed. The step by step econometric tests, find out the affiliation among all the chosen macroeconomic variables in the long run. This study implies that Indian stock market does not exhibit a weak form of market efficiency and thus do not follow a random walk in the period of financial crisis.

**Key words:** Macroeconomic Indicators, Stock Market, India, Cointegration Test, Causality Test, Vector Error Correction Model.



## PROBLEMS AND PROSPECTS OF POTTERS IN COTTAGE INDUSTRY IN TIRUNELVELI DISTRICT

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### ABSTRACT

Pottery is one of the oldest and rural cottage industries which provide employment and income generation resources to rural people. This cottage industries required by low investment, operational flexibility, utilisation of local resources and domestic and export their products. An object of art made of a composition of clay and sand and baked with earthen colour, is Pottery. Potters kurichi, near melapalayam collected their clay soil from palayam channel and the Karukurichi, near kannadian channel, while the later is considered to be the best quality as far as the flexibility of the raw material is concerned. Despite the Government Order which allots the potters free units of raw materials, the potters were in condition of getting it at a cost more than Rs.30000 per unit. Pottery is traditional family business, it started by their ancestor. Potters have suffered mainly two production problems namely, natural disaster and shortage of raw materials. Sometimes this problems affected, even insufficient to sustain their family due to their low demand and bankrupted. In modern days, potters earned sizeable foreign exchange through export of innovative pottery products like cookware, decor, flower pot and tea cup. Kooniyoor, Kurichi, and Karukurichi, in Tirunelveli are famous for pottery because of availability of unique quality of clay. A cottage industrial society formed and gave monetary and non-monetary support to the potters. The main function of the Society is to purchase the finished pottery products from the members and sale it to the open local market covers Madurai, Coimbatore, Trichy, Erode, Salem, Karaikal, Kanniyakumari and Chennai, and also exported to Singapore, Malaysia, Burma, Indonesia and Gulf Countries. This articles focus problems and prospects of potters in Tirunelveli district.

**Key words:** Socio-economic conditions of potters, problems faced by the potters in production and distribution of pot products, loan utilization etc.,



## PHYCOREMEDIATION AND BIOREMEDIATION – COMBINED EFFECTS ON DAIRY EFFLUENT TREATMENT WITH CYANOBACTERIA AND PSEUDOMONAS SP

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### ABSTRACT

Dairy is one of the major industries causing water pollution with its large water consumption. To overcome with the problems of chemical treatment, the present study designed to find out the efficacy of Pseudomonas and cyanobacterial consortium on dairy effluent treatment. Pseudomonas species and cyanobacterialspp from dairy industrial wastewater region was isolated and maintained at mass culture. Three different cyanobacterialspp were isolated and identified as, Oscillatoria, Lyngbya and Chroococcus. TwoLitre of autoclaved Dairy effluent with initial BOD/COD ratio 6 was taken in a glass tank and initially treated with cyanobacterial culture under light for two days and the BOD/COD ratio raise up to 7. This effluent was further treated with Pseudomonas sp under dark condition. Reduction of COD was estimated as 76%. The present study concludes that the phycoremediation dependent bacterial degradation was found to be effective method for effluent treatment.

**Key words:** BOD,COD, Waste water, Dairy effluent, Phycoremediation





## **ROLE OF MICRO, SMALL AND MEDIUM ENTERPRISES (MSMES) IN RURAL DEVELOPMENT OF INDIA**

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### **ABSTRACT**

The MSMEs play a vital role in the overall growth of the industrial economy of the country. It not only play role in providing large employment opportunities at comparatively lower capital cost than large industries but also helps in the industrialization of rural and backward areas, thereby, reducing regional imbalances, assuring more equitable distribution of national income and wealth. This paper analyzes the current status of Indian MSMEs in Rural Development and how the government regulations will help in the promotion and growth of Micro, Small and Medium Enterprises, which play a critical role in fostering inclusive growth in the country.

**Key words:** MSMEs, Employment, Rural Development.



## A STUDY ON SOCIO-ECONOMIC STATUS OF BEE-KEEPERS IN VILAVANCODE TALUK OF KANNIYAKUMARI DISTRICT

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### ABSTRACT

Agriculture is a prime activity of developing countries like India. Importantly, organic based agricultural activities are most Welcomes for the wealth of land and quality of environment. Beekeeping also a part of organic based primary activity which can support to maintain environmental quality. In India nearly 80 percent of people lives in rural and depends upon agricultural activities for their demand. This study emphasised beekeeping as an agri-process for exporting and to fulfil the domestic demands. Major objectives of the study is about to know socio-economic status and business conditions of beekeepers in vilavancode taluk of kanniyakumari district. This study has been used both primary and secondary data. 120 respondents have been chosen randomly as the sample size of the study. Co-operative societies, YMCA, KVIB, KVIC, and Tamilnadu KVIB are the major sources of secondary data collection. Collected data have been formulated as tables and analysed by appropriate statistical tools. Furthermore, this study has been concluded with major findings and discussion of results in a favour of beekeepers for their future standard of life.

**Key words:** Agriculture, Beekeepers, Business, Production, Development.



## THE EMPOWERMENT OF SOLIGA TRIBE IN B.R. HILLS, KARNATAKA – THE ROLE OF NGO

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### ABSTRACT

This paper shall endeavour to discuss the contribution of NGO's towards the empowerment of Tribal Community in Biligirirangana Betta (B.R. Hills). It illustrates some of the significant functions and programmes of NGO's in the upliftment of Tribal Community in B.R. Hills. The area of field study is located in and around Biligiri Ranga Swamy Temple (BRT) wild life sanctuary which is the home of an aboriginal tribe Soliga. The terrain is highly undulating with attitude ranging from 600 meters to 1600 meters above mean sea level. In the deep forest of B.R.H hills where the western and eastern ghats forests meet in Southern Karnataka. The Soligas a semi nomadic tribe have lived for ages in the deep forest. The hilly forest belt accounts for the presence of four major tribal groups consisting of Jenu Kurubas, Kadu Kurubas, Yeravas and Soligas. Tribal people over the centuries have become one of the most disadvantaged, exploited and neglected social groups in our country. They are subject to the problem of uprooting and displacement because their forest habitations have been declared wild life reserves and sanctuaries and they have been resettled in colonies in the fringes of the forest. There is a Socio environmental revolution brewing at the heart of B.R. Hills. Once socially backward and exploited Soligas the indigenous people in this region are today running successful business enterprises with the declaration of the area. The traditional home of the Soligas as the Biligirirangantempe (BRT) wild life sanctuary in 1974 shifting agriculture and hunting were completely banned by the government. The work in B.R Hills of Karnataka by a young dedicated doctor Dr. Sudarshan a Medical doctor on the primary health care at the Soligas Tribes is an unique example of the role of equity, social justice, maximum community participation. It is a successful role model for similar geo-social settings in our state and country. The work includes empowerment of the Soligas. VGKK (Vivekananda Girijana Kayana Kendra) work in the field of health and education is an illustrated example of self empowerment of tribal community in B.R. Hills. The level of literacy is undoubtedly one of the most important indicators of social cultural and health development among the tribal communities. There was hardly any awareness among the Soligas about the modern system of education and health. The aim of the present paper examines the role of NGO,s in empowering tribal community in B.R. Hills. The core involves identifying the issues, role of NGO and the effect in all relevant dimensions.

**Key words:** Self-empowerment, declared ,education and health.

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## ISSUES AND CHALLENGES AFFECTING TOURISM SUPPLY CHAIN INDUSTRIES IN CHENNAI

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### ABSTRACT

Tourism, the act and method of paying time removed from target pursuit of recreation, relaxation, and pleasure, whereas creating use of the business provision of services. Tourism business is that the most vivacious tertiary activity and a multibillion business in Asian country. Supply side tourism industry is the sum of all the industries which provide all the services which make directly and indirectly help tourists in their travel and make it possible for folks to travel and do business enterprise activity. The business stated as travel and business enterprise business and also merely as travel business. The aim of the article is to evaluate the tourism supply chain management issues and challenges of Tourism industry. The intention of tourism may be a social cultural and economic development that entails the progress of individual persons to countries or places outside their usual setting for private or business/professional functions. Tourism Industry is important for the benefits it brings and due to its role as a commercial activity that creates demand and growth for many more industries. Tourism not solely contributes towards additional economic activities however additionally generates additional service, revenues and plays a major role in development of tourism business.

**Key words:** Tourism supply chain, supply chain, Tourism industry, industries, services, Challenges of tourism supply chain.



## IMPORTANCE OF FEATURE ENGINEERING TECHNIQUES FOR WEATHER PREDICTION MODEL

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### ABSTRACT

In the modern technological world of research, the term ‘Weather Data Mining’ is a kind of Data mining aimed at detecting hidden patterns classified largely in existing meteorological data, to facilitate the reclaimed information and it can be distorted into functioning knowledge. Among that meteorology is one of such fields, where data mining can advance the efficiency of its predictors immensely by renovating their ample, uncontrollable and liable to inexperience data into functional portions of data. In this research article, the filter-based feature selection techniques like Information Gain, Symmetrical Uncertainty, and Chi-Square is used to compare the performance analysis of the feature selection techniques in the feature engineering of the classification model.

**Key words:** Data Mining, Feature Selection, Weather Prediction, Information Gain, Symmetrical Uncertainty, Gain Ratio



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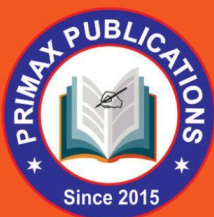
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