



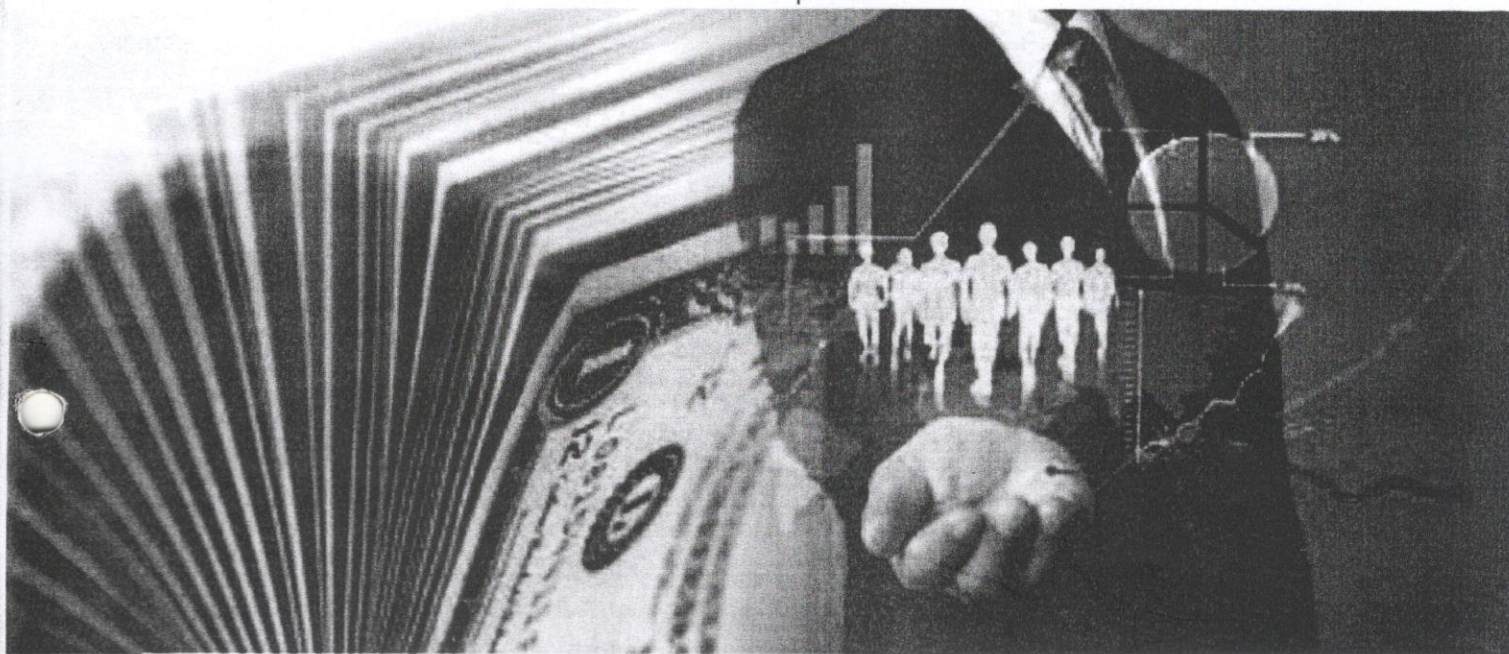
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Human Resource Management & Financial Management

ISBN : 978-93-88441-41-4



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incon-xiv

11th- 12th JANUARY 2019
PUNE, INDIA

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EDITED VOLUME
CONTEMPORARY ISSUES IN MANAGEMENT

21.	CSR Models- Literature Review	Prof. Indrajeet Kole	188
22.	A Study of Emotional Burnout Syndrome of Multi-Speciality Hospital Doctors and its Effect on their Job Performance	Ms. Jyotsana Kamble	193
23.	Dealing with Future Workforce- Millennial and Gen Z Employees	Prof. Anandi Gawas	202
24.	Status of Micro, Small & Medium Scale Enterprises in Global Environment	Pandurang Kishanrao More	208
25.	The Role of Training and Development HRM Practices to Enable Knowledge Sharing in an Age-Diverse Workforce	Alessia Sammarra Silvia Profili	223
26.	A Study of Industrial Relation in Medium Scale Automobile Industry and Auto Ancillary Industries in Pune Region	Prof. Bhushan Pednekar Dr. Prasanna Deshmukh	233
27.	Human Resource Accounting: A Review and Research	Dr. Vijayalaxmi G. Nemmaniwar	249
28.	A Study on Establishing Degree of Association Between Various Employee Related Factors Leading to Attrition in BPO Industry	Dr. Shweta Jain	255
29.	Critical Analysis of Scope of Green Bonds in the Sustainability Development	Dr. Shweta Jain	264
30.	Challenges and Impact of Human Resource Management in Indian Organizational Development	Amit Kumar	278
31.	Study of Impact of Stress on Work Life among Information Technology Employees in and around Mumbai	Dr. Harshada Mulay	293
32.	From Work-Life Balance to Work-Life Integration: The Impact on Employee Job Satisfaction and Organizational Work Performance	Ms. Devashree	303

HUMAN RESOURCE ACCOUNTING: A REVIEW AND RESEARCH

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ABSTRACT:

Employees are the most valuable assets with the feelings and emotions among all the resources responsible for the success of an organization. The importance of employees as a productive resource is depicted by the accounting process are the recent trend. This process is defined as Human Resource Accounting. Various Accounting models have been developed for identifying and measuring the cost, investments and benefits of an entities human resource.

The American Association of Accountants (AAA) accords, "HRA is a process of identifying and securing data about human resources and communicating this information to interested parties." Human resource accounting facilitates decision making about the workforce of an organization i.e. either to retain, or renounce or to provide mega training. The valuation of human resource has gained a widespread recognition.

This paper deals with the concept of Human Resources Accounting. Also reveals HRA evolution, conceptual framework, and HRA models.

Keywords: Human Resource, Assets, Accounting, Cost, Valuation, Models

1. Introduction

The globalization implies a greater focus on human resources because of global skill shortages. The world economy is changing rapidly towards a knowledge-based economy at present. Human Resource Accounting is the valuation of the cost and profit of people to the organization. It involves measuring expenses incurred by the organizations to attract, select, hire, train and motivate employees and assess their economic value to the organization. The value of human capital is eventually increasing so it is essential for an organization to highlight the investment in human resources. The HRA concept represents a novel way of thinking about human resources as an asset.

According to American Accounting Association, (AAA) HRA is "the process of identifying and securing data about human resources and communicating this information to interested parties". The major principle of HRA is that it involves accounting for the organization's management



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ISSN 2454-9169

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CONTENTS

Volume – 5		Issue 1	April - June 2019
	Note from Chairman Editorial Board		iii
	Research Papers based on National Level Conference on “Current Perspectives on CSR-Indian Context”		
1	Adoption of Green CSR for Sustainable Development	Dr. Amol Murgai	1
2	Corporate Social Responsibility and Education Sector: Issues and Remedies	Burla Naresh	8
3	A Comparative Study on the CSR Activities: Commercial and Private Banks	Shekhar Chavan	20
4	Challenges faced by Indian MSME sector in the 21st century	Sandeep D Chaudhary Dr Sanjay D Mohite	27
5	An Empirical study on Social responsibilities of the institutions towards married women faculty	Dolan Champa Banerjee Dr. Yathish Kumar	34
6	Corporate Social Responsibility- Contribution in Indian Economy	Kirti Bhatia Priyanka Wankhade	42
7	Corporate Social Responsibility	Preeti P. Bagade	63
8	The Role of Corporate Social Responsibility in Indian Industries: A Path Finder for Development of Rural Community	Dr. K. Palani	68
9	Corporate Social Responsibility in India: A toll for Organizational Sustainability	Kapil Kumar Chand	79
10	Concept of Corporate Social Responsibility	Shantilal Hajeri	91

SURYADATTA

Corporate Social Responsibility-Contribution in Indian Economy

Kirti Bhatia
Priyanka Wankhade

Abstract:

India is a developing country in which industries, agriculture, telecom zone and infrastructure are at a growing level. But after globalization which passed off inside the year 1991, while the Indian economic system become opened up to the worldwide agencies. While multinational businesses are allowed by the authorities, there may be bound to be drastic increase in the competition in domestic market Over the past few years CSR, as a concept, has been the focus of many deliberations and research. It has grown in importance both academically as well as in the business sense. It captures a spectrum of values and criteria for measuring a company's contribution to social development.

Corporate social responsibility (CSR) is a highly misunderstood & misinterpreted term in India. A responsible corporate recognizes that its activities have wider impact on the society in which it operates. It takes account of the economic, social, environmental & human rights impact of its activities on all stakeholders. This paper emphasizes that how CSR has become the linchpin for development of any corporate organizations. This paper tries to bring out CSR initiatives taken by various organizations in India. An exploratory research design was chosen in order to develop a profound understanding of the research topic and to obtain in-depth data about the research objectives. All main elements of the research paper, comprising theory, findings and analysis were incorporated in a lucid and cohesive manner and structured in order to address and evaluate the central research objectives appropriately.

It highlights the policies governing CSR in India and discusses the cases of CSR initiatives in Indian firms including SMEs role in CSR. There are several challenges facing CSR in India and the paper provides suggestions to overcome them and accelerate the CSR initiatives in India.

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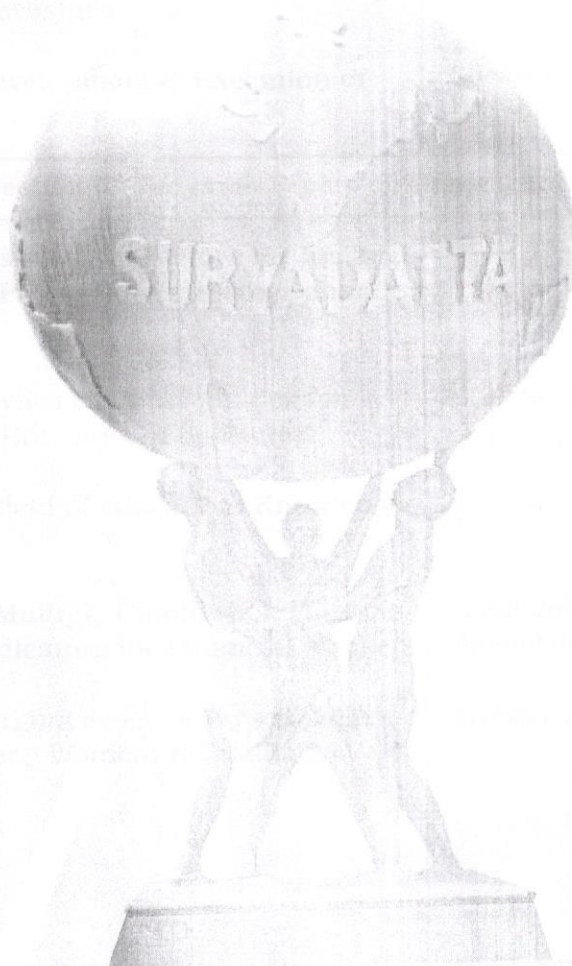
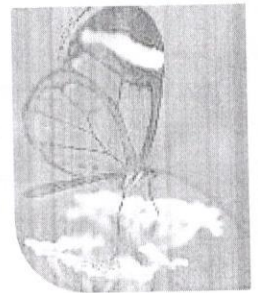
Key Words: CSR, Responsibility, Business, Exploratory Research, globalization, Industrial growth, Indian

ISSN 2454-9169

SURYA-THE ENERGY MANAGEMENT RESEARCH JOURNAL

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VOLUME - 4 | Issue - 2 | April - June 2018



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SURYA-THE ENERGY
Management Research Journal
 (Quarterly Double Blind Peer Reviewed Referred Journal)
CONTENTS

Volume – 4		Issue 2	April - June 2018
	Note from Chairman Editorial Board		iii
	Section A - Research papers on the Conference theme of GST		
1	The Impact of Goods and Services Tax (GST) in Maharashtra	Ankit Jain	1
2	A Study on Development & Execution of GST in India	Shekhar Chavan Dr. Vandana Pimple	6
Section B - Research Papers on General Topics			
3	A Study of Responsible Factors for Instance Price Hike in Properties Talegaon Dabhade - Pune	Dr Ravi Harendra Chourasiya	11
4	Big Data Analytics & Opportunities for Universities / Educational Institutes	S. K. Verma	15
5	Issues in the field of education: Knowledge Mapping	Dr. Gopal S Jahagirdar	22
6	Assimilating Multiple Candlestick Patterns and Trend Indicators for Financial Markets	Ankit Jain Anshul Jain	32
7	Study of Emerging usage of Personal Care Products among Women: A Qualitative Study	Archana Lahoti	41

A Study on Development & Execution of GST in India

Shekhar Chavan, Dr. Vandana Pimple

Abstract:

This research paper is a brief representation of the past state of affairs in association to Indian taxation and the tax structure. The research paper is focusing on the need and significance of why there is a need in India for the change in tax structure from traditional taxation system to GST model. Goods and service tax is a narrative story of Value Added Tax which present a general setoff for input tax credit and subsuming many indirect taxes from various state and national level. A new development of GST system has be detailed discuss in this research paper as the efforts of government, silent features, background, Problems, etc. The execution of a wide-ranging GST in India is probable to lead to resourceful allocation of factors of production hence leading to increase in GDP as well as in exports of India. Although a number of initiatives by a range of machineries at the State & Centre, the present taxation regime is marked as complicated, unwieldy and unfriendly. It is in this perspective, the Central government has entrusted Dr. Vijay Kelkar, Chairman of 13th Finance Commission to recommend a scientific and modern but unified system of taxation in tune with developed nations form the base behind the introduction of Goods and Service Tax (GST) in India.

Keywords: Gross domestic Product, Central Value Added Tax, Goods and Services Tax, Value Added Tax.

Introduction:

GST is a inclusive, comprehensive, single tax levied on goods and services at each point of sale of goods or sales of service, where the seller or service source may claim the input credit of tax that he has paid while availing the service or buying the goods; the consumer will therefore bear the GST charged by the last trader in the supply chain. GST was recommended by Kelkar Taskforce in 2004. According to the Taskforce, all India GST should be in the nature of a uprising in India's indirect Tax structure

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A Study on Stress Management Techniques with Special Reference to Women Employees

1 Kirti Bhatia, Research Scholar, NIMS University, Jaipur
2. Dr Akhil Goyal, Assistant Professor, NIMS University, Jaipur.

Abstract: In the present study, causes, symptoms, reactions of stress among the working women in various have been identified and analysed. The stress emanates from two sources, namely organization and the family. The factors identified for the stress include anxiety about the relocation and uncertainty, future of their children and financial implications.

In this study we have tried to find out that the stress can be managed by maintaining balance between the professional and the personal obligations. Professional responsibilities require time management, completion of task, meeting deadlines, proving her competencies and handling problems skillfully while at the personal end, she has to maintain relationship, bringing up children and meeting both the ends. The present study identifies on giving stress management techniques to working women like a better lifestyle and daily meditation.

Key Words: Stress, Burnout, Working women employees, age and stress, education, financial implications, reactions of stress, causes of stress, presenteeism strategies to cope stress.

1. INTRODUCTION

The term 'stress' has different importance for researchers in diverse discipline. Study conducted by different researchers stress is associated even in relation to ecosystem and population of organisms. Biologists refer to temperature, cold and insufficient food supply as being sources of stress. Social scientists are more concerned about people's contact with their situation and the resulting emotional disturbances as causes of stress.

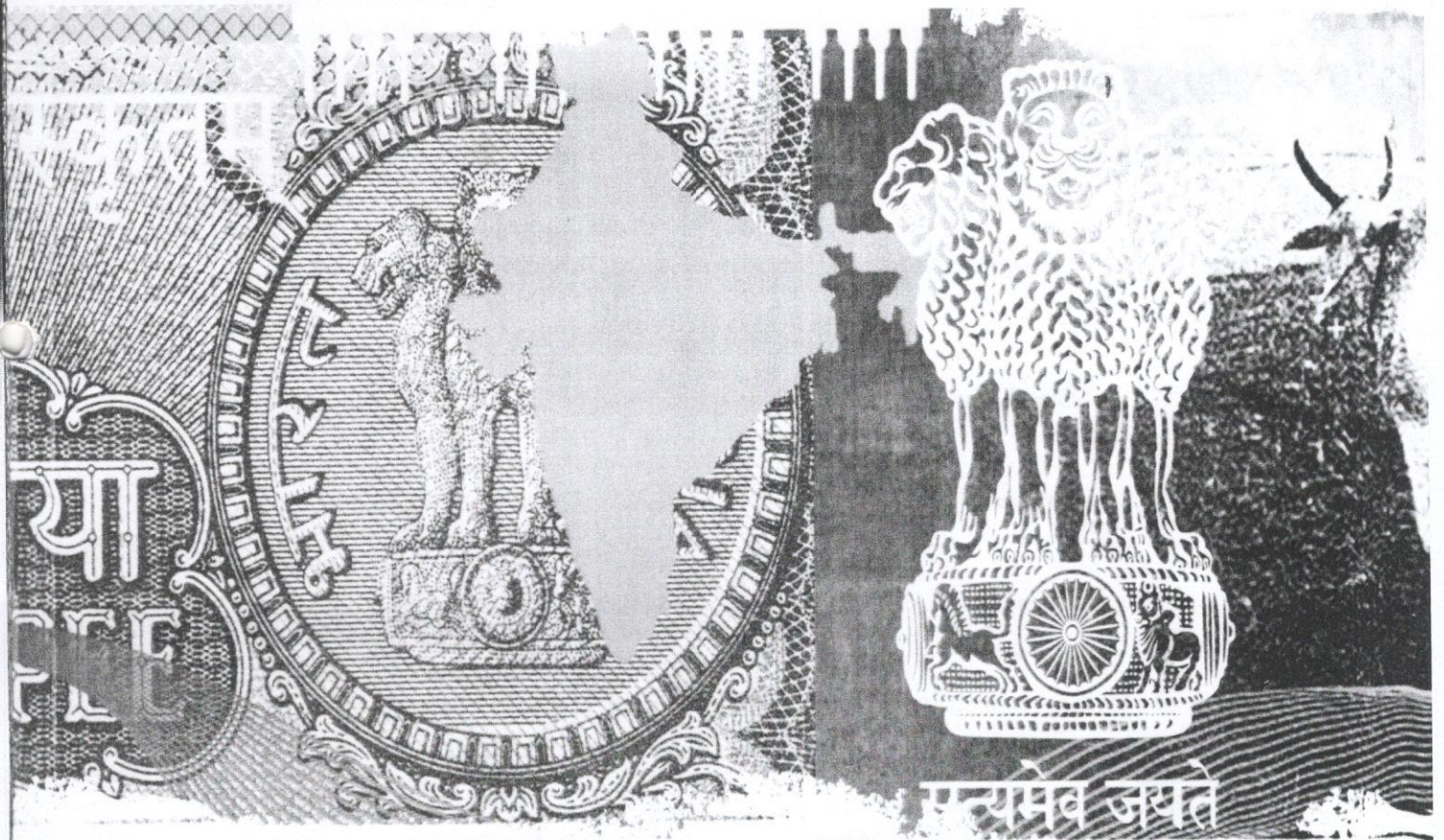
Stress is anything that disrupts the routine, physical or mental well-being of individuals.

It occurs when the body performs beyond his capabilities or when a person faces unusual demands. A simple demonstration of stress may be a bad temper while a severe display may be an act of violent behavior. A stressor is a cause that creates stress. A stressor can be either positive or negative on the basis of how person reacts. For example, one person may view stressor as a motivator, whereas another person may identify it as a constraint. Stress can be positive or negative. Positive stress is known as eustress and negative stress as distress. Distress affects physical and mental well being of a person. Eustress trigger the body and mind to perform creatively. Distress has a negative stress which affects the mental composure of a person. Some of these problems are insomnia, eating disorders, heart problems, and suicidal tendencies.

Devoid of stress, a person becomes sluggish and boring. Positive stress encourages a person to achieve better. However, if this stress exceeds beyond the required level it causes distress. The perception of stress varies among individuals and they have their own stress endurance as some tend to work better under pressure, while the others cannot bear last minute syndrome".

What is Stress Management? A definition

FINANCIAL INTEGRATION INDIAN SCENARIO



Integration

Dr Sridhar Ryakala



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CONTENTS

Preface

Acknowledgements

Financial Integration – Indian Scenario

1. Financial Integration - A Theoretical Perspective 1
B Janaki, B. Sirisha
2. Financial Inclusion Vis-A-Vis Other Countries 8
Dr. P. N. Reddy
3. Foreign Direct Investment in India: A Study 17
Dr. Vijayalaxmi G. Nemmaniwar
4. Management of Finances in Banking Sector – A Select Study on IDBI 25
Dr. P. Rajender
5. The Cashless Economy in India: Prospects and Challenges 37
Dr. D. Ravinder & Avula Sunitha
6. A Review on Banking Sector & Its Reconstruction in Indian Scenario 46
Dr. E. Enukurthi Anilkumar
7. Impact of Demonitization on Indian Stock Market - A Study 54
Dr. Shathaboina Raju & Raju Gandham
8. A Study of Savings and Investment Pattern of Salaried People with Special Reference to Warangal District 63
G. Usha Sree & N. Geeta
9. A Research Study on Select Customers Perception on Digital Money and Digital Payments 70
Dr. S. Nagaraju
10. Operational Evaluation of Performance of Non-Banking Financial Institutions by the K-Means Clustering 81
Dr. Kollu Srinivas
11. Inclusion and Empowerment of Women through Financial Assistance- A Study of Kalyana Lakshmi Pathakam Scheme 89
Dr. Nazia Sultana
12. A Novel Approach to Financial Inclusion and Women Empowerment- The Toolkit Design 99
B. Shailaja
13. FDI in INDIAN Retail Sector - A Glance 108
Dr. T. Sasikanth Reddy
14. Understanding Concept Of Corporate Governance In Indian Perspective 114
Dr. P. Venu Gopal
15. Digitalization and Financial Integration 120
Dr. Naglaxmi Narsingrao Tirmanwar
16. A Study on Recent Growth and Developments of Indian Financial System 125
Dr. Ch. Srinivas & Gunda. Srinivas
17. Role of Banks in Financial Inclusion in India 133
G. Krishna Kumar & Thalla Radhika
18. Disclosure Practices in Universities – A Study of Select Indian and Foreign Universities 140
D. Rajagopal

FOREIGN DIRECT INVESTMENT IN INDIA: A STUDY

Dr. Vijayalaxmi G. Nemmaniwar¹

ABSTRACT:

The countries which are developed are focusing on new markets where there is availability of abundant labors, scope for products, and high profits are achieved. Therefore Foreign Direct Investment (FDI) has become a battle ground in the emerging markets. FDI has helped to raise the output, productivity and employment in some sectors especially in service sector. FDI in India has in many ways, enabled India to achieve a certain degree of financial growth, stability and economical development. Present paper attempts to explore the basic issues regarding FDI. Also tried to depict FDI significance, FDI need in India and recent years FDI inflows in all the sectors of India.

Key-Words: FDI, Economic, Reform, Inflows, Significance

1.1 Introduction:

An important shift occurred when India embarked upon economic liberalization program in 1991 aiming to raise its growth potential and integrating with the world economy. Industrial policy reforms slowly but surely removed restrictions. Globalization has become a key word in today's world. Today, development happens overnight. One of the countries that have been focused on during the past decades is India. India: the diverse country, one of the fastest growing economies in the world. The countries which are developed are focusing on new markets where there is availability of abundant labors, scope for products, and high profits are achieved. Therefore Foreign Direct Investment (FDI) has become a battle ground in the emerging markets.

If we look at one of the many definitions of globalization which is free trade and free mobility of goods, it is evident that globalization has changed India. India's market has changed from being a seller's market into being a consumer's market. Concerning the economic matters, undoubtedly, India has gone through a rapid change during the past decades. (Louise Overgaard 2010).

Foreign direct investment is one of the measures of growing economic globalization. The world has been globalizing and all the countries are liberalizing their policies for welcoming investment from countries which are abundant in capital resources.

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Abstract

This paper talks about candlestick dissolution and its application in market. It explains about the origin of candlestick, its evolution over time and how it is used in today's world. Formation of candlestick is explained with meaning of the pattern, trend at the time of formation and expected future trend in case of such formation. Formation of patterns like Marabuzo, Doji, Gravestone Doji, Dragonfly Doji, Rickshaw Man, Hammer, Hanging Man, Inverted Hammer, Shooting Star, their importance, current trend indication and trend reversal indications are observed and explained. Understanding the patterns helps in understanding the present trend of market and indications of trend reversal helps in deciding the future course of market. This can be used in business scenario also as understanding market trend helps in charting the future course of action which leads to growth or fall of the company. This is the oldest and purest form of analysis and assumption. Same can be used in the market to carry on with a strong conviction.

Keywords

Candlestick, Analysis, Patterns, Trends.

History

Candlesticks find their origin far back in the 17th century in rice trade. Japanese rice trader Munehisa Homma (aka Sokyu Honma), is widely credited for early exponents of technical analysis. US however started using the charts in 19th century. Michael Fenny, head Technical Analyst in London for Sumitomo, began using candle sticks regularly. Futures magazine December 1989 edition, Steve Nison, a technical analyst at Merrill Lynch, New York produced a paper that showed series of candle stick reversal patterns and their predictive power.

Western world used bar charts for charting the markets till late 1980s. Bar chart displays time along the

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Impact of Employee Engagement On Job Satisfaction And Motivation

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ABSTRACT

The impact of Employee Engagement on Job Satisfaction and Motivation is the motive behind writing of these in this paper. The study has been carried out on teachers of different colleges in Pune region. The result of this research shows the significant relationship between Employee Engagement and Job Satisfaction. But no significant relationship was found between Employee Engagement and Employee Motivation. Job satisfaction and motivation between male and female respondents has been evaluated. This paper discussed the implications of these findings on employee motivation, commitment, engagement and job satisfaction.

Keywords— Employee Motivation, Employee Commitment, Job Satisfaction and Employee Engagement

INTRODUCTION

In Human Resource Management, employee motivation is one of the most researched factor and is in the field of great significance for the researcher and the organizations also. It is learned early on that on the part of the researcher, he/she has an unwritten job description, including being an encourager. But there are times when the encourager needs encouragement. Occasionally, all of us experience times when depression or discouragement creeps in unannounced. Every organization is trying to motivate their employees to achieve the organizational objectives. To keep up the motivational level of employees is one of the challenges for the HR Professional. They have to continuously find out new ways to motivate the employees. Motivation is also related with the Satisfaction of the employees.

An employee can be satisfied with a job without being engaged in the job. On the other hand, employee engagement does promote increased productivity. An engaged employee is an employee who is deeply involved and invested in their work.

While the terms “employee engagement” and “employee satisfaction” may sound like the same thing, they are actually quite different. Yes, employers should try to make sure their workers are both engaged with their jobs and satisfied with their work. But, if they wish to build a strong workforce, they need to understand the differences between the two terms.

- **Employee engagement** is something that occurs when workers are committed to helping their companies achieve all of their goals. Engaged employees are motivated to show up to work every day and do everything within their power to help their companies succeed.
- **Employee satisfaction** is the state of a worker enjoying their job — but not necessarily being engaged with it. Imagine the employee who gets to show up to work early and leave late without contributing much or breaking a sweat.

ISBN : 978-93-87665-65-1



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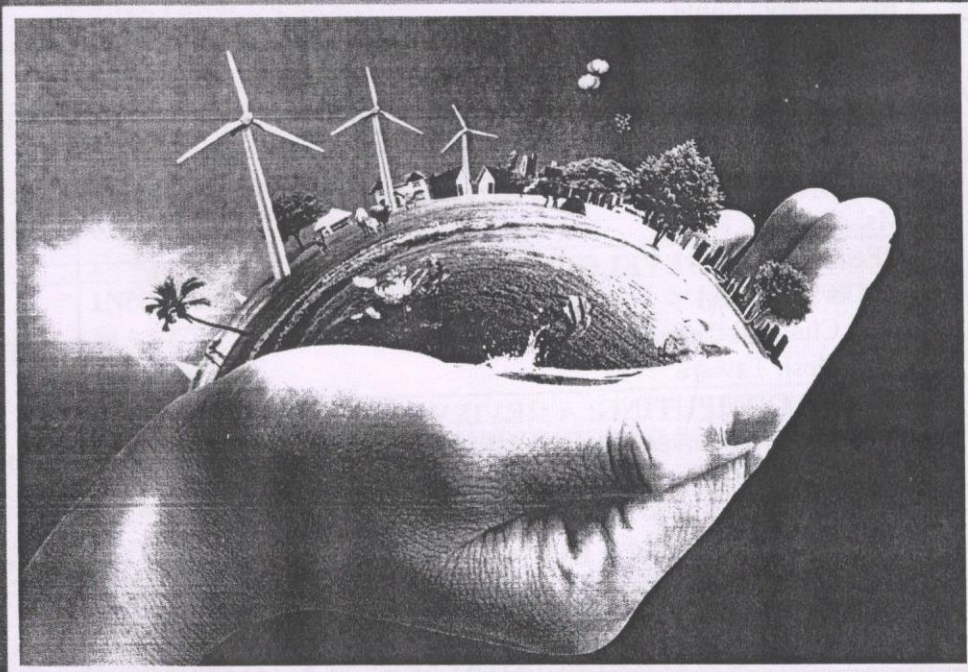
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27.	IMPACT OF ARTIFICIAL INTELLIGENCE IN FUTURE BUSINESS Mr. Shubham Sharma Mr. Atul Kadam	146
28.	A STUDY OF CYBER SECURITY CHALLENGES AND ITS EMERGNING TRENDS ON LATEST TECHNOLOGIES Prof. Shubhangi Ekal	151
29.	DSPACE: AN OPEN SOURCE DYNAMIC DIGITAL REPOSITORY Mrs. Shubhangi M. Thombare	155
30.	COMBINED REFRIGERATOR CUM AIR CONDITIONING CUM WATER COOLER Prof. S.G.Raut Prof. A.M.Kharade	160
31.	DESIGN AND DEVELOPMENT OF COMPUTERISED MINING SYSTEM Prof. Supriya Gaikwad Miss. Pallavi Dilip Patil	164
32.	SAHARA DASHBOARD GETTING ON BOARD WITH DATA ANALYTICS Mr. Saurabh Punde, Mr. Atul Suryawanshi	168
33.	RECENT TRENDS IN MANAGEMENT - HR OUTSOURCING Asst. Prof. Swati Inamdar	171
34.	HOME AUTOMATION SOLUTION USING INTERNET OF THINGS Prof. Kalpana Salunkhe	174
35.	A STUDY OF EFFECTIVENESS AND CHALLENGES IN IMPLEMENTING GREEN HRM IN BUSINESS Prof. Vaishali Suryawanshi Prof. Dayanand Suryawanshi	179
36.	DESIGN OF AUTOMATIC NOZZLE TESTING MACHINE Mr. Ajinkya Patil Mr. Sangram Desai Prof. S.G.Raut	184
37.	DESIGN AND MANUFACTURING OF SEED OIL EXPELLER Prof. Leena B. Pardeshi Prof. Nitin R. Jadhao	184
38.	EMPLOYEE ADEPTNESS OF PRIVATE SECTOR BANKS IN INDIA Prof Amita Kaushal	185

RECENT TRENDS IN MANAGEMENT - HR OUTSOURCING

Asst. Prof. Swati Inamdar

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Abstract

Human Resources are the important factors of production process. They can generate maximum output if properly utilized. They need extra and specialized attention of various experts like trainers, counselors, organization development executives, pay roll consultants, recruitment consultants etc. HR Outsourcing is the need of time. HR functions can be outsourced to various consultancies which are specialised in their work. Various HR Strategies can be utilized for long term survival of organizations in the market.

Keywords : *HR Outsourcing, HR/Personnel Functions, HR Strategies.*

Introduction

HR Outsourcing is when business hire companies to manage personnel functions. That includes administration of health benefit plans, retirement plans and workers ,training, payroll, recruitment, employee welfare and career development etc.

HR Outsourcing reduces the fixed cost of managing employees. These compensation insurance. It also includes hiring, training and legal expertise.

Smaller companies hire them to administer payroll, pay employment taxes and manage risk. The average size of a company that uses HR Outsourcing. of outsourcing.

Research Objectives :

- 1) To know the various functions of HR Department which can be outsourced.
- 2) To know the importance of HR Outsourcing.
- 3) To know the strategies of HR Outsourcing.

Methodology :

The secondary data is collected from various websites and e-journals.

Advantages:

he outsourcing firm pools thousands of businesses together. The economy of scale lowers the cost of these HR Services. The recession increased the rate of this type of human resources firms are more efficient than hiring new workers. The talent and infrastructure are already in place. Small businesses save money and time by hiring HR firms.

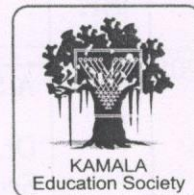
Small businesses can offer wide range of benefits :

- 1) Health insurance options.
- 2) Retirement plans and credit unions
- 3) Voluntary benefits

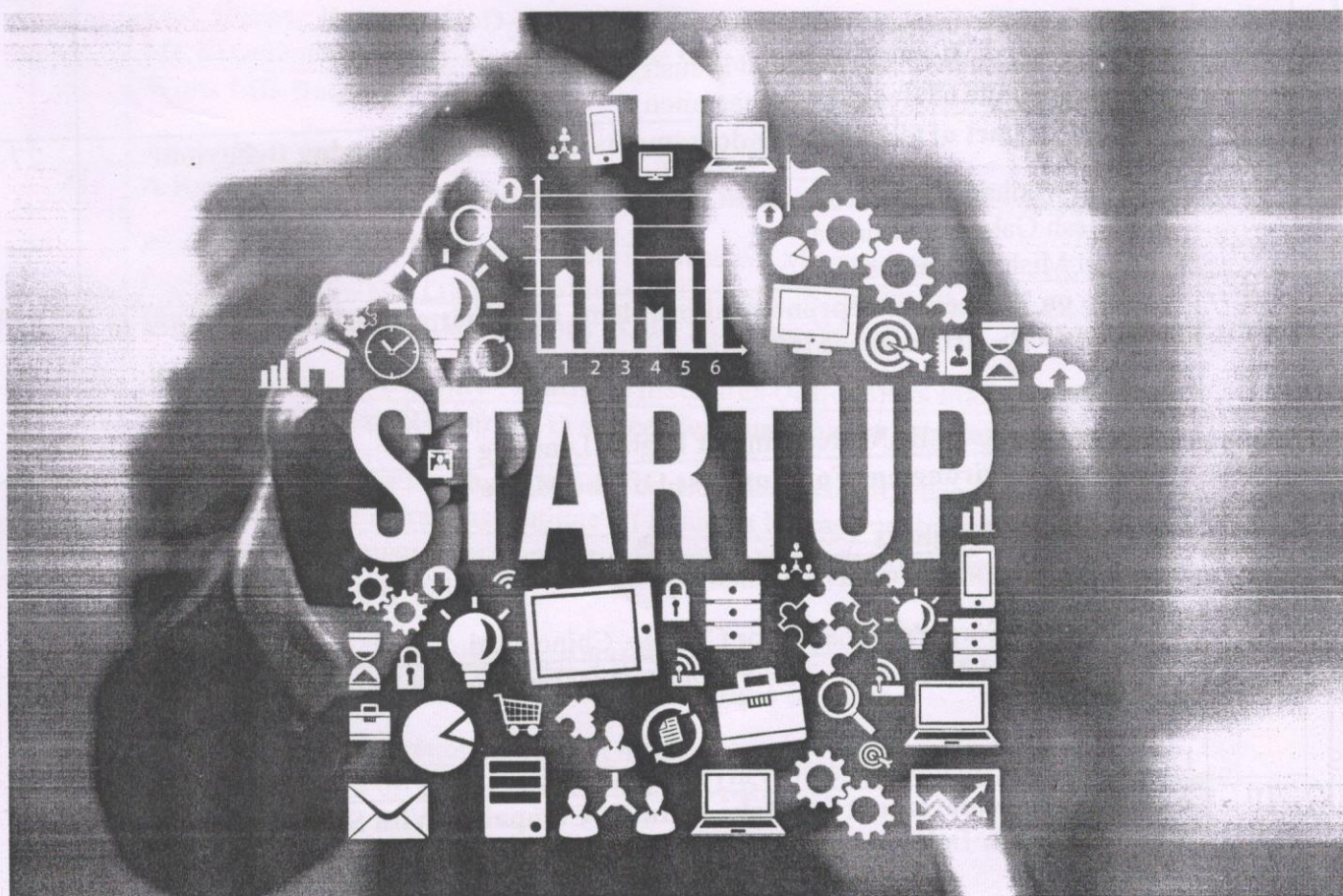
Small businesses are more likely to outsource other human resource functions. These include payroll administration and recruitment. Few of them outsource everything. They usually keep HR Staff to communicate with employees in core business areas.



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13.	Goods And Services Tax In India - A Positive Reform For Indirect Tax System Mr Jerin Jacob (Analyst) Hi-Tech I Solutions, kakkanad Kochi 682 037	99
14.	Digital India: Opportunities & Challenges Jincy Mathew	106
15.	Role of Digital Marketing in Analyzing Consumer Psychology And Consumer Motivation Mr.Safdar Mujawar, Mumbai Mr. Vinod Mohankumar , Mumbai	111
16.	Startups In India- Opportunities And Challenges Dr. Mahima Singh, Pratibha Institute of Business Management, Pune	122
17.	An Era of Marketing and Digital Marketing Prof. Gururaj Dangare, Pratibha Institute of Business Management, Pune Dr. Vijay Kulkarni, International Institute of Management Science, Pune	129
18.	Challenges faced by a Startup while hiring new talent Prof.Swati Inamdar, Alard Institute Of Management Sciences,Pune.	141
19.	Mobile Vehicle Start Up Challenges In India Vivek Chaudhari ¹ , Vicky Salunkhe ² , Shubham Gadhave ³ , Manoj Gattani ⁴ 1,2,3 Student, G H Raison College of Engineering and Management, Pune 4 CEO, IGET India LLP	145
20.	For Startups : The Pros & Cons of Cloud Computing Prof. Sumit S Bagal Pratibha Institute of Business Management, Pune (M.S)	152
21.	Study of the Effectiveness of Online Marketing on Integrated Marketing Communication Prof. Gururaj Dangare, HOD-MBA, PIBM, Pune Mr. Sumit Limbkar, Dr. D.Y .Patil University, Kolhapur.	156
22.	Government Initiatives and Boost in Ease of Doing Business in India Dr Jyotishree Pandey, IILM Academy of Higher Learning, Lucknow Dr Jyotishree Pandey, IILM-AHL, Lucknow	178
23.	Customer Perception Towrads The Car Purchase With Reference To Selected Toyota Vehicles Mr. Vishal Karande Mr. Akash Karande Laxmi Box Suppliers, At -karandewadi, Post –Goudwadi, Tal Sangola, Dist Solapur	182
24.	A Study of Customers Buying Behaviour of Fmcg Products in Rural Markets Ms. Alpana Barve,Mr. Rahul Mitkari,Ms. Nidhukumar Ms. Shweta Patil ,Ms. Asha Gaikwad MBA-I, Pratibha Institute of Business Management, Chinchwad, Pune	191
25.	An Article on a Study of Web Development in India Prof. Gururaj Dangare, HoD, PIBM Pune Mr. Ajay Mishra , AGM, Marketing and Communications, Waree Group, Mumbai.	198

Challenges faced by a Startup while hiring new talent.

Asst. Prof. Swati Inamdar,
Alard Institute Of Management Sciences, Pune.

Abstract :

Identifying and hiring the right talent is the most important decision for any start up. Hiring great talent not only transforms a startup, but helps them to reach their goals. Mistakes in hiring results in a startups affects the culture of the company largely. It is highly essential for a start up to have self motivated people to keep the environment charged and energetic all the time. Since life at a start up requires hard work and dedication at every step.

Key words : Start-ups, Culture, Hiring talent.

Introduction :

Human resource management is the process of recruiting, training & development, developing policies related to employees and developing strategies to retain them. Even now the presence of HR Manager is multi tasking, achieving success at any job, strategic planning and ethics that follows in organization. Now a days, everyone wants to establish new start-ups. The start-up business is the unique opportunity, but the start-up faces many challenges :

- Corporate Culture
- Roles & Responsibilities
- Communication issues
- Compensation issues

This will impact on the nature of the organization. Start-ups should mainly focus on the work environment of the organization. HR Agenda in start-ups :

- Set up recruitment process
- Set up internal communication with employees
- Design compensation structure
-

Objectives of the research paper :

- To analyse the extent to which start-up give importance to HR
- To know the challenges faced by HR Manager in Start up while hiring a new talent.
- To find out the solutions overcoming the challenges faced by challenges in Start up while hiring new talent.

Methodology :

This paper is developed based on secondary data collected from various sources like journals, websites, lectures etc.

Scope of the study :

The scope of the research is to explore the role of HR challenges in start-up business. This study aims to investigate how managers and employees of start-up companies face common challenges of HR to find a solution. And reveal if there are any specific aspects of start-ups that benefit from HR Personnel.

The ten most significant challenges faced by a start up while hiring new talent are as under :

ISSN 2277 - 5730

**AN INTERNATIONAL MULTIDISCIPLINARY
QUARTERLY RESEARCH JOURNAL**

AJANTA



Volume -VI Issue - I
January - March - 2017

AJANTA PRAKASHAN

CONTENTS

Sr. No.	Name & Author	Pages
1	Female Feoticide - an Open Eye to Hidden Truth Mrs. Veena Shrivastav (Ingle)	1-7
2	E- Commerce: Issues and Influences Nemmaniwar Vijayalakshmi Ganganna	8-13
3	Development of 'Intention' in Criminal Law Adv. Shaikh Mahemood Shaikh Nabi	14-15
4	Sports Injuries and Their Prevention Prof. Manisha Jaikrishan Waghmare	16-21
5	Female Oscillation in India and Domestic Violence Prof. Kishor Namdeorao Wahane	22-24
6	The Legal Framework for Women Empowerment and Reality of Implementation Dr. Pramod J. Herode	25-28
7	Scope of Rural Marketing for FMCG Companies Avinash Manohar Kharat	29-36
8	Principles of Natural Justice Prof. Vinod N. Patil	37-42
9	A Study of Financial Performance of Aurangabad District Central Co-Operative Bank Arati Manik Nishantrao	43-48
10	Evaluation of Antagonistic Activity of Secondary Metabolites Produced by selected <i>Trichoderma</i> Species Against Groundnut (<i>Arachis hypogea</i> L.) Pathogenic Mycoflora: A Way to formulate the Biocontrol System Manjusha Chakranarayan	49-55
11	A Study of Weather Based Crop Insurance Mr. Narwade Manoj Digambar Dr. V. B. Bhise	56-62
12	Management Education in India :A Critical Review Dr. Pradnyashailee Bhagwan Sawai	63-66
१	दलित कादंबरीचे वैशिष्ट्ये प्रा. आत्माराम झिंजुडे	१-४
२	प्रशासकीय भ्रष्टाचार प्रा. डॉ. संभाजी कोंडीबा फोले	५-९

E- Commerce: Issues and Influences

Nemmaniwar Vijayalakshmi Ganganna

Asst. Professor , Dept. of Commerce, Baliram Patil College , Kinwat, Dist. Nanded.

Abstract

Electronic commerce commonly known as e-commerce, is the buying and selling of product and service over electronic system such as the internet and other computer network.

Customers service and marketing are main elements in e-commerce. In this system the customer and the product/service providers are directly connected through the reach of network.

The strongest growth in the e-commerce is in the services such as publishing, media, finance, education, entertainment, software and retailing consumer products such as clothing, footwear etc. Online advertising has been proved very useful in brand developing and direct response. Methods and techniques of e-commerce are being improvised and innovated for the more convenience and the comfort of the upcoming generation.

Key- Words: E-commerce, Internet, Interchange, Computer, technology.

1.1 Introduction

E-commerce has made a profound impact on society. E-commerce is becoming more popular now a days by reducing transaction cost and time and by providing much more opportunities to traders, consumers, managers, retailers, executives etc. E-commerce also creating opportunities for many rural regional communities to revitalize their economic bases. E-commerce has affected the conduct of business, trade patterns, learning, social and political interactions.

E-commerce has existed in a variety of formats for a number of years. The banking and retail industries were among the first industry to apply technology to business and customer transaction with the introduction of Automatic Transfer Machines (ATMs) and Electronic Point of Sales (EPOS) technologies. (Kay Handerson)

Interchange of goods and services through e-commerce is becoming more popular day by day. E-commerce utilizes electronic network to implement daily economic activities such as pricing, contracting and payment etc. electronic commerce increased the speed, accuracy and efficiency of business and personal transactions, reducing time and errors.

That's why e-commerce occupied the important place in the world of trade and business. Methods and techniques of e-commerce are being improvised and innovated for the more convenience and the comfort of the upcoming generations. This innovation of information and technology has been proven a boon for the well being and economical development of human society.

Impact Factor – 3.020

ISSN – 2321-4953

INTERNATIONAL RESEARCH FELLOWS ASSOCIATION'S

UNIRESEARCH

Multidisciplinary International E-research Journal

PEER REFREED & INDEXED JOURNAL

April - 2017

Vol.-VIII

Issue-IV

Impact of Ambedkarism

आंबेडकरवादाचा प्रभाव

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who forget history”**

- Dr. Babasaheb Ambedkar

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Asst. Prof. (Deptt. of Marathi)

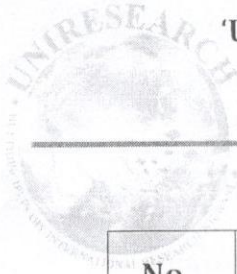
M.G.V.'S Arts & Commerce College,

Yeola, Dist – Nashik [M.S.] INDIA

This Journal is indexed in :

- Scientific Journal Impact Factor (SJIF)
- Cosmoc Impact Factor (CIF)
- Global Impact Factor (GIF)
- Universal Impact Factor (UIF)
- International Impact Factor Services (IIFS)
- Indian Citation Index (ICI)
- Dictionary of Research Journal Index (DRJI)





INDEX

No.	Name of the Article	Author's Name	Page No.
1	Editorial –	Prof. Dhanraj Dhangar	05
2	The Relevance of Dr. B. R. Ambedkar's Economic Ideas	Dr. Narayan Gadhe	06
3	Dr. B.R. Ambedkar and Gender Equality: A Study	Dr. Vijayalakshmi G. Nemmaniwar	11
4	Dr. Ambedkar - Father of the Dalit Literary Movement in Maharashtra	Dr. Leena Pandhare	15
5	Great Nationalist Dr. Bhimrao Ambedkar	Prof. A. B. Raut	20
6	भारत की विदेश नीति के उद्देश्य, सिद्धांत और डॉ. बाबासाहेब आंबेडकर की भूमिका	डॉ. पी. पी. दारोंडे	24
7	डॉ. बाबासाहेब आंबेडकरांचा राज्य-समाजवाद	डॉ. रमेश इंगोले	33
8	लोकशाही जीवन प्रणालीला डॉ. बाबासाहेब आंबेडकरांचे योगदान	डॉ. सुरेश बन्सपाल	35
9	डॉ. बाबासाहेब आंबेडकर : एक सामाजशास्त्रज्ञ	डॉ. बी. डी. गव्हाणे	38
10	डॉ. बाबासाहेब आंबेडकरांचे आर्थिक विचार आणि वर्तमानकालीन वास्तव	डॉ. मनोजकुमार भोवते	41
11	डॉ. बाबासाहेब आंबेडकरांचे अर्थशास्त्रीय विचार	डॉ. डी.जी. उशिर	44
12	डॉ. आंबेडकरांची कृषी विकासातील भूमिका	डॉ. अरविंद भंडारे	48
13	डॉ. बाबासाहेब आंबेडकर आणि गोलमेज परिषद	प्रा. नितेश सावसाकडे	52
14	डॉ. बाबासाहेब आंबेडकरांचे जल वीज शेतीविषयक विचार	प्रा. उषा अहिरे	55
15	डॉ. बाबासाहेब आंबेडकरांचे शेतीविषयक विचार	श्री आस्तिक गोवारकर	58
16	डॉ. बाबासाहेब आंबेडकर आणि भारतीय शेती	डॉ. डी.जी. उशिर	60
17	डॉ. बाबासाहेब आंबेडकरांचे राष्ट्रीय सुरक्षाविषयक विचार	प्रा. प्रकाश दुनबळे	63
18	स्त्री उद्धारक डॉ. बाबासाहेब आंबेडकर	डॉ. वर्षा गायकवाड	65



DR. B. R. AMBEDKAR AND GENDER EQUALITY: A STUDY

Dr. Vijayalakshmi G. Nemmaniwar

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Abstract:

The teachings and thoughts of Dr. Ambedkar are useful not only women but also all the Indians even today. Women's development is a much discussed subject but grossly neglected at grass root level. They have been the victims of violence and exploitation by the male dominated society all over the world. Almost all the popular religions of the world have given sufficient importance to women. In spite of this, they have not achieved their due place in various spheres of life, viz. socio-political, economic and educational. Dr. B.R. Ambedkar with a pragmatic approach, contributed to equalize the position of man and woman. The vision of Dr. Ambedkar about women is explicitly depicted in Indian Constitution. The credit for this self respect and firm determination of women goes to Dr. Ambedkar. His dream of society, based on gender equality has yet to fulfill completely. The present paper is an attempt to highlight the views of Dr. Ambedkar about the women empowerment and the relevancy of his ideas in present political and social scenario of India.

Key-Words: Social justice, Exploitation, Women empowerment, Indian Constitution, equality.

Introduction:

49.55% of the global population was women in 2015 according to the World Bank. Women's development is a much discussed subject but grossly neglected at grass root level. They have been the victims of violence and exploitation by the male dominated society all over the world. In view of this pathetic condition of Indian women, many social reformers tried their best to elevate women's condition in the society. Dr. B. R. Ambedkar was one of them. He has done a pioneering work to improve the status of women in Indian society. (Brijesh Kumar, 2016) According to Dr. Ambedkar, in past, women have played a significant role in improving the condition of weaker section and classes. Dr. Ambedkar was well known about status of women, as the chairman of drafting committee, he tried to adequate inclusion of women's rights in the Indian constitution. The historic *Mahad satyagrah* witnessed participation of three hundred women with their man counterparts. Ambedkar saw women as the victims of the oppressive, caste-based and rigid hierarchical social system. Dr. Ambedkar created awareness among poor's, illiterate women and inspired them to fight against the injustice and social practices like child marriages and *Devdasi* tradition. Dr. Ambedkar is amongst very few intellectuals whose literature is studied and debated a lot. He grieved about the humiliation and discrimination of Indian culture to study the law in England and became a respected attorney Indian jurist, political leader, philosopher, anthropologist, historian, orator, economist, teacher, editor, prolific writer, educator etc.



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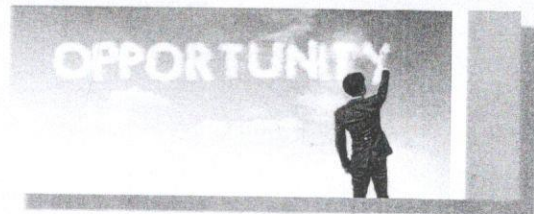
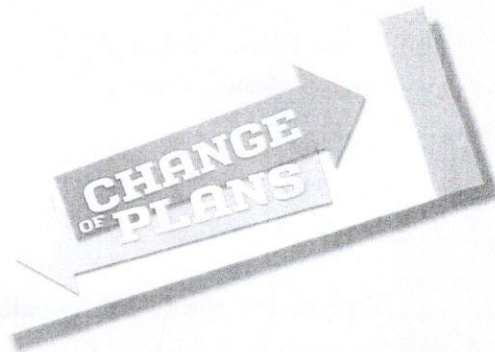
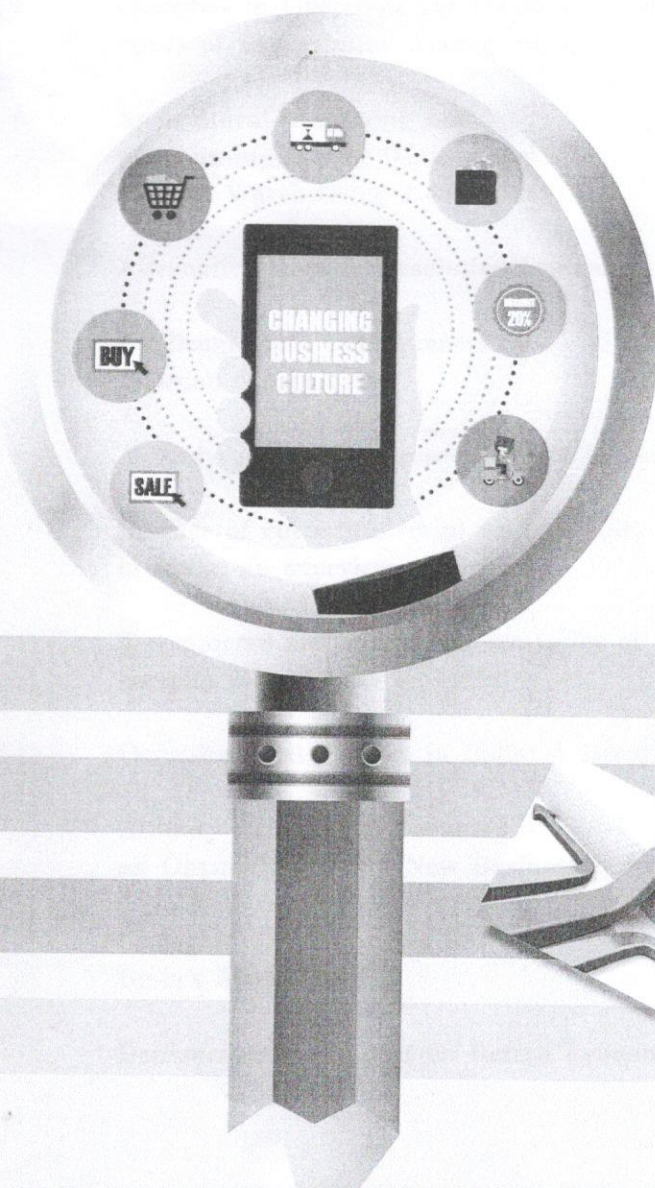
ISBN : 978-81-928564-6-9

Faculty of Commerce

Issue - 8, 2016-17

Special issue on

CHANGING BUSINESS CULTURE: CHALLENGES AND OPPORTUNITIES



INDEX

Sr.No.	Title of the Paper	Name of the Author	Page No.
1	Placement: The ultimate goal of a student to join a business school	Dr. Harish Kumar and Dr. Sanjay Negi.....	1
2	Ethical Challenges in Global Marketing: an overview	Dr. Anthony Rodrigues	10
3	Role of M-Commerce: A Case Study of Belgaum City	M. S. Patil	22
4	Sports Tourism: A Study of Opportunities and Challenges in Changing Business Culture of Tourism industry in Sindhudurg District (M.S.)	Harshad Ramesh Rao and Dr. Sitaram Rangnath Roundal	30
5	Remedies to Overcome the Challenges and Issues of Expatriation Management	Vasudev Govind Barve and Shripad Suresh Padgaonkar.....	36
6	Agricultural marketing and warehousing facility (Case study of Central Warehousing Corporation)	Ms. Suvarna. A. Kurkute	40
7	Alternative Dispute Resolution System in India	Dr. Deepa Pravin Patil	47
8	Challenges and consequences of 'Mission Smart Cities'	Dr. Rupali Sheth and Prof. Asmita Kulkarni.....	52
9	A Study of Rural Entrepreneurship in India	Mrs. Shreya Vinay Patil	56
10	Essence of corporate social responsibility in India: an overview	Dr. Sunita D. Adhav	63
11	E-commerce and marketing strategies of cineplex & multiplex in India	Swapnil G. Gaikwad	69
12	Organizational Culture in India: A Discussion	Vijayalakshmi G. Nemmaniwar	72
13	A Study on Cashless Economy – an Opportunity for a New Business Culture	Aayush Choudhary and Prof. Gilbi John.....	76
14	Changing Ethical Values in India's Media World	Mrs. Asha S. Chhawchharia and Mr. M. R. Salve	82
15	Demonetization Impact on Indian Economy	Ms. Kalpana Vaidya.....	88

Organizational Culture in India: A Discussion

Vijayalakshmi G. Nemmaniwar

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1.1 Introduction:

India is one of the most ethnically diverse places in the world, and its distinctive culture is the product of numerous waves of migration over several thousand years. A clear understanding of organizational culture is important for all organizational managers and leaders as it influences the way their organizations response to the changing requirements of the business environment.

“India is an ancient state but a modern civilization” (Cohen, Stephen 2001)

India being the country with deep rooted traditions, a deep rooted culture and religion that lives alongside one of the fastest growing economies in the world.

There is no better arena for observing a culture in action than business. Cultures tend to reveal themselves in situations where much is at stake, because it is here that their resources are most needed. Business practices are shaped by deeply-held cultural attitudes toward work, power, trust, wealth—and communication.(John Hooker 2008) Today, businesses are increasingly complex and interdependent requiring greater teamwork.

There is a growing realization that Indian socio-cultural values are not dysfunctional to the functioning of organizations, provided that an optimal level of fit can be obtained between individual values and organizational values. One of the modalities for obtaining this fit is through organizational socialization in which the values of the members of an organization are integrated with the values of the organization. Most organizations consciously encourage their members to think and behave in consonance with the goals of the organizations (Richer 1987).

The Bhagwat Gita advocates the philosophy that an individual should do his work (karma) as a duty and not bother about the fruits. The very notion of work involves an element of usefulness and respectability. It is an expenditure of energy, designed to overcome the resistance the object offers to change (Schrevkar, P 1948)..

Raising productivity for an economy is usually considered to be an issue of whether an economy can encourage capital spending, i.e. increase capital, and input that complements labor. However, productivity, especially in the short term is decisively affected by the employee's attitude towards work, which in turn is clearly determined by the manner in which their work places are organized and run by management..(Kavita Singh 2001)

1.2 Definition:

The meaning of work has shifted along with changes in the social order. Work culture means work related activities in the framework of norms and values regarding work .

Impact Factor 3.20

ISSN : 2278-0108

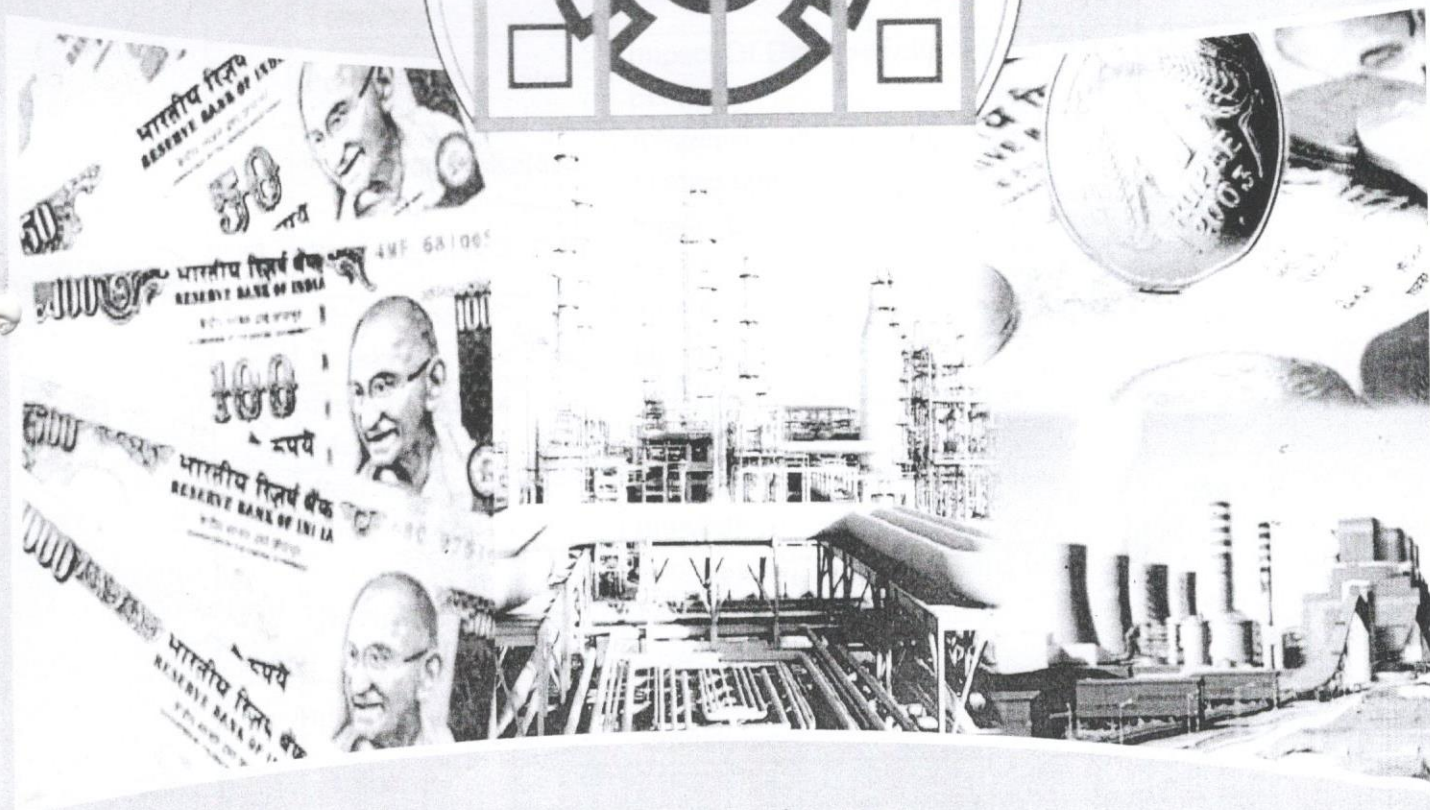
Sanshodhan Samiksha

Humanities, Social Sciences, Commerce,

Education, Law and Language

Monthly Peer Reviewed International Research Journal

Special Issue March-2017



- PUBLISHED BY -

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19	Dr. A. P. Wadwale	An Analysis Of Causes And Impact Of Black Money In India	75
20	Prof : Haridas M. Dhurve	Popularity of Internet Banking	80
21	Mr.Bhushan Shrirampant Mangate,	Awareness and skill for cash less transaction	83
22	Dr. Pradeep Hadke	Best Practices in Improving Food Security & Reducing Poverty	89
23	Dr. Prof. P.M. Taley	Service Sector In India	92
24	Dr.Naglaxmi Narsingrao Tirmanwar	New Trend of Electronic Banking and Rural Masses	94
25	Vijayalakshmi G. Nemmaniwar	Globalization and Indian Service Sector :a Study	98
26	D.K. Khupse	Role of Primary Agriculture Society in Agricultural Development	102
27	Dr.P.N. Ladhe	Impact Of Banking Sector In Sustainable Growth Of India	105
28	Dr.Ranjana.J.Mahajan	A Study Of The Impact of Demonetization on Indian Retail	109
29	Prof. Nitin K. Wasnik	Black Money: Menace to Humanity	112
30	Miss. Priti Tryambak Totawar	Effects Of Inflation On Common Man	115
31	Prof. Rajendra Tated	Impact Of Demonetization On Indian Economy	120
32	Dr. Maroti B. Rathod	Awareness and Skill for cashless Transaction	126
33	Prof. Vaibhav S. Patil	Impact Of Globalization On Service Sector	130
34	Mr. Gajanan Y. Wankhade	The Role Of Service Sector In Indian Economy	134
35	Dr. Ekta Ashok Menkudale	ICT Based Services in College Library.	135
36	Prof. Rajendra Kothari	Awareness and skill for cash less transaction	138
37	Dr.Nilima Dawane	Economical, Social Problems of Farmers in India	141
38	Rajendra S. Motghare	Impact of Economic Growth on Employment	145

Globalization and Indian Service Sector :a Study

Vijayalakshmi G. Nemmaniwar

Asst. Professor, Dept. of Commerce, Baliram Patil College, Kinwat, Dist- Nanded.

Abstract:

The most striking feature of the Indian economy has been recognized as the services sector. Service sector is playing an increasingly greater role in productivity up gradation, employment generation, and revenue augmentation; export promotion and inflows of foreign investments. Indian service sector contributed about 61 percent to India's Gross Domestic Product, growing strongly at approximately 10 per cent per annum in 2015-16.

Environmental, educational and counseling services are also part of this emerging sector today. Services have emerged as a dominant sector.

Services contribute to economic growth and development through the creation of a competitive economy, by providing new jobs, by enhancing access to essential services, and by stimulating trade. While the services sector has expanded rapidly all over the world, Globalization has affected all facets of the world economy.

The impact of globalization on services is only recently receiving the attention of researchers and policy-makers

Present paper attempts to explore the basic issues related to the impact of globalization on service sector in India .

Key-Words: Globalization, Service sector, Economic growth, Impact, GDP

1.1 Introduction:

The developing world needs state-of-the-art services to continue on a path of rapid development.

Service is the largest sector of Indian economy and its growth rate is higher than the other sectors. Share of services sector has increased much larger in the case of India. Environmental, educational and counseling services are also part of this emerging sector today. Services have emerged as a dominant sector.

India has classified and tracked its economy and GDP as three sectors are, agriculture, industry and services. Agriculture includes crops, horticulture, milk and animal husbandry, aquaculture, fishing, sericulture, aviculture, forestry and related activities.

Industry includes various manufacturing sub-sectors. India's definition of services sector includes its construction, retail, software, IT, communications, hospitality, infrastructure operations, education, health care, banking and insurance, and many other economic activities.(Planning Commission, 2014)

In the last two decades, it is evident; the services sector has expanded rapidly all over the world.

While the services sector has expanded rapidly all over the world, Globalization has affected all facets of the world economy. This includes services, which in most economies are the single largest contributor to economic growth and employment. The service sector encompasses a wide and varied range of economic activity, including banking, janitorial services, education, entertainment, transportation, health, and much more.

Service sector is supportive of and complementary to other sectors because of its linkages with other sectors, particularly industry. Services contribute to economic growth and development through the creation of a competitive economy, by providing new jobs, by enhancing access to essential services, and by stimulating trade.

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Theme 5 : Skill Development and Role of Higher Education Institutions

55. Bridging the Industry-Academia Skill Gap: Dr. Esha Jain.....
Need of the Current Indian Economy
56. Skill Development in Higher Education Dr. R.B.Lahane
57. Skill Development and Under Graduate Courses..... Dr.C.K.Harnawle.....
and M.Somaiah
58. A Role of Higher Education Institutions and Miss.C.V.Kottawar..... 214-217
Government in Skill Development in India
59. Skill Development and Challenges for Higher Dr. Reshma Doiphode..... 218-221
Education Institution
60. Skill Development and Role of Higher Education Mrs. Dakshata Sovitkar..... 222-224
Institution and Ms.S.R.Mundada
61. Higher Education and Skill Development: Issues..... V.G.Nemmaniwar 225-229
and Measures
62. Higher Education and Development in India..... Sarika D.Gudup..... 230-232
63. Importance of Vocational Education & Skill Bhagyashree J Deshpande..... 233-234
Development in Higher Secondary level
64. Impact of Skill Development on Education..... Mr.J.A.Magar..... 235-237
and Economic Growth
65. Commerce Education in the Changing Business..... Dr.Sidharth Jadhav..... 238-240
66. Review of Quality in Higher Education in India..... Dr.N.P.Shete..... 241-242
67. ICT use in Teaching- Learning: A Critical Analysis..... Mr.S.G.Vale..... 243-245
68. A study on Role of Higher Educational Institutions D.T. Hattiambi..... 246-250
in Skill development in India

Theme 6 : Tourism Development and Regional Imbalance

69. Problems and Prospects of Tourism in Marathwada Region..... Dr.S.G.Khawas Patil 251-253
and B.D. Chatte
70. A Study of Growth and Development in Tourism:..... Dr. P.S.Sonale..... 255-259
With Respect to India
Dr. A.U.Rathod and
Miss. S.B.Karadkhedkar
71. An Analytical Study of Tourism Development in India..... Dr. A.U. Rathod..... 260-263
72. भारतातील पर्यटन क्षेत्राचा विकास डॉ. टी.व्ही. पोवळे 264-267

Theme 7 : Role of Industrial Leadership in Removal of Regional Imbalances

73. Employee Motivation through Leadership..... Rajesh Kumar..... 267-273

Theme 8 : Other

74. Foreign Direct Investment in Hospitality Industry in Pune City..... Chalindrawar G.K..... 274-279
75. Role of Information and Communication Technologies..... Dr. B.S. Wankhede..... 280-281
in Human Development Rights-Digital Divide
76. Thoughts of Savitribai Phule on Women Empowerment..... Dr.Sudhir Ingle..... 282-283
77. Recent Trends in Commerce and Management..... Dr.H.W. Kulkarni..... 284-286
78. मराठवाड्याचा औद्योगिक असमतोल विकासाचा डॉ. बि. डी. कॉपलवार, 287-289
डॉ. डी. एस. यादव व डॉ. एस. पी. पवार
79. Foreign Direct Investment in India's Service Sector..... Prof Prakash Nihalani..... 290-292

Higher Education and Skill Development: Issues and Measures

**Nemmaniwar Vijayalakshmi Ganganna*

1.1 Introduction:

Higher education helps individuals achieve their potential. (Sampson, 2002.) Education is an instrument of enhancing efficiency. Education opens new horizons for an individual, provides new hopes and develops new values. In the wake of the changing economic environment, it is necessary to focus on the skill development of the young population of the country.

Higher education is increasingly recognized as playing a central role in human, social and economic development. The colleges and universities serving the region have allocated fiscal, physical, and human resources and created entrepreneurship systems within the institutions to advance economic development.

Higher education or tertiary education in this context is about empowerment and raising the quality of life where people can continue to develop their knowledge and skills. It is about learning to know, learning to do, learning to be, and learning to live together (Faure, 1972)

Higher education, plays an important role in human, social, and economic development. The role of higher education institutes in development is vital, but it is also complex, fluid and dynamic.

Higher education institutions provide instruction and training, but they also provide arts, entertainment, sports, and recreation programs that attract and retain a quality workforce.

In a rapidly changing world, graduates need to be lifelong learners. Skills and knowledge are the engines of economic growth and social development of any country.

The primary role of higher education is to transform students by enhancing their knowledge, skills, and abilities while simultaneously empowering them as a critical, reflective learners.

Higher Education Institutes educate and train qualified graduates with the professional and entrepreneurial skills relevant to present and future needs of human activity.

The taskforce constituted by World Bank and UNESCO during 2000, has also observed that higher education helps increase wages and productivity that directly enrich individuals and society.

Higher education is the source of social and moral values enrichment in students and surrounding communities. India has one of the largest technical manpower in the world. In India, the emphasis has been on general education.

Government of India has accorded high importance to vocational education and training. While elaborating on the essence and role of Education, the National Policy on Education (NPE), 1986 (as modified in 1992) has recognized that education develops manpower for different levels of the economy.

At an organizational level, employers have been, for some time, proclaiming the need for highly educated and skilled people if their businesses are to be successful in a rapidly evolving, global economy (DTI/CIHE 1990; Brown & Lauder 1992)

Polytechnic education in India contributes significantly to its economic development. The aim of the polytechnic education is to create a pool of skill based manpower to support shop floor and field operations as a middle level link between technicians and engineers.

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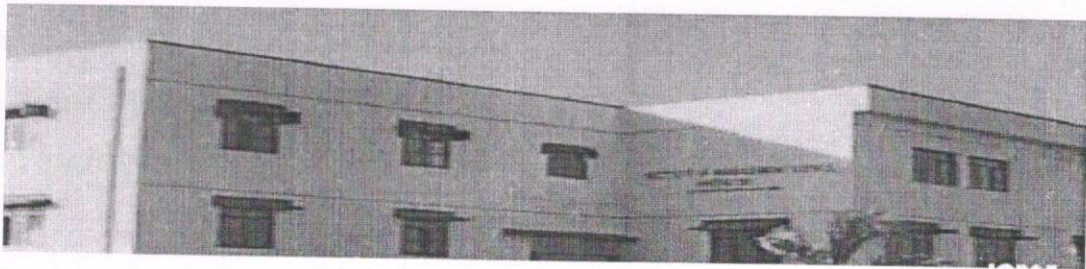
Issues challenges and prospects of cooperative bank in India

10th & 11th February 2018

NSJMR

Volume 4 Issue 4 FEBRUARY- 2018

NAV SAHYADRI JOURNAL ON MANAGEMENT & RESEARCH



**A/P. – Pimpri Bk, Tal. Khed, Dist. Pune
Pin.410501, Maharashtra.**

ISSN: 2393-9370

INDEX

Sr. No.	Tital of Paper	Name of the Author	Page No.
1	Problems Faced by Co-Operative Banks and Perspectives in the Indian Economy	Dr. Datta Gujarathi	1
2	Rural Development Through Cooperative Banks: Achievements and Hindrances in Sikkim, India	Prof. Kirti Bhatia	5
3	Problems and Prospects of the Cooperative Movement in India under the Globalization Regime	Dr. P.D. Nare,	9
4	Agricultural Credit in India: Status and Problems	Prof. Dhananjay Rasal	20
5	The Emerging Urban Co-Operative Banks (Ucbs) in India: Problems and Prospects	Dr. Latika Ajbani	26
6	Evolution of Urban Co-Operative Banks in India and their Current Status	Dr. Medha Dubhashi, Prof. Shubhangi V. Kulkarni	31
7	Growth and Financial Performance of Urban Cooperative Banks in India	Dr. Rajendra Hiremath	37
8	Comparative Study of the Challenges Faced by Psu Banks and Urban Cooperative Banks and Strategies to Overcome with Special Reference to Mangalore City	Dr. Sunilkant Verma	45
9	A Study on Co-Operative Banks in India	Prof. Santosh Bute	49
10	A Study on Cooperative Banks in India with Special Reference to Lending Practices	Prof. Sonali Bhujbal	55
11	Study on Problems & Issues Faced by Co-Operative Banks in Indian Economy	Dr. Kirti Bhatia	60
12	Small Banks in India Issues and Challenges	Dr. Mahesh Kulkarni	64
13	Bancassurance: Problems and Challenges in India	Prof. Sheetal Pingle	74
14	Benefits and Challenges Faced by the Cooperative Banks	Prof. Sandesh Tilekar	87

2

**RURAL DEVELOPMENT THROUGH COOPERATIVE BANKS:
ACHIEVEMENTS AND HINDRANCES IN SIKKIM, INDIA****Dr. Kirti Bhatia****ABSTRACT**

The cooperative sector is one of the main partners of Indian Banking systems, the cooperative banks have more reach to the rural India, through their huge network of credit societies in the institutional credit structure. The cooperative sector has played a key role in the economy of the country and always recognized as an integral part of our national economy. Cooperatives have ideological base, economic objects with social outlook and approach. The cooperative form of organization is the Ideal Organization for economically weaker sections in the country. The Primary Agriculture Credit Societies (PACS) amount for about 30 percent of micro credit in India and play a very crucial role in Community Development. This paper attempts to analyze the role of cooperative banks in rural development in the State of Sikkim in India. The paper analyzed the trends in rural credit, outreach of Credit societies and level of participation of rural communities in the mainstream financial system through PACS.

Keywords: Cooperative Bank, Agricultural Credit, Rural Development, PACS

Introduction

In most developing countries including India, co-operatives were promoted by their governments as instruments of rural development. In India, the co-operative form of organization was born in 1904 consequent upon the enactment of the Co-operative Credit Societies Act. Co-operative assumed greater significance as an instrument of socio-economic development and became an integral part of India's Five Year Plans. The Government of India has provided massive financial, technical and administrative support to co-operatives both directly and indirectly through State Government (Dwivedi 1996). Credit co-operatives societies and co-operative banks are the oldest and most numerous of all the types of co-operatives in India. The co-operative credit system in India is comprised of the Agricultural Short Term (ST), or Agricultural Production Credit structure and the Long Term (LT), or Investment Credit structure for Agricultural and allied sectors. The ST structure has at its base the Primary Agricultural Credit Societies (PACS) and all the base level societies are affiliated to District Central Co-operative Banks (DCCB) at the district level, which in turn, are affiliated to State Co-operative Banks (SCB) at the State level. The smaller states like Sikkim where no DCCB at the district level, have a two-tier structure, the credit requirements of PACS are directly met by SCBs (Singh & Pundir 2000).

Challenges of Teaching - Learning Digital Color Methodology

**Ankit Jain
Nishita Jain**

Abstract

This paper gives information about different methodologies and theories of color and helps in understanding teaching and learning methods of digital color theory. This paper talks about Additive Colors (created with Light) and Subtractive Colors (created with Ink). While teaching it becomes obvious to develop interest in the minds of the students about colors and understanding the notations and terminologies of the color theory. Many often, students tries to understand the mechanism of color theory by remembering the color patterns. This paper formulates simple way of analyzing and remembering method which helps them to understand color theory forever.

Keywords

Color Theory (RGB, CMY, RYB, Primary, Secondary, Tertiary, Additive, Subtractive, Pigment, Light, Color Harmony, Hue Wheel)

Introduction

The human eye and brain together translate light into color. Light receptors within the eye transmit messages to the brain, which produces the familiar sensations of color.

As long ago as the 6th-century in China, people have tried to understand how and why we react to different colors and how the various colors work together. This ongoing study has produced many theories about the nature of color, all with a similar theme at their heart.

Color theory is based around the existence of three colors that, when mixed together, can produce all other colors. These colors, known as the primary colors, vary according to their application.

In the visual arts, color theory or colour theory is a body of

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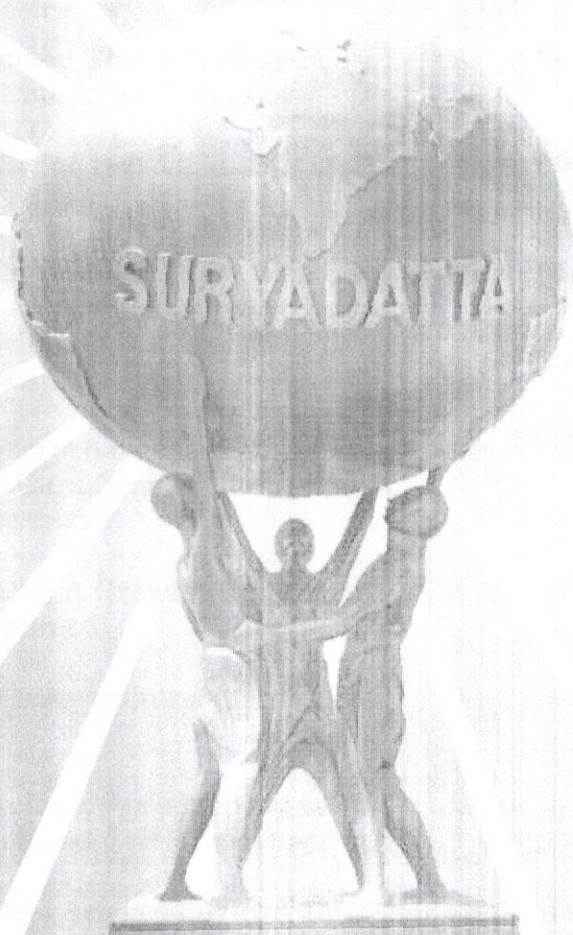
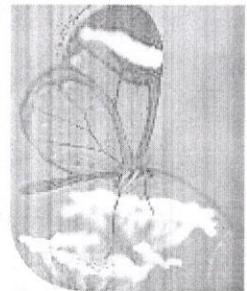
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ISSN 2454-9169

SURYA-THE ENERGY MANAGEMENT RESEARCH JOURNAL

(Quarterly Double Blind Peer Reviewed Referred Journal)

VOLUME - 3 | Issue - 4 | October - December 2017



Suryadatta Education Foundation's
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SURYA-THE ENERGY
Management Research Journal
 (Quarterly Double Blind Peer Reviewed Referred Journal)

CONTENTS

Volume – 3		Issue 4	October - December 2017
	Note from Chairman Editorial Board		iii
	Research Papers on Different Topics		
1	A Study of Portfolio Risk Management	Dr. Harshal A. Salunkhe	1
2	Evaluating Unified Threat Management Products for Enterprise Networks	Rahul Dwivedi Nitin S. Shrirao	6
3	Consumers Buying Behaviour towards Two-Wheeler Motor Bikes	Shekhar Chavan	19
4	A Co-relational study on Organizational Commitment and Organizational Citizenship Behavior with reference to Indian Faculties	Mitika Mahajan	23
5	Modeling of Microchannel Integrated Cantilever for Ultra-Sensitive Detection of Biomacromolecules	Ravindra Sarje	29
6	Electronic Waste: A Growing Concern in Today's Environment	Kalpana Choudhary	36
7	An Overview on Agricultural Marketing in India	Priya Barhate	50
8	Impact on employee's productivity with regular training and development activity.	Dr. Jayashri Mundewadikar	58
9	A Study on "Data Science : Why & How?"	Madhuja Deshpande	61
10	A Study of Working Capital Management : Literature Review	Deepali D. Gore	67

Consumers Buying Behaviour towards Two-Wheeler Motor Bikes

Shekhar Chavan

Abstract

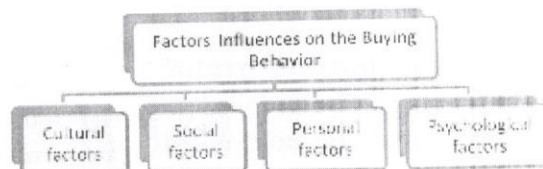
The marketing concept is become conversant with consumer and the prominence is given more on the consumer than on the product manufacture by company. The spirit of modern marketing is not only building the profit but also creating meaningful value satisfaction for the consumers his opinion, needs, requirements and desires have to be harmonized with the set of products and production programmes. Hence, marketing success an organisation depends as its ability to create a community which helps to delight consumers. All the business plans, policies and the activities should be carried out in ways which are directed towards the delighting the consumer needs.

Keywords: Consumer Behaviour; Psychological factors, consumer delighting and opinion.

Introduction:

Consumer behavior is affected by a multitude of variables ranging from personal needs, personality characteristics, professional needs, attitudes and values, social, cultural and economic background, gender, age, professional status to social influences of various type exerted a family, colleagues, friends, and society as a totality. The mixture of these factors help the consumer in making the decision, further Psychological factors that as individual consumer needs, perceptions, motivations, attitudes, the process of learning, personality characteristics are the similarities, which functions across the different types of people and influence their behavior.

There are four factors which influences the buying behavior of consumer



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SURYA-THE ENERGY
Management Research Journal
(Quarterly Double Blind Peer Reviewed Referred Journal)
CONTENTS

Volume – 3		Issue 4	October - December 2017
	Note from Chairman Editorial Board		iii
	Research Papers on Different Topics		
1	A Study of Portfolio Risk Management	Dr. Harshal A. Salunkhe	1
2	Evaluating Unified Threat Management Products for Enterprise Networks	Rahul Dwivedi Nitin S. Shrirao	6
3	Consumers Buying Behaviour towards Two-Wheeler Motor Bikes	Shekhar Chavan	19
4	A Co-relational study on Organizational Commitment and Organizational Citizenship Behavior with reference to Indian Faculties	Mitika Mahajan	23
5	Modeling of Microchannel Integrated Cantilever for Ultra-Sensitive Detection of Biomacromolecules	Ravindra Sarje	29
6	Electronic Waste: A Growing Concern in Today's Environment	Kalpana Choudhary	36
7	An Overview on Agricultural Marketing in India	Priya Barhate	50
8	Impact on employee's productivity with regular training and development activity.	Dr. Jayashri Mundewadikar	58
9	A Study on "Data Science : Why & How?"	Madhuja Deshpande	61
10	A Study of Working Capital Management : Literature Review	Deepali D. Gore	67

Abstract:

Agricultural marketing plays an important role not only in stimulating production and consumption but in accelerating the pace of economic development. Its dynamic functions are of primary importance in promoting economic development.

India's age-old farming practices have taken a turn in recent decades. There has been a technological breakthrough the evolution of high yielding variety seeds, increasing use of fertilizers, insecticides, and pesticides. The technological breakthrough has led to a substantial increase in production on the farms and to the larger marketable and marketed surplus.

The increase in agricultural production calls for a simultaneous improvement in the marketing system. The agricultural sector today is facing serious threats and challenges. For the country predominantly dependent upon agriculture the efficient agricultural marketing system is very essential and vital.

Introduction:

Marketing is as critical to better performance in agricultural as farming itself. Therefore, market reform and marketing system improvement ought to be an integral part of policy and strategy for agricultural development. Although a considerable progress has been achieved in technological improvements in agricultural by the use of high-yielding variety seeds and chemical fertilisers and by the adoption of plant protection measures, the rate of growth in farming in developing countries has not attended the expected levels. This has been largely attributed to the fact that not enough attention has been devoted to the facilities and services which must be available to farmers if agriculture is to develop.

A study of the agricultural marketing system is necessary

SURYA-THE ENERGY
Management Research Journal
(Quarterly Double Blind Peer Reviewed Referred Journal)
CONTENTS

Volume – 3 Issue 4 October - December 2017			
	Note from Chairman Editorial Board		iii
	Research Papers on Different Topics		
1	A Study of Portfolio Risk Management	Dr. Harshal A. Salunkhe	1
2	Evaluating Unified Threat Management Products for Enterprise Networks	Rahul Dwivedi Nitin S. Shrirao	6
3	Consumers Buying Behaviour towards Two-Wheeler Motor Bikes	Shekhar Chavan	19
4	A Co-relational study on Organizational Commitment and Organizational Citizenship Behavior with reference to Indian Faculties	Mitika Mahajan	23
5	Modeling of Microchannel Integrated Cantilever for Ultra-Sensitive Detection of Biomacromolecules	Ravindra Sarje	29
6	Electronic Waste: A Growing Concern in Today's Environment	Kalpana Choudhary	36
7	An Overview on Agricultural Marketing in India	Priya Barhate	50
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9	A Study on "Data Science : Why & How?"	Madhuja Deshpande	61
10	A Study of Working Capital Management : Literature Review	Deepali D. Gore	67

SURYA-THE ENERGY
Management Research Journal
(Quarterly Double Blind Peer Reviewed Referred Journal)
CONTENTS

Volume – 3		Issue 4	October - December 2017
	Note from Chairman Editorial Board		iii
	Research Papers on Different Topics		
1	A Study of Portfolio Risk Management	Dr. Harshal A. Salunkhe	1
2	Evaluating Unified Threat Management Products for Enterprise Networks	Rahul Dwivedi Nitin S. Shrirao	6
3	Consumers Buying Behaviour towards Two-Wheeler Motor Bikes	Shekhar Chavan	19
4	A Co-relational study on Organizational Commitment and Organizational Citizenship Behavior with reference to Indian Faculties	Mitika Mahajan	23
5	Modeling of Microchannel Integrated Cantilever for Ultra-Sensitive Detection of Biomacromolecules	Ravindra Sarje	29
6	Electronic Waste: A Growing Concern in Today's Environment	Kalpana Choudhary	36
7	An Overview on Agricultural Marketing in India	Priya Barhate	50
8	Impact on employee's productivity with regular training and development activity.	Dr. Jayashri Mundewadikar	58
9	A Study on "Data Science : Why & How?"	Madhuja Deshpande	61
10	A Study of Working Capital Management : Literature Review	Deepali D. Gore	67

Electronic Waste: A Growing Concern in Today's Environment

Kalpana Choudhary

Abstract

E-waste is a popular, informal name for electronic products nearing the end of their "useful life." E-wastes are considered dangerous, as certain components of some electronic products contain materials that are hazardous, depending on their condition and density. The hazardous content of these materials pose a threat to human health and environment. Discarded computers, televisions, VCRs, stereos, copiers, fax machines, electric lamps, cell phones, audio equipment and batteries if improperly disposed can leach lead and other substances into soil and groundwater. Many of these products can be reused, refurbished, or recycled in an environmentally sound manner so that they are less harmful to the ecosystem. This paper highlights the hazards of e-wastes, the need for its appropriate management and options that can be implemented.

Keyword-E-waste, hazardous, density, refurbished, recycle

Introduction

Over the past two decades, the global market of electrical and electronic equipment (EEE) continues to grow exponentially, while the lifespan of those products becomes shorter and shorter. Therefore, business as well as waste management officials are facing a new challenge, and e-Waste or waste electrical and electronic equipment (WEEE) is receiving considerable amount of attention from policy makers. Predictably, the number of electrical devices will continue to increase on the global scale, and microprocessors will be used in ever-increasing numbers in daily objects [1, 2]. (i) In the United States (US) market, less than 80 million communication devices were sold in 2003; the number was expected to exceed 152 million by 2008 [3], a growth of over 90 percent in 5 years. Meanwhile, in 2006, more than 34 million TVs have been exposed in the market, and roughly 24 million PCs and

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SURYA-THE ENERGY
Management Research Journal
(Quarterly Double Blind Peer Reviewed Referred Journal)

CONTENTS

Volume – 3		Issue 3	July - September 2017
	Note from Chairman Editorial Board		iii
	Thematic Papers - Contemporary Trends in Education		
1	A study of factors influencing on prescription of probiotics among doctors and to estimate the market potential of probiotics in Pune City.	Shekhar Chavan	1
2	A Study of Growth of Mutual Fund Industry in India	Dr. Harshal A. Salunkhe	7
3	A Study of Job Satisfaction of Employees	Deepali D. Gore	14
4	Expectation of MBA Graduates towards Placement Agencies	Bhushan Pachpole	19
5	A study on Ethical Leadership and Sustainable Enterprise	Mitika Mahajan	27
6	Glass Ceiling in Perspective of Indian Organizations	Preeti P. Bagade	34
7	A Study of Data Mining and Techniques	Nupura Deo	39
8	Challenge before organization in the era of Globalization in Knowledge Transfer with reference to cross-cultural issues	Jayashri Mundewadikar	42
9	A Comprehensive study on Internet Shopping in India	Madhuja Deshpande	49
10	Contract Labour System: Boon or Bane in Organization	Rajesh Waghmare	55

Abstract:

Human resource is considered the most valuable asset in any organization. It is the sum-total of inherent abilities, acquired knowledge and skills represented by the talents and aptitudes of the employed persons who comprise executives, supervisors and the rank and file employees. It may be noted here that human resource should be utilized to the maximum possible extent, in order to achieve individual and organizational goals. It is thus the employee's performance, which ultimately decides, and attainment of goals. However, the employee's job satisfaction is to a large extent, influenced by motivation and job. The term relates to the total relationship between an individual and the employer for which he is paid.

This survey can be treated as the most effective and efficient way, which makes the workers to express their inner and real feelings undoubtedly.

Keywords: Employee Performance, job satisfaction.

Introduction:

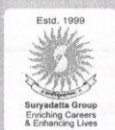
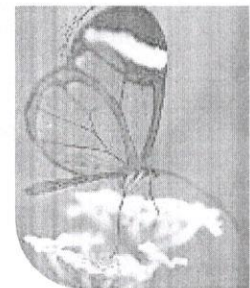
The study of job satisfaction enriches management with a range of information pertaining to job, employee, environment etc. which facilitated it in decision making and correcting the path of organizational policies and behavior. It indicates the general level of satisfaction in the organization about its programmers, policies etc. Secondly, it is a diagnostic instrument for knowing employees problems, effecting changes and correcting with least resistance. Thirdly, it strengthens the communication system of the organization and management can discuss the result for shaping the future course of action. Fourthly, it helps in improving the attitudes of employees towards the job and facilitates integration of employee with the organization. It inspires sense of belongingness and sense of participation leading to the overall increase in the productivity of the organization. Fifthly, it helps unions to know exactly what

ISSN 2454-9169

SURYA-THE ENERGY MANAGEMENT RESEARCH JOURNAL

(Quarterly Double Blind Peer Reviewed Referred Journal)

VOLUME - 3 | Issue - 3 | July - September 2017



Suryadatta Education Foundation's
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SURYA-THE ENERGY
Management Research Journal
 (Quarterly Double Blind Peer Reviewed Referred Journal)
CONTENTS

Volume – 3		Issue 3	July - September 2017
	Note from Chairman Editorial Board		iii
	Thematic Papers - Contemporary Trends in Education		
1	A study of factors influencing on prescription of probiotics among doctors and to estimate the market potential of probiotics in Pune City.	Shekhar Chavan	1
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4	Expectation of MBA Graduates towards Placement Agencies	Bhushan Pachpole	19
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6	Glass Ceiling in Perspective of Indian Organizations	Preeti P. Bagade	34
7	A Study of Data Mining and Techniques	Nupura Deo	39
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SURYADATTA

A study of factors influencing on prescription of probiotics among doctors and to estimate the market potential of probiotics in Pune City.

Shekhar Chavan

Abstract:

There are various factors involved in prescribing the Probiotic product by the doctors in Pune City. Some of them are name of the company, Brand of the product, affordability to the patient, free samples provided to the doctors, visits of the medical representatives etc. were the ancillary things but the main things that doctors consider was the attributes of the product when they prescribe any Probiotic product. This was measured by observing the impact of the product on the patient and on his or her health, even though the product was used as food supplement of any other purpose.

Key words: Probiotic, Attribute, microbial balance.

Review of Literature:

Probiotics are the microbial foodstuff supplements constructively affecting the multitude which helps to improve the microbial balance (Fuller, 1991 and Austin et al., 1995).

Quite a few researchers have talked about advantageous role played by use of probiotics in mankind (Chan et al., 1985; Brigidi et al., 2000 & 2001), aquaculture (Douillet and Langdon, 1994 and Gildberg et al., 1997) and insects (Dillon and Dillon, 2004). Therefore, products enclosed with probiotic bacteria are gaining recognition, increasing the significance of their precise speciation (Yeung et al., 2002). Likewise, in mulberry silkworm (*Bombyx mori*) presence of diverse types of bacteria in the destroyed by fire have been reported (Roy et al., 2000 and Kodama, 2001).

Most of the species belonging to class *Streptococcus* are found to be pathogenic to *Bombyx mori* larvae while bacteria from Genus *Pediococcus*, *Leuconostoc* and *Lactobacillus* didn't produce any infected silkworm.

The precise mechanism of beneficial effect on host or interaction among the different bacterial strains present as micro-flora is not known (Steinhaus, 1949 and Kodama, 2001).

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SURYA-THE ENERGY
Management Research Journal
 (Quarterly Double Blind Peer Reviewed Referred Journal)

CONTENTS

Volume – 3		Issue 4	October - December 2017
	Note from Chairman Editorial Board		iii
	Research Papers on Different Topics		
1	A Study of Portfolio Risk Management	Dr. Harshal A. Salunkhe	1
2	Evaluating Unified Threat Management Products for Enterprise Networks	Rahul Dwivedi Nitin S. Shrirao	6
3	Consumers Buying Behaviour towards Two-Wheeler Motor Bikes	Shekhar Chavan	19
4	A Co-relational study on Organizational Commitment and Organizational Citizenship Behavior with reference to Indian Faculties	Mitika Mahajan	23
5	Modeling of Microchannel Integrated Cantilever for Ultra-Sensitive Detection of Biomacromolecules	Ravindra Sarje	29
6	Electronic Waste: A Growing Concern in Today's Environment	Kalpana Choudhary	36
7	An Overview on Agricultural Marketing in India	Priya Barhate	50
8	Impact on employee's productivity with regular training and development activity.	Dr. Jayashri Mundewadikar	58
9	A Study on "Data Science : Why & How?"	Madhuja Deshpande	61
10	A Study of Working Capital Management : Literature Review	Deepali D. Gore	67

SURYADATTA

A Study of Working Capital Management : Literature Review

Deepali D. Gore

Abstract:

The aim of Working capital management is to ensure that the firm is able to continue its operation and has sufficient cash flows to satisfy both maturing short term debt and upcoming operational expenses.

Stimulate sales by offering customer credit and ready goods for sale Minimize cost by balancing production and sales level through inventory Secure low cost financing. The firm's policies for managing its working capital should be designed to achieve three goals Adequate liquidity- if a firm locks sufficient cash to pay its bills when due it will experience continuing problems. The most important goals is to achieve adequate liquidity for the conduct of day to day operations Minimizations of the risks- in selecting its sources of financing payables and other short terms liabilities relatively low costs. The firm must ensure that these near obligations do not become excessive compared to the current assets and liabilities among current amount is a task of minimizing the risk of being unable to pay other obligations.

Contribute to maximizing firm's values-the firm holds Working capital for the same purpose as it holds any other assets that is to maximize the present value of common stock and value of firm. It should not hold idle current assets any more than it should have idle fixed assets. The investments of excess cash minimizing of inventories, speedy collection of receivables and elimination of unnecessary and costly short term financing or contribute maximizing the value or the firm.

Keywords: Working Capital Management, financing payables current assets fixed assets.

Introduction:

Working Capital is the key difference between the long terms financial management and short term financial management in terms of the timing of cash.

Long term finance involves the cash flow over the extended

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A Study of Gap Analysis in Service Quality With Reference To General Insurance Companies in Pune City

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Abstract :

This paper examines the service quality of general insurance companies in Pune city with the help of SERVQUAL model. Today, general insurance sector is undergoing cut throat competition so there is necessity to develop policy holder centric approach. Providing excellent services and achieving policy holder satisfaction through providing excellent services. A sample of 130 policy holders was surveyed in Pune using structured questionnaire. The gaps between policy holders' expectations and perceptions have been calculated and analyzed. This results may help general insurance companies to serve policy holders better and also for future research.

Keywords : SERVQUAL, Gap Analysis, Insurance Sector

1. Introduction :

1.1 Historical Review of Indian General Insurance Industry :

Triton Insurance Company of Calcutta followed by Indian Mercantile Insurance Ltd in 1907 was the first non-life insurance company in India. In the year 1919 New India Assurance Company was incorporated. Till the year 1956, there were more than 100 general insurers and around 240 private life insurers companies were operating. The non-life insurance business was nationalized in the year 1972. General Insurance Corporation of India (GIC) was formed as single holding companies with four sub Companies as follows:

- 1 The National Insurance Co. Ltd
- 2 The Oriental insurance Co. Ltd
- 3 The United India Insurance Co. Ltd
- 4 The New India Assurance Co. Ltd.

The process of de-linking took place in December 2000. As of today, total 24 companies are operating on the horizon of India.

1.2 SERVQUAL Model - The SERVQUAL service quality model was developed in 1988, by a group of American authors, 'Parsu' Parasuraman, Valarie Zeithaml and Len Berry. It highlights the main components of high quality service. The SERVQUAL authors originally identified ten elements of service quality, but in later work, these were collapsed into five factors reliability, assurance, tangibles, empathy and responsiveness that create the acronym RATER.

Businesses using SERVQUAL to measure and manage service quality deploy a questionnaire that measures both the policy holder expectations

of service quality in terms of these five dimensions, and their perceptions of the service they receive. When policy holder expectations are greater than their perceptions of received delivery, service quality is deemed low.

In addition to being a measurement model, SERVQUAL is also a management model. The SERVQUAL authors identified five Gaps that may cause policy holders to experience poor service quality.

By the early 1990s, the authors had refined the model to five factors that enable the acronym RATER:

1. Reliability: the ability to perform the promised service dependably and accurately
2. Assurance: the knowledge and courtesy of employees and their ability to convey trust and confidence
3. Tangibles: the appearance of physical facilities, equipment, personnel and communication materials
4. Empathy: the provision of caring, individualized attention to policy holders
5. Responsiveness: the willingness to help policy holders and to provide prompt service

The simplified RATER model allows policy holder service experiences to be explored and assessed quantitatively and has been used widely by service delivery organizations.

Nyeck, Morales, Ladhari, and Pons (2002) stated the SERVQUAL measuring tool "appears to remain the most complete attempt to conceptualize and measure service quality" (p. 101). The SERVQUAL measuring tool has been

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KAHV INTERNATIONAL JOURNAL OF ECONOMICS, COMMERCE

& BUSINESS MANAGEMENT

**CULT BRANDING: A STUDY OF MARATHI NEWSPAPER
'LOKMAT' IN WEST MAHARASHTRA.**

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Abstract

Customer mind is flooded with the brands and brands have become non-separable part of day to day life. When the brands delight the customers, they build the brands. In case of dissatisfaction, the customers tear the brands down. So marketers should make the customers to be passionate about their brands. This article study how a brand can be made as cult brand in the market. This study has chosen

"Lokmat" Marathi newspaper as an example to study the concept of brand cultism in West Maharashtra.

Keywords: *Cult, Brand Cult, Cult Branding, Brand Loyalty*

1. Introduction

Cult branding is nothing but techniques used to generate devotion. Motivations, desires and attitudes of customers are key to the success of a cult

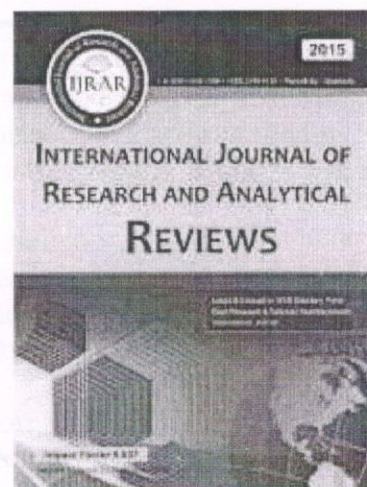
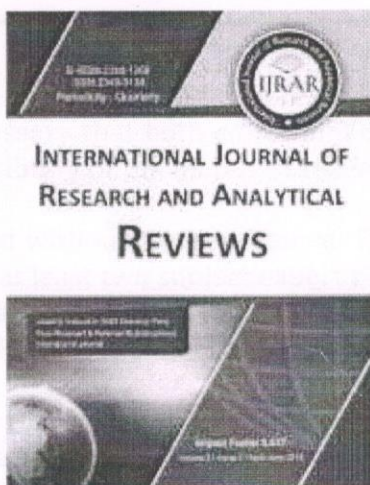
International Journal of Research and Analytical Reviews

UGC Approved Research Journal

Periodicity - Quarterly



Atman Publishing Academy



International Journal of Research and Analytical Reviews

Atman Publishing Academy

2061-C/2/B, Nr. Adhyatma Vidya Mandir, Sanskar Mandal, Bhavnagar-364002.

Contact : 9427903033 E mail : editorsijrar@gmail.com, ijrar1@gmail.com

International Journal of Research and Analytical Reviews

Volume 5, Special Issue, April 2018, E-ISSN 2348 –1269, Print ISSN 2349-5138, UGC Approved Journal

27	BLENDED LEARNING: AN INTEGRATED APPROACH TOWARDS EFFECTIVE LEARNING <i>Dr. Kolachina Srinivas, Dr. K. Bhavana Raj</i>	234
28	MOBILE ETIQUETTE: A STUDY OF MANAGEMENT TEACHERS AND STUDENT <i>Dr. Nischay Kr. Upamannyyu, Aditya Pratap Singh, Dr. Amitabha Maheshwari</i>	242
29	LEARNING:-THE NEED OF EVERY INDIVIDUAL FROM YOUNG TO OLD <i>Dr. Rizwana Atiq</i>	252
30	ROLE OF DIGITAL LEARNING, VIRTUAL LABS AND CLASSROOMS IN APPLIED SCIENCES <i>Pallavi Jain, Aayushi Bisaria</i>	256
31	ANALYZING THE EFFECT OF A DISCUSSION-ORIENTED CHEMISTRY TEACHING ON FIRST-YEAR ENGINEERING STUDENTS <i>Garima Pandey, Reshabh Kumar Sahu</i>	262
32	E-LEARNING: A STEP TO DEVELOP TEACHING IN APPLIED SCIENCE-PHYSICS <i>Kalpna Patel, Ekta Pandey</i>	269
33	COMPUTATIONAL LINGUISTICS - A FUTURISTIC APPROACH <i>Pallavi Jain, Ayushi Vashist</i>	274
34	BIG DATA: A FUTURISTIC APPROACH <i>Sandeep Kumar, Arnob Chawdhury</i>	280
35	MOBILE EDUCATION: A SCOPE FOR DIVERGENT LEARNING OPPORTUNITIES <i>Dr. Prakash Chandra Jena, Ms. Priyanka Bhardwaj</i>	285
36	IMPACT OF SOCIAL MEDIA ON BUSINESS WORLD W.R.T FACEBOOK <i>Khyrun Nisa</i>	290
37	AN ANALYTICAL STUDY OF OCCUPATIONAL STRESS AND ITS IMPACT ON EMPLOYEE PERFORMANCE WITH REFERENCE TO THE FEMALE <i>Kirti Bhatia , Dr. Akhil Goyal</i>	296
38	GAME-BASED AND SIMULATION-BASED LEARNING <i>Pooja Singh, Prof.(Dr) Meena Bhandari</i>	309
39	A STUDY OF MICRO FINANCE INSTITUTIONS AND THEIR FINANCIAL PERFORMANCE WITH SPECIAL REFERENCE TO ETHIOPIA <i>Mr. Abebaw Yenesew, Dr Bhupendra Kumar</i>	315
40	CORPORATE SOCIAL RESPONSIBILITY IN INDIA <i>Dr Sukhvir Singh, Mrs. Preetinder Kaur</i>	327
41	PERCEIVED CREDIBILITY OF PRIVATE UNIVERSITIES BRANDING UNDER 'INTERNATIONAL' TAG <i>Irfanullah Khan, Dr Qazi Asif Zameer, Dr Mohd Tehseen Burney</i>	342
42	SWOT ANALYSIS: A CASE STUDY OF STARBUCKS <i>Dr Sukhvir Singh, Mrs. Preetinder Kaur</i>	350

AN ANALYTICAL STUDY OF OCCUPATIONAL STRESS AND ITS IMPACT ON EMPLOYEE PERFORMANCE WITH REFERENCE TO THE FEMALE

Kirti Bhatia

Research Scholar, NIMS University, Jaipur, India

Dr.Akhil Goyal

Assistant Professor ,NIMS University, Jaipur, India

Abstract

1.Aim of Study-The real objective of this research paper is to find out upto what extent job stress' affect the lives of working females.

2.Methodology- Research methodology of the present study is **Survey Method** The design of the study is highly flexible and informal. However, rarely ever does formal design exist in case of exploratory studies. Structured and/or standardized questionnaires are replaced by judgment and intuitive inference drawing on the basis of collected data. Convenience sampling rather than probability sampling characterizes exploratory designs. The generally used methods in exploratory research are:

a) Survey of existing literature

b) Survey of experienced individuals

c) Analysis of selected case situations.

3.Findings- From the research findings, we found that Work overload, Career development and Work/family conflict are considered to likely cause a disruptive effect on performance of workers. They are also seen as more problematic compared to the other causes of stress.

4.Key words-Stress,anxiety,job stress,symptoms of work stress,causes of work stress,factor analysis,hypothesis,correlation.

INTRODUCTION

Stress at work is a relatively new phenomenon of modern lifestyles. The nature of work has gone through drastic changes over the last century and it is still changing at whirlwind speed. They have touched almost all professions, starting from D group Jobs to A grade jobs. Which transform in stress, inevitably? Professional stress or job stress poses a threat to physical health. Work related stress in the life of organized workers, consequently, affects the health of organizations.

Job stress is a chronic disease caused by conditions in the workplace that negatively affect an individual's performance and/or overall well-being of his body and mind. One or more of a host of physical and mental illnesses manifests job stress. In some cases, job stress can be disabling. In chronic cases a psychiatric consultation is usually required to validate the reason and degree of work related stress.

Volume - 5 | Issue - 7 | April - 2016

REVIEW OF RESEARCH

International Recognition Multidisciplinary Research Journal

Impact Factor

3.1402(UIF)

ISSN

2249-894X

PROBLEMS AND PROSPECTS OF TRIBAL DEVELOPMENT IN INDIA



Research by



**Nemmaniwar Vijayalakshmi
Ganganna**

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ABSTRACT:- Tribal development schemes are meant for the socio-economic development of the tribes. The need for tribal development in India, hardly needs any justification. There is a special ... Page No-37

Editor - In - Chief - Ashok Yakkaldevi

5	A Study On Brand Preference And Satisfaction Of Select Brands' Two Wheeler Motorcycles In Tiruchirappalli District M. Sirajudeen and U. Leyakath Ali Khan	25
6	Ceo-Duality In India: Private Sector Companies Vs Public Sector Undertakings Momina Bushra and Kushendra Mishra	31
7	Problems And Prospects Of Tribal Development In India Nemmaniwar Vijayalakshmi Ganganna and Vani. N. Laturkar	37
8	Agriculture Economic Survey Of M.P. Rural Area Paritosh Awasthi	44
9	Social Aspects As Reflected In The Short Stories Of Haribhusan Brahma Piriti Basumatary	51
10	Diaspora And Education Ramesh Sandhu	57
11	Performance Of Banking Ombudsman Scheme In North – East India– An Analytical Review Sumee Dastidar	62
12	A Study On Indian Retail Market And Its Impact On Consumer Purchase Decision- With Reference To Organized Retail Outlets U. Vijayshankar and G. Balamurugan	76
13	Digital Technology And Culture Vikram Singh Saini	83

Review Of Research

PROBLEMS AND PROSPECTS OF TRIBAL DEVELOPMENT IN INDIA



Nemmaniwar Vijayalakshmi Ganganna¹ and Vani. N. Laturkar²

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Nemmaniwar
Vijayalakshmi
Ganganna

ABSTRACT

Tribal development schemes are meant for the socio-economic development of the tribes. The need for tribal development in India, hardly needs any justification.

There is a special provision in the Indian Constitution to protect the Scheduled Tribes from social injustice and all forms of exploitation. The tribal development programmes are being implemented for the safeguard of the tribes under the control of Government of India. But Indian tribes are facing some unsolved problems.

Tribal people should get the better chance to survive and thrive for, they are the part and parcel of the mainstream of society. Right from the first Five Year Plan several schemes are still active with different approaches. Attempts have been made to make the Scheduled Tribes to develop socially, educationally, economically, politically and culturally.



The present paper is an attempt to focus on the development efforts and unsolved problems even after sixty six years of independence.

KEYWORDS: Socio-economic, Development, Scheduled, Tribes, Welfare, Culture, Schemes, Constitutional, Programme.



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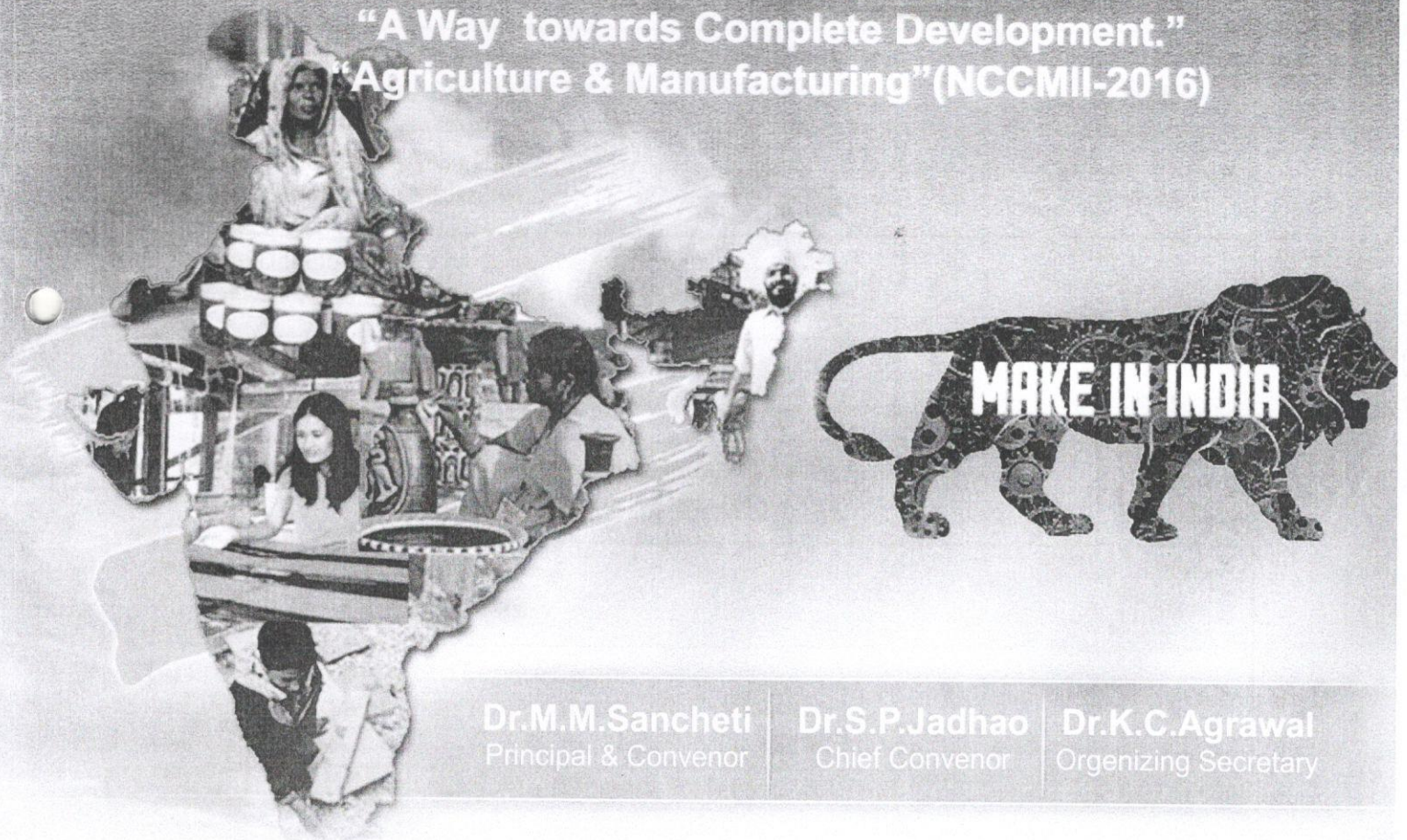
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Vidyawarta™ || Index ||

1) MAKE IN INDIA A DEVELOPMENT FIRST STEP Prof. Shashikant V. Adsod, Nerparsopant, Dist. Yavatmal	18
2) Agriculture & Rural Development Sudhir K. Raut, Barshitakli, Dist. Akola. (MS)	23
3) Agricultural Marketing: A Key to Innovate a new market-specially Chhattisgarh Dr. V. M. Dandekar, Champa (C.G.)—Gaurav Sahu, Bilaspur (C.G.)	27
4) ग्रामीण विकासातच नवभारताची उभारणी डॉ. आर. पी. इंगळे, वाशीम, जि. वाशीम	31
5) भारतीय अर्थव्यवस्थेच्या विकासात कृषिक्षेत्राचे योगदान प्रा. संजय उध्दवराव देशमुख, अंजनगाव सुर्जी, जि. अमरावती	35
6) MICRO CREDIT AND RURAL DEVELOPMENT VARMA KIRANKUMARI B., NRAR CHURCH RAKHIYAL	38
7) A STUDY ON RURAL DEVELOPMENT FOR THE SUCCESS OF "MAKE IN INDIA" Dr. Vandana K. Mishra, Akola, (M.S.)	41
8) Performance evaluation of rural development in India Pagare M.P., Jafrabad, Dist. Jalna (M.S.)	45
9) Rural Development Prof. P. B. Kharche, , Malkapur	48
10) Rural Development : An Effective Approach Nemmaniwar Vijayalakshmi Ganganna-Vani. N. Laturkar, Nanded (M.S.)	51
11) A Critical Analysis of Rural Development in India Dr. M. B. Biradar, Jafrabad, Dist. Jalna (M.S.)	55
12) Rural Development through Micro Finance Institution & Government Policies Prof. Avinash Ramkrishna Pawar, Akot., Dist: Akola (M.S.)	58
13) Rural Development Mr. Yogesh K. Agrawal, Akola	60
14) Comparitive study of a Service Sector Prof. Rajendra Samadhan Patil, Balapur, Dist. Akola (M.S.)	64

Rural Development : An Effective Approach

Nemmaniwar Vijayalakshmi Ganganna

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Prof. Vani. N. Laturkar,

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Nanded, M.S.

Abstract:

As Mahatma Gandhi believed that India resides in rural areas, it is the prime duty of the government, bureaucrats and NGO'S to pay special attention towards the rural India.

Rural development issues are often equated with poverty reduction which is justified to some extent in developing countries.

A country can develop in a real sense when its rural pockets are provided with adequate basic human needs. The plight of Indian villages is pathetic for they are deprived of the same.

Interlinked with the strength and prosperity of the villages, it is important to free the rural India from backwardness and poverty.

This paper attempts to explore the basic issues related to the rural development in India.

Key Words: Rural development, poverty, infrastructure, programme, implementation,

1.1 Introduction :

Rural development has always been an important issue in all discussions pertaining to economic development, especially of developing

countries, throughout the world.

The definition of "rural" differs by country, though it is usually used in contrast to "urban". We can conceptualize the rural development as the socio-economic improvement in livelihood of the people reside in rural areas.

Although millions of rural people have escaped poverty as a result of rural development in many Asian countries, a large majority of rural people continue to suffer from persistent poverty.

Approximately three-quarters of the world's impoverished live in rural areas (World Bank)

The socio-economic disparities between rural and urban areas are widening and creating tremendous pressure on the social and economic fabric of many developing Asian economies. These factors, among many others, tend to highlight the importance of rural development. The policy makers in most of the developing economies recognize this importance & have been implementing a host of programs and measures to achieve rural development objectives. (Dr.Narendrasinh B. Chauhan)

The soul of India lays in villages and in these villages live three fourth of our country men.. The problems of rural India are poverty, unemployment, poor and inadequate infrastructure. There should be an improvement in the living standards of the rural people by providing adequate and quality social services and minimum basic needs.

Rural India mainly need a flow of investment in physical infrastructure like roads water supply and social infrastructure like health, education and nutrition. Education and removal of poverty are given top priority.

India is prominent among the developing countries where six decades of planned development have made significant efforts of removing poverty and unemployment. Weaker section could get a chance to earn a decent income through gainful employments.

The main problem of the rural poor is

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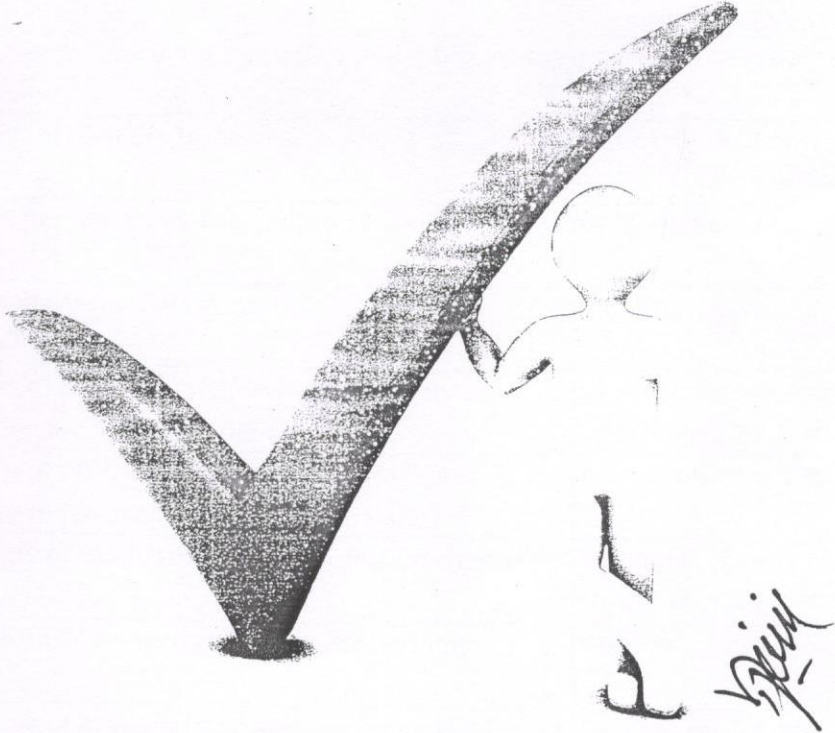
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INDEX

Title	Name of Author
1.ACADEMIC AND ADMINISTRATIVE AUDIT AND RULAR	Dr. Girish Kousadikar & Dr. V.Y. sonawane
2.ACADEMIC AND ADMINISTRATIVE AUDIT : An Overview	Dr. Vaibhav H. Waghmare.
3. The use of acaemic audit for effectively improving the teaching learning process	Prof. Choudhari D.S Dept of english maharashtra, Nilanga,dist Latur
4. " ROLE OF ACADEMIC AND ADMINISTRATION IN THE IMPROVEMENT OF QUALITY EDUCATION	Mrs. Suchita Ravindra Dabhade Dept. of basic science and humanities MIT
5. Administration of banking and role of women employee (special cocern with nanded city)	Prof. Mrs. Nathani Rani jairamdas, Dr. R.D. deshmukh P.N.college Nanded
6. Importance of academic and Administrative audit	Prof. Mrs. POL anupama Prakash Art & commerce college Kurduwadi
7. Role of academic and administrative audit in imparting quality education	More vijay Raosaheb, Registrar Shri Shivaji college Parbhani
8. An introducing to auditing	Nernmaniwar vijayalakshmi Ganganna
9. Classroom administration of fresher Faculties in engineering college	DR. Joseph Rodrigues, Lokmanya tilak college of engineering, Navi- Mumbai
10. The structure of IQAC and importance of academic and administrative audit	Mr. Udaykumar Babruwani Gawali
11. Tutorials : an effective teaching learning tool	Waman kumar Wani Assistant Professor of english B Raghunath college parbhani
12. Administration in the classroom of the first year polytechnic	Miss. Bhavna Joshi. Lect. In Mechanical
13. Digitalization of office	11 Deepali R Shere
14. Teacher: the administrator of a class or life	Dr. Kamlakar Jadhav
15. Administration of the office	Ku. Usha Kadam
16. Role of student & stakeholders in quality improvement and educational audit	Dr. Ganesh K. Chatham, Head, Dept. of Geography , K.J. Somaiya college,
17. Role of MOU in higher education institution & industry for development linkages in nation	Prof. Shailendra K. Bansode
18. " Role of Academic and administration audit in the improvement of quality education	Mrs. Lalita Maroti Yadpalwar N.S.B college Nanded, Mrs. Meena Parik N.S.B.
19. Nature and importance of academic audit	Dr. Urmila Murlidhar Dhoot Principal
20. " Role of Academic and administration audit in quality Higher education	Dr. Kulkarni, J.A. Nannaware, G.M. Rathod, S.S. Ardhapukar

8. An Introduction To Auditing

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Abstract-

Auditing become as necessity of the modern business houses for their complex nature, remote management and provisions in different laws. Auditing is the scrutiny of the accounts of business with the help of the vouchers, documents and the information given. It ensures the correctness of the accounts to a great extent. Audited accounts prove helpful to judge the economic status of the concerns. The moral check created by the carrying out of an audit also helps much to prevent the incidence of error and fraud. Auditing of their financial statements is rather useful for all the business and non-business enterprises to gain the trust of stakeholders and framing the future policies. An Audit, thus is a dynamic concept.

Key – Words : Auditing , Business Concerns , Errors , Fraud , Financial Statements , Verification , Stakeholders , Fairness, Truth .

1.1 Introduction:

Development of commerce, trade and industry through the process of globalization has given rise to various terms like corporate governance, corporate social responsibility and social audit etc. The concept and scope of auditing have changed considerably now a days. It's objects have enlarged further with the change in the attitude of the society. Auditing become as necessity of the modern business houses for their complex nature, remote management and provisions in different laws. Auditing is not confined to the business organizations only. Today there are numerous non-business organizations (e.g. educational institutes) which get their accounts audited regularly by professional auditors.

ISBN : 978-93-83993-54-3



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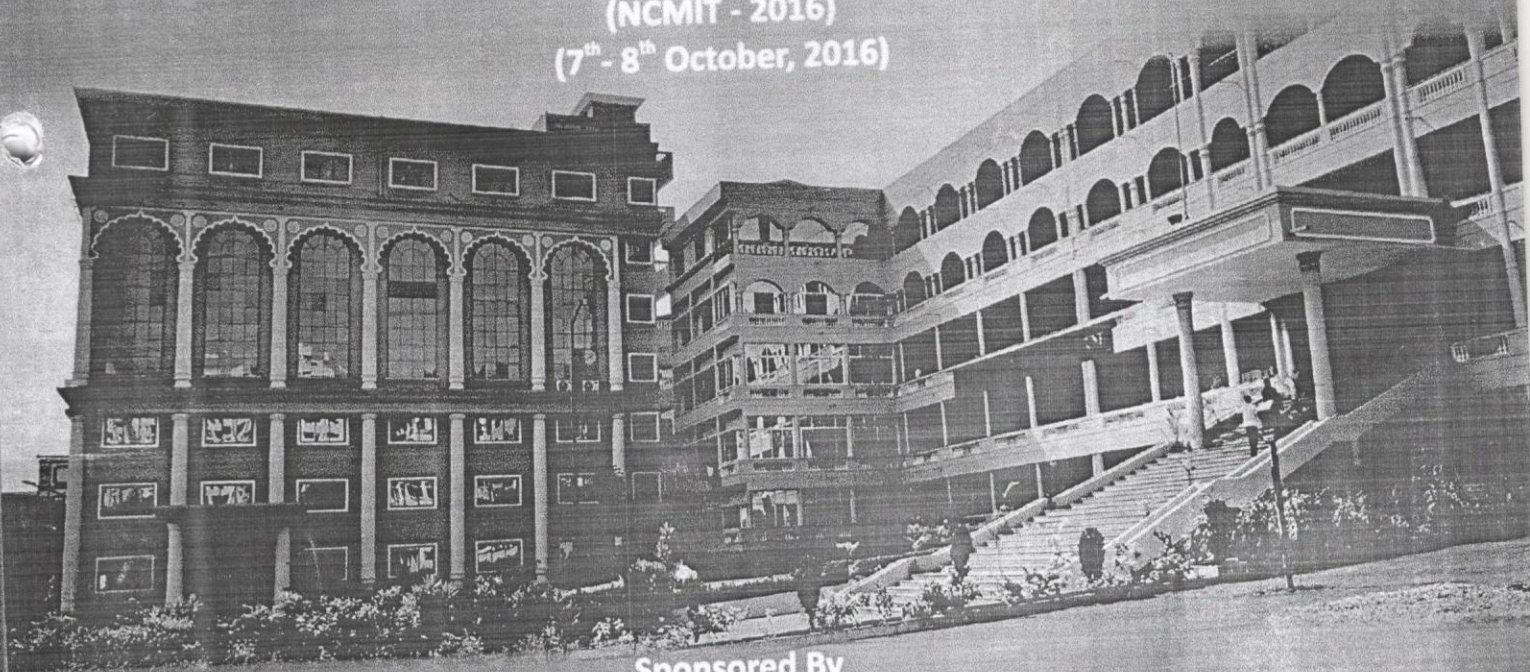
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Abstract Index

Sl. No.	Title of the Research Paper	Names of the Authors & Co-author	Page No.
72	Improving Search Time and Security on Mobile Cloud Using Blind Storage	Megha Baraskar Kishor Kolhe, Minal Patil	77
73	Attacks on Cloud Computing: Survey	Mrs. Asma A. Shaikh	78
74	A Smart Framework for Classification of Depression Through EEG Using Signal Processing Technique	Sharvin Prabhakar Bobade Shamla Mantri, Pramod Munde	79
75	Preventing Honeypot Detection from Botnets	Mohit Deshmukh Anil Hiwale, Jyoti Gadekar	80
76	A Survey on Human Action Recognition	Tejashri Gavhane Aditi Jahagirdar, Priyanka Gulhane	81
77	Mood Recognition with Thought Mining: A Step Towards E-Educational System	Aditi Pande Jyoti Malhotra, Aparna Kamble	82
78	Improved Multi-Label Tree Ensemble Method For Multi-Label Classification Using Noise Reduction Technique	Shrutika Yawale Vaishali Suryawanshi, Manisha Thakkar	83
79	A Vigilant Perspective Promoting Internet of Things In Retail Market	Sharul Agrawal Tejas Mehta	84
80	JOOMLA – The Open Source CMS	Prof. Jayshri Appaso Patil	85
81	Redefined Requirement Elicitation: Making Software Development Much Easier	Swati Goel Prof. Y. C. Kulkarni	86
82	Security Analysis in Virtualization Technology	Pragati Hiwarkar, Roshni Jagtap, Arti Pal, Sagarika Rao	87

80. JOOMLA – THE OPEN SOURCE CMS

Prof. Jayshri Appaso Patil

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ABSTRACT : Joomla! is an award-winning content management system (CMS), which enables you to build Web sites and powerful online applications. Many aspects, including its ease-of-use and extensibility, have made Joomla! the most popular Web site software available. Best of all, Joomla is an open source solution that is freely available to everyone.

Open Source software such as Joomla, Apache and other applications you can be more competitive in an already competitive market. By basing your websites on free products that have large developer and user communities you can keep your prices down, take advantage of the community maintenance, and participate in the software projects.

Joomla is very powerful tool applications develop and designs with Joomla are as per current and future Marketing trends in Digital Media. As per market trends in digital media (digital marketing) is one of the most important part web site, portals as Online magazines, newspapers, and publications, E-commerce, online reservations, Government applications and Small business required new concepts , updates on which we easy by using CMS Joomla.

Joomla is a great Content Management System with a lot of flexibility And with an easy –to - use user interface that a lot of people get intimidated About when they realize how many options and configurations are available. This Manual is meant to serve as a guide to Joomla's basic features and help you install and start your first Joomla website.

KEYWORDS: Newsfeed Management, open-source, Drupal, Multilingual, plugins



MAH/MUL/03051/2012
ISSN-2319 9318

विद्यावाता™

International Multilingual Research Journal

Issue-14, Vol-04, April to June 2016



Editor

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|| Index ||

- 1) Indian English Female Writer's Autobiography
D.Srinivas, Warangal, Telangana || 09
- 2) EXTENT OF SALINE SOIL IN MAHARASHTRA
Dr. R. S. NAIK, KOLHAPUR || 11
- 3) India's Security in the 21st Century
Dr. S.P.Dhake, Dist Dhule || 14
- 4) A Study of Emotional Intelligence of Adolescents in Co-Educational
Aher Tejaswini Bhanudas || 16
- 5) Total Quality Management (TQM) in Libraries: an approach
Tapan Barui, Suparna Barui, west bangal || 21
- 6) Application of Cloud Computing in Libraries
Kamble, Tanaji. L., Kolhapur || 30
- 7) A STUDY OF THE FIRST BORN CHILD AND LAST BORN CHILD IN ...
Kale Madhukar Dnyandeo, Jalgaon. || 35
- 8) Role of Nature in Hemingway's Major Novels
Dr. Shahnaz Khan, Dist. Chhindwara (M.P) || 37
- 9) Corporate Governance ; A System With An Ethical Approach
Nemmaniwar Vijayalakshmi Ganganna, Kinwat Nanded. || 41
- 10) Changing Perspectives of English Language
Prof. Rampal Kumre, Pandhurna || 47
- 11) Dimensions of Vedic Interpretations: An Analysis of Sâyaòa, Skanda, ...
Pranati Mohapatra, Bolpur || 49
- 12) THE NOVELS OF AMITAV GHOSH
D.Srinivas, Warangal, Telangana. || 52
- 13) Job Satisfaction in Primary Schools; Perception of Government and
Mr. Sharad Chandra Verma, vandita Tandon || 57

1.1 Introduction :

Globalization process is increasing a cut throat competition in the market. As a result there has been a lot of pressure on company's management. The board of directors must consider about the expectations of stakeholders like shareholders, financial institutes, suppliers, retailers etc., while running the business.

Creating and maintaining a proper balance in company and the stakeholders is the skillful aspect of modern management. The concept of corporate governance has been introduced and developed through the above mentioned responsibility.

Corporate governance is the word which is meant by regulating a company with an ethical attitude. Ethics describes, following and differentiating good or bad conduct. And corporate governance means regulating through ethical principles.

Everybody in the society supposed to practice the ethical behavior while working with their duties and responsibilities. The rule made for practicing these ethics is called morality. While representing the shareholders, the board of directors should follow the business ethics.

Corporate governance is the value based protocol, accepted spontaneously by companies. The concept of the (rules of corporate governance) was brought in by professor Aulliver Williamson, University of America. Corporate governance gained importance with the occurrence of several frauds and scams in the corporate world.

The Watergate scam In England was the first scam. Corporate world was threatened by the chain of frauds and scams all over the world, which was affecting the shareholders and other interested parties.

Corporate Governance ; A System With An Ethical Approach

Nemmaniwar Vijayalakshmi Ganganna,
Asst. Professor, Dept. of Commerce,
Baliram Patil College, Kinwat Nanded.

Abstract:

Corporate governance is the design of regulations as well as moral values for the organizations to follow spontaneously. It is an approach towards the best business practices. Corporate governance is the dynamics of the development through the ethical values.

Good corporate governance includes compliance of regulations with transparency and accountability in corporate structures and operations.

There were several frauds and scams in the corporate history of the world. To restrict the unethical things it was felt that there is a need of substantial external regulations, and those regulations came into practice through corporate governance.

While achieving the goals, companies should strictly follow some code of conduct. Business ethics and moral values are to be practiced by the corporate world. It is about promoting corporate transparency and accountability.

Moral, social, financial, environmental, and legal responsibility towards stakeholders and the society are the key factors in corporate governance. Corporate governance promotes a sustainable growth and development of corporate sector and ultimately the nations' wealth and welfare.

ISSN No. (E) 2455 - 0817

ISSN No. (P) 2394 - 0344

Monthly / Bi-lingual

Vol III * Issue - I * June, 2016

Multi-disciplinary International Journal

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04

Contents

S.No.	Particulars	Page
1	Complaining Behavior of Customer in Grocery Business; An Empirical Study Among Middle Aged Customer in Hazaribag Town of Jharkhand State Saroj Ranjan, Hazaribag, Jharkhand	01-08
2	Study on Service Quality Analysis of Private Sector Banks of Jorhat, Assam Sarat Borah, Jorhat, Assam	05-08
3	Merger in Banking Industry in India: Case Study on Merger Between HDFC Bank and Centurian Bank of Punjab Sangita Ghosh, West Bengal	09-16
4	Tribal Development in India : An Overview Nemmaniwar Vijayalakshmi Ganganna & Vani. N. Laturkar, Nanded, Maharashtra	17-19
5	CSR - A Harbinger of Sustainable Development Nidhi Aggarwal, Maharani Bagh, New Delhi	20-23
6	Percepception of Customers Towards Multi-Brand Retail in India Chinmay Samantaray & Tushar Kant Pany, Cuttack, Odisha	24--28
7	Female Foeticide; A Cry Unheard Nidhi Tyagi, Moradabad & Yuvika Shankwar, Chandausi	29-32
8	Identification and Biochemical Assay of Chromium Resistance Bacteria from Cotton Industry Effluent : Research Seema Dwivedi & Mohd Nawaz Khan, Greater Noida (U.P)	33-39
9	Medicinal Weeds of Rabi (Winter)Crops of Tehsil Sunderbani District Rajouri (Jammu & Kashmir), India Sajjad Ahmed Mir, Adyar, Chennai, Tamil Nadu	40-42
10	Synthesis and Application of Hacddt Complex as A Neutral Carrier in Pvc Based ion Selective Electrodes for The Determination of Ions Sanjay Verma, Palta, Ghaziabad	43-45
11	A Study on Dietary Intake of College Going Girls Residing At Home, Hostel and As Paying Guest Saxena N, Chopra N & Gupta A, Agra	46-49
12	Energy Band Effect on the Dispersion Relation of Surface Plasmon Wave in Single Walled Carbon Nano Tubes Daya Shanker & Rakesh Kumar Singh, Lucknow	50-53
13	Search for Identity in Globalized Era: Sociological Interpretation of Religion in Globalised World Birpal Singh Thenua, Dayalbagh, Agra	54-56
14	Representation and Participation in Democratic Process:A Study of Ambedkar's Perspective Navjot, Chandigarh	57-61
15	Diplomat Prime Minister I.K. Gujral - His Foreign Policy and Gujral Doctrine Rajiv Kumar Sharma, Khanna	62-64
16	Impact of Information and Communication Technology (ICT) on Education Prince Pal Mukhija, Khanna	65-70
17	Literacy and Human Development in Jammu Region Arti Kaul, Janepur, Jammu	71-76
18	Geo-Social Structure of India and Dr. Ambedker Kaustubh N Misra, Kushinagar	77-81
19	Nehru and Foundation of Secular India Sandeep Singh, Jammu, J & K	82-86
20	Prevention of Sports Injuries Mukesh Kumar & Vikrant Singh, Poonch	87-88
21	A Study of Technological Influence on Hand Block Printing in Jaipur (With Special Reference to Sanganer and Bagru) Amita Raj Goyal, Jaipur	89-91
22	Impact of Buddhism on the Monpa Community of Arunachal Pradesh, India Kesang Degi & Aman Paron, Itanagar, Arunachal Pradesh	92-94
23	Study the Effect of Treatment Through Stress Reduction Model, Gender, Intelligence and their Various Interactions on Examination Stress and Anxiety Anand Singh, Sikandrabad, Bulandshahr (U.P.)	95-100
24	Exploring World Peace in the Ideas of Gandhi Kuldeep Raj, Udhampur, J & K	101-105
25	The 1975 Emergency: Personalizing and Patronizing Democratic Political Power Ravi. C M, Tumkur, Karnataka	106-112

04

Contents

S.No.	Particulars	Page
1	Complaining Behavior of Customer in Grocery Business; An Empirical Study Among Middle Aged Customer in Hazaribag Town of Jharkhand State Saroj Ranjan, Hazaribag, Jharkhand	01-0
2	Study on Service Quality Analysis of Private Sector Banks of Jorhat, Assam Sarat Borah, Jorhat, Assam	05-08
3	Merger in Banking Industry in India: Case Study on Merger Between HDFC Bank and Centurian Bank of Punjab Sangita Ghosh, West Bengal	09-16
4	Tribal Development in India : An Overview Nemmaniwar Vijayalakshmi Ganganna & Vani. N. Laturkar, Nanded, Maharashtra	17-19
5	CSR - A Harbinger of Sustainable Development Nidhi Aggarwal, Maharani Bagh, New Delhi	20-23
6	Percepception of Customers Towards Multi-Brand Retail in India Chinnmay Samantaray & Tushar Kant Pany, Cuttack, Odisha	24--28
7	Female Foeticide; A Cry Unheard Nidhi Tyagi, Moradabad & Yuvika Shankwar , Chandausi	29-32
8	Identification and Biochemical Assay of Chromium Resistance Bacteria from Cotton Industry Effluent : Research Seema Dwivedi & Mohd Nawaz Khan, Greater Noida (U.P)	33-39
9	Medicinal Weeds of Rabi (Winter)Crops of Tehsil Sunderbani District Rajouri (Jammu & Kashmir), India Sajjad Ahmed Mir, Adyar, Chennai,Tamil Nadu	40-42
10	Synthesis and Application of Hacddt Complex as A Neutral Carrier in Pvc Based ion Selective Electrodes for The Determination of Ions Sanjay Verma, Palta, Ghaziabad	43-45
11	A Study on Dietary Intake of College Going Girls Residing At Home, Hostel and As Paying Guest Saxena N, Chopra N & Gupta A, Agra	46-49
12	Energy Band Effect on the Dispersion Relation of Surface Plasmon Wave in Single Walled Carbon Nano Tubes Daya Shanker & Rakesh Kumar Singh,Lucknow	50-53
13	Search for Identity in Globalized Era: Sociological Interpretation of Religion in Globalised World Birpal Singh Thenua, Dayalbagh, Agra	54-56
14	Representation and Participation in Democratic Process:A Study of Ambedkar's Perspective Navjot, Chandigarh	57-61
15	Diplomat Prime Minister I.K. Gujral - His Foreign Policy and Gujral Doctrine Rajiv Kumar Sharma, Khanna	62-64
16	Impact of Information and Communication Technology (ICT) on Education Prince Pal Mukhija, Khanna	65-70
17	Literacy and Human Development in Jammu Region Arti Kaul, Janepur, Jammu	71-76
18	Geo-Social Structure of India and Dr. Ambedker Kaustubh N Misra,Kushinagar	77-81
19	Nehru and Foundation of Secular India Sandeep Singh, Jammu, J & K	82-86
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22	Impact of Buddhism on the Monpa Community of Arunachal Pradesh, India Kesang Degi & Aman Paron, Itanagar, Arunachal Pradesh	92-94
23	Study the Effect of Treatment Through Stress Reduction Model, Gender, Intelligence and their Various Interactions on Examination Stress and Anxiety Anand Singh, Sikandrabad, Bulandshahr (U.P.)	95-100
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25	The 1975 Emergency: Personalizing and Patronizing Democratic Political Power Ravi. C M, Tumkur ,Karnataka	106-112

Tribal Development in India : An Overview

Abstract

Tribal development is one of the intensively discussed subjects. There is no denying of the fact that, the tribal population is living below the poverty line and hence the problems of shelter, food, health, education and communication are crying for solution. In terms of basic amenities such as, housing conditions, availability of drinking water, sanitation facility, type of fuel used, electricity, communication facilities, the Scheduled tribes are lagging behind the general population. Therefore affecting their ability to reach their potential. In spite of the actions taken by the Government to eradicate these problems through the Five Year Plans, still it requires more efforts to overcome these completely.

Keywords: Scheduled Tribes, Welfare, Culture, Constitutional Provisions, Planning.

Introduction

In India ever since planning was first initiated, tribal development has been attracting the attention of planners, and various administrative measures have been adopted for the tribal development with a high concentrations of finances on tribal areas.

The largest concentration of tribal communities in the world next to Africa, is in India. (Verrier Elwin, 1963) Tribal development is one of the intensively discussed subjects. There is a need of rigorous evaluation of tribal policies and programmes as they are proves working for tribal peoples need and aspiration. A need was therefore for a separate development approach to the problems of the tribal people in the country as a whole.

Pandit Jawaharlal Nehru the first Prime Minister of India, who was directly concerned with the tribal policy, emphasized on the integration of the tribal brethren into the mainstream. He laid down a Panch Sheel for Tribal development.

These are the following:

1. People should develop along the lines of their own genius and we should avoid imposing anything on them. We should try to encourage in every way, their own traditional arts and culture.
2. Tribal rights in land and forest should be respected.
3. We should try to train and build up a team of their own people to do the work of administration and development. Some technical personal from outside will, no doubt be needed especially in the beginning, but we should avoid introducing too many outsiders into tribal territory.
4. We should not over administer these areas or overwhelm them with a multiplicity of schemes. We should rather work through and not in rivalry to their own social and cultural institutions
5. We should judge results not by the statistics of the amount of money spent by the quality of human character that is evolved. Pandit Nehru elaborated these points on a number of occasions, and also spoke on the caution needed in developing in tribal areas.

Table -1: Tribal Population in India

Year	Tribal Population	Percentage to Total Population	Decadal Growth Rate
1951	19,111,498	5.29	41.19
1961	30,130,184	6.86	33.84
1971	38,015,162	6.94	24.80
1981	51,628,638	7.83	24.69
1991	67,658,638	8.08	23.79
2001	84,326,240	8.20	22.70
2011	10,43,000,00	8.61	23.70

(Source : Census of India from 1951 to 2011, Government of India)

Nemmaniwar Vijayalakshmi Ganganna

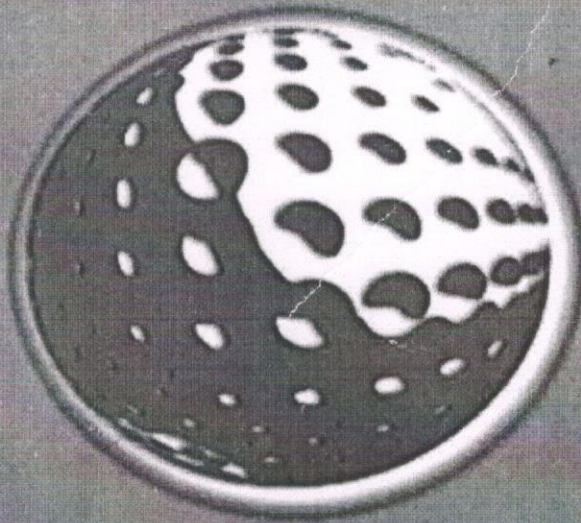
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ISSN No.2320 -656X

**INTERNATIONAL
RESEARCH JOURNAL FOR
INTELLECTUAL SCIENCE
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In This Issue

Sr. No.	Topic	Page No.
1	Management of the Programme of Biology Education in Institutions Dr. Ashwani Kumar Gupta	1 - 4
2	Dynamics of Proficiency Enhancement of Head of the Institution Kirti Bhatia, Dr. Seema Dhawan	5 - 13
3	A Study on the Growth of Textile Industry in India Nandan Mohan, Dr. Sudhinder Singh Chowhan	14 - 20
4	Analysing the Influence of Modern Retail Culture on Consumer Buying Behavior (with Special Reference to Shopping Malls in Maharashtra Syed farhanuddin, Dr. Vikas sharma, Prof. (Dr.) Sudhinder Singh Chowhan	21 - 25
5	Analysis of Economic Recession and Other Factors in Management Institutes of Mathura District (U.P.) Mrs. Ankita Srivastava	26 - 31
6	Present Status of the Pteridophytic Flora of Mt. Abu, Rajasthan, India P.C. Meena, Dilip Gena	32 - 39
7	To Study the Renovation of Indian Banking Industry Through E-Banking Services Pankaj Jauhari, Dr. Vikas sharma	40 - 45
8	Role of Police in Making Peace, Security and Development in India Ramakant Agarwal	46 - 52

L) Biology Teacher

- (i) Characteristics of science teacher
- (ii) Teacher outlook and training
- (iii) Teachers' Diary

Conclusion

The management is the owner/controlling authority of the various kinds of organization/institutions etc., the educational institutions (schools, colleges etc.) are one of them. The management monitors the administration (Principal or other equivalent post). The administration monitors and controls the educational activities as well as teaching-learning strategies with dividing works among teachers and other staffs with interactions of the students. The administration also implements the curriculum and syllabus considered by the Board, University and any other examination body in institution. The contents of biology education, which are mentioned in above topic are essential to run successfully biology education at different stages of educational institutions. Biology is the study of the structure, function, heredity and evolution of all living things.

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DYNAMICS OF PROFICIENCY ENHANCEMENT OF HEAD OF THE INSTITUTION

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Directors and Managers who have the power and responsibility to make decisions to manage an enterprise. As a discipline, management comprises the interlocking functions of formulating corporate policy and organizing, planning, controlling, and directing the firm's resources to achieve the policy's objectives.

The size of management can range from one person in a small firm to hundreds or thousands of managers in multinational companies. In large firms the board of directors formulates the policy which is implemented by the chief executive officer.

Theoretical scope of management:

Mary Parker Follett (1868-1933), who wrote on the topic in the early twentieth century, defined management as "the art of getting things done through people". She also described management as philosophy. One can also think of management functionally, as the action of measuring a quantity on a regular basis and of adjusting some initial plan; or as the actions taken to reach one's intended goal. This applies even in situations where planning does not take place. From this perspective, Frenchman Henri Fayol considers management to consist of seven functions:

1. Planning
2. Organizing
3. Leading
4. Coordinating
5. Controlling

6. Staffing**7. Motivating**

Some people, however, find this definition, while useful, far too narrow. The phrase "management is what managers do" occurs widely, suggesting the difficulty of defining management, the shifting nature of definitions, and the connection of managerial practices with the existence of a managerial cadre or class. One habit of thought regards management as equivalent to "business administration" and thus excludes management in places outside commerce, as for example in charities and in the public sector. More realistically, however, every organization must manage its work, people, processes, technology, etc. in order to maximize its effectiveness. Nonetheless, many people refer to university departments which teach management as "business schools." Some institutions (such as the Harvard Business School) use that name while others (such as the Yale School of Management) employ the more inclusive term "management."

English speakers may also use the term "management" or "the management" as a collective word describing the managers of an organization, for example of a corporation. Historically this use of the term was often contrasted with the term "Labor" referring to those being managed.

Dynamics of Proficiency Enhancement:

is a systematic process of training and growth by which managerial personnel gain and supply skills, knowledge, attitudes and

A CONCEPTUAL FRAMEWORK - "TRAINING NEED ANALYSIS"

Priyanka Jadhav

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Abstract

Training makes a very important contribution to the development of the organization and hence to the achievements of its aims and objectives. To achieve its purpose, training needs to be effectively managed so that the right training is given to the right person, in the right form, at the right time and at the right costs. Training programs are a costly affair, and a time consuming process and therefore they need to be drafted very carefully. Thus, the analysis of training need is one of the most important and core step which leads to further process of training. Training Need Analysis is the first step on the path to effective training. Training Need Analysis means measuring the gap between skills available and skills required for employees and making recommendations to bridge the gap. When need analysis is done, it is possible to focus attention on the target and identify the means for getting there.

Keywords: Training, Training Need Analysis, Training Costs, Management Effectiveness, Steps in Training.

Introduction

Training makes a very important contribution to the development of the organization and hence to the achievements of its aims and objectives. To achieve its purpose, training needs to be effectively managed so that the right training is given to the right person, in the right form, at the right time and at the right costs.

Training is the corner stone of the sound management which makes employees more effective and productive. The term "Training" indicates the process involved in improving the aptitudes, skills, and abilities of the employees to perform specific jobs. Training helps in updating new talents and developing new ones.

The overall training process consists of,

- | | |
|---|---------------------------------|
| (a) Conduct Training Need Analysis | (b) Develop Training Objectives |
| (c) Review available training methods | (d) Design training methods |
| (e) Design training evaluation approach | (f) Implement training program |
| (h) Measure training results. | |

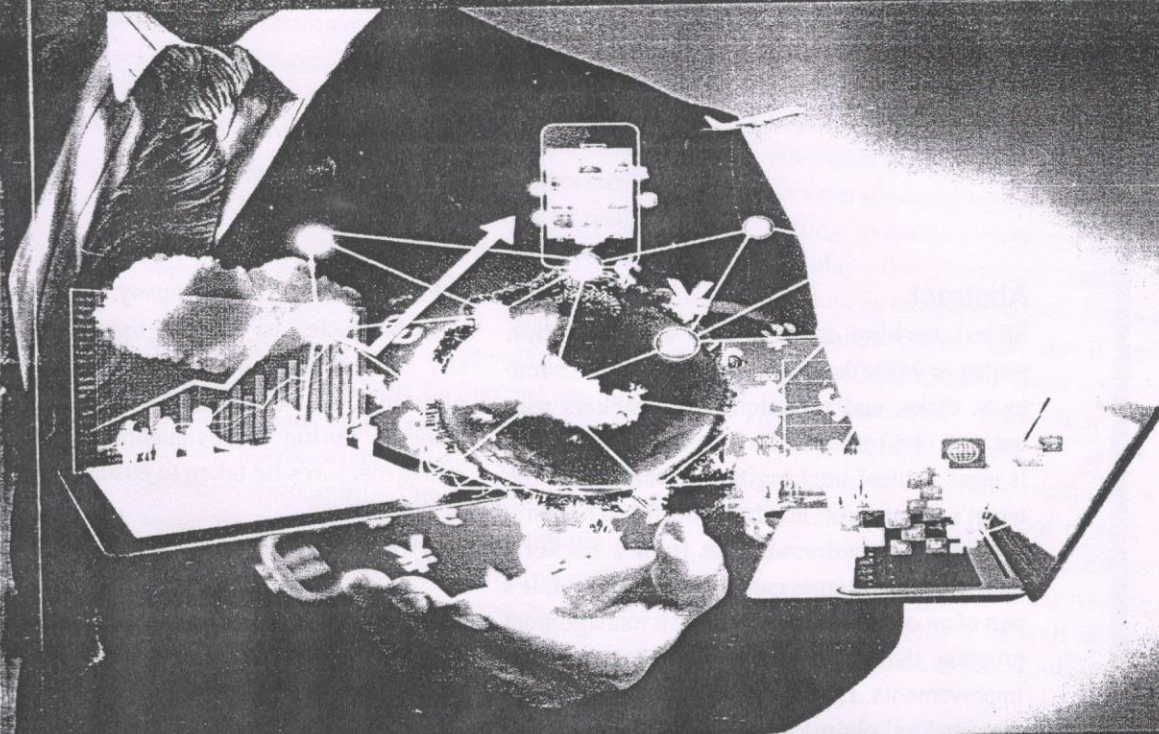
Training programs are a costly affair, and a time consuming process and therefore they need to be drafted very carefully. Thus from the above steps, the analysis of training need is one of the most important and core step which leads to further process of training.

The Theoretical Base of Training

Training constitutes a basic concept in Human Resource Development. It is the systematic modification of behavior through learning which occurs as a result of education, instruction, development and planned experience. As was said earlier, it is concerned with developing a particular skill to a desired standard by instruction and practice. Training is a process of learning a sequence of program behavior. It is application of knowledge. It gives

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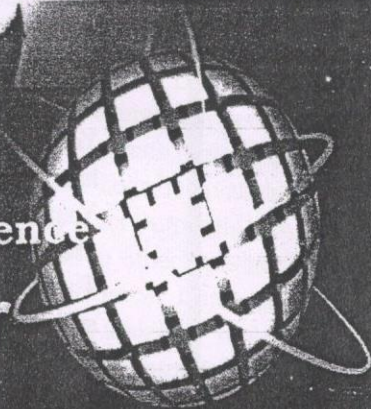


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A SURVEY ON ETHICAL HACKING

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Abstract

Ethical hacking also known as penetration testing or white-hat hacking involves the same tools, tricks, and techniques that hackers use, but with one major difference: Ethical hacking is legal. Ethical hacking is performed with the target's permission. The intent of ethical hacking is to discover vulnerabilities from a hacker's viewpoint so systems can be better secured. It's part of an overall information risk management program that allows for on going security improvements. Ethical hacking can also ensure that vendors' claims about the security of their products are legitimate. As hackers expand their knowledge, so should you. You must think like them to protect your system from them. You, as the ethical hacker, must know activities hackers carry out and how to stop their efforts. You should know what to look for and how to use that information to thwart hackers' efforts. They are also adept at installing and maintaining systems that use the more popular operating systems (e.g., UNIX** or Windows NT**) used on target systems.. It should be noted that an additional specialization in security is not always necessary, as strong skills in the other area simply a very good understanding of how the security on various systems is maintained. During an evaluation, the ethical hacker often

holds the "keys to the company," and therefore must be trusted to exercise tight control over any information about target that could be misused. The sensitivity of the information gathered during an evaluation requires that strong measures be taken to ensure the security of the systems

Keywords:- What do ethical hacker do , operating system attacks, working ethically

Introduction

An ethical hacker is a computer and networking expert who systematically attempts to penetrate a computer system or network on behalf of its owners for the purpose of finding security vulnerabilities that a malicious hacker could potentially exploit. As with any profession, passion for the profession is one of the key aspects to success. This combined with a good knowledge of networking and programming will enable a professional to toe in on the ethical hacking field.

Hacking is a term used for cracking or also called as criminal hacking

- It is about breaking the security of computer system or software
- To steal the confidential information or do any illegal activities
- To steal personal or commercial gains