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CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	CUSTOMER SATISFACTION TOWARDS KINGFISHER BEER IN PULICHERLA MANDAL <i>DR. DUGGANI YUVARAJU, DR. DUGGANI SUBRAMANYAM & DR. S. DURGA RAO</i>	1
2.	AN IMPROVED CONSTRUCTION TECHNOLOGY AND MANAGEMENT (CTM) SYSTEM <i>RAKESH GUPTA, SUBHASH K. GUPTA, RAMESH KUMAR BATRA & ASHUTOSH TRIVEDI</i>	2
3.	USAGE PATTERNS OF COSMETIC (FASHIONABLE) HERBAL PERSONAL CARE PRODUCTS (HPCP): A MICRO LEVEL FIELD STUDY IN MYSORE AND BANGALORE <i>GITY SAKI & B. SHIVARAJ</i>	3
4.	PROFITABILITY PERFORMANCE OF NAGARJUNA FERTILIZERS AND CHEMICALS LIMITED: A CASE STUDY <i>S. SHOBHA & DR. P. MOHAN REDDY</i>	4
5.	IMPEDIMENTS FOR THE DEVELOPMENT OF AGRICULTURAL COOPERATIVES IN TOKE KUTAYE WOREDA/DISTRICT/, WEST SHEWA ZONE, OROMIYA REGION, ETHIOPIA <i>ASSEFA GEBRE HABTE WOLD</i>	5
6.	WORKPLACE FRIENDSHIP: IT'S COMPLICATED <i>DR. MEGHA SHARMA</i>	6
7.	LIGHT ENGINEERING UNITS IN NORTH MALABAR, KERALA, AND EMPLOYMENT GENERATION <i>DR. PREMAVALLI P.V</i>	7
8.	PUBLIC Vs. PRIVATE INSURANCE PLAYERS IN INDIA <i>K. PRASAD & V. SRAVANTHI</i>	8
9.	IMPACT OF OPTION INTEREST AND PUT- CALL RATIO INFORMATION IN DERIVATIVES MARKET: AN EMPIRICAL STUDY OF OPTION AND FUTURE MARKET, NSE (NATIONAL STOCK EXCHANGE OF INDIA) <i>SWATI MEHTA & NILESH PATEL</i>	9
10.	FINANCIAL HEALTH OF HOUSING FINANCE INSTITUTIONS IN INDIA: AN EMPIRICAL EVALUATION <i>DR. S. THENMOZHI & DR. N. DEEPA</i>	10
11.	ROLE OF SCB's IN REACHING THE UNREACHED THROUGH FINANCIAL INCLUSION: AN INDIAN OVERVIEW <i>PRAVEEN A. KORBU</i>	11
12.	INFLATION MANAGEMENT IS THE KEY TO DEFLATE INFLATION PRESSURE <i>DR. ACHUT P. PEDNEKAR</i>	12
13.	RETRENCHMENT AND STRIKES IN SICK UNIT: A CASE STUDY ON LML <i>GURPREET KAUR SAINI</i>	13
14.	PERFORMANCE APPRAISAL SYSTEM IN A GARMENT MANUFACTURING ENTERPRISE, TIRUPUR <i>K. MANIKANDAN, R. VIJAYA RAJYA SYNTHIA & S.R. DHIVYA LAKSHMI</i>	14
15.	THEORETICAL AUDIT FRAME WORK FOR MEASURING BRAND LOYALTY IN DAIRY INDUSTRY <i>N.GEETHA & DR. R. SUBRAMANIYA BHARATHY</i>	15
16.	EFFECTIVENESS OF TRAINING & DEVELOPMENT PROGRAM IN PHARMACEUTICAL SECTOR WITH A CASE STUDY ON DIFFERENT INDUSTRIES <i>SHIKHA BATRA, DR. AMBIKA BHATIA & ANKITA GAUTAM</i>	16
17.	SELFISH NODE HANDLING IN THE CONTEXT OF REPLICA ALLOCATION IN MANET'S <i>K.NAVATHA, N.SRAVANTHI, L.SUNITHA & E. VENKATA RAMANA</i>	17
18.	TECHNICAL EFFICIENCY IN TEFF PRODUCTION BY SMALL SCALE FARMERS IN TIGRAY (CASE OF RAYA ALAMATA WEREDA) <i>TEFERA KEBEDE, GEBEREMESKEL BERHANE & MENASBO GEBRU</i>	18
19.	IMPORTANCE OF BRANDING FOR SOCIAL ENTERPRISES <i>SHIVANI VAID & SWATI GUPTA</i>	19
20.	BITCOIN: AN OVER VIEW IN INDIAN CONTEXT <i>PRIYANKA MEHTANI</i>	20
	REQUEST FOR FEEDBACK & DISCLAIMER	21

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CUSTOMER SATISFACTION TOWARDS KINGFISHER BEER IN PULICHERLA MANDAL

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ABSTRACT

Customer satisfaction is a measurement of how pleased customers are with a particular product or service. Satisfied customers are likely to make repeat purchases and often refer others. In this paper we have taken 100 respondents to find out their opinion about beers. Finally we find that the Most of the customers are satisfied with the overall performance of the product, and the customers prefer strong and premium type beers, Products like blue, ultra and Lager have got a least preference among Kingfisher products. It has been observed that the product is having a peak demand during weekends.

AN IMPROVED CONSTRUCTION TECHNOLOGY AND MANAGEMENT (CTM) SYSTEM

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ABSTRACT

Construction management or construction project management (CPM) is the overall planning, coordination, and control of a project from beginning to completion. CPM is aimed at meeting a client's requirement in order to produce a functionally and financially viable project. Cost is one of the primary measures of a project's success. This is true, especially for public projects in developing countries like India, because public construction projects in these countries are executed with scarce financial resources. In this paper we proposed an improved budget oriented scheme in Construction Technology and Management (CTM) system. Our proposed scheme solved the cost overgrow problem and improved the overall effect of the construction industry projects.

USAGE PATTERNS OF COSMETIC (FASHIONABLE) HERBAL PERSONAL CARE PRODUCTS (HPCP): A MICRO LEVEL FIELD STUDY IN MYSORE AND BANGALORE

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ABSTRACT

The present study focuses on the usage patterns of Herbal Personal Care Products (HPCP). In this research paper an attempt has been done to understand the impact of selected herbal cosmetic Products on Indian women in and around the cities of Mysore and Bangalore. The study has been undertaken with the anticipation to find the association between varied age groups and fashionable cosmetic products and to assess the frequency of usage patterns of the herbal cosmetic products among the study sample undertaken. One hundred women respondents were chosen through stratified random sampling, Where the strata chosen was the age factor. Women aged between the ages of 16 to 60 were addressed with Close-ended Questionnaires. The SPSS (v20) for windows was incorporated for the analysis. Prevalence of Conventional and traditional cosmetic usage patterns are derived and tabulated.

PROFITABILITY PERFORMANCE OF NAGARJUNA FERTILIZERS AND CHEMICALS LIMITED: A CASE STUDY

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ABSTRACT

Fertilizer in the agricultural process is an important area of prime concern. Fertilizer industry in India has succeeded in meeting the demand of all chemical fertilizers in the recent years. The profitability performance of the NFCL has registered fluctuations over the years. The long term funds show the dynamic nature of funds. The lowest fixed assets are Rs.200243.10 in 2003-04 and highest are 326137.59 in 2011-12. Long term funds are greater than fixed assets and current assets, when compared to fixed assets and current assets, fixed assets are more than current assets. The gross profit margin was fluctuating over the years. Despite fluctuations, the ratio was satisfactory. It may be inferred that NFCL was able to produce fertilizers and sell at low cost. The net profit margin ratio is (0.14) in 2002-03 and 3.80 in 2010-11. It may be concluded that the net profit performance was not satisfactory in NFCL as the ratio was too low. In other words, net profit was not commensurate with sales. Equity is greater than profit after tax. It is concluded that the profitability performance in terms of equity was very thin. The ratio was too low and far behind the standard norm of 12 per cent. The net profit shall be improved in line with sales through effective operating and cost mechanisms. The profitability performance with regard to equity and capital employed shall also be improved by gearing up the variables of profitability. The return on investment shall be improved through effective cannons of finance. To this end, Capital budgeting techniques, operating cycle Concept for estimation of working capital and leverage principle shall be initiated.

IMPEDIMENTS FOR THE DEVELOPMENT OF AGRICULTURAL COOPERATIVES IN TOKE KUTAYE WOREDA/DISTRICT/, WEST SHEWA ZONE, OROMIYA REGION, ETHIOPIA

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ABSTRACT

Cooperatives have been accepted as a major vehicle for rural development. A little research has been done on impediments for the development of agricultural cooperatives at grassroots level. The objectives of the study were: to study the participation of cooperative members towards cooperative development; to study the major problems affecting the development of agricultural cooperatives in Toke Kutaye Woreda and to identify the suitable measures to overcome the inherent weaknesses of agricultural cooperatives development. Survey strategy was adopted for the study. In addition, some Participatory Appraisal Tools and techniques-mainly group discussions were employed to complement the survey statements, and multistage sampling procedure was used for selecting sample. Major findings revealed that the majority of members enjoyed the benefits of marketing (97.3%) and input supply (88.3%). 46.8 % and 40.5 % of members availed of the benefits of savings and credit respectively. Lack of cash credit led 87.4 %, 42.3 % and 36.7 % of the members to borrow from friends, relatives and moneylenders respectively. Improved seeds credit was low. In addition, limited purchase of grain, lack of timely supply of inputs, high storage expenses, low support from union and poor management of cooperative were identified. 27% of the members did not sell produce to cooperatives. Establishing rural saving and credit associations, market linkage for farmers' products with private businesses, timely supply of inputs, expansion of intensive agriculture, improving the fertility status of the soil and improved support of unions will increase the number of members. Stakeholders should, solve the impediments of agricultural cooperatives development. Further research in agricultural cooperative development should be conducted at grassroots level to attract the attentions of stakeholders.

WORKPLACE FRIENDSHIP: IT's COMPLICATED

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ABSTRACT

Friendships between/among employees are often formed at work. Findings of prior studies have suggested that workplace friendship has a variety of positive functions for both individuals and organizations. Workplace friendship facilitates increased communication, respect, securities, and trust among employees. These rewarding benefits have meaningful implications for the employees' job-related outcomes. Thus, this study will examine the direct effect of workplace friendship, attitude toward their job and its direct and indirect effect on organization and task performance.

LIGHT ENGINEERING UNITS IN NORTH MALABAR, KERALA, AND EMPLOYMENT GENERATION

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ABSTRACT

Micro and Small scale industry is widely recognized as a powerful instrument for socio economic growth and balanced sectorial development. Micro and Small Enterprises have a vital role to play in Kerala's economy as the industrial climate, state of economy and population density is not suitable for the development of large scale units. Factors such as scarcity of capital, abundance of labour, lack of necessary infrastructure, existence of regional and social disparities in development etc give the SMEs an edge over large scale enterprises in the state. The changing demographic profile of the Indian consumer, viz. increasing income levels and greater propensity to spend, lifestyle changes like nuclear families and working women, exposure to global trends etc are generating opportunities for growth of light engineering industries. Being labour intensive, the light engineering sector generates a lot of employment opportunities, especially where there is an abundant supply of skilled and semi-skilled labour. Micro and small enterprises can check the large scale migration of population to the urban areas which is already overcrowded and congested. In Kerala, engineering industries occupy a prominent status. But industries in the light engineering sector, especially spares and sub assemblies needed for the automobiles, machinery and construction sectors have not prospered in Kerala. Likewise, lots of building materials and utensils for the household are coming from Maharashtra, Gujarat, Punjab, Haryana and the neighboring states of Kerala. There must be some bottlenecks for such industries not concentrated in Kerala. Hence an attempt is made to analyze the employment generation capacity of the units, economics of light engineering units in terms of cost, price and profit, the problems faced by this predominant sector in the economic arena.

PUBLIC Vs. PRIVATE INSURANCE PLAYERS IN INDIA

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ABSTRACT

Insurance Industry is a growth- oriented industry. In India the industry has started to reveal the potential after liberalization and privatization of the sector. The insurance industry has contributed significantly in India's growth story in the recent years. The contours of insurance business have been changing across the globe and the rippling effect of the same can be observed in the Indian market as well. The potential and performance of the insurance sector is universally assessed with reference to two parameters, viz., insurance penetration and insurance density. These two are often used to determine the level of development of the insurance sector in a country

IMPACT OF OPTION INTEREST AND PUT- CALL RATIO INFORMATION IN DERIVATIVES MARKET: AN EMPIRICAL STUDY OF OPTION AND FUTURE MARKET, NSE (NATIONAL STOCK EXCHANGE OF INDIA)

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ABSTRACT

Generally, increase in open interest along with increase in price leads to bullish or say upward trend and increase in open interest along with decrease in price leads to bearish trend. This research paper is attempt to study the relationship between closing price and open interest in Indian stock index future and option market. The Granger causality seeks to find out how much of each variable can be explained by other. This research is also an attempt to find the efficiency of the all variables as indicators of financial derivatives in predicting the trend of the market (behaviour of NIFTY index). Participants in the stock markets believe that the amount of open interest (OI) in a particular contract has significant effect on the behaviour of the price of the contract. This perception is tried to test in this present research using historical data from January 2014 to February 2014, and examined the correlation between the open interest and the price of future contract of NIFTY index. In case of option contract, the put-call ratio (PCR) is majorly used by technical analysts as an indicator to predict index trends. In the present research paper, the value of the put-call ratio as an indicator of future stock market trend is also put in to the consideration for testing.

FINANCIAL HEALTH OF HOUSING FINANCE INSTITUTIONS IN INDIA: AN EMPIRICAL EVALUATION

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ABSTRACT

Housing Finance Companies (HFCs) represent one of the major institutional groups in the formal system for housing finance in India. This study has tried to analyze the financial health of selected Housing Finance Institutions. The analysis of performance of Housing Finance Companies is made using some widely used indicators of measuring performances of finance companies, namely financial ratios. To study and examine the financial health of selected Housing finance companies Z score analysis has been used. From the analysis it can be concluded that the efficiency in management of working capital helps the sample Housing Finance Companies to maintain the good financial health and all the select Housing Finance Institutions were also in the too healthy zone during the period of study.

ROLE OF SCB's IN REACHING THE UNREACHED THROUGH FINANCIAL INCLUSION: AN INDIAN OVERVIEW

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ABSTRACT

Financial Inclusion is about delivery of banking services at an affordable cost to vast sections of disadvantaged, first step in FI is to facilitate people in getting basic facilities like food, shelter and clothing and then comes the provision of bank account, wherein they can save whatever little they can. For this purpose, how the SCBs are equipping themselves to serve vast section of the society? Further, bank infrastructure development in reaching the unreached through financial inclusion i.e. number of branches, population per branch, ATMs, services, Business Facilitators (BFs) and Business Correspondents (BCs), Swabhimaan Campaign, Ultra Small Branches (USBs), USSD Based Mobile Banking etc. To strengthen the Banking Infrastructure Steps taken by Reserve Bank of India like Direct Benefit Transfer (DBT), Expansion of ATM Network etc, are analyzed. It is found that, financial Inclusion of the unbanked & unprivileged masses is to be reached through the SCBs infrastructure development. Thus, it needs to identify the untapped potential of Indian economy which can begin revolution of growth & prosperity.

INFLATION MANAGEMENT IS THE KEY TO DEFLATE INFLATION PRESSURE**DR. ACHUT P. PEDNEKAR****ASST. PROFESSOR****D. M.'s COLLEGE OF ARTS, SCIENCE, COMMERCE, MANAGEMENT STUDIES & TECHNOLOGY
ASSAGAO- BARDEZ, GOA****ABSTRACT**

Inflation is the major hindrance towards the growth and prosperity of the nation. It leads to increase in the value of the goods in comparison to price. The increase in the price of the food items has evident decline in the purchasing power of money. Infact the main cause of the inflation is the pumping out of the dollars by the US Federal Reserve in order to add more money into their system. The US Fed had been printing money to bolster its economy. In this critique, few of the inflation management strategy have been suggested to minimize the side effect of inflation on aam aadmi.

RETRENCHMENT AND STRIKES IN SICK UNIT: A CASE STUDY ON LML

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ABSTRACT

Industrial sickness is one of the most complex problems of the Indian economy. In spite of the different measures taken by the Government, the problem persists. The rise has remained unabated, even in the years after the passage of the sick Industrial Companies Act (SICA) and the creation of the Board for Industrial and Financial Reconstruction (BIFR). This study reveals that the sick units have not only lost their net worth, but they have also lost capital raised from sources other than ownership. The extent of accumulated losses of sick units in India is about two times that of the net worth of the units. The study reveals the failure of the policies in controlling industrial sickness in India, and puts forward certain suggestions to revamp the policy framework so as to effectively tackle the problem. The two variables i.e Retrenchments and strikes are used to explain the sick units.

PERFORMANCE APPRAISAL SYSTEM IN A GARMENT MANUFACTURING ENTERPRISE, TIRUPUR

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ABSTRACT

Performance appraisal has increasingly become part of a more strategic approach to integrating HR activities and business policies and may now be seen as a generic term covering a variety of activities through which organizations seek to assess employees and develop their competence, enhance performance and distribute rewards. The present study was carried out to evaluate whether performance appraisal is effectively implemented in a garments manufacturing enterprise in Tirupur of Tamilnadu. The study relies on information available at the study organization and through discussion among key personnel of performance appraisal system. The research reveals that the study organization is performing well in certain areas of performance appraisal system such as creating individual goal, training to evaluators/superiors, opportunity for self review and individual development. However, the study organization seems to be weak in certain aspects like no uniform evaluation, bias in appraisal, lack of proper orientation, tying performance appraisal with salary and promotion. Based on the findings, the paper has suggested measures to improvise the performance appraisal system of the study organization.

THEORETICAL AUDIT FRAME WORK FOR MEASURING BRAND LOYALTY IN DAIRY INDUSTRY

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ABSTRACT

This research paper is focusing on audit framework on brand loyalty here the researcher uses three-dimensional way for measuring the brand loyalty in dairy industry. Normally the brand loyalty is measured in two-dimensional way i.e. behaviorally loyalty and attitudinal loyalty but at this juncture the researcher measured the brand loyalty in three-dimensional way which includes emotional and cognitive loyalty. Once we audit the brand loyalty in three-dimensional ways that will give strong support for the managerial proceedings such as framing the marketing strategies segment the market and appropriately match the marketing strategies with market segment.

EFFECTIVENESS OF TRAINING & DEVELOPMENT PROGRAM IN PHARMACEUTICAL SECTOR WITH A CASE STUDY ON DIFFERENT INDUSTRIES

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ABSTRACT

The role of training in human resource management practice has spur renewed and vigorous debate about the need for training and development. The debate has led academics and management to ponder on some issues germane to the benefits or otherwise of training. One school of thought argues that training leads to an increase in turnover while the other states that training is a tool to that can lead to higher levels of employee retention. So every modern management has to develop the organization through human resource development. Organization and individual should develop and progress simultaneously for their survival and attainment of mutual goals. Is training an investment in people or cost? If training is required, what are the criterion used to determine who should be trained and when to train? These questions have permeated management circle and those in HRM department. Recent years have seen training terms renamed as training and development or learning and development, a sign of the spate of debate on the issue. This paper claims at examining how the Training & Development policy is being implemented in Pharmaceutical sector and determine what challenges are being faced in implementing the Training & Development program. The main objective of this paper is to analyse an effectiveness of Training & Development program in pharmaceutical sector. This study will recommend the need of ensuring the total implementation of its training and development policy to enhance the job skills of the staff for improved performance.

SELFISH NODE HANDLING IN THE CONTEXT OF REPLICA ALLOCATION IN MANET'S

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ABSTRACT

In a Mobile Adhoc Network (MANET), the mobility and resource constraints of mobile nodes may lead to network partitioning and performance degradation. All mobile nodes should participate fully by sharing memory space to increase data accessibility. But, some of the nodes can act as selfish nodes, only for partial participation or fully selfish with other nodes. Such selfish nodes are handled in replica allocation.

TECHNICAL EFFICIENCY IN TEFF PRODUCTION BY SMALL SCALE FARMERS IN TIGRAY (CASE OF RAYA ALAMATA WEREDA)

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ABSTRACT

In Ethiopia, Teff is one of the staple cereal crops which are grown in most parts of the country. Although this crop is grown in most regions of the country, the present study focuses on technical efficiency as it is an important subject in the development of the agricultural sector where resources are scarce but population growth is very high. Technical efficiency is the ability of a farmer to obtain output from a given set of physical inputs. Farmers have a tendency of under and/or over-utilising the factors of production. The study used a set of analytical techniques to analyse the data; both descriptive and analytical tools. The Cobb-Douglas production function results indicate that some of the variables were found to be positively significant (such as land size, fertilizer adoption and tractor use), while others were negative but significant, and some were positive but non-significant. Even though some variables were not significant, it still shows that the variables used in the analysis have a positive effect on the output (the total quantity of teff produced) which simply means that there is a good inputs-output relationship, and the small-scale teff producers in Raya Alamata are experiencing a decreasing returns to scale. Logistic regression model was employed to identify the socio-economic characteristics that influence the technical efficiency of small-scale teff producers in Raya Alamata. The findings from the logistic regression indicate that there are socioeconomic factors influencing the technical efficiency of small-scale teff producers. These are: level of education, household size, farmer's farming experience, farm size, membership to farmers organization, income of the household on a monthly basis, fertiliser application, and cost of tractor hours. These factors were found to be significant. However, some of the variables were showing a negative relationship to small-scale teff producers' technical efficiency.

IMPORTANCE OF BRANDING FOR SOCIAL ENTERPRISES

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ABSTRACT

Today market is full of competition with local and international companies selling similar products and services, so branding the product and services become very important to gain attention and to differentiate the products and services from others. A brand is a tool that is used in the business world to describe the information or perceptions that are connected with a product or a service. Businesses are not done on their own; in order to fulfill the mission and the objectives, an enterprise must need others. In a market full of competition where all the enterprises already have a brand: the images and attributes others associate with them. The trick is to proactively manage the brand. If an enterprise doesn't know what to do, how to use a brand to capture market then they will not be able to sustain. Branding is important to move the target audiences towards an enterprise so that they can take a positive action towards a brand leaving all other brands behind. It protects a seller's products against those marketed by competitors and imitators and helps consumers identify the quality, consistency, and imagery of a preferred source. Customers view a brand as an important part of a product and branding can add value to a product. The paper focuses on the essential elements that an enterprise should keep in mind while giving a brand name to their products or services.

BITCOIN: AN OVER VIEW IN INDIAN CONTEXT**PRIYANKA MEHTANI****95, SECTOR 10A****CHANDIGARH****ABSTRACT**

This paper deals with the origin and evolution of bit coin as an alternate currency and its acceptance in today's commercial world. The protocol and its growth have been discussed in this paper. India is getting very quickly exposed to this new under experiment currency and shows immense potential in adaption of the currency in times to come. How has the Indian euphoria resulted in opening a new exchange in UAE has also been discussed. The social impact of the new found term BITCOIN is likely to be screen adaptation of a work by Ravi Subramanian. The paper also deals with as to why Would One Want to Use Bitcoins and what are the possible potfalls and disadvantages of Bit-coins

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With sincere regards

Thanking you profoundly

Academically yours

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