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CUSTOMER PREFERENCE ON BRANDED FAST FOOD RETAIL OUTLETS IN KERALA

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ABSTRACT

The study finds out that the ever-changing busy world is in a fashion of shifting to fast food from homemade recipes. This indicates the growing relevance of fast food retail outlets recently. But the trend reveals that only the well-established and managed Multi-national Companies are flourishing while small units are struggling in this area. Retail fast food outlets should make it sure that the food supplied are healthy enough. So that customer's health is also valued. In a nutshell, the study revealed significant opportunity to marketers as far as consumer's behavior regarding preference, usage pattern and understanding of food market is concerned. The findings can be used as basis to pattern marketing strategy towards satisfaction of the fast food market.

AN OVERVIEW AND IMPACT OF GOODS AND SERVICE TAX (GST) IN INDIA

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ABSTRACT

In India, the tradition of taxation has been in force from ancient times. From ancient tax system to modern GST, India faced various types of tax incidence. Presently GST is implemented, which is known as the Goods and Services tax is defined as the giant indirect tax structure designed to support and enhance the economic growth of a country. GST is one of the most crucial tax reforms in India. It is expected to iron out wrinkles of the existing indirect tax system and play a vital role in the growth of India and a form for economic integration of India. This research paper presents an overview of GST concept, explains its features along with its timeline of implementation in India. The main purpose of this research paper to find out the impact of GST on the various sectors in India. The paper is more focused on the advantages of GST and challenges faced by India in execution.

THE ROLE OF SELF HELP GROUP IN PROGRESS OF NRLM AND FINANCIAL INCLUSION

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ABSTRACT

National Rural Livelihood Mission (NRLM) is a poverty alleviation project implemented by Ministry of Rural Development, Government of India. This scheme is mainly focused on promoting self –employment and organization of rural poor peoples. Financial Literacy and financial inclusion have been important policy goals of India for quite some time. Inclusive financing or Financial inclusion is the delivery of financial services at reasonable costs to vast sections of low income population with the provision of equal opportunities. GOI (2008) defines Financial inclusion as the process of ensuring access to financial services and timely and adequate credit where needed by vulnerable groups such as weaker sections and low income groups at an affordable cost. The main aims of Microfinance to providing financial services to the rural poor for the socio economic development through SHG. Financial inclusion means provided the financial services to the very rural poor people at a reasonable cost. It is a financial service that offers like loan, saving, insurance, fund transfer to providing very poor small entrepreneurs. The main objective of this study to examine the role of SHG in the development of NRLM and financial inclusion. The present study is a conceptual framework and based on secondary data. This study revealed that the SHGs played an important role in the progress of NRLM and Financial inclusion. During the year 2016-17, 37.44 lakh SHGs were savings linked to banks under NRLM. This represents a growth of 8.3 % over the previous year. These SHGs had savings to the tune of ₹7552.70 crores which is growth of 17.3 % over the previous year. Under NRLM, in 2016-17 credit was disbursed to 8.86 lakh SHGs, indicating a growth of 8.6 % over the previous year. The amount disbursed was ₹17,336 crores which represents a growth of 3.3 % over the previous year. The Self Help Group (SHG) plays a significant role in the financial inclusion. The subscriber base of Atal Pension Yojana has reached 55.60 lakhs as on 30th June, 2017 from 53.33 lakhs as end of May 2017. Contribution under APY has increased from ₹2,012 crore as on May' 2017 to ₹2,152 crore as on June, 2017.i.e by 6.95%.

AN EMPIRICAL STUDY ON CURRENT HUMAN RESOURCE MANAGEMENT PRACTICES OF HINDUSTAN AERONAUTICS LIMITED AND ITS IMPLICATIONS

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ABSTRACT

Human resource management deals with any aspects of a business that affects employees, such as hiring and firing, pay, benefits, training, and administration. Human resources may also provide work incentives, safety procedure information, and sick or vacation days. It is the proactive management of people. It requires thinking ahead, and planning ways for a company to better meet the needs of its employees, and for the employees to better meet the needs of the company. This can affect the way things are done at a business site, improving everything from hiring practices and employee training programs to assessment techniques and disciplines. The term "Human Resource Management" has been devalued in some quarters; sometimes it means no more than a few generalized ideas about HR policies, at other times it describes a short term plan. It must be emphasized that HR practices are not just programmes, policies, or plans concerning HR issues. Its objective is to provide a sense of direction in an often turbulent environment, so that the business needs of the organization, and the individual and collective needs of its employees, can be met by the development and implementation of coherent and practical HR policies and programmes. This study will focus with exploring the nature of the Current HRM practices in Indian organizations and compare with HRM practices carried out in Hindustan Aeronautics Limited Lucknow with the relevant literature.

A STUDY ON EMPLOYEE INDUCTION PROGRAM AT PRIVATE ORGANIZATION

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ABSTRACT

Induction programme is the process used within many businesses to welcome new employees in the organisation and prepare them for their new function and position, it provides guidelines which will act as an indicator of what is the minimum that needs to be done to ensure smooth integration of new employees. The basic objective of the research is to analyse the factors of employee's induction and orientation program. The study reveals that effect of employee orientation on employee performance and the effect of employee satisfaction. The research design of the study is descriptive in nature. In the study primary and secondary data was used. In the research 150 respondent were taken based on random sampling method. The data are collected through the employee of organization by using questionnaire. It is found that company is effectively conducting induction program. The study indicates that the employees are satisfied with the induction programme.

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