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A STUDY ON THE ROLE OF FINANCIAL INSTITUTIONS IN PROMOTION OF VENTURES IN KARNATAKA

SRINIVAS H N
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ABSTRACT

Every venture in a country needs a universal lubricant seed called Finance. A well-organized financial system backs up the economic development of the ventures in countries across the globe. The India Government, in order to make provision for adequate supply of credit to various ventures in the economy, has evolved a well-developed structure of financial institutions consists of National Level Institutions and State Level Institutions. The present study addresses the role of Karnataka State Financial Corporation (KSFC) in promoting different ventures for economic development in the state. KSFC is one of the sturdy and white-collar managed state financial corporation with assistance over 1,71,414 units amounting to nearly Rs. 15,276 crores over the last 58 years in the state of Karnataka. The mile stone of KSFC is really exceptional.

INFLUENCE OF APARTMENT PRICE ON RESIDENTIAL SATISFACTION: A STUDY IN CHENNAI

P. BALATHANDAYUTHAM
ASST. PROFESSOR
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ANNAMALAI NAGAR

ABSTRACT

The purpose of this research was to determine influence of flat price on apartment satisfaction. Simple random sampling was used in this study. 200 samples were collected from Chennai metro Politian city. From an ANOVA analysis it could be shown that above 35 lakhs price group respondents have higher satisfaction when compared to the below 35 lakhs price group respondents. This study has resulted in new insights that the apartment price positively influences the residential satisfaction in Chennai.

DIGITALISATION: AGRICULTURE WITH A NEW PERSPECTIVE**RAMESH AJMEERA****LECTURER****UNIVERSITY COLLEGE OF COMMERCE & BUSINESS MANAGEMENT****KAKATIYA UNIVERSITY****WARANGAL****ABSTRACT**

Agriculture is the most important sector of the Indian Economy. The Indian agriculture sector accounts for 18 percent of India's gross domestic product (GDP) and employs 50% of the countries workforce. India is the world's largest producer of pulses, rice, wheat, spices, and spice products. India has many areas to choose for business such as dairy, meat, poultry, fisheries, and food grains, etc. India has emerged as the second-largest producer of fruits and vegetables in the world. Total food grain production India is estimated at 281.37 million tonnes during 2018-19 as compared to 277.49 million tonnes in the previous fiscal. This is higher by 15.63 million tonnes than the previous five years' (2013-14 to 2017-18) average production of food grains, according to second advance estimates released by the Department of Agriculture. This is a good symptom for the Indian economy from the agriculture sector. The social transformation of the country and economic growth depends on the performance of the agriculture sector. In the recent past, the per-capita agricultural output has seen a steady rise, but the sector's contribution to the GDP has been decreasing. The deceleration in agricultural growth is the major challenge faced by the so-called agrarian Indian economy. The reasons for the deceleration are many like lack of public investment in research and development and irrigation, inefficiency in providing inputs, rural credit and extension services, land fragmentation, outdated tenancy law, lack of modern market and rural infrastructure, inappropriate input pricing policies, etc. Under such circumstances, the concept of Digitization of the Agricultural Sector becomes more vital. There is a necessity of empowering the rural community by creating digital Infrastructure, providing various digital services, and Promoting digital literacy. Digitization in Agriculture can be defined as ICT and data ecosystems to support the development and delivery of timely, targeted information and services to make farming profitable and sustainable. The distinct vision of our Prime Minister assures regarding several initiatives taken to provide "Protective shield" to the farmers to increase production, Improve storage and connectivity with the consumers for better supply and profit. This paper intends to explore the initiatives taken by Government for providing Digital Infrastructure and decision support systems to the farmers, impact of Digital India on rural areas and also to study how it would result in improving the income of the farmers.

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