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AN EVOLUTION ON DEVELOPMENT OF CORPORATE SOCIAL RESPONSIBILITY IN INDIAN INDUSTRIES

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ABSTRACT

The present study finds out that the New Act's CSR requirements will increase the costs of doing business in India and add to existing administrative and reporting burdens. Unfortunately, the sheer amounts of money that must now be spent on CSR in India have increased substantially the dangers of violating U.S. and U.K. law, and we expect that there will be close scrutiny of companies' CSR payments by United States and U.K. authorities. Because of these risks, foreign companies with operations in India should seek the advice of counsel in structuring the CSR programs and establishing internal controls.

ENTREPRENEURSHIP DEVELOPMENT OF MSMES IN NELLORE DISTRICT

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ABSTRACT

Entrepreneurship is not new to India. In fact, to quote from the Indian Industrial Commission Report (1916-1918) - "At a time when the West of Europe, the birth place of modern industrial system, was inhabited by uncivilized tribes, India was famous for the wealth of her rulers and for high artistic skill of her craftsmen. And even at a much later period, when the merchant adventures from the West made their first appearance in India, the industrial development of this country was, at any rate, not inferior to that of the more advanced European nations." In the development of industries in general and particularly the development of Micro, Small and Medium Enterprises, entrepreneurship is the engine of economic growth and development. In this chapter an antagonistic attempt has been made to analyze the socio-economic factors that influence the entrepreneurship development such as the age, gender, education, social status of the entrepreneurs and other motivational factors of the entrepreneurs.

A STUDY OF THE FINANCIAL HEALTH PERTAINING TO SELECT INDIAN CPSE's - WITH SPECIAL REFERENCE TO SAIL, NTPC AND ONGC (1997 TO 2015)

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ABSTRACT

Public Sector Enterprises had been set up in the post-independent era in the core and strategic sectors of steel, heavy industries, power, coal, fertilizers etc. In this context, this paper tries to analyse the performance of select CPSE's against the backdrop of liberalization measures especially during the second generation reform period (i.e.) from end of 2000 to 2015. The paper is with respect to the financial performance using Financial Ratios of select Maharatnas – Steel Authority of India Ltd., National Thermal Power Corporation and Oil and Natural Gas Commission. Using Prof. Edward I. Altman (1968) Z-score model, it is found that liquidity and profit earning capacity of the above stated enterprises have been quite good.

DOES CULTURE AFFECT MANAGEMENT DYNAMICS IN MULTICULTURAL ORGANIZATIONS: AN ANALYTICAL STUDY

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ABSTRACT

It is a postulate of our times that we are living in a world which is changing very speedily. With the invention of modern means of transport and communication, national boundaries are no more significant barriers in free movement of people and organizations from one place to another. With the growth of production and saturation in domestic market, multinational Corporations (MNCs) have to move to other countries, becoming competitor of the domestic businesses of such countries and most importantly operating in an environment having a different culture in most of the related aspects. Multicultural issues are the most current problem of today's management. The multiculturalism includes the co-existence of people from many cultural backgrounds like religion, Educational background, gender, age, ethnicity, social background etc. The present study aims at finding out the relationship between cultural aspects (religion, educational background) and management approaches used by managers in Multicultural organizations.

REFINANCE OPERATIONS OF NABARD IN CHITTOOR DISTRICT OF ANDHRA PRADESH STATE

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ABSTRACT

National Bank for Agriculture and Rural Development (NABARD) was created in response to the aspirations of the people and Government of India to create a strong public policy institution in rural credit for building a strong rural India. Agriculture is the backbone of the Indian economy as it is major source of income for rural India where more than 65% of total Indians reside. The significance of farm credit as a critical input to agriculture is reinforced by the unique role of Indian agriculture in the macro-economic framework and its role in poverty alleviation. In this backdrop, the present study is conducted to review the refinance operations of NABARD in Chittoor District of Andhra Pradesh State. The required data was collected from the bankers with the help of structured schedule relating to advances refinanced by NABARD under different schemes and purposes. The study reveals that the Commercial Banks have disbursed more funds to the agricultural sector by adopting various schemes under NABARD than the other institutional agencies. The involvement of Chittoor District Central Co-operative Banks and Saphthagiri Grameena Banks in the districts in adopting NABARD schemes is deprived compared to Commercial Banks.

VARIATIONS IN CAREER INTERESTS OF GRADUATE STUDENTS

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ABSTRACT

Students in India pursue graduation in various streams like Arts, Science, Commerce, Engineering, Pharmacy and many others. They study at different institutes and graduate colleges all over the country. Having decided their stream of education they are sure, to some extent, of their career interest. However not all students may know their interest and therefore there exists a gap between the stream of education chosen by the student and his or her career interest. Career interest may vary also by the city in which the student is studying or the medium or language of study of the student. This article analyses data of students studying in the final year of their graduation. The data of their preference of career was collected using the Career interest test of MN Careers. The test based on Holland's typology gives scores on 6 different career interests. It was found that significant differences in career interest do exist for students by city, medium of study and their stream of education for certain career interests.

NEW MEDIA PLAYS AN IMPORTANT AND VITAL ROLE IN WOMEN'S EMPOWERMENT AND ITS DEVELOPMENT

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ABSTRACT

The empowerment of women is being regarded these days as a very important aspect for the development of the country. Empowering women aims to inspire them and persuade them to come out from different adverse conditions, be it societal or religious, that have traditionally kept them suppressed and unable to see their true strength, power and beauty. We are living in the modern era, even though; today in the rural areas women are suffering from various problems in different fields of life. Empowerment of women has emerged as an important issue in recent time. As per the latest Census in the year 2011, the total female sex ratio in India is 940 per 1000 males. The population of India is more than 1.21 billion and out of this, women constitute nearly 50% of the total population, Women empowerment in India is a much debated topic. New Media plays an important and vital role in women's empowerment and its development. Media can create an awakening inspiration to achieve their potential as prime source of change in the society, we live in. With the growing dominance of the Internet, blog, chat, Social sites etc, the use of New Media has already begun and consequently, communication is rapidly changing and becoming mobile, interactive, personalized and multi-channel. Internet has served as a vehicle or as a channel to convey information in a useful and easy to understand manner. This extraordinary revolution is affecting the basic structure of societies, and is raising discussions and debates that are profoundly related to women: the rapid transformation of the boundaries between the public and the private spaces, the relationship between the new media and women's empowerment. New Media is considered as an important source in helping the women empowered. It is helping as the important source and access to speak out against the oppression and marginalization of women at the grass root level. The media is considered as the most potent and influential mean in this regard as it has the capacity of persuading and moulding opinion. The relationship of the media and the women is important because whatever image women have in our country is influenced by media. It is thus vital, to utilize the media for the improving the status of women in India and divulging their role in national development. Basically, this paper deals with empowerment of women through the New Media (Internet). Empowerment of women led to the development of the family, community, society, state and the nation. This paper will specially highlight the positive perception and use of New Media as a development tool to empower the women.

MICRO-ENTERPRISE DEVELOPMENT - WITH A SPECIAL REFERENCE TO NAGAON DISTRICT OF ASSAM

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NAGAON**

ABSTRACT

This paper emphasizes the need of active support of banks and financial institutions for promotion of micro enterprises. For development of micro enterprises, the role of financial institutions is most important. The financial institutions should take pragmatic approach for providing finance to the poor and to the needy unemployed directly or support the Government sponsored programmes to alleviate poverty and generation of employment. Micro enterprise will develop only when the credit facilities are available. Assam holds a unique position in the North East Region of the country as it is a gateway to other state of the region. The state is rich in a variety of resources but unfortunately, with all potentialities of development, Assam is still lagging behind in the sphere of industrialization. This paper states that, though most of the formal financial institutions are based in Assam and in the study district Nagaon, the credit scenario is not satisfactory. So far several studies have been carried out on micro and small scale enterprise but more stress should be necessary on financing aspect of the Micro Enterprises. This paper suggests that for the development of micro enterprises in Assam in general and the Nagaon district in particular, simplification of application procedure, uniform interest rate, cluster development approach, entrepreneurship development programme, awareness about various government sponsored schemes, etc. are necessary.

THE MAIN DIFFERENCES BETWEEN GATT 1947 AND THE WTO

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ABSTRACT

Purpose: The purpose of this article is to discover the aims behind applied the General Agreement on Tariffs and Trade (GATT) 1947 and the main reasons which led to replace it by the World Trade Organization (WTO) in 1994. Also, exploring the main differences between the GATT 1947 and the WTO and evaluating the impact of the WTO. **Methodology /approach:** This article has employed descriptive and comparative methods. The following materials were referenced as part of this article: books, journal articles, reports, agreements. **Findings:** This article has found that after the Second World War there was a need to establish an international regime to cancel trade barriers. Moreover, this article has discovered that, in the 1940s, the negotiators intended to create an International Trade Organization (ITO) in order to complete the Bretton Woods system, which includes the International Monetary Fund and World Bank. ITO was adopted to organise trading the goods. However, it failed because the United States Congress did not approve it. Then the GATT 1947 was provisionally applied according to the Protocol of Provisional Application, which was signed in late 1947. Finally, it has been found that the GATT 1947 faced many difficulties, which led to replacement of it by the WTO in 1994. The latter tried to address shortages in the GATT 1947. Nevertheless, there are some matters that need further improvement. **originality/value:** This article contributes to increase the understanding of the idea behind applied the GATT and discover the main reasons led to setup WTO and the limitations of the latter.

**IDENTIFY THE UNDERSTANDING LEVEL OF INVESTORS TOWARD SAFETY, RISK
AND RISK RETURN ASSOCIATION OF MUTUAL FUND SCHEMES OF TAMILNADU
- WITH SPECIAL REFERENCE TO CHENNAI, COIMBATORE, MADURAI AND
TRICHY DISTRICT**

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ABSTRACT

The identification of risk return association between any kinds of investment is more important one. So, the researcher wants to identify the understanding level of investors toward safety, risk and risk and return association of mutual fund schemes are described below. The mutual fund investment with respect to the predominant reasons of regular income, growth income, Tax savings, balanced fund, sector fund, pension fund, money market, gift fund and any other, in 4 cities. The identification of risk return association between any kinds of investment is more important one. So, the researcher wants to identify the understanding level of investors toward safety, risk and risk and return association of mutual fund schemes are described below. The mutual fund investment with respect to the predominant reasons of regular income, growth income, Tax savings, balanced fund, sector fund, pension fund, money market, gift fund and any other, in 4 cities.

WATER AND THE ENVIRONMENT**DR. N. SWAMINATHAN****ASST. PROFESSOR****DEPARTMENT OF AGRICULTURAL ECONOMICS****PANDIT JAWAHARLAL NEHRU COLLEGE OF AGRICULTURE & RESEARCH INSTITUTE
KARAIKAL****ABSTRACT**

Water and ecosystems are inextricably linked. The ecosystems of our planet, the plants and animals that live within them, need water for their survival. Ecosystem, in turn, regulate the quantity and quality of water. The functions (goods and services) that natural and semi-natural ecosystems provide to humankind are often in economic planning and decision making. Human water management affects ecosystems, which in turn affect the livelihoods of the people that depend on them. Hydrological, ecological, and social processes are closely connected. People are an inalienable part of the ecosystem. Therefore, we must look at the big picture: the management of fresh water within an ecosystem. The ecosystem approach to water management may provide answers to the social, economic, and ecological problems we face. Water security is based on protection of the ecosystems on which resources depend. Recognizing the vital role of healthy ecosystems in the water cycle and protecting them should form the basis of any water management decision.

MAKE IN INDIA: THE WAY FORWARD

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ABSTRACT

A nation's competitiveness depends on the capacity of its industry to innovate and upgrade. The economic growth is a phenomenon of market productivity and rise in GDP. Manufacturing development in developing countries could improve GDP and economic development. Make in India was launched by Prime Minister, Narendra Modi on 25 September 2014, to encourage companies to manufacture their products in India. He has launched this ambitious campaign with an aim to turn the country into a global manufacturing hub, employment generation, boosting trade and economic growth, safe guard and sustain the overall development of India. The major objective behind the initiative is to focus on 25 sectors of the economy for job creation and skill enhancement. The new government has undertaken many reforms in the recent times that have created scope for rejuvenation of India's growth story. The focus of the government has been on refueling growth, taming price pressures, facilitating industrial and businesses environment and simplifying the policies and procedures. Make in India campaign surely makes India an investment destination and global hub for manufacturing and innovation. The study based on secondary data and highlight about Make in India scheme, its opportunities, challenges and changes needed.

A STUDY ON GROWTH AND INSTABILITY IN MAIZE PRODUCTION IN TAMIL NADU

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ABSTRACT

Agricultural production includes two components viz., food and non-food articles. Of all the food articles, foodgrains constitutes the most significant part of agricultural production of any country. Importance of foodgrains in the world economy is being recognized and there is an urgent need to raise production in view of the large gap between demand and supply of foodgrains. Foodgrains are grown in many states in our country providing employment to a large number of people and contributing to the growth of the vital rural economy. The major foodgrains growing states in India are Uttar Pradesh, Punjab, Andhra Pradesh, Rajasthan, Haryana, Maharashtra, Madhya Pradesh, West Bengal, Karnataka, Tamil Nadu, Bihar, Gujarat, Orissa and Chhattisgarh, which together accounted for more than 90 per cent of area and production of foodgrains. Among these states, the growing of the foodgrains has assumed greater significance in Tamil Nadu. The principal crops like paddy, millets and pulses, groundnut, cotton and sugarcane accounted for more than 60 per cent of the gross cropped area of the State. The millets viz., cholam, cumbu, ragi, maize, korrah, varahu and samai are grown in the State. In Tamil Nadu, the total area under cereals was 24.98 lakh ha. of which 19.20 lakh ha. of land was irrigated and the rest was unirrigated. Therefore, an analysis of growth and instability in maize production in Tamil Nadu is of great importance for a comprehensive understanding of the food security at the state level. In this context the present study assumes growth and instability of maize production in Tamil Nadu. This study also exhibits the inter-district analysis of the maize production in Tamil Nadu. The compound growth rate for area under maize, production and yield of maize cultivated in Tamil Nadu shows a clear picture of increasing growth. The study also concludes that there persists a huge increase in the instability of area, production and yield of the crop studied over the review period. Maize cultivation in the post-reform period remained more unstable as compared to the pre-reform period. The results of the decomposition analysis revealed that the change in mean production of Maize was mainly due to the change in mean area.

GREEN ACCOUNTING: THE NEXT STEP IN CORPORATE SUSTAINABILITY

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ABSTRACT

With the increasing focus on environmental sustainability and responsible business, the concept of Green Accounting, also known as Environmental Accounting has been in the news for quite some time now. Where businesses today are trying to focus on sustainable measures for more responsible business, accounting practices have also found their place in this melee. Going by the principle, 'you cannot manage, what you cannot measure', companies and nations the world over are trying to value natural resources for better management. Green accounting found prominence when the world realised the need to take into account environmental costs and benefits to enable sustainable growth. Over the years, GDP based indices are paving way for more comprehensive systems of accounting and reporting, although the pace is arguably slow. This paper seeks to understand the subject matter of Green Accounting, its relevance in current times, and how, it is superior to traditional methods used for accounting for the environment.

CONTRIBUTION OF FINANCIAL INCLUSIONS FOR ECONOMIC GROWTH

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ABSTRACT

The economy is in the path of growth route and with vibrancy in all round economic activities as well as creation of new activities apart from a lean period of 18 months resulting from the global turmoil the economy resilience needs to be appreciated. The main driver being the manufacturing sector which grew at 16.3% in the last quarter, mining 14% (Q4) and the overall GDP growth was 7.4% in the year 2009-10 only China surpassed with higher growth rate at 11.9% in the January–March quarter whereas rest of the world are witnessing fragile recovery aftermath the global financial crises. At present the financial depth in Indian scenario is not that encouraging against Asian countries though it has gained momentum. As deepening financial system and widening its reach is crucial in terms accelerating the growth and achieve equitable objectives. With sudden burst in entrepreneur drive across the country will require additional financial support to nurture them. With pressure for credit delivery will need to mobilize additional resources from a wider deposit base. Thus financial inclusion will help strengthen financial deepening and enable resource mobilization for extending and broadening credit leading to economic development and accelerate growth. Inclusive Growth depends mainly on equitable distribution of growth benefits and opportunities and Financial Inclusion is one of the most critical parts, which need to be equitably distributed in the country in order to attain comprehensive growth. It needs to be assumed by the state that to bring higher growth, there should be inclusive finance irrespective of all sections of people. But, it is felt that the efforts taken are not good enough to meet this awe-inspiring issue of Financial Inclusion. Financial Literacy and Awareness continue to remain a matter of concern with regard to usage of financial services or products. It appeals for harmonization of all the participants like-Banks, Governments, Civil Societies, and NGOs etc. to reach the objective of Financial Inclusion.

DETERMINANTS OF RURAL WOMEN ECONOMIC EMPOWERMENT: THE CASE OF ADAMI TULLU JIDDO KOMBOLCHA WOREDA, ETHIOPIA

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ABSTRACT

This study is aimed at identifying the “Determinants of Rural Women Economic Empowerment in Adami Tullu Jiddo Kombolcha Woreda of Oromia Regional State of Ethiopia”. The data were analyzed by using qualitative and quantitative methods. Descriptive statistics and econometric analysis methods were used for quantitative data. Nine indicators were taken to substantiate evidence. The data results showed that economic empowerment level of rural women were affected by media exposure, participation of rural women that affect their economic empowerment options and constraints to freedom of mobility. The institutional factors that affect rural women economic empowerment included poor economic condition of the rural women and lack of law enforcement of gender affirmative provisions to resolve inequality and constraints of the will of policy makers.

EDUCATIONAL ALTERATION IN KERALA: EXPERIENCE AND CHALLENGES

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ABSTRACT

Kerala achieved a remarkable achievement in educational development with involvement of governments, private agencies and social reformers. However, currently Kerala focuses on quality education rather than mass education. Growing concerns on quality education forces parents to deviate from public to private institutions leading to emergence of numerous unaided and self-financial institutions. Since the 1990s, higher education in Kerala has been subject to significant policy shifts, which hold long-term implications for the general arts and science segment. Thus, while people with higher purchasing power can procure quality education and thereby invest more fixed capital in the form of education, people with less purchasing power are forced to procure less quality education. This unequal distribution of quality education creates wide income gap leading to social and economic imbalance.

PRAGMATIC SIGNIFICANCE OF INDIAN ARTS AND CRAFTS IN MAKING STRATEGIES FOR DEVELOPMENT OF DOMESTIC TOURISM IN INDIA

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ABSTRACT

India is a treasure-trove in terms of uniqueness, richness and diversity of cultural manifestations. Over the years, the sustained interplay between the 'local social fabric and 'extremely diverse topographic, meteorological and biotic environments prevailing in different parts of the country paved way for emergence of ever newer traditions, festivities, life styles, settlement patterns and art and craft forms. One can aptly perceive the magnitude of 'uniqueness' and 'diversity' of Indian culture through the varied art and crafts traditions of the country. Consequently, these forms have been and would continue to prove instrumental towards enhancing the 'tourist appeal of a given destination, which go a long way in enriching the destination experience of both international and domestic tourists. Of the various art forms, handicrafts have special significance from the perspective of both the guests and hosts. For tourists, the handicraft products are practically tangible expressions of the otherwise intangible 'cultural experience'. They love to buy such native products as 'souvenirs/memoirs' and gift items, while others take them on account of their utilities or aesthetic values. On account of this, 'promotion to tourist shopping' is now being seen as an integral part of destination development strategy, in almost every part of the world. Fact remains that every popular destination offers some unique souvenirs that ultimately acts as a source of 'word of mouth publicity'. The present work seeks to prove that, today, it is imperative to foster and develop endemic art and craft, as an important ingredient of tourist products. It also attempts to provide reasons for inclusion of Indian art and crafts, while formulating strategies for promotion of domestic tourism in India.

WOMEN EMPOWERMENT UNDER UMEED FOUNDATION IN SANGRUR: A CASE STUDY

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ABSTRACT

Microfinance is considered not only effective tool of poverty reduction but also a way to empower the poor women in rural areas. This research paper throws the light on the working of microfinance policy in terms of women empowerment. To analyse the effectiveness of microfinance, data was collected from an educationally backward district of Punjab i.e. Sangrur during August 2012-April 2013. For this purpose, 200 women beneficiary of 22 Self Help Groups working under Non Government organization i.e. Umeed Foundation was selected. 12 villages of two blocks i.e. Bhawanigarh and Sangrur were covered. Further close ended questionnaire was formed to get the responses of beneficiaries. Those beneficiaries were interviewed who were in the scheme since one and half year. Majority of the target women were illiterate and belonged to schedule caste. Six indicators under economic empowerment and four indicators under social/familial empowerment were selected. Study found mixed results regarding these indicators. In some areas women were empowering, where in other areas empowerment was not found.

ADVANTAGE AND DISADVANTAGE OF ERP

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ABSTRACT

ERP systems are information systems involving more diverse and integrated organizations through various functional areas. There are many cases where it has been observed that ERP systems become a failure, either in the design or implementation. A number of reasons contribute to the success or failure of an ERP system. The success or failure of the ERP system can be analysed by understanding advantage and disadvantage of ERP within the organization. In this paper you can see few major factors that affect the organization.

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