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# **ECONOMIC IMPACT OF TOURISM, WELFARE MATERIAL, PERSONAL BENEFITS, AND LIFE SATISFACTION OF LOCAL RESIDENTS**

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## **ABSTRACT**

*Tourism development in many countries, especially in third world countries, beside to generating foreign exchange, also always produce negative impact on the economics of the local population. This study aims to determine the effect of the economic impact of tourism on the life satisfaction of local residents in the district of Ubud Gianyar regency of Bali Province. This research is a quantitative approach based on the principle of causality positivism. Variables in this study are the economic impact of tourism, life satisfaction, material well-being and personal benefits. The sample size of 120, the targets of the research are both locals working in the tourism sector and outside the tourism sector. The analysis is done with PLS program. The finding in this study is that the economic impact of tourism on the life satisfaction of local communities is positive and significant. The results provide information that indirectly influence of the economic impact of tourism on local people's life satisfaction is significant. This means that the material well-being and personal benefits mediate the association of the economic impact of tourism on local people's life satisfaction. Based on the description of respondents' perceptions of research variables, and analysis of the research models, it can be recommended that human resource empowerment of local people in tourism development is needed to improve the quality of life. SME entrepreneurship development programs and job training, especially for young workers is very recommended.*

# **START-UP INDIA STAND-UP INDIA CAMPAIGN: SCOPE FOR WOMEN ENTREPRENEURSHIP DEVELOPMENT IN THE INDIAN MSME LANDSCAPE**

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## **ABSTRACT**

*Entrepreneurship development has been taken up as the key factor for achievement of inclusive growth and all round development in India. Due emphasis has been given on introduction and adoption of various policy initiatives by the Indian government in the Micro Small and Medium Enterprises (MSMEs) sector. The sector's contribution to the entire Indian economy is very valuable due to its contribution towards GDP and employment generation. One aspect of the sector is also taking a front role over the period, and that is women enterprises. Off late various schemes and campaigns have been launched to increase the share of women entrepreneurs in the total contribution of the MSME sector. This part of the sector becomes even more important keeping in mind that women are the integral part of holistic development of a society and the economy. The paper seeks to analyze the scope for the development of women entrepreneurship as seen through the introduction of a much applauded campaign of Start-Up India Stand-Up India, against the backdrop of the current scenario of women entrepreneurship in the country.*

# **SOCIO ECONOMIC WELFARE SCHEME IMPLEMENTED BY GOVERNMENTS ON SC/ST IN RURAL AREA OF SIVAGANGAI DISTRICT OF TAMIL NADU**

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## **ABSTRACT**

*The present study is undertaken to highlight the various Government Schemes implemented to uplift the Scheduled Caste and Scheduled Tribes by assuring Socio Economics development in rural area of Sivagangai District on the state of Tamilnadu. This study measures social and economic status of the SC/ST people. The findings of this study like State Government and Central Government to design suitable policy and measures to improve economic and social welfare schemes implemented on SC/ST people in the Sivagangai District in the State of Tamilnadu. Employees of the private organisations have no reservation and promotion according to the experience. But they are facing atrocities through the superior putting who are burden on them.*

# **ECONOMIC DEVELOPMENT IN TRIBAL AREA OF HIMACHAL PRADESH: A REGIONAL LEVEL ANALYSIS**

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## **ABSTRACT**

*Economic development in tribal area of Himachal Pradesh brings out an assessment of the program made during 1980-81 to 2010-11. In this paper, main component of development, viz. the economic development has been analysed at regional level in state of Himachal Pradesh. It is a factorial analysis based on 15 indicators and helps to identify the lagging regions based on this evaluation, plan formulation could be made for the different physiographic region of development, based on their resource potentials, levels of development, and the objectives of socio economic equity and regional balance. Strategies have been suggested under decentralized multilevel planning process with stress on spital organization and corporate management. Economic development strategies focus attention on regional potentialities and maximization of production. These strategies would pave the way for a more balanced regional development of Himachal Pradesh, if and when properly implemented.*

# PERFORMANCE EVALUATION OF COMMODITY DERIVATIVES EXCHANGES IN INDIA: AN ANALYSIS

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## ABSTRACT

*The agriculture is the backbone of India with a sizeable population live on it for employment and livelihood, the functioning of markets of agricultural produce is important for policy makers and other stockholders. The markets are expected to realize a fair price for farmers, traders, which are often a serious issue due to seasonality, lack of storage facilities, yield differences across different geographical regions in our country. With recommendations of different Committees and after a prolonged debate, Government of India has permitted commodity derivatives trading from the year 2003. The prices of agriculture commodities in "Spot" and "Futures" markets with a revolution in information technology moved toward fairness and resulted in remunerative to farmers. This paper focused its attention on providing overall picture relating to functioning of select commodity exchanges in India. Further, the profiles of select commodities especially in terms of price trends are also analyzed. The functioning of futures markets in terms of number of exchanges volume of trading carried out by them is very promising. However, the developments in one market influence the other, where in the level playing field is not the same. This calls for a stringent regulatory environment, market surveillance and legal framework. The authors suggested that efforts need to be directed towards increasing the role of the government in order to regulate the activities of these markets.*

# **SALES FORCE MANAGEMENT: A CONSIDERABLE ASPECT OF MARKETING MANAGEMENT**

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## **ABSTRACT**

*Every organization is concerned with the efficient management of its finance, purchase, production, marketing and human resources. Sale force management is one of the essential parts of marketing management. An efficient sales force staff helps the management in achieving its market share, consumer satisfaction, healthy competition, and increased profits. Companies are spending lot of funds on advertisements and other promotional actions but still the sales personnel are doing lot for achieving the management targets. This paper considers the elements of sales force management and ways to improve the sales force management.*



# **A STUDY OF CONSUMER SOCIALIZATION AND IMPACT OF ADVERTISING ON CHILDREN & YOUTH**

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## **ABSTRACT**

*Children begin to make requests for desired products in first two years of their age. By around the age of five, most kids are making purchases with the help of parents and grandparents, and by eight most are making independent purchases and have grown to a matured consumer. These changes occur as children move through three stages of consumer socialization—which we have named the perceptual stage, the analytical stage, and the reflective stage. Child and youth get knowledge (or learn) about products or services through different agents, which socialize them as consumers. Youth are more socialized than children through advertisements. Family and peer play a vital role in consumer socialization of children. Youth and parent talk about products or services, and they exchange information. Analysis of various aspects related to advertisement role in decision making, concludes that advertisements are playing a vital role in socializing the child & youth and in turn they involve in family buying decision and role of advertisement cannot be neglected.*

# UNDERSTANDING CONSUMPTION EXPERIENCE AND TOURIST BEHAVIOR TOWARDS TOURISM PRODUCTS IN THE STATE OF NORTH INDIA

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## ABSTRACT

*Consumer preferences change with changing age, profession, lifestyle, and social groups. This change has significant effects in the selection and buying pattern of the tourists when they choose their preferable tourist spot. The preference is also dependent on the purpose of their visit and the compatibility factor that they have with their companion. The internal influential factors are often backed by the external physical attributes and facilities which include accommodation facilities, availability of quality food, climate and natural beauty, social and political conditions, infrastructural facilities, local hospitality and other services, social and culture lifestyle, shopping and entertainment facilities etc. The KMO and Bartlett's Test indicates that the number of variable as well as the sample size taken for the study is adequate and factor analysis is appropriate for the data considered for the study. It is evident from the study that most of the physical attributes like accommodation, public transport, tourist information centre, tourist spot maintenance was reported in good condition but need further improvement. Parking facilities at various places need to be increased. Natural beauty, telecommunication and entertainment services were reported as expected by the tourists. The concerned state and other beneficiaries with their expertise in providing and promoting the ultimate blend in their service offers can capitalize in creating more demand for their tourism product. The paper explores better understanding of tourist behavior with respect to tourism products in the state of north India and the crucial role they play in developing successful marketing strategies. Focusing on concepts such as consumer perceptions, consumption culture, and the influence of information technology and other local facilities, this paper is a pivotal reference source for business managers, marketing executives, and academicians interested in the relationship between consumer activities and tourism industry.*

**GOODS AND SERVICE TAX: A CHANGING OUTLOOK FOR INDIRECT TAXATION**

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**ABSTRACT**

*Goods and service tax is India's most efficient indirect tax reform. The central idea behind levying up of this kind of taxation is to replacing VAT, central excise, sales tax by levying a comprehensive tax on goods and services. GST will be a game changing reform for Indian economy by developing a common Indian market and reducing the cascading effect of tax on the cost of goods and services. It will impact the Tax Structure, Tax Incidence, Tax Computation, Tax Payment, Compliance, Credit Utilization and Reporting leading to a complete overhaul of the current indirect tax system. GST will have a far reaching impact on almost all the aspects of the business operations in the country, for instance, pricing of products and services; supply chain optimization; IT, accounting and tax compliance systems. GST is expected to create a business friendly environment, as price levels and hence inflation rates would come down overtime as a uniform tax rate is applied. It will also improve government's fiscal health as the tax collection system would become more transparent, making tax evasion difficult. An attempt is made in this paper to study the concept of goods and service tax and its impact on Indian economy. The study also aims to know the advantages and challenges of GST in Indian scenario.*

# THE CALENDAR-MONTH ANOMALY AND THE INDIAN STOCK MARKET: EVIDENCE FROM BSE

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## ABSTRACT

*Anomalies refer to a strange or abnormal pattern without logical explanations. In financial markets, market anomalies mean in a situation when securities perform inconsistent with the notion of efficient markets. The existence of anomalies in security returns, opposes an important theory in finance called the Efficient Market Hypothesis (EMH). Further, anomalies deviate the market prices from the fundamental value of the securities. Thus, investigation of the anomalies is significant to practitioners perceptive. In this study, we concentrate on one of the most prominent market anomalies called calendar effect. The present research aims to study empirically the existence of any monthly effects in the emerging stock market of a developing economy like India for the period from 2000 to 2014. The study is conducted using end of the day data for the benchmark Indian equity market index BSE Sensex using dummy variables regression. The empirical results conclude that BSE Sensex does not show the presence of "Calendar Monthly Anomaly" effect and one can conclude that the BSE Index is efficient enough to reduce the anomalies effect in the long run and there is no calendar anomaly in Indian stock market.*

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**GLOBALISATION: BOON FOR INDIAN ECONOMY**

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**ABSTRACT**

*Modern era is the era of globalization. Modern man has been a globetrotter, be it for education, trade, commerce, entertainment or anything else. Gone are the days when the world was divided into impregnable national boundaries. Revaluation in the IT sector has brought the world closer to make the dream of world a reality. Globalization means linking the economy of a country with the economies of other countries by means of free trade, free mobility of capital and labour etc. It also means inviting multinational corporation to invest in increasing economic openness and growing economic interdependence developing countries and opening up of the economy for international market for attaining worldwide competitiveness entire world can be called as globe village. According to Deepak nayyar, "it can be defined as an expansion of economic activities across political boundaries nation state it is a process of deepening economic integration, between countries in the world economy".*

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**MUTUAL FUND: AN AVENUE TO INVESTORS IN INDIA**

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**ABSTRACT**

*In today's competitive environment, various types of investment avenues are available to investors. An investor invests in various types of investment depending upon his requirements. Mutual fund industry has grown drastically over the years. The start of Mutual Funds gave opportunity for investors in hope of high returns from their investments. There are various schemes of mutual funds in India. If one invests for a long term, one can enjoy the benefits of rupee cost averaging. By investing in various schemes (tax saving schemes), one can claim tax benefits under section 80C of the Income Tax Act. Mutual Funds provide various types of schemes depending on the types of investors. Whether the investor is a risk taking investor or a risk-averse investor, one can find various schemes suitable to their needs. The mutual fund industry in India started in 1963 with the formation of UTI (Unit Trust in India) at the initiative of Government of India and Reserve Bank of India.*



# **ANALYSIS OF FACTORS DETERMINING MEMBERS' DECISION TO SALE COFFEE THROUGH COFFEE COOPERATIVES IN JIMMA ZONE: THE CASE OF GOMMA AND LIMU KOSA DISTRICTS**

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## **ABSTRACT**

*Analysis of factors determining members' decision to sale coffee through coffee cooperatives of specific sites Gomma and Limu kosa districts of the Jimma zone were evaluated with the objectives to: identify factors that determine farmers' marketing of coffee through cooperatives, examine the financial performance of coffee cooperatives and study coffee producers' attitudes towards coffee cooperatives. To accomplish these tasks a survey was conducted in the study areas in which data and information were collected from 180 coffee cooperative members' using a structured questionnaire. The liquidity ratio analysis indicated that the coffee cooperatives financial performance in the study areas were satisfactory but low ratio and the profitability of the cooperatives were not as such viable. In order to analyze factors, determine members' decision to sale coffee through coffee cooperatives, Tobit econometric model was used. From the hypothesized 16 explanatory variables, 8 variables (position in the cooperative, coffee produced, farm size, patronage refund, cooperative price for coffee, credit, distance of the cooperatives from the farmer's house and distance of the district market from the farmer's house) were found to be significant and influence the decision to sale coffee through coffee cooperatives. The findings of this study identifies that, improving the management and financial act of the cooperatives helps to cope with areas market competition to purchase coffee from cooperative members', provision of different services which can help coffee producers to supply quality coffee, fair payment of the patronage refund and continuous capacity building to coffee cooperative members' are the priority areas of interferences to advance the performance of the cooperatives in the study area.*

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**PATTERN OF EMPLOYMENT OF FEMALE WORKERS IN INDIA**

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**ABSTRACT**

*The levels of education, employment and also the earnings of the people differ a lot when they are considered on the basis of gender, area and social groups at the national level and also among the major states of the country. This chapter examined the nature of employment of the female workers at the all-India level on the basis of secondary data. This shows that the nature of employment indicates that the proportion of workers who are engaged as SE and RE has declined especially among the urban males, while that of casual labour has gone up, among both the rural and urban males. In the case of females also, the proportion of SE has come down, as in the case of males, while proportion of RE has increased among the females in both areas and that of casual labour has gone up among the rural females, but has declined among their urban counterparts. Thus, the degree of casualisation of workforce is especially felt among the rural workers. Moreover, the share of primary sector in total employment has declined even in the rural areas, which has not been adequately compensated by the secondary sector. Also, the share of secondary sector in the rural area and especially in the case of females is quite less and thus, three-fourths of this segment is compelled to depend on agriculture even now.*

## **MENTAL HEALTH AND ITS ASSOCIATED VARIABLES AMONG POLICE PERSONALS: WITH SPECIAL REFERENCE TO TIRUNELVELI CITY**

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### **ABSTRACT**

*This study was intended to understand the concept of mental health and their impact on demographic variables of police personnel in police force. To collect requisite data for the present study, the researcher used the mental health inventory (MHI) (Tamil Version) Constructed by Dr. Jagdish and Dr. A. K. Srivastav Deptt. of Psychology. B.H.U. Varanasi. Mental health inventory (MH1) covers six dimensions of mental health are positive self-evaluation, perception of reality, integration of personality, autonomy, group oriented attitude and environmental mastery with selected demographic variables. Census sampling method was used and sample size is 300. Data were analysed using simple percentage analysis, independent sample t test and regression analysis to test the formulated hypotheses. Finally, suggestions and conclusion are given from the perspective of police personnel to progress their mental health.*

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**THE CURRENT CRISES IN EU: AN EXPLORATORY RESEARCH****MALA RANI****Ph. D. RESEARCH SCHOLAR****MMAJ ACADEMY OF INTERNATIONAL STUDIES****JAMIA MILLIA ISLAMIA****DELHI****ABSTRACT**

*For the first time in the history of its existence, European Union (EU) is passing through the most turbulent time. A member-state decided to leave the politico-economic union known as the European Union. Brexit is the informal name for the United Kingdom's proposed withdrawal from the European Union. Brexit has altered the balance of power within the European Union. All member countries would, however, feel the impact of Brexit, both politically and socially. As Brexit is not the only challenge European Union is facing at the moment, this paper attempts to explore the various dimensions of Brexit and refugee crisis. The unprecedented and unexpected magnitude of influx of refugees has thrown the preparedness of even the best-prepared member states into disarray. They are finding themselves unable to receive and process the applicants smoothly. Border States like Greece and Italy have to face a disproportionate burden of managing new arrivals, despite their weak economic condition. Although the paper is restricted to Brexit and refugee crisis, Italy is also on its way to referendum deciding whether to continue in European Union or not (being termed as 'Italeave'). The paper also explores the various hues of India - European Union relations.*

# **ROLE OF KHADI AND VILLAGE INDUSTRIES IN THE ECONOMIC DEVELOPMENT OF THE JAMMU AND KASHMIR STATE**

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## **ABSTRACT**

*Industrial development is of utmost importance to developing economies. The state of Jammu and Kashmir is unfortunate on this front despite having resources it lags far behind then the other parts of the country in industrial activity. Since agriculture has been gradually losing its strength to generate additional employment opportunities for the fast increasing work force in rural areas and the natural local factors are more conducive for Khadi & Village Industries. Khadi is an age old industry in our state. Being labour intensive, Khadi industry is highly useful in creating employment opportunities especially in far-flung and backward areas of the state Khadi and village industries play an eminent role in the advancement of rural as well as semi-urban economy. The main objective of developing these industries is to raise the standard of living, generate more income, increase the use of local raw material and help the development of rural economy by generating employment for the people. The present study is an attempt to highlight the role played by Khadi & Village industries in the economic development of the state vis-à-vis growth in production, sales and employment generation.*

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# IMPACT OF FOREIGN INSTITUTIONAL INVESTMENTS ON NATIONAL STOCK EXCHANGE

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## ABSTRACT

*Indian economy has been one of the stars of global economy in recent years. The foreign institutional investment [FIIs] has emerged as noteworthy players in the Indian stock market and their growing contribution adds as important features of the development of stock market in India. This study has conducted to examine the influence of Foreign Institutional Investment on the different Sectoral Indices of National Stock Exchange. For this purpose, the data from January 2008 to June 2014 is analyzed with the help of regression model on SPSS. Besides this Granger Causality test has also used for testing the causal relationship between National Stock Exchange and Foreign Institutional Investments. It is concluded that FIIs have a significant impact on the NSE, although the degree of influence is not much high on NSE Sectoral Indices.*



# PERFORMANCE OF LIFE INSURANCE INTERMEDIARIES IN INDIA AND THE NEED FOR INSURANCE MARKETING FIRMS (IMFs)

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## ABSTRACT

*Life insurance industry has always been a major buzz creator in India. It has seen many changes since its inception from nationalization to liberalization it has seen it all. Market has become dynamic with time in this case intermediaries play a very important role in fetching up the business. And every life insurer is trying to tap the market and potential policyholders as much as possible, with the help of its intermediaries. Thus this paper aims at analyzing the performance of different intermediaries in life insurance industry as well as analyzing the position of Indian life insurance sector in the world economy (Asian countries) in terms of penetration and density and discussing the new concept of IMFs in India as the need for boosting up the distribution channel has been felt by the insurers as the performance has not been so satisfactory in the previous half decade.*

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**FINANCIAL INCLUSION OPPORTUNITIES AND CHALLENGES FOR INDIA**

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**ABSTRACT**

*The banking industry in India has undergone dramatic changes. Previously the banks would target the rich customers. As a result, the have-nots or the bottom-line customers of the pyramid were ignored. They belonged to low-income group and had to take resort of moneylenders or informal lenders for taking advance/loan at exorbitant rate of interest. This situation cannot uplift the poor people and makes them destitute in the long run. For developing nations, the era is of inclusive growth and the key for inclusive growth is financial inclusion. Financial inclusion or inclusive financing is the delivery of financial services, at affordable costs, to sections of disadvantaged and low income segments of society. There have been many formidable challenges in financial inclusion area such as bringing the gap between the sections of society that are financially excluded within the ambit of the formal financial system, providing financial literacy and strengthening credit delivery mechanisms so as to improvised the financial economic growth. A nation can grow economically and socially if it's weaker section can turn out to be financial independent. The paper highlights the basic features of financial inclusion, and its need for social and economic development of the society. The study focuses on the role of financial inclusion, in strengthening the India's position in relation to other countries economy. For analysing such facts data for the study has been gathered through secondary sources including report of RBI, NABARD, books on financial inclusion and other articles written by eminent authors. After analysing the facts and figures it can be concluded that undoubtedly financial inclusion is playing a catalytic role for the economic and social development of society but still there is a long road ahead to achieve the desired outcomes.*

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