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# CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	<b>FEMALE ROLE PORTRAYAL IN INDIAN MEDIA: AN EXPLORATION OF FACTORS AFFECTING IT's ADVERTISING EFFECTIVENESS</b> <i>FAREYA SIDDIQUI &amp; Dr. KALEEM MOHAMMAD KHAN</i>	1
2.	<b>ERGONOMIC SEATING: THE SEAT-DEPTH PROBLEMS</b> <i>MURAT DARCIN, MURAT ALKAN &amp; GURDOGAN DOGRUL</i>	2
3.	<b>A RELEVANCE OF TOURISM EMPOWERMENT AND TOURISTS VITALITY: A STUDY OF VIJAYAPUR</b> <i>MALLIKARJUN M. MARADI &amp; Dr. R. M. PATIL</i>	3
4.	<b>DEMONETISATION AND ITS IMPACT ON INDIAN ECONOMY</b> <i>VIJAY KUMAR</i>	4
5.	<b>A STUDY OF CUSTOMER'S ATTITUDE, PERSONALITY AND PERCEPTION TOWARDS INSURANCE</b> <i>RITOBRIITA DUTTA GUPTA &amp; ANURADHA SAHA</i>	5
6.	<b>SUSTAINABILITY OF COSMETIC SALES BY SALES PROMOTION</b> <i>Dr. J. ANITHA &amp; P. VINODHINI</i>	6
7.	<b>PERFORMANCE OF PRIMARY AGRICULTURE CO-OPERATIVE SOCIETIES IN INDIA AND HARYANA</b> <i>VINOD KUMAR &amp; SANTOSH</i>	7
8.	<b>ROLE OF MICRO, SMALL AND MEDIUM ENTERPRISES IN ECONOMIC DEVELOPMENT OF INDIA - AN EMPIRICAL ANALYSIS</b> <i>VIPULESH.U, RAHUL.P &amp; Dr. MALABIKA DEO</i>	8
9.	<b>CAPITAL STRUCTURE ANALYSIS OF HINDUSTAN UNILEVER LIMITED</b> <i>AJAZ AHMAD BHAT &amp; ANKITA SINGH</i>	9
10.	<b>MAIN THEORETICAL APPROACHES TO AGRARIAN CHANGE AND DEVELOPMENT</b> <i>DILEEP CHANDRA M</i>	10
	<b>REQUEST FOR FEEDBACK &amp; DISCLAIMER</b>	11

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- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

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- Garg, Bhavet (2011): Towards a New Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>



# **FEMALE ROLE PORTRAYAL IN INDIAN MEDIA: AN EXPLORATION OF FACTORS AFFECTING IT'S ADVERTISING EFFECTIVENESS**

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## **ABSTRACT**

*The purpose of this paper is to explore the various factors that affect advertising effectiveness of female role portrayal in Indian Media. A total of 410 consumers above 20 years of age and from northern region of India were surveyed employing researcher controlled sampling. Data was collected through structured, refined research instrument that comprised of scales to measure various aspects of sex role advertising and its effectiveness. The research instrument also had items to generate demographic profile of respondents and female autonomy levels. Exploratory Factor Analysis (EFA) was conducted to reveal the existence of underlying factors that made up the attitude of Indian consumers towards female role portrayals, purchase intention and company image. Also sociocultural attitude of consumers towards appearance and idealized imageries in media was explored. The results of this paper aim to provide valuable insights in the area of sex role stereotyping in Indian media and its effect on Indian consumers. It shall help domestic and international marketers in dovetailing their marketing strategies and developing appropriate promotional messages.*

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**ERGONOMIC SEATING: THE SEAT-DEPTH PROBLEMS**

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**ABSTRACT**

*Anthropometric measurement results are taken into consideration at the design stage in the manufacturing of an ergonomic chair but there are few research studies on seat depth. In this study, the seat depths of some chairs and the buttock-popliteal lengths (BPL) of their users were measured. The purpose of this study was to determine whether the seat depths of the office chairs sold in Turkey are compatible with the Turkish people or not. It was determined that the problem of incongruity arises from seat depth. At the end of this study, it was determined that 64 (53%) of the 120 office chairs are compatible with the anthropometric measurements of the users. The differing sensitivity in the buttock and thigh areas between populations is an indication that chairs should be designed and selected for the specific population under consideration. Correct posture on a chair designed by using the anthropometric data reduces back and shoulder pain. Sitting depth significantly affects the design of other seat components.*

# **A RELEVANCE OF TOURISM EMPOWERMENT AND TOURISTS VITALITY: A STUDY OF VIJAYAPUR**

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## **ABSTRACT**

*A developing country like India, which is on path of modern economic growth through structure transformation of the economy. Tourism is the practice of travelling for pleasure or the business of offering information, accommodations, transportation and other services to tourists. This word was first documented between 1805 and 1815. Tourism is an activity done by an individual or a group of individuals, which leads to a motion from a place to another. From a country to another for performing a specific task, or it is a visit to a place or several places in the purpose of entertaining which leads to an awareness of other civilizations and cultures, also increasing the knowledge of countries, cultures, and history. Tourism has a direct impact on the national revenue for all touristic countries, it creates work opportunities, industries, and several investments to serve and raise nations performance and cultures, also distributes their history, civilization, and traditions. It has the highest number of national protected monuments in India, at 507. The present study has carried for the purpose of understanding of growth of tourism, SWOT analysis of tourism industry in Vijayapur and factors impact of tourism on economic development of Vijayapur District, Karnataka State. The sources of information had been collected from secondary and primary data. The primary data had collected through a set questionnaire from 150 respondents included domestic and foreign tourists during 2016. The data has analyzed and interpreted with the help of statistical techniques. The study has found some of the challenges and potentialities of tourism entrepreneurship in Vijayapur District, 2016. The study was concluded that the tourism destiny is a vital arena of service and hospitality industry, which attracts and enhance worth of tourism destinations in Karnataka State.*

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**DEMONETISATION AND ITS IMPACT ON INDIAN ECONOMY**

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**ABSTRACT**

*On November 8, 2016 evening at 8 pm, the Indian currency Rs 500 and Rs 1000 note had been demonetizing. Demonetisation means withdrawing or pulling out of a particular form of currency from circulation. An unpredicted action taken by the prime minister has affected money aspect of India. In narrow sense, it has affected the growth rate of economy. It has an impact on consumer buying behavior and other population household and also on e-commerce business. As we know that due to this action, India faces so many problems. So it becomes necessary to study the impact of demonetisation on economy as well as on civil public. However, the prime minister gives emphases on e-commerce mode and promotes it. Yet the population of India is villager mostly and cannot either effort the latest technology due to backwardness or low income or has no sufficient knowledge about the technology. Therefore, the main aim of the study is to understand the positive and negative aspect on economy and on the public after the demonetisation.*

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# A STUDY OF CUSTOMER'S ATTITUDE, PERSONALITY AND PERCEPTION TOWARDS INSURANCE

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## ABSTRACT

*India is developing rapidly into a global economic power with over a billion of people. With a relatively well-informed and youthful population, India will become an attractive insurance market within a couple of decades. This paper reflects the general attitude of the customers towards insurance policies. A study was conducted where random samples of about 250 customers were surveyed of varied age groups to find out the influence factor of the policy holders and their attitude, personality and behaviour towards several insurance schemes and policies. For analysis purpose, an important multivariate technique has been used to reduce the large and the varied group of factors into a concise one for better analysis. This study also helps to find out the customers' expectations and satisfaction level from the different insurance companies. It also helps us to evaluate whether the customers are drawing the maximum benefit from the insurance policies they are applying for.*

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**SUSTAINABILITY OF COSMETIC SALES BY SALES PROMOTION**

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**ABSTRACT**

*Cosmetic include all substances, preparations devices and treatment used to promote the attractiveness or to alter the face and body. They are made for both men and women. Cosmetics include beauty products for the hair, scalp, face and hands". The objectives of the study is to study the general concepts of sales promotion, study the various sales promotion offers of different brands of cosmetics, know the opinion of consumers about the quality of cosmetics under sales promotion offers and analyze the identify the source of knowledge required about the sales promotion offers. The problem undertaken for the study purpose in levels of sales by the sales promotion by the cosmetics business. The cosmetics companies provide offer to customer as well as retailers for the boost of sales. The researcher collect the information from Thiruvarur sample respondents and are analyzed to find them, most of the consumer prefers the product for variety of product deliver the concern. Majority of the consumers purchase the product through FMCG distributors, majority of consumers choosing the brand through friends. And majority of the consumers are influenced by media Advertisement. The researcher suggest to sensible advertisement should be made for better impression in the customer mind, samples could be provided to rural areas to create an awareness about the product and the consumer feels about price off or gift offer to buy the product. So, it should be given at least three months and six months once. As regards manufactures, they should realize that the consumers are the focal point of any business enterprises. They should be conscious of the fact that the consumer is a prime determining factor or decisive force in the market. So the producer should understand what exactly is expected of him by the consumers who are highly sensitive and reactive.*

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**PERFORMANCE OF PRIMARY AGRICULTURE CO-OPERATIVE SOCIETIES IN INDIA  
AND HARYANA****VINOD KUMAR****Jr. LECTURER****G.S.S.S.****JATU LOHARI****SANTOSH****SENIOR RESEARCH FELLOW****DEPARTMENT OF ECONOMICS****M. D. UNIVERSITY****ROHTAK****ABSTRACT**

*Primary agriculture credit societies mean a co-operative society. Primary Agriculture Co-operative Societies (PACS) are also known as "Mini Banks" or "Rural Credit Banks". They provide short-term and medium-term loan to the members/farmers at reasonable interest rates to meet their various needs. Primary Agricultural Co-operative Societies (PACS) are provide agricultural credit to farmers, agricultural inputs like seeds, fertilizers, pesticides and machinery, providing facilities for marketing of agricultural produce. The study findings that the number of members, deposits, borrowing, number of borrowers and total loan issued by the Primary Agriculture Co-operative Societies in India and Haryana has increased during the period from 2004-05 to 2014-15. The analysis of data shows that Primary Agriculture Co-operative Societies plays a significant role in rural development.*

# **ROLE OF MICRO, SMALL AND MEDIUM ENTERPRISES IN ECONOMIC DEVELOPMENT OF INDIA - AN EMPIRICAL ANALYSIS**

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## **ABSTRACT**

*Economic development of a country is a vibrant area for interrogation because the models of development has consistently caught the academic attention. In this paper, the attempt is to analyse the role of MSME in economic development. Annual data collected from Reserve Bank of India and Ministry of MSME has been analysed. Vector and Autoregressive analysis has been used for empirical analysis. The study reveals the contribution and significant influence of MSME on India's GDP and Export.*



**CAPITAL STRUCTURE ANALYSIS OF HINDUSTAN UNILEVER LIMITED**

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**ABSTRACT**

*The purpose of the study is to know about the Hindustan Unilever Limited (HUL) to study the growth of Hindustan Unilever Limited (HUL) the data required for the paper has been taken from "www.hul.com" "www.moneycontrol.com" from 2011-10 to 2015.as we know the company must having good liquidity this would be the better for the company reputation in the market, every company having the same goal to make profitability with less efforts but with this concept they need to maintain the same consistency in respect of liquidity, solvency etc. The fast moving consumer goods (FMCG) segment is the fourth largest sector in the Indian economy. The study conducted is based on the ratio analysis, t-test which helped to analyze the performance of companies in Indian FMCG Industry.*

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## MAIN THEORETICAL APPROACHES TO AGRARIAN CHANGE AND DEVELOPMENT

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### ABSTRACT

*Agriculture have a great impact on the development of the economy. This article gives an idea of different economists view on how agriculture produces surplus wealth and its contribution to the development process of the economy.*

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