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# IMPACT OF FACEBOOK USAGE ON STUDENT ACADEMIC PERFORMANCE: THE CASE OF WOLLEGE UNIVERSITY

**V.P.S. ARORA**  
**VICE CHANCELLOR**  
**SHRI VENKATESHWARA UNIVERSITY**  
**AMROHA**

**SARFARAZ KARIM**  
**RESEARCH SCHOLAR**  
**SHRI VENKATESHWARA UNIVERSITY**  
**AMROHA**

## ABSTRACT

*Today Facebook is considered as one of the most popular platforms for online social networking among youth, and - as many researches show – university students. The purpose of this study is to assess the impact of social networking sites i.e. Facebook on students' academic performance. The study was carried out in Wollega University with traditional full time undergraduate students in focus. A questionnaire was designed to assess impact of Facebook usage on Student and was administered to 384 students' selected using stratified sampling technique. Variables identified are time spent on Facebook, addiction to Facebook and academic performance. The Pearson product-moment correlation coefficient was used to examine the relationship between addiction to Facebook and time spent on Facebook and students' academic performance. Furthermore, a multiple linear regression was carried out to determine the relative contribution of addiction to Facebook and time spent on Facebook to students' academic performance. An analysis of the results was carried out using the SPSS software package. And the findings of this study shows that time spent on Facebook and addiction to it negatively and significantly affects students' academic performance.*



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# **A STUDY ON THE IMPACT OF EMOTIONAL INTELLIGENCE ON QUALITY OF WORK LIFE AMONG WOMEN EMPLOYEES OF ITES COMPANIES WITH SPECIAL REFERENCE TO SELECTED COMPANIES IN COIMBATORE DISTRICT**

**DR. S. GANESAN**  
**DIRECTOR**  
**KPR SCHOOL OF BUSINESS**  
**COIMBATORE**

**SUKANYA.L**  
**RESEARCH SCHOLAR**  
**SCHOOL OF MANAGEMENT**  
**BHARATHIAR UNIVERSITY**  
**COIMBATORE**

## **ABSTRACT**

*Numerous decades have been conceded when the concept of Quality of Work Life (QWL) came into existence. In the contemporary world, QWL is incorporated as a process that enables its members at all levels to actively participate in shaping the organization environment. In the same way, Emotional Intelligence (EI) scores of employees are also widely acknowledged in organizations for its exceptional business outcomes. As not many researches have been carried out explicitly on women employees, the aim of this study was to analyze and measure the impact of EI on QWL through the sample data collected randomly from 150 women employees of ITES companies. The EI scores of the respondents were measured by means of Daniel Goleman's four-factor taxonomy. The four factor competencies consist of: self-awareness, self-management, social awareness and relationship management. Whereas QWL was measured using the factors developed by Boisvert and Theriault. The assessment provides the overall impact of EI on QWL as well as its individual factors.*

# IMPACT OF VILLAGE INFRASTRUCTURE INITIATED BY KORBA COALFIELDS OF CHHATTISGARH (INDIA) ON VILLAGERS' WAY OF LIVING

**A S BABU**

**RESEARCH SCHOLAR, ICAFI UNIVERSITY, RANCHI; &  
CHIEF EXECUTIVE OFFICER  
CERL & CEWRL OF SECL  
RAIPUR**

**SUKANTA CHANDRA SWAIN  
PROFESSOR & ASST. DEAN  
ICFAI UNIVERSITY  
RANCHI**

## **ABSTRACT**

*While we speak a lot on inclusive growth, our negligence to 70 per cent Indians who live in rural areas won't help us to achieve the talk. That's why, off late, most of the bodies including the government started focusing on rural development not just because of helping the rural masses but most importantly for helping themselves in sustenance. Dreaming of improving the fate of rural masses without creating necessary infrastructure is just a day-dreaming that will never happen in reality. Thus, in the backdrop of rural development what lies most sternly is rural infrastructure like rural roads, rural water supply, rural housing, rural electrification, irrigation, etc. Government in India is not affluent enough to cater all necessary infrastructures to rural areas for their development. That's why the concepts of public-private partnership (PPP) and corporate social responsibility (CSR) have gained popularity in recent times. Keeping this in background, Korba Coalfields of Chhattisgarh has started CSR activities with the aim of improving the fate of the masses of nearby areas. Although, the said coalfields have been serving the society by way of launching a good number of CSR initiatives, this paper clusters around only the rural infrastructures given by the coalfields and tries to unfold whether the infrastructures provided have impacted the lives of rural masses in a positive way.*

# REVENUE MANAGEMENT: A CASE STUDY OF BHARAT SANCHAR NIGAM LIMITED

**DR. U. PADMAVATHI**  
**PROFESSOR**  
**SRI DEVI WOMEN'S ENGINEERING COLLEGE**  
**HYDERABAD**

## ABSTRACT

Revenue management is the application of disciplined analytics that predict the consumer behavior at the micro level and optimize product availability and price to maximize revenue growth. The essence of this discipline is understood in this discipline is in understanding customers' perception of the product value and accurately aligning product prices, placement and availability with customers' segment. Businesses have taken important decisions such as what to sell, when to sell, whom to sell and how much to sell relating to the marketability of the product. Revenue Management uses a data driven tactics and strategy to increase the revenue. This article focuses on revenue management in general and BSNL in particular, which is a public sector company. This process includes data collection, segmentation, forecasting, optimization, dynamic revaluation and estimating the expected revenue. It includes revenue generated from services and other incomes, expenditure incurred and revenue leakage in BSNL during 2011-2015. Revenue income was gradually decreasing in spite of an increase in its expenditure was increased year by year. BSNL needs to improve its income in future, by utilizing its efficiently and effectively so as to improve its operational efficiency of the organization and in addition by launching better plans which suits customers of all categories.

**DIGITAL MARKETING – WAY TO SIGNIFICANCE**

**SEMILA FERNANDES**  
**ASST. PROFESSOR**  
**SYMBIOSIS INSTITUTE OF BUSINESS MANAGEMENT**  
**BENGALURU**

**VIDYASAGAR A.**  
**PROFESSOR**  
**SYMBIOSIS INSTITUTE OF BUSINESS MANAGEMENT**  
**BENGALURU**

**ABSTRACT**

*Often we see both the students and faculty not to mention the executives who are involved in Digital Marketing use digital marketing interchangeably with Search Engine Optimization (SEO). It is the process by which all the milestones of basic marketing are sacrificed at the altar of appearing high in the results page. This paper tries to sift through this basic misunderstanding and tackles the situation head on. Using the marketing interpretation of the word 'significance', the paper tries to differentiate between significance that SEO brings about and what actually should digital marketing bring about based on the core concept in both the approaches which is relevance and authority. It embeds this understanding into the popular digital marketing model "RACE" – Reach, Interact, Convert, Engage.*

**PERFORMANCE MANAGEMENT IN SUGAR INDUSTRIES****M. SARADADEVI****PROFESSOR****DEPARTMENT OF COMMERCE & MANAGEMENT STUDIES****ANDHRA UNIVERSITY****VISAKHAPATNAM****K. YASODA****RESEARCH SCHOLAR****DEPARTMENT OF COMMERCE AND MANAGEMENT STUDIES****ANDHRA UNIVERSITY****VISAKHAPATNAM****ABSTRACT**

*Sugar industry is one of the largest agro based industry in India and plays a major role for the development of the country. The primary objective of the sugar industry is to promote welfare to its members or employees. The present study focuses on the performance management system in sugar industries. The effective human resources utilization and human resource management become very essential. Performance management includes activities which enhances the employee performance towards the organisational goals and objectives. Performance management is the major issue faced by every organisation. it is a key role of the managers to monitor and motivate his subordinates and review their performance in a timely manner for the welfare of the organisation. Thus evaluating the performance of individuals, groups and organisations is a common practice of all societies. Under this performance management we evaluate the not only the performance of the workers but also their potential for development, so performance management is a continuous process in every large scale industries*

# FOREIGN DIRECT INVESTMENT INFLOWS, TECHNOLOGICAL INNOVATION, SUSTAINABLE DEVELOPMENT AND SKILLED HUMAN BEHAVIOR: A MULTIVARIATE GRANGER CAUSALITY STUDY – EVIDENCE FROM FRANCE

**DR. BHUMIKA GUPTA**  
**ASSOCIATE PROFESSOR**  
**DEPARTMENT MARKETING, MANAGEMENT & STRATEGY**  
**INSTITUT MINES TELECOM**  
**TELECOM ECOLE DE MANAGEMENT**  
**EVRY, FRANCE**

**DR. JASMEET KAUR**  
**ASST. PROFESSOR**  
**S P JAIN SCHOOL OF GLOBAL MANAGEMENT**  
**MUMBAI**

## ABSTRACT

The world economies have increasingly come to see FDI as a source of economic and sustainable development, income growth and skillful employment. Countries have liberalized their FDI regimes and pursued other policies of attracting investment. France too has shown remarkable growth and development in terms of International Trade, Globalization, health care services and technology etc. It has addressed the issue of how to best pursue domestic policies to maximize the benefits of foreign presence in the domestic economy. France's economy has undergone profound changes, most notably globalization, the expansion of the European Union and the development of new information and communication technologies. These regions now operate as a network of ever more numerous businesses, science, technology, culture and tourism partnerships which are seeking to increase their attractiveness, improve their competitiveness and play a full part in France's open and globalized economy. Since the onset of the global economic crisis, France has maintained its place among the leading recipients of foreign direct investment ranked ninth for 2011 in the world; the leading FDI recipients were the United States and China. Digital world today is transforming into a digitally empowered society and knowledge economy. The latest technologies for smart phones, smart homes etc need high speed internet to be fully operational. These digital innovations and disruptors are extremely powerful and have both direct and indirect impacts on human behavior and industrial growth levels. The objective of the paper is to examine the relationship between FDI inflows (FDI), Sustainable development (SD), Technological Innovation (TI) and Skilled Human Behavior (HB) over the last decade for France. Unit root tests, vector auto regression (VAR), multivariate granger causality test and impulse-response functions are conducted to analyze the link between variables mentioned above. In order to establish the degree and nature of relationship among all the determinants simple Correlation Coefficients will be calculated. Furthermore, for advanced levels of research more secondary data as per acceleration effect, time series analysis and auto correlation can be studied with various statistical tools like SPSS/ EVIEWS. The period of study will be from early 90's till present. Further FDI inflows are studied in global context and divided as per sectors like Education and Information & Communication Technology (ICT) which show high level of FDI Inflows in France and Human Development Index is taken the basis for sustainable development. This study is very important to macroeconomists, financial analyst, academicians, policy makers and central bankers' officials in understanding the responsiveness of each variable and thus come up with the relevant policies so as to keep up with the changing digital economy and sustained human development that stimulates production. Over the last 10 years France has welcomed more than 320 foreign investment projects in research and development. The economic stakes are high. Foreign companies employ nearly two million people in France, accounting for one-third of exports and 20% of business expenditure on R&D. Safeguarding existing foreign operations in France and drawing in new projects to expand and modernize sites have become major challenges.

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## CONSTRUCTION OF INTER QUARTILE RANGE (IQR) CONTROL CHART USING PROCESS CAPABILITY FOR STANDARD DEVIATION

**DR. C. NANTHAKUMAR**  
**ASSOCIATE PROFESSOR**  
**DEPARTMENT OF STATISTICS**  
**SALEM SOWDESWARI COLLEGE**  
**SALEM**

**S. VIJAYALAKSHMI**  
**HEAD**  
**DEPARTMENT OF MATHEMATICS & STATISTICS**  
**AVS ARTS & SCIENCE COLLEGE**  
**SALEM**

### **ABSTRACT**

*Any course of action examine by control charts is a quite popular practice in statistical process control. In this research article a new control chart based on robust IQR using process capability for standard deviation is proposed instead of Shewhart chart for standard deviation when the underlying normality assumption is not met and it enables easier detection of outliers. Furthermore, the performances of these charts compared based on numerical examples under the assumptions of normal and exponential distributions. The proposed robust control chart using IQR shows to a better performance than the Shewhart control chart for standard deviation with moderate sample sizes.*



**EQUITY SHARE PERFORMANCE OF AUTO MOBILE INDUSTRY IN BSE**

**M. NIRMALA**  
**ASSOCIATE PROFESSOR**  
**PG & RESEARCH DEPARTMENT OF COMMERCE**  
**HINDUSTHAN COLLEGE OF ARTS & SCIENCE**  
**COIMBATORE**

**P. PAVITHRA**  
**RESEARCH SCHOLAR**  
**PG & RESEARCH DEPARTMENT OF COMMERCE**  
**HINDUSTHAN COLLEGE OF ARTS & SCIENCE**  
**COIMBATORE**

**ABSTRACT**

*In the current economic scenario, interest rates are falling and fluctuation in the stock market has put investors in confusion. One finds it difficult to take decisions on investment. This is primarily, because of investments are risky in nature and investors have to consider various factors before investing in investment avenues. These factors include risk, return, volatility of share and liquidity. The main objective of this study is to analyze the performance of equity shares with their benchmark and comparing them by using risk, return, beta and alpha as a parameter. Historical data were taken for calculating risk, return, alpha and beta. In this study, analysis has been done on ranking statement by using monthly performances of index. The time period taken for the study is three months of July, August and September, 2015 and the secondary data have been taken on yearly basis from Bombay Stock Exchange website. The results of the study are expected to be helpful for the investors and researcher who seek the best investment opportunities in each company. This study will guide the new investor who wants to invest in equity by providing knowledge about how to measure the risk and return of particular scrip.*

## **TURN OF THE MONTH EFFECT IN INDIAN METAL SECTOR WITH SPECIAL REFERENCE TO BSE METAL INDEX**

**J. SUDARVEL**  
**RESEARCH SCHOLAR**  
**DEPARTMENT OF MANAGEMENT STUDIES & RESEARCH**  
**KARPAGAM ACEDAMY OF HIGHER EDUCATION**  
**COIMBATORE**

**DR. R. VELMURUGAN**  
**ASSOCIATE PROFESSOR**  
**DEPARTMENT OF COMMERCE**  
**KARPAGAM ACEDAMY OF HIGHER EDUCATION**  
**COIMBATORE**

### **ABSTRACT**

*This study investigates the existence of a Turn of the Month Effect in India's Metal sector. The study uses the daily return data of the Bombay Stock Exchanges (BSE) Metal Index for the period ranging between April 2004 and March 2015. The collected data have been analysed by making use of descriptive statistics and paired "t" test. The outcomes confirm the presence of seasonality in stock returns and the Turn of the Month Effect. The findings are also reliable with the Turn of the Month Effect which exists in the BSE Metal index. The results of the study imply that the stock market in India, especially in the Metal sector is inefficient, and hence, Indian investors are advised to buy Metal sector scripts during the rest of the month and sell them at the first half of the month period which will yield better returns.*

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**ROLE OF MAHILA SAHKARI BANK IN WOMEN EMPOWERMENT**

**DR. R. P. AGRAWAL**  
**ASST. PROFESSOR**  
**KALAYAN MAHAVIDYALAYA**  
**BHILAI**

**AJITA SAJITH**  
**ASST. PROFESSOR**  
**SWAMI SHRI SWAROOPANAND SARASWATI MAHAVIDYALAYA**  
**AMDNI NAGAR**

**ABSTRACT**

*Women Co-operative banks \ Mahila Nagrik Sahkari Bank are contributing the constituent part in the India's banking and financial system. Cooperative movement has provided opportunities to woman to organize their economic activities with small capital. The role of cooperatives in urban areas has been increased in a sufficient part nowadays due to increase of primary co-operatives. Mahila Nagrik Sahkari Bank plays a vital role in the socio-economic development of woman in the state. These banks provide loans for small and cottage industries, to start Business, home loans, Education loan and also for other purpose. Due to lack of support from Government these banks are facing many problems. Thus an attempt has been made to elaborate the problems faced by these banks. This paper attempts to study the role of Mahila Nagrik Sahkari Bank in woman empowerment.*

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**STRESS AMONG IT SECTOR EMPLOYEES**

**SABARI GHOSH  
ASST. PROFESSOR  
DEPARTMENT OF MBA  
TECHNO INDIA INSTITUTE OF TECHNOLOGY  
TECHNO INDIA GROUP  
KOLKATA**

**ABSTRACT**

*The new mantra for job opportunities among young population is "call center" A call center is nothing but a voice-based customer. ITes comprises of the following: 1. Business Process Outsourcing(BPO) 2. Knowledge Process Outsourcing(KPO) 3. Engineering Services Outsourcing(ESO) 4. Legal Process Outsourcing(LPO) 5. Games Process Outsourcing(GPO) A Stress is our bodies way of dealing with nerves and anxiety. Stress comes from a person's worries. Stress is a normal physical response to events that make us feel threatened or upset our balance in some way. When we sense danger—whether it's real or imagined—the body's defenses kick into high gear in a rapid, automatic process known as the "fight-or-flight-or-freeze" reaction, or the stress response. Everyone has stress. Stress is a natural part of life. Our study has focussed on the cause and sign of stress, supporting documentation and some remedy to combat stress.*

# MOBILE BANKING IN INDIA: A COMPARATIVE STUDY ON HDFC BANK AND AXIS BANK

**N. NEERAJA**  
**ASST. PROFESSOR**  
**DEPARTMENT OF MANAGEMENT STUDIES**  
**D. N. R. COLLEGE**  
**BHIMAVARAM**

## ABSTRACT

*Mobile banking is referred to as a platform that enables the customers to access financial services. Mobile banking is a subset of banking as it allows every one easy to access their banking activities. Mobile banking system is having rapid growth in India. The study compares the performance of Axis bank and HDFC bank in the area of mobile banking. The study deals with only secondary data. Information regarding mobile banking has been collected from various types of literature and the required data from the RBI website. The study mainly deals with simple tools like percentage analysis, compound monthly growth rate and monthly average (mean). The study reveals that the Axis and HDFC bank have taken effective steps in implementing the mobile banking services to their customers and month by the month the volume and the value of transactions are increasing steadily.*

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**LEADERSHIP REQUIREMENTS TO MANAGE GLOBAL BUSINESS**

**DEEPA NATHWANI**  
**ASST. PROFESSOR**  
**M. U. COLLEGE OF COMMERCE**  
**PUNE**

**ABSTRACT**

*To manage business globally you require an efficient team of people who are managed to the excellence. As markets have become global, business nowadays has no boundaries. This can be effectively handled with an efficient team of manpower which is guided, directed and motivated at its best. Managing business at a global level is an art and can be taken care with proper and well guided leaders. Management is an art of getting things done from men at a lower cost and maximum efficiency which leads to higher profits. Leadership is a tact to make people work as per the business requirements and get the best out of them. Leadership is a process whereby one individual influences other group members towards attainment of defined group or organization goals. Leadership is an influence process wherein subordinates are guided as per the situations in the practical business world. Leaders have to be influential as they handle the major asset of the organization i.e. Human Resources. Business be it national or global level incorporates human resource at every level which needs to be handled very tactfully in all situations. Leaders like Bill Gates, Barack Obama etc. have completely changed the scenario globally. Leaders are extraordinary men and women who are transforming business, government, philanthropy, and so much more.*

## **A STUDY ON EMOTIONAL INTELLIGENCE AMONG TEACHERS IN PRIVATE SCHOOLS OF DINDIGUL DISTRICT**

**DR. R. RADHIKA DEVI  
ASST. PROFESSOR  
WOMEN'S STUDIES CENTRE  
MADURAI KAMARAJ UNIVERSITY  
PALKALAI NAGAR, MADURAI**

**SOUNDARYA.N.  
RESEARCH SCHOLAR  
DEPARTMENT OF MANAGEMENT STUDIES  
MADURAI KAMARAJ UNIVERSITY  
PALKALAI NAGAR, MADURAI**

### **ABSTRACT**

*Education is the ability to meet life's situation, it is a character building process, enhancing one's personality and making him/her rational, capable, responsive and intelligent. These days' schools face a tremendous pressure to have their students score proficient on state test. The needs of students, staff and parents in schools today vary from those of the same group even a few years ago. In addition, schools face problems related to drugs, gang policy and personal issues. Because of all such changes which are occurred in the educational sector, the workplace had become a high stressed environment. In order to cope with such type of problems, teachers and principals need to possess competencies like Emotional Intelligence. The present study is based on the assumptions, that application of emotional intelligence can increase teachers' effectiveness and reduce occupational stress among teachers. It also emphasizes the importance of Emotional Intelligence in personal, academic and career success. Descriptive research design was adopted and convenient sampling method was chosen for the study. The study identified the phenomena related to Emotional Intelligence among private school teachers in Dindigul District, and demographic factors influencing on Emotional Intelligence were also considered for the study.*



## **A STUDY ON CONSUMERS OPINION TOWARDS ECO-FRIENDLY PRODUCTS WITH SPECIAL REFERENCE TO COIMBATORE CITY**

**NITHYA M**  
**ASST. PROFESSOR**  
**PSG COLLEGE OF ARTS & SCIENCE**  
**COIMBATORE**

**T. RAHUL PRASATH**  
**STUDENT**  
**PSG COLLEGE OF ARTS & SCIENCE**  
**COIMBATORE**

### **ABSTRACT**

*Environmental issues and concerns over eco-friendly products have been increasing among both the consumers and the corporate. Over the last few decades, environmentalism has emerged to be a vital aspect due to increasing issues of acid rain, depletion of ozone layer, degradation of land etc. The consumers became more concerned about the products they use and their impact on the environment which imposed pressure on the companies to develop eco-friendly products in the market. The main purpose of the study was to know the opinion and perception of the consumers towards eco-friendly products in the green market. A research study was conducted in the Coimbatore city with a sample size of 90 respondents. The data was collected through structured questionnaire. The main objectives of the study are: to study the awareness level of public towards eco-friendly products., to identify whether public are preferring to use eco-friendly products and are willing to buy more of it., to study the customer's ideas and opinions towards eco-friendly products, to know the extent of influence of these factors on the purchase of eco-friendly products. In order to achieve the research objectives a research methodology was developed. The research design is descriptive and the data was analysed with the help of various statistical tools like percentages, chi-Square test analysis. The major findings of the study were the consumers were aware of the eco-friendly products and they agreed that eco-friendly products were beneficial to use. Hence the consumers have a positive attitude and opinion towards eco-friendly products.*

## **AN EVALUATION OF SERVICES BY DOCTORS PROVIDED BY PHARMACEUTICAL COMPANIES**

**MENKA TRIPATHI  
FACULTY  
SOS IN MBA (CSMM)  
JIWAJI UNIVERSITY  
GWALIOR**

**DR. PRATIBHA JAIN  
FACULTY  
SOS IN MBA (CSMM)  
JIWAJI UNIVERSITY  
GWALIOR**

### **ABSTRACT**

*The healthcare delivery in India includes the interaction between physicians and the pharmaceutical companies. The physicians rely on drug firms for information on appropriate prescribing. The relationships between the drug industry and medical community have resulted in delivering important benefits for patient care. The interaction extends from providing different commercial and non-commercial promotional sources. Between the two sources of promotion commercial sources include detailing, drug samples, gifts tours and travel and have lots of ethical problems, on other hand non-commercial sources do not address a certain drug but rather tackle a general health problem. The non-commercial sources of promotion included in this study are patient information system, training programs, seminars, conferences on healthcare technologies, sponsorships on medical journals, new drug development and market updates, hospital management. So in present study researcher is trying to find out how the physicians evaluate these non-commercial promotional methods, services and these can be used to benefit the patient as well as industry. Although promotion acts as primary informational and educational source of valuable drug information for physician consequently the pharmaceutical promotion should be focused on making the physician a better managed one and capable to making rational prescription choices.*

## **OPPORTUNITIES AND CHALLENGES TO TOURISM INDUSTRY: A CASE STUDY OF JAMMU AND KASHMIR**

**MUNEER A KHAN  
RESEARCH SCHOLAR  
VIKRAM UNIVERSITY  
UJJAIN**

**SHAHNEYAZ A BHAT  
RESEARCH SCHOLAR  
VIKRAM UNIVERSITY  
UJJAIN**

**SUHAIL A BHAT  
RESEARCH SCHOLAR  
UNIVERSITY OF KASHMIR  
KASHMIR**

**MUDASIR AHMAD WAR  
RESEARCH SCHOLAR  
VIKRAM UNIVERSITY  
UJJAIN**

### **ABSTRACT**

*This paper analyzed the different challenges and opportunities available for the tourism industry in the present global competitive environment apart from giving brief introduction to the tourism and tourism industry of Jammu and Kashmir. The data used for this research work is secondary data. This paper is compiled into two parts. The first part of the paper provides a brief introduction about the tourism industry of Jammu and Kashmir and tries to put light on different areas of the tourism industry in Jammu and Kashmir (leisure tourism, pilgrimage tourism, adventure tourism, trekking, skiing, winter sports etc.). The second part of the paper tries to find various challenges and opportunities available to the tourism industry of Jammu and Kashmir and give proper suggestions in order to utilized these challenges and opportunities in the positive manner for the betterment of the tourism industry, by making brief review of the various research papers and research work done by the researchers in the field of tourism industry.*

## PERCEPTION OF STUDENT TOWARDS FATE AND LOCUS OF CONTROL AT HIGHER SECONDARY LEVEL: A STUDY IN PERCEPTION

**P. THANGARAJU**  
**RESEARCH SCHOLAR**  
**DEPARTMENT OF EDUCATIONAL PSYCHOLOGY**  
**TAMIL NADU TEACHERS EDUCATION UNIVERSITY**  
**KARAPAKKAM**

### ABSTRACT

*The foremost objective of the study is to analyse the attitude of the students towards fate and locus of control in developing favourable attitude towards fate. The normative method is the most appropriate method employed in this study. The present study is synchronism in nature in which data has been collected from 312 students from the Chennai cit. The two standardized tool name perception towards fate and locus of control has been applied to these selected students in the city of Madras. The systematic random sampling technique was applied to collect necessary data from the students. The study is limited to collect data from higher secondary school students of both boys and girls whose age is range between 15 to 19 years. The study is limited to students studying in Government and Private school only. The following are the findings of the study; Boys perceive the fate positive than girls, Girls perceive fate moderately than the boys, Girls developed negative perception towards fate, the students belong to English medium perceive fate in better way than the student's Tamil medium, the student belong to private school perceive fate than the students belong to Government school.*

# **SOCIO ECONOMIC CONDITIONS OF HANDLOOM WEAVERS: A STUDY OF KARIMNAGAR DISTRICT**

**ANKAM SREENIVAS  
RESEARCH SCHOLAR  
DEPARTMENT OF COMMERCE & BUSINESS MANAGEMENT  
KAKATIYA UNIVERSITY  
WARANGAL**

**KALAKOTLA SUMAN  
STUDENT  
DEPARTMENT OF HUMAN RESOURCE MANAGEMENT  
KAKATIYA UNIVERSITY  
WARANGAL**

## **ABSTRACT**

*The study finds that the majority of the respondents in the age group of 50-60 years, young generation are convert to powerloom. Because low profits, low wages and low monthly income. Handloom weavers belongs to rural and urban areas; majority of the respondents belongs to rural area because handloom industry is rural based industry. Handloom weavers are including hindus, Christians and muslims. The majority of the respondents are belonging to hindu. in hindu religion, the padmashali caste people are actively engaged in weaving. Handloom weaving only BC caste persons because handloom weaving is a hereditary. Like Padmashali and dudekula etc. The majority of respondents are illiterate and minority of weavers have very poor educational background and they force their children to join their own profession by discontinuing the studies at primary level of education. The non-studying children and even the school going children are involving pre weaving and post weaving process. Respondents are living the joint and nuclear families; the majority of respondents are leaving the nuclear family. Because urbanization, decenarlisation and globalization. The average size of the respondent's family is six members, the large number of dependents in the family has resulted in deterioration of their financial position. Respondents are occupied by hereditary and non-hereditary, the majority of respondents are occupied by the hereditary. Respondents are living in the rcc(building), shed, tiles, hut and rent houses, the majority of respondents are living in the tiles. Because handloom weavers are financially and economically very poor background. Respondents are having Anotodaya Anna Yojana (AAY) card, Below Poverty Line (BPL) card and Antodaya Poverty Line (APL) card the majority of respondents are having Anotodaya Anna Yojana (AAY) card its indicate very poor living conditions and financial status. The majority of respondents are don't have any land. That reflects respondents are economically very poor background. Respondents are using bicycle and motor cycle; the majority of respondents are using bicycle. Respondents are taking loan from bank, financial institutions, micro finance and others. The majority of respondents are taking loan from bank. The majority of respondents are earning 3,000 – 4,000 per month. This reflects the poor standard living and weak financial status of the handloom weavers. The handloom weavers are categorized into five i.e., independent weaver, co-operative society weaver, labour weaver, under middle man and master weaver. The majority of respondents are co-operative society weavers. The majority of respondents are working for 8 – 10 hours per day, the y average income is not exceeding Rs. 4,000 per month. This reflects the poor financial conditions of the handloom weavers. The majority of respondents are weaving experience 30-40 years. This reflects young generations are converting to powerloom. The respondent's entire family members involving in weaving. This is mainly due to the persistence of heavy work load on the one hand and extreme penury conditions on the other hand. Respondents are purchasing raw material into three ways such as co-operative society, local raw material dealer and direct purchased. The majority of respondents are purchasing raw material from co-operative society. Respondents are using fly shuttle pit loom and fly shuttle frame loom. The majority respondents are using fly shuttle frame loom, he respondents lack of necessary initiative to acquire improved and modern types of looms and accessories due to their illiteracy and poverty. Hence, the Government of India and state government should step in for the improvement of the situation.*

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