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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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• Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

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#### FINANCIAL PERFORMANCE OF SELECTED CEMENT COMPANIES IN INDIA

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#### **ABSTRACT**

India is the second major manufacturer of cement in the world. No marvel, India's cement production is an essential part of its economy, given that employment to more than a million people, directly and indirectly. India has a lot of options for development in the transportation and infrastructure sector and the cement sector is expected to largely benefit from it. The objectives of the study are to find the short term financial performance of the sample cement companies and analyze the profitability condition of the chosen cement companies. It is based on the convenience sampling method. The information used in this study is secondary in nature. Profit earning is measured necessary for endurance of the industry. The Profitability ratios show the capability of the select companies. The financial positions of the selected cement companies are reasonable. But both the companies must improve their short term solvency position. The profitability ratio of two cement companies is satisfactory and the two selected companies short term liquidity position is not satisfactory because the selected company's current ratio and Quick ratio level is below one and two selected companies are quickly maintained their inventory, investment and Debtors. Ultra Tech Cement Limited correlation between the Investment Turnover Ratio and Inventory Turnover Ratio is 1 which is very strongest. The correlation between Debtor Turnover Ratio and Debtor Turnover Ratio is 1 is very strong. The Investment Turnover Ratio and the Debt Equity Ratio is – 0.720 which is very weak. The competence of a compact depends ahead the functioning operations of the anxiety.

## AN EMPIRICAL ANALYSIS OF IMPLEMENTATION OF NORMS OF CORPORATE GOVERNANCE IN SELECTED COMPANIES

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#### **ABSTRACT**

Corporate governance is the system by which companies are directed and controlled. Boards of directors are responsible for the governance of their companies. The shareholders' role in governance is to appoint the directors and the auditors and to satisfy themselves that an appropriate governance structure is in place. The norms of corporate governance include strict adherence to efficiency and effectiveness, separating governance from management, fixing accountability and ensuring disclosure and transparency, among other norms. For a company it is essential to follow the norms of corporate governance failing which it can lead to disaster for the corporate and the same is true for any corporate which have been badly hit due to its non-compliance in the past. The aim of this paper is to reflect on the implementation of norms of corporate governance by selected companies.

## WOMEN EMPLOYMENT IN INDIA'S MANUFACTURING SECTOR: AN EMPIRICAL ANALYSIS

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UNIVERSITY OF DELHI
DELHI

#### **ABSTRACT**

In this era of digitalization and automation where technology has been developing an appetite for jobs otherwise requiring human labour, our understanding of what can be done to sustain and eventually accelerate the process of job growth poses a question that is hard to answer yet and has serious consequences if chosen to avoid. With increased competitiveness, continuous technological progress and rising capital intensities in production being the driving force of growth in manufacturing the extent to which this sector can contribute towards higher job creation becomes questionable. Moreover, we find that women often succumb to challenges posed by our technologically advancing economy owing to the abysmal state we find them in, with respect to education, skill, access to resources etc. Outflows of labour from agriculture and concerns raised about the employment prospects of low skilled women quickly prompt labour intensive sectors such as apparel, leather and footwear etc. as the next resort. In light of the above, this paper focuses on analyzing some general trends of employment in the India's organized manufacturing sector and study the impact of increasing capital intensity in production on the employability of India's women workforce.

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