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- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

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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>

RELATIONSHIP MODEL AMONG EMPLOYEE ENGAGEMENT, ORGANIZATIONAL COMMITMENT AND EMPLOYEE PERFORMANCE

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ABSTRACT

The organization's success in managing changes starts with active employee engagement. The purpose of the study is to determine causality correlation among employee engagement, commitment of organizational, employee performance. The method used in the research was a quantitative approach. The research sample was 200 employees of the travel agent in the department of marketing tourism products. The study used purposive sampling as a sampling technique. SEM was extended in this study to examine the model of construct and quantify the relationship between constructs. This study explained that employee engagement had a significant influence on the commitment of organizational. Commitment of Organizational had a significant influence on the performance of employee. Then, employee engagement has no prominent on the performance of employees. The study proposed the commitment of organizational and employee satisfaction as mediating variables and proposed employee performance as a consequence of employee involvement. The travel agency business managers must have been able to provide opportunities and attention to all employees to be able to actively participate in work so that it would foster a commitment to remain loyal. The travel agency business manager must also have been able to provide comfort to all employees so that they could work optimally and could contribute actively. The sample of this research only represent one sector of the industry; therefore, further study should incorporate other sectors to see the relationship between employee engagement, organizational commitment and employee performance.

ROLE OF NON-GOVERNMENTAL ORGANIZATIONS IN EMPOWERING RURAL WOMEN: A CASE STUDY OF SELECT NGO'S IN SIDDIPET DISTRICT OF TELANGANA STATE

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ABSTRACT

Empowerment is a multi-dimensional process that helps women to gain authority and self-realization in improving their life standards. It signifies a change from a status of failure to recognition, success and also systematizes their lives and resources. Therefore, to empower women in rural areas the both central and state governments have perpetuated many schemes. But due to the illiteracy & poor education, malnutrition, lack of awareness and digital gap, rural women are very far to reap the benefits from such empowerment and economic development schemes. In this connection, NGO's the legally constituted voluntary organizations have been playing a significant role in the empowerment of such disadvantage's women, helping them stand on their own through their activities, which includes vocational training, welfare programmes, development-oriented activities, empowering women and weaker sections, protecting the rights of marginalized segments, protecting the environment, spreading literacy and education and other similar programmes. Keeping the imperativeness of women empowerment in the view the researcher made a present study to examine the role of select NGO's in empowering rural women in identified villages. The profile of the respondents reveals that about 74% are in the age bracket of 25 to 50, almost 92% members of any women empowerment scheme are married and sizeable amount, i.e., 95% respondents belongs to other than forward community. Further he has also tried to find the impact of such NGO's on improvement of their income levels and thereby satisfaction level and found that, the NGO's chosen for the present study were able to create an indispensable impact on the empowerment and development of the women beneficiaries. NGO's have their significant impact on effective implementation of various rural empowerment schemes in the selected villages. 70 percent of respondents have opined that they came to know the existence of schemes, availability of benefits of different schemes through the training programs and awareness activities arranged periodically in their respective villages by these NGO's. Regarding to economic progress, majority of them (77%) have responded that the schemes have gave a fillip their monthly income by 2000 to 3000 per month, which was indeed by the educational support of the NGO's itself. Based on the impact parameter, it is found that good number of respondents have (77%) also opined that their life style, standard of living, cost of living and family exposure have remarkably raised to appreciable level and resulted for rely on their own resources by increase of their regular income levels. Almost 85% of the respondents are stratospherically happy with the impact of the schemes on their economic improvement. At the end, for their more conducting role and strengthening the initiatives of the NGO's the researcher earnestly appeals to the government should ponder over the point providing technological support, financial assistance and need based training to the organizers of the NGO's.

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