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FACTORS AFFECTING EMPLOYEE ENGAGEMENT: A STUDY IN THE FOOTWEAR INDUSTRY IN KOZHIKODE DISTRICT

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ABSTRACT

The intention of this article is to identify the role of employee engagement in the development of the footwear industry in the Kozhikode district. The study identifies the key determinants of employee engagement and its impact on employee performance. The sample footwear manufacturing units selected were VKC Group of Companies, Cubix and Campus–Dreams India Footwear Company. Fifty employees were chosen as sample respondents from each unit. A questionnaire was prepared which consist of 25 statements to grade the responses of employees ranging from strongly agree to strongly disagree using a 5- point Likert Scale. The statistical tools used were Independent Sample t-test, ANOVA, Factor Analysis and Correlation under SPSS software. The period of the study was from January to October 2020. The result of the Independent Sample t-test revealed that the female gender working in organisations has more engagement to the organisation than male employees. The result of ANOVA showing that demographic factors like age, income, period of employment, educational qualifications and the department of employees do not influence employee engagement. Factor analysis has identified 5 drivers of employee engagement like employee commitment, team spirit and organisational communication, work environment, job satisfaction and employee motivation. Correlation analysis revealed a positive correlation between the engagement drivers and employee engagement in the development the organisations in the district.

**USERS PERCEPTION TOWARDS DIGITAL PAYMENT WITH SPECIAL REFERENCE
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ABSTRACT

India is moving forward along the path of the most significant digital revolution, and in the coming years, the digital payment system will be an important milestone in a cashless economy. A digital payment system is an electronic environment that allows consumers to make electronic commerce transactions for their purchases, financial transactions, making bill payments like mobile bill, land line service etc. The present study is restricted to know the users thought that make them to use digital payment and the experience of the users who are living in Melapalayam, Tirunelveli city. The researcher has selected convenience sampling technique and the total number of sample was 47. The structured interview schedule was used to collect the relevant data. The suitable statistical tools are Percentage Analysis, Garrett Ranking and Chi Square Test applied for analysis and interpretation.

INDIA'S DEVELOPMENTAL CHALLENGES

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VARANASI

ABSTRACT

India is facing many challenges to hike economic growth, being a fast-moving economy during 2016-17 and 2017-18 at 7% - 7.5% growth rate per annum. It fixed a target of 8% per annum though having potential to grow at 10% annually. Indian economy showed fast recovery in Industrial Production (IIP), Gross fixed capital formation (GFCF), and consumer demand indicators reflecting a positive economic growth rose at 12% in the third quarter (2018-19) from 6.92% in the previous quarter. later India's Gross Domestic Product (GDP) speed got reduced as found from each quarter in 2018-19 due to decline in domestic demand, fall in savings from 30.5% in 2017- 18 to 28% in 2018-19, rise in inflation beyond 4%, slow growth in manufacturing, decline in agriculture growth, rising unemployment in both urban as well rural areas, declining contribution from labour force, fall in exports, unfavourable foreign capital flows etc. These challenges are to be tackled effectively by government of India as it aims to attain \$5 trillion economy by 2024-25. The study used secondary data from various published reports from Economic survey of India -2019 & 2020, NITI Aayog reports, Ministry of Statistics and Program implementation, Government of India, Reserve Bank of India -Handbook of Statistics, World Bank and IMF reports and Experts opinion published in leading newspapers, published articles in journals. The study focuses on growth achieved during 2014-15 and 2018-19, rate of interest, industrial production, growth impact on job creation, unemployment rate factors to present the challenges and revival measures for economic growth in India.

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