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# CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	<p style="text-align: center;"><b>A STUDY OF SANGLI DISTRICT GRAPES EXPORT PERFORMANCE IN COVID-19</b></p> <p style="text-align: center;"><i>Dr. SONAWALE AMOL GOWARDHAN</i></p>	1
2.	<p style="text-align: center;"><b>A STUDY ON EMPLOYEE SAFETY MANAGEMENT AT FITWEL TOOLS AND FORGINGS PVT. LTD., ANTHARSANAHALLI, TUMKUR</b></p> <p style="text-align: center;"><i>C. T. CHANDRAPP</i></p>	2
3.	<p style="text-align: center;"><b>BUYING BEHAVIOUR OF YOUTH TOWARDS ONLINE SHOPPING: A STUDY OF JAIPUR CITY</b></p> <p style="text-align: center;"><i>NAYANA AGGARWAL &amp; KASHYAP ANITA SABHAJIT</i></p>	3
	<b>REQUEST FOR FEEDBACK &amp; DISCLAIMER</b>	4

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**A STUDY OF SANGLI DISTRICT GRAPES EXPORT PERFORMANCE IN COVID-19**

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**HEAD**  
**DEPARTMENT OF COMMERCE**  
**PDVP MAHAVIDYALAYA**  
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**ABSTRACT**

*Sangli district is one of the leading grape growing districts in Maharashtra. Agricultural activity is one of the most essential resources at Sangli. Between each and every one the agricultural production, grape production is one of the important activities. The district rank apex position in grape cultivation. 30 percent of total area of production is under grape cultivation. Area of grape cultivation at Sangli is also increased in last few years which have a greater influence in growing productivity as well as export. The district has exported 8,136 tonnes of grapes from 610 containers to European countries and 8,193 tonnes from 581 containers in Gulf countries in the year 2020-21.*

# **A STUDY ON EMPLOYEE SAFETY MANAGEMENT AT FITWEL TOOLS AND FORGINGS PVT. LTD., ANTHARSANAHALLI, TUMKUR**

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**HEAD**

**DEPARTMENT OF COMMERCE**

**SREE SIDDAGANGA COLLEGE OF ARTS, SCIENCE & COMMERCE FOR WOMEN**

**TUMKUR**

## **ABSTRACT**

*Employee safety occupies an important place in the organization to attract and retain employees. It is necessary for the organization to always keep a check on what the employees feel about their jobs, their organization and working conditions. The elements like work schedule, health and safety measures, accident rates, precautionary measures taken in case of fire accidents, issue of safety devices to employees etc in the organization helps in providing safe work environment which in turn results in higher morale of employees towards safety measures adopted by the organization. Thus, it is necessary to find out employee safety measures and various facilities provided to the employees for their contribution to the organization. The main objective of the study was to identify the level of safe work environment existing in the organization and to identify various existing safety measures implemented in the organization. And also the study was undertaken to analysis various factors influencing safety management in the organization and to find out the satisfaction level of employees towards safety measures. The study was carried out through survey method with the help of structured questionnaire. The employees were contacted personally to access the required information. According to the survey, majority of the employees are satisfied with the fencing/ guarding of moving machinery, precautionary measures taken in case of fire accident, issue of safety devices, lighting, ventilation, access to exits, maintenance of building and machinery, layout of machinery, location of plant and safety measures adopted by the company. As such, employees expect the management to improve all the facilities which thereby leads to higher satisfaction towards employee safety management of the organization. Thus, it helps in individual as well as group development leading to overall organizational development.*

# BUYING BEHAVIOUR OF YOUTH TOWARDS ONLINE SHOPPING: A STUDY OF JAIPUR CITY

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## ABSTRACT

*Social media has proved to be an important antecedent of consumer decision making. It has a significant impact on the everyday life of consumers worldwide. The present study aims to identify the various variables which impact consumer decision making while using technology for their purchases. The descriptive study focused on the students of one university at smart city Jaipur. The primary antecedents considered for the study were based on the technology acceptance model and deal with perceived usefulness, perceived ease of use and behavioral intention to buy a product. A structured questionnaire was used in the survey to analyze the consumer decision making while using online platforms for their purchases. Non-random method of sampling was followed and mostly done through snowball sampling technique. The study generated responses from 250 students in the campus at Manipal University Jaipur. The results of the factor analysis extracted 3 factors which were relevant perceived usage of social media, ease of use and recommendation. All these in combination were found to have a significant effect on online buying behavior of consumers.*

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