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THE DEVELOPMENT OF THAI HERBAL TRADITIONAL RECIPES FOR TREATMENT IN COMMUNITIES

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ABSTRACT

The objectives of this study were threefold: 1) to investigate the potentiality of using herbs for healthcare in the communities in Loei Province; 2) to compile the local herbal medicine recipes for healthcare in the communities in Loei Province; and, 3) to develop the local herbal medicine recipes for healthcare in the communities for further implementation and application. Mixed-method research (Research and Development) was used in this study, incorporating the action research which covered participatory action learning, in-depth interviews, participatory observation, and focus group discussions. The population of the study included the registered traditional healers who were still giving treatment to patients in 14 districts of Loei Province; current and previous patients who formerly received treatments from the traditional healers; community leaders; community elders; and, scholars of traditional Thai medicine. The findings are as following.

1. The study of the potentiality of using herbs for healthcare in the communities in Loei Province showed that 566 types of medicinal herbs were used to treat diseases.

2. The compilation of the local herbal medicine recipes for healthcare in the communities in Loei Province from all of the traditional doctors yielded 351 formulas.

3. The results of the development of the local herbal medicine recipes for healthcare in the communities for further implementation and application showed that the traditional healers collaborated to create 344 formulas as shown below. (1) Digestive system diseases: 51 formulas; (2) Respiratory diseases: 55 recipes; (3) Muscle and tendon disorders: 56 formulas; (4) Blood circulation diseases: 17 recipes; (5) Nervous system diseases: 14 formulas; (6) Skin diseases: 35 recipes; (7) Toxic exposures: 14 formulas; (8) Body fluid osmolality and tonicity; stomachic and digestive tonic: 12 formulas; (9) Urinary system and reproductive organs: 26 formulas; (10) Endocrine diseases (diabetes): 11 formulas; (11) Other systems; flu; cancers: 53 formulas.

The developed local herbal medicine recipes were distributed to the Loei Province Traditional Healer Club which is comprised of traditional healers who are experts in diagnosis and treatment registered as a TTM practitioner, holder of a Certificate of Traditional Thai Medicine, or specializes in Thai traditional pharmacy or Thai traditional medicine. The trial of the local herbal medicine recipes was conducted with the patients coming for treatment during October and December 2011. These local herbal medicine recipes included: diabetes treatment formulas; paralysis and tendon treatment formulas; gastritis treatment formulas; enteritis treatment formulas; hemorrhoid treatment formulas; reproductive system disease treatment formulas; and, cancer treatment formulas.

The results of the trial treatment of the patients treated by traditional healers revealed that they were satisfactory, meeting the expectations of all of the patients who received the treatments. All of the patients showed recovery conditions. Some showed that the illnesses were completely cured. However, all patients could return to live their normal lives. They could resume their professions in their usual manner. As a result, it can be assumed that the developed local herbal medicine recipes can be effectively used to treat patients in the communities.

DO FINANCIAL VARIABLES INFLUENCE MARKET PRICE OF BANK SHARES IN BANGLADESH: A CASE STUDY ON NATIONAL BANK LTD. AND ISLAMI BANK BANGLADESH LTD.

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ABSTRACT

Capital Market plays an important role in the capital formation of an economy. Firms issue shares and collect money for supporting the growth potentiality of the business. This creates two way opportunity of wealth maximization. Firstly, firms get the opportunity to grow and secondly, small investors now have an opportunity to invest in the big and growing companies which would otherwise be impossible for them in the absence of an established capital market. So this is a very good opportunity. But it also creates threats as well. If remains uninformed, an investor can easily become prey of the situation. Bad and unconscious investment may result in negative return. So it is very much important to know the facts and the fictions. In developed countries share prices have a very good relationship with the financial variables of the respective firm. Does this relationship hold good in a country like Bangladesh as well? This is the question that this paper will try to find out with an extensive analysis on financial variables and share price of banks in Bangladesh.

MEASURING STUDENTS' PERCEPTION TOWARDS UNIVERSITY SELECTION: AN EMPIRICAL INVESTIGATION ON MALAYSIAN POSTGRADUATE STUDENTS

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ABSTRACT

Different higher learning institutions in Malaysia offer variety of courses for the students. However, selection of the institute varied considering the different influencing factors. Thus, the purpose of this study was to examine the factors that influence the students in selecting their higher learning programs in various higher learning institutions in Malaysia. The research is based on primary data collection approach. For this purpose, a survey using self-administered questionnaires was carried out by using cluster-sampling technique. Total 300 questionnaires were distributed and 145 found to be valid for further analysis. The collected data were then analyzed and discussed by statistical techniques-descriptive statistics and ANOVA tests. It has been observed from the outcome that university teaching quality is the most important factor that influences a student in selection of his/her higher learning institution followed by university facilities, program structure and accreditation, campus facilities. This study has also found that high standard teaching influences the student interest followed by knowledgeable faculty, helpful academic staffs and knowledgeable admission staffs. This study has explored that amongst the various races in Malaysia, Malay students prefer the local universities than the other races. To end with, this study has suggested that, on perception, a proper policy may go a long way to increase the quality of teaching with the improvement of other related facilities that will help the university in attracting new students in the future.

USAGE OF RUBRICS FOR EFFECTIVE CLASSROOM EVALUATION

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ABSTRACT

Classroom evaluation of the students has become a key aspect in modern educational system. It has become much more complex with the usage of qualitative evaluation components such as case studies, projects and assignments. The evaluators must be cautious while evaluating qualitative components as there is a scope for bias. 'Rubrics' can be used for a better and fair evaluation of projects, assignments, classroom presentations, class participation and such qualitative contributions of the students. This paper highlights the importance of designing and usage of Rubrics by the evaluators. The term 'Rubrics' is introduced with various benefits and a sample rubric is also presented for a hypothetical project assigned to the students of Management program.

THE IMPACT OF WORK RELATED ATTITUDES ON TASK AND CONTEXTUAL PERFORMANCE: A COMPARATIVE STUDY IN PUBLIC AND PRIVATE BANKS IN SRI LANKA

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ABSTRACT

The objectives of this study were to identify the level of work related attitudes, task performance and contextual performance and to analyze the impact of work related attitudes on task performance and contextual performance of non-managerial employees in public and private banks. 200 non managerial employees in public banks and 200 non managerial employees in private banks were participated in the study. A questionnaire was administered among the non - managerial employees. The collected data were analyzed using correlation coefficient, simple and multiple regressions. The results of the study indicated that the level of job satisfaction, organizational commitment, job involvement, task performance and contextual performance of non-managerial employees in private banks are higher than the non-managerial employees in public banks. The work related attitudes had positive relationship with task performance and contextual performance of non-managerial employees who work in public and private banks.

CALL CENTRE OUTSOURCING PRACTICES ADOPTED BY MOBILE PHONE COMPANIES IN KENYA

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ABSTRACT

This study establishes call centre outsourcing practices, benefits and associated risks. The study was triggered by the current cost cutting initiative by telecommunication firms and the fact that these centers are not revenue generating functions, but support functions. The study was to find out how mobile phone companies have embraced the call centre outsourcing practices in their operations, its challenges and subsequent benefits and risks accruing from such arrangements. The paper adopts an exploratory case study method covering all the sectional heads of customer service department. The study found out that call centre outsourcing as a practice is relevant in the mobile phone industry. The current call centre functions can be outsourced to third parties as the services are non core and not unique to telecommunication companies. Mobile companies have adopted call centre outsourcing practice. Whereas the decision to outsource call centre functions meets the key objective of cost optimization, various challenges and risks were inherent in the implementation of the practice. The study recommends that telecommunication companies implement call centre outsourcing practice, as their key function is the provision of telecommunication infrastructure and not support functions.

EXERCISE OF CADRE CORDINATION BY WORKMEN BY VIRTUE OF PROPER TRAINING AT OPEN CAST MINES AT NORTHERN COALFIELDS LIMITED, SINGRAULI (MADHYA PRADESH)

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ABSTRACT

The working mines of Northern Coalfields Limited, Singrauli was started in year 1977 with an aim to satisfy the increasing the demand of energy of India. It is one of the nine sister subsidiaries of Coal India Limited Company. In mid 1970s the major machineries and technologies were procured by both the superpowers of the time, the USA and erstwhile USSR. Having a long life with warranty the both superpowers contributed the major machineries to activate the working of the mines. And this process continued with expansion of gauge to procure more sophisticated machineries and technologies from various other countries too as Germany, United Kingdom, France, Japan etc. All these machineries have different parameters for handling them. These parameters are "Very similar" but not "exactly same". But with developing of "Common Parameter" to handle all the machineries and proper training at "Vocational Training Centers" the workmen have been made competent enough to handle the same machineries of different origin as well as different machineries of same origin nation too. This has made the NCL Company as one of the largest profit making companies among public sector undertakings as well as of CIL subsidiary too. The mechanism of cadre coordination has initiated a new modus operandi to work with absolute safety and brilliant "Technological synchronization" even in the toughest working situations by the workmen.

WORKMAN

RURAL HEALTH- AN ENGINE FOR ECONOMIC DEVELOPMENT

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ABSTRACT

The health of a nation is an essential component of development, vital to the nation's economic growth and internal stability. Health is increasingly seen as a robust predictor of economic growth and assuring a minimal level of health care to the population is a critical constituent of the development process. While rising incomes could lead to better health, the relationship also works in the opposite direction. Since independence despite focused health reforms and several growth orientated policies have been adopted by the government, the widening economic, regional and gender disparities are posing serious challenges for the health sector widening the gap between 'urban and rural'. While the urban middle class in India have ready access to health services that compare with the best in the world, even minimum health facilities are not available to a large majority of rural people, and wherever services are provided, they are inferior. This paper, based on secondary data research, attempts to analyze the relationship between investing in health and the economic development of a country. It also presents the statistical overview of rural health in India evaluating the extent to which advances have been made in rural health systems in the country and analyze the gaps .It focus on the major initiative taken by the government in the realm of public policy with special focus on NRHM, in order to reap benefits for economic development and poverty reduction.

ORGANIZATIONAL CITIZENSHIP BEHAVIOR OF MEMBERS OF SELF HELP GROUPS AND ITS IMPACT ON GROUP PERFORMANCE

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ABSTRACT

This paper attempts to evaluate impacts of group performance by examining the Group Organizational Citizenship Behavior (GOCB) of selected SHG's engaged in Group based(GB) and Individual based(IB) in Coimbatore city. Out of total 120 SHG members, 60 each from Group Business (SHG-GB) and Individual Business (SHG-IB) were personally interviewed. There is significant difference between the performance of SHG (GB) and SHG (IB). The influence of attributes such as Altruism, Individual initiative, and Courtesy were high for SHG (GB) whereas in case of SHG (IB), it was of civic virtue and conscientiousness. For individual based SHG, creating awareness about the success stories of group based SHG, importance of group/team dynamics, and group behaviors for better performance of SHG need to be conducted. Interventions like trainings need to be organized for all the members at regular intervals for developing team work, leadership skills and taking group initiative. In case of Group based SHG, capacity building activities like trainings need to be conducted to develop the recent technical knowhow, entrepreneurial marketing, communication skills and confidence about the particular business.

A COMPARATIVE STUDY TO ANALYSE THE REQUIREMENT OF AN EFFECTIVE AND VALUE-BASED HIGHER EDUCATION SYSTEM WITH REFERENCE TO INDIA

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ABSTRACT

Education is not only an instrument of enhancing efficiency but it is also effective tool of widening and augmenting democratic participation and upgrading the overall quality of an individual by increasing social values. The Indian higher education system continues to be bogged down by the challenges of indefinite access, poor quality and inequity. A country with value based education system responds more effectively and promptly to the challenge and opportunities of the globalization. The thrust of an effective and value based quality education system at higher level has been recognized by the academicians as well as research scholars. This research paper tries to explore the present scenario of higher education system by describing, comparing and analyzing the data; and suggesting remedies to improve it for correcting sectoral and social imbalances, reinvigorating institutions, crossing benchmarks of excellence and extending the frontiers of knowledge. It also acknowledges the challenge of rising numbers of students, social inequalities and real issue of quality teaching-learning in higher education system. The paper is purely based on secondary data and information has been collected with effect from independence. Academic programmes, policy statement, education projects and publications of UGC are analysed by applying various statistical tools to highlight the challenges and prospects for future progress through an effective and value based higher education system in India.

INEQUALITY AMONG STATES OF INDIA: HUMAN DEVELOPMENT ASPECT

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ABSTRACT

During the last two decades Indian economy has been growing at fairly impressive growth rate of 6 – 7 percent annually. Many research studies indicate increasing regional disparity in both infrastructure and income in India after economic liberalisation (1991). This paper investigates the trend of inequality among fifteen major states of India on the basis four economic indicators: Human Development Index, Per Capita Consumption Expenditure, Population below Poverty Line and Literacy rate. The study draws its conclusion by using a regression model. Results indicate increasing inequality on the basis of per capita consumption expenditure and population below poverty line but not on the basis of human development index. States can be clearly grouped on the basis of literacy rate and significant difference was found among two groups of states having literacy below the national average and literacy above the national average.

A CRITICAL ANALYSIS OF HOUSING SHORTAGE IN INDIA

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ABSTRACT

*The present study based on secondary data obtained from Census of India publication New Delhi .Urban area during 1951-2001 has grown from 62.4 million to 285.3 million. India's population has crossed 1210.19 million as per census of 2011. Urban Population of India has grown from 285.3 million to 377.10 million in 2001 to 2011. **Over the past 10 years or so, the population of India increased at a rate of 1.76% per year.** A rapid rise in population results in higher demand of dwelling units for residential purpose. Thus coupled with the growth in household formation and increased urbanization in search of employment opportunities has resulted in severe pressure on urban infrastructure in recent years. The consequence has been overcrowding and unhealthy living environment, shortage of basic amenities and finally social and economic deprivation.. All major urban centers in our country are gradually experiencing such deficiencies in civic amenities.*

BANK'S EMPLOYEES PERCEPTION ON QUALITY OF WORK LIFE AND ITS RELATION WITH JOB SATISFACTION IN MALWA REGION OF PUNJAB

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ABSTRACT

The aim of this study is to find out about the bank's employee's perception of their quality of work life w.r.t level and organization and to study that whether there is any association between QWL and job satisfaction. Quota sampling method was followed. Survey was conducted and data was analyzed on the basis of responses provided by 250 respondents. A well structured questionnaire was formulated, which was subjected to pilot testing and re-drafted. Data was analysed with the help of factor analysis, mean and t-test. The Karl Pearson correlation was used to understand the relationship between QWL and overall job satisfaction among employees. The findings of the study emphasized that each of the QWL factors on its own is a salient predictor of job satisfaction. The positive correlation indicates that job satisfaction is an important indicator of QWL. The result of study may have practical significance for human resource managers of especially banks to improve staff commitment and productivity and designing their recruitment and retention policies.

STUDY OF CONSUMPTION PATTERN OF COSMETIC PRODUCTS AMONG YOUNG MALES IN DELHI

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ABSTRACT

The study was carried out to investigate young men consumption behaviour and attitudes towards cosmetics in Delhi. The research first sought to explore how different variables influence Delhi's male consumer cosmetic purchasing decisions. This study also examines in some depth the influences of self-esteem and customer decision making on the male consumer behavior in purchasing skin care products in Delhi. However the study also tries to identifying what are the key determinants in Delhi's young men cosmetic purchasing behaviour. The empirical research was conducted using a quantitative method. The sample target was between the age group of 18 years to 34 years who live in Delhi. These "young" representatives contribute to the major chunk of millennials (Born after 1982). Thus this study would help companies to strategise effectively for this segment of the market. Primary data was obtained by the usage of questionnaires, an instrument for collecting information about the Delhi's male consumption behaviour and attitude towards skin care cosmetic products. The result indicates that the Delhi's male cosmetic consumption behaviour was strongly influenced by cultural and personal factors. The main influencing factors of male consumption behaviour are the price, celebrity endorsement, features, easiness to use the products etc.

SELF HELP GROUP IN SOCIO ECONOMIC TRANSFORMATION WITH SPECIAL REFERENCING TO COIMBATORE

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ABSTRACT

In recent years, countries across globe face copious hindrances in gearing their economic development and rigorously plan and evolve various economic activities. The process of globalization together with faster development in information and communication technological revolution put them under a great pressure. Today, competition among countries seems to be increasingly very stiff. We are aware that countries are classified as developed and developing countries. Although economic growth is measured in various dimensions, the reality of the growth of a nation lies not only in economic growth, but in the status of its women. Further, a country cannot be called as "developed", if half of its population is deprived of its basic needs, livelihood, access to knowledge, and political voice. In short and simple words, women must be a part in all aspects of the development activities and programmes of a country. To ensure that women from merely populating numbers to becoming a strategic presence in decision-making all categories of women-especially the marginalized, under-represented and excluded groups-must actively be part of the development process. This must be an engendered process to develop and strengthen links between economic growth and gender justice. Keeping this in mind the governments both at the centre and the state developed various programmes exclusively for women in order to empower them and also to major extent to have financial and economic freedom in their life. The paper highlights a little piece of information and insight about Self Help Group, and the means they become energized at the current context.

WORLD

INDUSTRIAL EXPANSION AND GLOBAL WARMING

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ABSTRACT

Over the past few years, there has been lot of concern about the global warming and one of the main causes of the same is attributed to the rapid increase in industrial development that took place in the world over last some decades. Understanding the causes of and responses to global warming requires interdisciplinary cooperation between social, business and natural scientists. The theory behind global warming has been understood by climatologists since at least the 1980s, but the impact of huge industrial establishments has caused concern only recently and there has been the mounting empirical evidence to this effect which has convinced most of us as also the business scientists, politicians, and the general public as well as growing sections of our business community that the industrial expansion is responsible for global warming to a larger extent. With this in view, an attempt is made in this paper to know as to what extent our industrialization has contributed in global warming.

GLOBAL FINANCIAL CRISIS II: IMPLICATION ON INDIA (BOON OR BANE??)

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ABSTRACT

If we see the beginning of current global crisis, it began in the housing sector of the US economy. Afterwards, it spilled over into the financial sector and thus effecting the other major sectors of the developed and developing countries. This has caused immense hardship for everyone, especially people in the developing countries. Although tentative sign of recovery is seen, but undoubtedly the economic and human costs of crisis is huge.

FACTORS THAT ENCOURAGE IMPULSE PURCHASE & IMPACT OF VISUAL MERCHANDISING ON THE PURCHASE DECISION OF WOMEN FOR BEAUTY PRODUCTS IN GUJARAT

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ABSTRACT

Bearing a long shiny heritage of cosmetic and beauty, range of makeup products are being used by women since ancient days and Indian women are no exception. Today it appears to be a booming industry in India and moving towards becoming the largest cosmetic consuming market in a next few decades. The cosmetics market in India is growing at 15-20% annually, twice as fast as that of the U. S. and European markets. Many Internationals and National companies are expanding their product range in response to the growing demand of Beauty Products by different strata of consumers. Teenagers have become more conscious about their appearance than ever before and skin whitening products are driving the trend in Indian market. Through this Research the researchers have made a humble attempt to predict the shopping related behavior of women for beauty products and the Impact Visual Merchandising can have on store selection and purchase decision. Quantitative techniques of Research are used in this research and women of major four cities of Gujarat are surveyed through a structured questionnaire. The Research findings reveal that impulse purchase is an excitement creating factor for women while shopping of beauty products. The stores with attractive lighting, eye-catching display and clean- soothing environ surely can hold attention of customers and have more people visiting it compared to their counter parts.

STUDY GROUPS, GROUPING CRITERIA AND THE SYNERGY IN EDUCATIONAL SYSTEM: A QUALITATIVE RESEARCH AMONG FDP PARTICIPANTS

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ABSTRACT

The application of Tuckman's model in assessing group development fits largely with the experience of the participants. Most of the groups formed as per the instructions from the concerned authority could not come out with fruitful outcome due to various reasons. This includes cheap competition, self-centeredness, immaturity, lack of professionalism, lack of dependence, etc. Subsequent groups conveniently formed based on interest of group members could come out with some meaningful output. Forming a heterogeneous group to derive a hybrid output often finds a disastrous end. This study reveals certain underline concerns while formation of study groups especially in education system. As far as training of executives is concerned, heterogeneity within group would be the best option.

INCOME GENERATION AND EMPOWERMENT OF DALIT WOMEN IN LUCKNOW DISTRICT

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ABSTRACT

Empowerment of women means enabling or arming them to function independently or authorization that is enduring to equip women with all attributes. This paper deals with empowerment of Dalit Women who are being included in the minority section. The concept is based on setting of standards and trying to achieve the standard. There are many critical factors like education, health, income generation and political participation which directly influence the empowerment but this paper deals with income generating factors. The main task is to ensure dalit women should participate in economic and poverty and gender inequality. There exit a two way link between economic growth and poverty and gender inequality. The aim of the present research is to analyse equal access in decision making and to participated in economic empowerment. The study was conducted on 500 dalit women residing in BKT BLOCK of Lucknow district. The selection of the sample is purposive. In the research paper a comparative analysis of dalit women in Ambedkar gram and non Ambedkar gram was analysed and interpreted. The findings were further discussed in the full length paper.

TESTING THE WEAK FORM EFFICIENCY IN WORLD STOCK MARKET: A CASE STUDY IN AUSTRALIA

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ABSTRACT

In this paper weak form efficiency are tested on Australian stock market. For this purpose Run test and Autocorrelation test are used. Run test clearly supported the independent behavior after 2008-09 and the notion of weak form market efficiency. Run test has inherent weakness as only sign are conceded not how much amount of increase or decrease. The coefficients are obtained for 1-16 time lags to examine results for varying periodicity. Serial correlation coefficient statistics clearly indicates weak form efficiency does not exist. This study also shows that significant auto correlated exist up to 6 or 11 day lag after 2008-09.

A COMPARATIVE ANALYSIS ON HOME LOANS OF PUBLIC & PRIVATE SECTOR BANKS IN INDIA

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ABSTRACT

Home is a dream of a person that shows the quantity of efforts, sacrifice luxuries and above all gathering funds little by little to afford one's dream. Home is one of the things that everyone one wants to own. Many banks providing home loans whether commercial banks or financial institutions to the people who want to have a home. The housing sector plays an important role in the economic development of the country. We selected this topic "A COMPARATIVE ANALYSIS ON HOME LOANS OF PUBLIC & PRIVATE SECTOR BANKS IN INDIA" because the Indian housing finance industry has grown by leaps and bound in a few years. There is a greater number of borrowers of home loans. So by this study we can find out the satisfaction level of customers and problems faced by them in obtaining home loans. For this purpose, we have taken four commercial Banks in Chandigarh city namely HDFC Bank, PNB, Union Bank of India and ICICI Bank. It includes two public sector banks and two private sector banks. In the research methodology a sample size of 200 respondents has been taken through random sampling. We have taken both primary data as well as secondary data, in the primary data questionnaire has been used to check the satisfaction level of customers about home loans. In the secondary data, the annual reports of RBI, commercial banks & brochures of these banks have been studied. Finally the whole research was carried out in a systematic way to reach at exact results. The whole research and findings were based on the objectives. Some of the limitations faced in collecting the data were Lack of time, lack of data, non-response, reluctant attitude and illiteracy of respondents, which posed problems in carrying out the research.

WORLD

IMPLICATIONS OF THE SHIFT IN GLOBAL ECONOMIC POWER: AN ANALYSIS

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ABSTRACT

As the second decade of the 21st century unfolds and the world exits from the 2008–09 financial crisis, the growing clout of emerging markets is paving the way for a world economy with an increasingly multi-polar character. The distribution of global growth will become more diffuse, with no single country dominating the global economic scene. The coming decades will see global economic growth increasingly being generated in emerging economies. By 2025, global economic growth will predominantly be generated in emerging economies. As a group, emerging economies are likely to experience significant increases in their international trade flows by 2025, in terms of both imports and exports. Although many high-income countries are only gradually recovering from the financial crisis, most developing countries have swiftly returned to their fast pre-crisis growth trend. As the international trade shares of the emerging and developed world converge, global wealth and asset holdings will shift toward emerging economies. This paper not only examines changes in the global economy but also studies the dynamics of international trade associated with the integration of low- and middle-income countries into the global economy.

CONSUMERS' COMPLIANCE TO ADOPT ECO-FRIENDLY PRODUCTS FOR ENVIRONMENTAL SUSTAINABILITY

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ABSTRACT

We live on the planet Earth and regard it as our heavenly home and so do we owe certain duties and moral obligations towards it. We are a part of something bigger than just ourselves; we are a constituent of this environment. A healthy natural environment is significantly essential for all eco-systems and it is our prime responsibility to protect it. The present world is awakening to the critical need to protect the nature and to conserve resources of land, air and water as nearly as possible in their natural states for the benefit of mankind. The need of the hour is to anyhow protect and preserve our environment and exhaustible resources. This could be potentially accomplished if Eco-friendly products are produced and consumed. The paper primarily analyzes the responsiveness in the consumption pattern of the consumers towards the green products. It studies the level of awareness of the consumers about the environmental concerns and availability of eco-safe products in the market and also the willingness and attitude of the consumers to include such products in their purchase-roll. It was found that people are aware but they pose a low attitude for making a shift towards green consumption. It also considers the parameters influencing the buying-behaviour of the customers. The paper provides certain significant recommendations which if employed leads to sustainable consumption that shall further head to the attainment of Environmental Sustainability; a pivotal concern at hand!

WORLD

AN INNOVATIVE MODEL OF SOCIALWORK EDUCATION AND PRACTICE

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ABSTRACT

Community challenges force human service agencies to collaborate in providing services. Such collaborations require practitioners to have skills not found in mainstream social work curricula. MSW program evolved through dialog with community leaders and resulted in a curriculum with a sole concentration of community partnerships. The new millennium has brought major changes, challenges, and hardships in human service delivery. With communities confronting rapidly changing demographics, the growing disparities between rich and poor, and reduced human services funding opportunities, human service agencies are no longer able to operate as independent or competitive entities. Rather, they must develop collaborative networks for service delivery in order to survive and thrive. Such collaborations lead to a re-examination of the skills and knowledge applied by professional social workers and, consequently, to a reconsideration of the curriculum in schools of social work. Against this backdrop, colleges and universities have sought to broaden their mission to become engaged participation in addressing community needs and issues. During the last decade, major changes have affected social work education and practice. The community participation concentration evolved in a nonlinear style. Lengthy deliberations between and among faculty and community representatives around philosophy, theory, mission, curriculum, the profession, and community needs, produced a philosophy that sought to educate students to advance the needs and capacities of the total community by promoting social and economic justice while maximizing human potential.

EMPLOYEE EMPOWERMENT: A NEED FOR CORPORATE SURVIVAL

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ABSTRACT

The current meltdown of the Global economy has claimed many organizations as casualties. Employees who are well paid and well off today found their jobs gone overnight. This nightmare is across all sectors of the economy and older business like manufacturing and new business like IT are equally affected. Researchers and leaders worldwide have called for the empowerment of employees to help their organization compete successfully in the highly competitive marketplace. Having an employee empowerment programme enables companies to keep up with a competitor or gain a competitive advantage.

HUMAN RIGHTS: AN OVERVIEW IN INDIAN FRAMEWORK

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ABSTRACT

Human rights are those inalienable rights to which a person is inherently entitled simply because she or he is a human being and help to protect all people everywhere from severe political, legal, and social abuses. Human rights are thus conceived as universal and egalitarian, the same for everyone. These rights may exist as natural rights or as legal rights, in both national and international law. Examples of human rights are the right to freedom of religion, the right to a fair trial when charged with a crime, the right not to be tortured, and the right to engage in political activity. They are addressed primarily to governments, requiring compliance and enforcement. The main sources of the contemporary conception of human rights are the Universal Declaration of Human Rights (United Nations, 1948). The philosophy of human rights addresses questions about the existence, content, nature, universality, justification, and legal status of human rights. The object of the present work is to give an overview of human rights, in international and Indian framework. The present research will concentrate on the concept of Human Right, meaning, Legal Provisions, etc. This is a Doctrinal research for which various books, articles, journals, International Conventions, statutes, model rules, and newspapers have been referred.

TERM STRUCTURE OF INTEREST RATES AND FISHER EFFECT IN INDIA: AN EMPIRICAL ANALYSIS

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ABSTRACT

Interest rate is a key financial variable affecting almost all the sectors of the economy. The aim of the study is to examine the non-linear relationship in term structure of interest rate and Fisher effect in India by using monthly data for the period from April 1996 to June 2010. Standard unit root test suggests that all the variables are stationary at first difference. Johansen (1991) Cointegration test found that there exist one cointegrating relationship in all the four pair of interest rates, GSEC1-TB91, GSEC5-GSEC1, GSEC10-GSEC1 and GSEC10-GSEC5. This study supports that Fisher effect exists in India in both short and long term interest rates. Hansen-Seo (2002) Threshold Cointegration test is employed to empirically examine non-linearity in all the four pairs of interest rates. But out of these four pairs of interest rates non-linearity exists only in case of GSEC1 and TB91. The current analysis has clear policy implications. An understanding of the behaviour of the interest rate is crucial for a developing country like India as it affects almost all the sectors of the economy.

EMPLOYEE RETENTION

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ABSTRACT

In the organizations, people spend most of their active lives. Hence, it needs to be purposeful. There is every need that employees understand the worth of their lives in the workplace. At the same time, each employee needs to understand his/her own meaning of life and find out what gives them sustained satisfaction and happiness in life. Let them know the potential in them. Know Transform their negativity into positivity. Organizations should try to develop spiritual intelligence of their employees and only those managers can nourish the spirituality of their employees who are themselves nourished. Research studies have indicated that a majority of successful organizations have their own unique organizational cultures. when there exist a great amount of clarity and common understanding about the culture of an organization, it helps in attracting and retaining people who inherently 'share' that basic line of thinking.

SOCIO-ECONOMIC UPLIFTMENT OF GUJJAR TRIBE IN JAMMU & KASHMIR

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JAMMU**

ABSTRACT

The Gujjars, who live Nomadic life today, have once ruled the entire Northern India. Modern day Gujarat is called "GUJAR-RATA" or Gujjar Rashtra meaning "Kingdom of Gujjars". This was the area where Gujjars flourished and their rule spread over entire Northern India. Gujjar tribe appeared on the horizon of India during 5th century A.D, with the advent of white Huns and they established their rule on northern parts. History revealed that the entire Northern India was ruled by the Ashkani, Panwar, Baruoch Chaweri and Parthar Gujjars. There states of Gujjar kingdoms present a brief account of the Glorious past of Gujjars. Not only this, the immortal remains of Gujjar past tell their stories in the whole central Asia and adjoining areas. Presently Gujjars live in one dozen States of India, with their distinctive life style; these States include Jammu and Kashmir, Himachal Pradesh, Haryana, Punjab, Rajasthan, Utter Pradesh, M.P, Uttaranchal and Gujarat, besides a few areas in Delhi. The frontier, Baluchistan and Punjab province of Pakistan also have number of colonies of Gujjars. The State of Jammu and Kashmir had been the advent of Gujjars during 9th and 10th century A.D. This was the period when Islam was spreading in northern India. The paper is conceptual in nature and tries to study the social and economic upliftment of Gujjar tribe in Jammu & Kashmir. An attempt is made to know the socioeconomic conditions of Gujjars in Jammu & Kashmir.

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