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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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## **DIRECTION AND TRENDS OF INDIA'S PINEAPPLE EXPORTS: A STUDY IN THE FREE TRADE REGIME**

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### **ABSTRACT**

*Pineapple, one of the most internationalised fruit globally traded where the potential for export from India is not yet exploited has rich trade prospects, being one of the major producers of the world. The present study examines the direction and trend of pineapple (fresh and juice) export from India in background of economic liberalisation and AOA under WTO, using kinked exponential models and aimed at suggesting suitable policy measures for improving exports. The results of the study revealed that Indian pineapple is exported mainly to Asian Countries with a minimum access to major importing markets of European Countries and the USA. The growth rates in Post WTO shows a positive trend and a negative trend in Pre-WTO period, but suitable policy measures are to be made for exploring and penetrating in to the major markets of Europe and USA.*

## **A STUDY ON HOUSEHOLDS' CONSUMPTION PATTERN OF AAVIN MILK IN ERODE DISTRICT**

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### **ABSTRACT**

*In India, the dairy sector plays an important role in the socio-economic development, and constitutes an important segment of the rural economy. Dairy industry provides livelihood to millions of homes in villages, ensuring supply of quality milk and milk products to people in both urban and rural areas. India's dairy products import has dipped while exports have increased at a faster rate. The direct consumption of liquid milk by the producer (households) as well as the demand for processed dairy products has increased with the growth of income levels. Reducing the cost of production, development in strategy and infrastructure and focusing on specialty products will aid to meet the needs of target customers. This study examines the household's consumption pattern of avian milk in Erode district. For this study, the data was collected from 200 (sample size) households. Chi-square analysis was employed to measure the relationship between family size, income, households with girl-infant/boy infant and product preference, milk consumption and households' opinion on price etc.*



**A JOURNEY FROM FERA TO FEMA & ITS IMPACT ON FOREX**

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**ABSTRACT**

*This research topic is undertaken in order to understand provisions laid by FERA (Foreign Exchange Regulation Act) and the difficulty or problems faced by the individuals in abiding the provisions and also the problems faced by the government to raise foreign investment in the country. It was due to the stringent and aggressive provisions of FERA, that the need for introduction of FEMA (Foreign Exchange Management Act) was felt. After liberalization when the global markets were opened for trading and investing provisions of FERA was acting like obstacles in raising foreign currency. FEMA was introduced with the view to simplify provisions and encourage foreign investment in the country. This research paper focuses on introduction of FEMA which had a positive impact on foreign exchange (FOREX) as well as on money supply, Foreign Direct Investment (FDI) & Foreign Institutional Investors (FIIs).*

## EMERGENCE OF MORAL PRINCIPLES AND ETHICS IN MANAGEMENT EDUCATION

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### ABSTRACT

*Morality and ethics matters to protect the Economies, Governments and Corporates from collapse and corruption. Realizing that moral leadership is greatly needed in this world of struggles; the concept has to be promoted in the society and taught to the students and youth from primary education to higher education. It needs people to re- look at teaching pedagogy. This enriched teaching pedagogy can only be practiced by persons with influence, parents, teachers, business leaders and anyone in a leadership position since they would be in a position to bring reformation among the section of people whom they deal in their day to day activities. Morals are something that must be rooted in the character, decisions and actions so that their teaching shall take the shape of clear demonstration, intention and deliberate choices made. Moral education will guide the students to build up the correct outlook towards the world, life , evaluation of circumstances and consistently improve their socialistic consciousness so as to lay a solid foundation for them to become a rising generation having lofty ideas, moral integrity, knowledge culture, and observing disciplines. The writer would like to focus on the dire need of imparting Morals and Ethics in Management Education, which place a key role in character building of youth as they are carriers of the value system to the future generations. The roles and responsibilities of not only the institution as a whole but also of staff and students could be developed to translate the Millennium Development Goals and sustainable development concerns into action.*

## **EMPOWERMENT OF WOMEN THROUGH MICROFINANCE: A STUDY IN CHITTOOR DISTRICT**

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### **ABSTRACT**

Micro finance has evolved over the past quarter century across India into various operating forms and to a varying degree of success. Micro finance includes basic financial services including small loans, savings accounts, funds transfers and insurance.. One such form of microfinance has been the development of the self-help movement. Based on the concept of "self-help," small groups of women have formed into groups of ten to twenty and operate a savings-first business model where by the member's savings are used to fund loans. The results from these self-help groups (SHGs) are promising and have become a focus of intense examination as it is providing to be an effective method of poverty reduction. The present study is an attempt to analyse the role and performance of SHGs in promoting empowerment of women in Chittoor District of Andhra Pradesh. The study includes broad objectives are to analyses the operating system of SHGs for mobilization of saving, delivery of credit to the needy, management of group funds, repayment of loans, in building up leadership, establishing linkage with banks and examines the social benefits derived by the members. In order to collect and gather primary data, field observation and structured questionnaire survey methods were employed. There are 57,277 SHGs working in Chittoor district. Here the researcher has chosen 15 SHGs from each sample mandal of the district. In total the study covers 80SHGs with 1092members the study reveals that SHGs had set a new agenda for financial intermediation by banks in the form of micro-credit. By the formation of SHGs, credits are demanded for various purposes (domestic, health, festivals, repayment of old debts, investment, etc.). Similarly different economic activities (collection, processing and marketing of minor forest products, individual business, goatery, dairy etc.) are undertaken by the SHG members after joining the group. Habits of savings, economic independence, self confidence, social cohesion, asset ownership, freedom from debt, additional employment, etc. benefits are derived by the SHG members and evaluation of the banking linking programme. Thus SHGs are playing a more important economic role. SHGs meet the immediate needs of the women through linking with banks.

# THE IMPACT OF MACROECONOMIC VARIABLES ON STOCK MARKET INDEX: AN EMPIRICAL STUDY

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**BANAGLORE**

## ABSTRACT

*The Stock Markets are termed as leading economic Indicators as they indicate what is going to happen to the economy in near future. The returns generated in the Stock Market are based on future expectations, Understanding the dynamics of the Stock Market is important for an investor and the dynamics of Stock Market are influenced by micro- as well as macro-economic variables. Though it is easy to understand the microeconomic variables, understanding the impact of macroeconomic variables on Stock Market poses some difficulty. This paper “The Impact of Macroeconomic Variables on Stock Market Index- an Empirical Study” examines the of macroeconomic Variables such as GDP, Inflation, Unemployment, Prime Lending Rate & Exchange Rates (USDINR) over a period starting from 2006 to 2012 on the performance of Stock Market. The prime objective of this study is to explore the direction and strength of relationship between macroeconomic variables and Stock Market Index, thereby discerning their impact of the former on the latter. The study also seeks to identify the major events that led to sharp changes in Stock Market Index. Towards the end, an attempt has been made to rank macroeconomic variables based on their impact on Stock Market Index.*

## IMPACT OF COALMINE INDUSTRIAL EFFLUENTS ON PRODUCTIVITY OF PULSE CROP

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**KHAMMAM**

### ABSTRACT

*Pulses are the basic Ingredient in the diets of a vast majority of the Indian population, as they provide a perfect mix of vegetarian protein component of high biological value when supplemented with cereals. Despite several initiatives taken by the Government for improving the productivity and reducing the cost of production of pulses, still the requirements are more than availability of pulses. Short fall in pulses has been attributed to a number of factors, the major ones being the increasing population, abrupt climatic changes, disease – pest syndrome etc. This article describes present status of pulses crop, and to suggest measures to achieve sustained pulses production in the country. Besides, a small test has been conducted to examine the impact of coal mine effluents on productivity of Bengalgram (chick pea), the dominant pulse crop in India.*

# IMPACT OF MERGER ON THE PROFITABILITY PERFORMANCE OF REGIONAL RURAL BANKS (RRBs) IN BIHAR STATE OF INDIA: AN EMPIRICAL STUDY

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**DEPARTMENT OF COMMERCE**  
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**MALDA**

## ABSTRACT

*This research topic is a study on the impact of merger on the profitability performance of RRBs in Bihar State of India. An effort has been made in the instant project to study and find out whether restructuring through consolidation have made any effect on the financial viability of the RRBs in this region. Since 1975 RRBs are being regarded as one of most important sources of institutional financing of rural credit in India. But at the end of expansion phase (1987) financial viability of the RRBs emerged as an important issue to the policy makers. Since 1991, various steps have been taken up by GOI for strengthening the RRBs e.g. cleansing of balance sheets, recapitalisation of selected RRBs etc. State-wise & Sponsor bank wise merger of RRBs is the recent route of restructuring of RRBs for improving their financial viability. There is always a need for up-gradation of the rural banking systems in India through performance evaluation in the context of necessity of institutional rural credit to the poor rural folk. Therefore, an attempt is made to study on the pre-merger and post-merger profitability performance of the RRBs in Bihar State.*



**PERFORMANCE OF MGNREGA IN MANIPUR: A CROSS DISTRICT ANALYSIS**

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**ABSTRACT**

*The Mahatma Gandhi National Rural Employment Guarantee Act, the flagship welfare programme was introduced in February 2, 2006. Under this Act, every adult member of any rural household who is willing to do unskilled manual work have a legal right to get 100 days in a financial year at the statutory minimum wage. On 1<sup>st</sup> April, 2008 the act has been extended to the entire rural areas of India. Manipur, one of the eight north eastern states of India is a rural-based economy where majority of the population depend on agriculture. In this context, the rural employment guarantee programme has played a significant role in alleviating the rural poverty by giving them hundred days guaranteed job during a year. The Act was operating in Manipur from February 2, 2006 and covered the entire districts of the state on 1<sup>st</sup> April, 2009. The purpose of the study is to analyse the performance of Mahatma Gandhi National Rural Employment Guarantee Act in Manipur state with cross district analysis. However, the paper finds inter-district variation using some important indicators like the average person days generated per household, the proportion of works completed to works taken up and the proportion of total funds expenditure to total available funds. The study found that Senapati district performed better as compared to the rest of the districts while the Thoubal district performed the worst. Out of the nine districts, five districts performed better than the state Composite Achievement Index while the remaining districts were lagging behind.*

## **A STUDY ON PROSPECTS AND FINANCE PROBLEMS OF FOOD BASED SMALL SCALE INDUSTRIES WITH SPECIAL REFERENCE TO MADURAI**

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### **ABSTRACT**

*Food is the basic need of human life. A human or any living thing can live without any luxioury of life but they cannot survive without food. Finance is a key input of product distribution and development. It is therefore, aptly described as the "life-blood" of industry and is pre-requisite for accelerating the process of industrial development. An important problem faced by food based small-scale industries in the country is that of finance. The problem of finance in food based small sector is mainly due to two reasons. First, it is partly due to scarcity of capital in the country as a whole. Secondly, it is partly due to weak credit worthiness of small units in the country. Due to this weak economic base, they find it difficult to take financial assistance from the commercial banks and financial institutions. As such they are bound to obtain credit from the money lenders at a very high rate of interest and are thus exploited in practice.*

## PROGRESS AND PERFORMANCE OF PRIMARY AGRICULTURE CO-OPERATIVE SOCIETIES IN INDIA

**PARDEEP KUMAR CHAUHAN**  
**ASST. PROFESSOR**  
**GURU NANAK KHALSHA COLLEGE**  
**KARNAL**

### ABSTRACT

*As per 2011 census, about 68.8 per cent of the population resides in rural areas, depending directly or indirectly upon agriculture for their livelihood. There are so many problems in agriculture but agriculture credit is a major problem in rural area. In many developing countries, it has been found that the rural credit market is imperfect in nature. There are substantial variations in the availability of formal credit in rural urban locations (Laha and Kuri, 2011). Primary agriculture co-operative societies are the major part of rural area; they are providing the source of money to the farmer, which will easily available for the cultivation of farm. This paper is evaluating the performance of these agriculture co-operative societies and describing the progress of primary agriculture cooperative societies during the year of 2000-01 to 2011-12 in India.*

**SUSTAINABLE GROWTH: UTILIZATION OF NATURAL RESOURCES****V. VANEENDRA SASTRY****ASST. PROFESSOR****DEPARTMENT OF HUMANITIES AND SOCIAL SCIENCES****NALLA MALLA REDDY ENGINEERING COLLEGE****DIVYA NAGAR****ABSTRACT**

*This paper deals with the focus of regional planning on territorial and economic organization of regions. It visualizes improving and conserving natural resources of a region and helps to promote sustainable development of the region. Sustainable development of a region must be achieved through means and ways that do not disturb and exhaust its natural resources. The problems of regional development vary with region in terms of their complexity and degree of intensity. Regional planning focuses on the efficient utilization of natural resources and infrastructure for sustainable growth of the region. The resulting benefits are distributed among regions so that regional disparities are reduced. Regional planning should basically provide the summary of natural resources of a region, based on which plans are devised to conserve and manage the available resources prudently by applying scientific and technical understanding of the resources of the region. By making use of the latest technological application of GIS and RS, a region can be better understood in terms of its environmental standpoint which paves way for sustainable development. The aim of strategy for growth in the 11<sup>th</sup> five year plan is to achieve a growth process that meets the objectives of inclusiveness and sustainability so that the development process being unleashed has the widest possible spread of benefits.*

**HEALTH INFRASTRUCTURE IN HARYANA: AN ANALYSIS**

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**DEPARTMENT OF ECONOMICS**  
**M. L. N. COLLEGE**  
**YAMUNA NAGAR**

**ABSTRACT**

*Health is very essential ingredient to economic growth in every economy including Haryana. It refers to the state of complete physical, mental, spiritual and social well-being and not merely an absence of disease and infirmity. The status of health depends on the availability of health infrastructure which in turn is a function of health spending in the economy. Therefore, public expenditure on health infrastructure assumes a greater significance all over the world. And the evidences from both developed and developing countries revealed that public expenditure on health infrastructure leads to the sustained economic growth. Keeping in above backdrop the present study makes an analysis of health infrastructure in the State of Haryana. The study confirms that some health infrastructural facilities have grown considerably while some have experienced negative growth over the years. The study also examines the relationship between health infrastructure and economic growth by applying an econometric approach and reveals that health infrastructure leads to economic growth. Therefore, health infrastructure should be undertaken as basic infrastructural activity and public expenditure on it must be increased every year. To attain the target of equity, efficiency and sufficiency in health services in the State, there is logic and rationale for Public Private Partnerships (PPP) in health sector.*

## CHALLENGES AND OPPORTUNITIES FOR RURAL WOMEN ENTREPRENEURS

**JAINENDRA KUMAR VERMA**  
**RAJIV GANDHI NATIONAL FELLOW**  
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### **ABSTRACT**

*Since rural women constitute a major segment of Indian population and due to their pivotal role their role in the nation building is significant. Due to lack of education they are less likely to get employment. Further low family income also requires them to go for self-employment i.e. entrepreneurship. This paper addresses challenges faced by women entrepreneurs in rural areas. Besides that the paper also explores the opportunities prevailing for rural women entrepreneurs.*



## **A STUDY ON PERFORMANCE OF STATE CONSUMER DISPUTES REDRESSAL COMMISSIONS IN INDIA**

**GURLEEN KAUR  
ASST. PROFESSOR  
GURU NANAK KHALSA COLLEGE  
KARNAL**

### **ABSTRACT**

*This paper attempts to study working and performance of 34 State Consumer Disputes Redressal Commissions working in 34 States and Union Territories of India. Analysis of Data makes it crystal clear that State Consumer Disputes Redressal Commissions are far behind in disposal of cases if we compare their performance with District Consumer Disputes Redressal Forums and National Consumer Disputes Redressal Commission. There is still need of agencies working at state level to dispose of the pending cases as early as possible by creating additional and circuit benches and by introducing evening shifts to ensure timely justice to consumers.*

## STUDY OF SENSITIVITY TOWARDS IMPORTANCE OF GEOGRAPHICAL INDICATION REGISTRY IN UTTARAKHAND

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### ABSTRACT

*From ancient times, every region of the world has got claim to fame for some of its specific products, for example Egypt for cotton and India for spices. The Geographical indications are understood by consumers to denote the origin and the quality of products. These products command a price premium in the market. In due course of time many of them have acquired valuable reputation and in the absence of adequate protection, the dishonest commercial operators have started misrepresenting the products. Falsely using geographical names (for example, Bhagalpuri Bedsheets) unauthorized parties make customers to shell out more money for the fake products and Legitimate producers are deprived of valuable business, damaging the established reputation of original product / produce in turn. The rich culture of Uttarakhand, with the presence of various distinct crafts and produce but absence of any, in the list of Geographical Indication Registry gave inspiration for this paper in May'2013, which aims at giving a fair idea of the understanding of the local people / artisans / producers in this particular matter. The study also throws light on the process of GI registration and using it to the benefit of the proprietors and authorized users in today's competitive world.*

**MARKET MIX STRATEGIES FOR DESTINATION AS A RURAL TOURISM PRODUCT**

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**ABSTRACT**

*"India lives in its villages" this is ever true because according to 2011 census 68.23 percent population still lives in villages termed as rural area. Rural India is diverse in nature enriched with pollution free natural agricultural based environment, rural traditions, customs, culture and valuable heritage assets. This area is a very wide market base for all kinds of products like agriproducts, manufactured goods and even service products. Many multinational players entering to capture this market by introducing their own products as well on the other side this market itself provide a service product i.e. rural tourism to the urban area. Indian economy is showing increasing growth and rise in disposable incomes of Indians, motivation towards travel and tourism is increased. Therefore there is increasing demand for various tourism forms. Rural tourism is one of the alternative forms of tourism which follows the principle of sustainability and responsibility. The rural tourism potential in India has been realized very late when compared to the other part of the world. The government of India has notified rural tourism as one of the major sources for generating employment and promoting sustainable livelihood. This paper is based on secondary data collected from published articles, journals books, government reports, websites and news papers. This study focuses on the conceptual part and market mix strategies to develop and promote rural tourism as a product of rural market.*

## **SPECIES-WISE MAJOR MARINE FISH PRODUCTION: TRENDS AND GROWTH PERFORMANCE IN SINDH**

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### **ABSTRACT**

*Fish being the biggest source of food to mankind, many of the countries have capitalized on this potential of these deep seas. Fishing industry of Pakistan employs more than 1% of the labor force. It is also a major source of employment, especially for those people living along the coastal belts of Sindh province and Balochistan. Pakistan is ranked as protein deficient country, as per capita fish consumption in Pakistan is very low, whereas in the rest of East Asia and South the domestic consumption is fifty percent of the total production. Domestically Pakistan consumes only 25 percent with 20 percent being exported and a big 55 percent going for fishmeal. This study analyzed the trends and growth performance of species-wise marine fish production for two different periods of Sindh coastal areas to clearly bring out the more recent trends. Period I (1985 to 1996) and Period II (1997 to 2008). The study confirms that in Period I, out of fourteen species eight species (Sole, mangra, pitton, tarli, palla, aal, dawan, hira, poplet, and khagga) showed significant positive growth mainly due to proper stock assessment of marine resources, research and development programmes, control fishing and completely ban on illegal nets. The study also concluded that in Period II out of fourteen species five species namely mushka, surmai, dhotar, poplet and hira growth significantly increased while that of sole, mangra, pittan, khagga and aal growth rate significantly declined. The declining growth rate indicates the problem of over fishing.*

## **GOVERNMENT EXPENDITURE AND ECONOMIC GROWTH IN ASEAN-5: LONG-RUN TENDENCIES AND SHORT-TERM ADJUSTMENT**

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**MALAYSIA**

### **ABSTRACT**

*A question of whether the government should intervene to correct for short-run fluctuations in economic activity has always been an interesting topic for economists. This paper investigates the impact of government expenditure on the economic growth in ASEAN-5 countries during 1980-2006 by using Pooled Mean Group. To examining both short run and long run effects, findings demonstrate that a large government expenditure influences the economic growth of countries negatively. This negative impact may be a sign of the lower productivity of the capital input in ASEAN-5 economies with a large government expenditure.*

# **AN ASSESSMENT OF COMPETITIVE STRATEGIES ADOPTED BY COMMERCIAL COLLEGES IN NAIROBI, KENYA IN IMPROVING THEIR ENROLMENT CAPACITY**

**ALICE WAIRIMU KANDE**  
**LECTURER**  
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**RIARA UNIVERSITY**  
**NAIROBI**

## **ABSTRACT**

*The study's main objective was to assess the various competitive strategies that commercial/private colleges in Nairobi Central Business District in Kenya adopted to enhance their student enrolments. There were 96 colleges then, from which the researcher used proportional stratified random sampling method to select 32. The findings from the study show that each college had well intentioned strategies aimed at making their products and services pervasive in the Kenyan Market and abroad. The academic and professional courses offered were partly tailored to suit the intended market's financial ability and differentiated to introduce modernity and partly considered a specific target market. The independent strategies used by different institutions indicated a solid presence of Porter's generic strategies with significant variations in their adoption.*



**ORGANIZATIONAL ANALYSIS OF PANCHAYATI RAJ INSTITUTIONS IN INDIA**

**PARDEP KUMAR CHAUHAN**  
**ASST. PROFESSOR**  
**GURUNA NANAK KHALSA COLLEGE**  
**KARNAL**

**ABSTRACT**

*The present study is an attempt analyse the organizational relationship of Panchayati Raj Institution with community development programme. The study analyse that community development programme , instead of being people's programme with government assistance was becoming more and more government's programme with varying degrees of people's participation. The block advisory committees, created to enlist popular support and participation in the programme lacked capacity vitality and power to represent people's point of view. The village panchayat were also found weak and ineffective to mobilize the masses in support of the programme. Besides, in most of the states, there was no organization at the block level to represent the people's will.*

## RELATIONSHIP BETWEEN EXCHANGE RATE AND TRADE BALANCE OF SOUTH ASIA: THE J-CURVE PATTERN

**ADNAN ALI SHAHZAD**  
**LECTURER**  
**ILM COLLEGE OF COMMERCE**  
**OKARA**

### ABSTRACT

*Open market economies has been experiencing a very high and growing deficit in their trade balances since the beginning of the international trade. Developing countries are more victim of this disease and exchange rate depreciation is considered as an injection to overcome this disease. The study has been made an attempt to investigate the long run relationship between trade balance and exchange rate depreciation (J-curve) in south Asia by using panel data technique. The study used panel unit root test and Pedroni cointegration test to investigate the long run relationship between trade balance and exchange rate and some other supporting variables. The study found no evidence of the long run relationship between trade balance and exchange rate depreciation for south Asian region. The study also gives some ideas about further research.*

**VOLATILITY IN GOLD PRICE IN INDIA: AN UPDATE**

**MADHUSMITA BHUYAN**  
**LECTURER**  
**NORTH ORISSA UNIVERSITY**  
**TAKATPUR**

**ABSTRACT**

*During the end of the World War II, in 1944, forty-four countries around the world signed the well-known Bretton Woods Agreement to establish a new currency system based on gold. They specified the value of the US Dollar is connected to gold and other currencies are connected to the US Dollar. This system indicated where gold standing, not only just as an invest good. This metal has been the only commodity that served as currency in international financial business for centuries. Gold is so ideal that a number of currencies were based on the value of it. For residents, it is an excellent investment good since it could protect them from assets devaluation. For a country, it is an important reserve asset; the situation is somewhat the same as the other precious metals.*

## **A STUDY ON PERFORMANCE OF CONSUMER DISPUTES REDRESSAL AGENCIES IN STATE OF KARNATAKA**

**GURLEEN KAUR  
ASST. PROFESSOR  
GURU NANAK KHALSA COLLEGE  
KARNAL**

### **ABSTRACT**

*This paper attempts to study working and performance of Karnataka State Consumer Disputes Redressal Commission and 30 District Consumer Disputes Redressal Forums working in Karnataka. Although disposal percentage of cases is satisfactory in both Karnataka State Consumer Disputes Redressal Commission and District Consumer Disputes Redressal Forums of Karnataka but, if we talk about disposal of cases with in stipulated time then performance of both Karnataka State Consumer Disputes Redressal Commission and District Consumer Disputes Redressal Forums of state is poor, which is a area of concern and necessary steps like creation of additional benches and filling vacant post of presidents and members must be done at the earliest to ensure quick justice to consumers.*

# THE LONG RUN RELATIONSHIP BETWEEN STOCK MARKET RETURNS AND INVESTMENT GROWTH IN NIGERIA: (1960 - 2010)

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## **ABSTRACT**

*The movement in the stock prices is an important factor that determines investment behaviour in both advanced and less developed economies. This study examines the long run relationship between stock market returns and investment growth in Nigeria. Annual data from (1960 – 2010) were used in this study. The results revealed that there exists a short run relationship between stock market returns. Investment growth and stock prices are negatively related to investment and inflation, while, interest rate has a positive relationship with stock prices. The granger causality test was carried out and it revealed a bi-lateral causality that runs from stock market returns to investment growth and from investment growth to stock market returns. The impulse response graph was further used to ascertain the impact of these variables on stock prices.*

**THE EFFECT OF PENSION FUNDS ON THE GROWTH OF NIGERIAN ECONOMY****SAMUEL, KEHINDE OLUWATOYIN****LECTURER****DEPARTMENT OF ACCOUNTING & FINANCE****AJAYI CROWTHER UNIVERSITY****OYO****OKE, MARGARET ADEBIMPE****LECTURER****DEPARTMENT OF ECONOMICS****AJAYI CROWTHER UNIVERSITY****OYO****ABSTRACT**

*This work evaluates the effects of pension funds on the growth of Nigerian economy. Pension funds are ranked among the largest institutional investors in developed countries by assets under management. According to the Organization for Economic Cooperation and Development (OECD), pension funds assets in six of the non-emerging OECD countries amounted to \$8.5 trillion in 2001. Thus the main thrust of this study is to analyze the role of pension funds as an institutional investor on emerging market for the period 1970-2010 using Nigeria as a case study. The data used in this study are time series. A stationary test was conducted to know their various levels of stationary (levels of integration). Ordinary Least Square (OLS) was later conducted based on the data derived after this test. This is because the data of the variables were stationary at both levels and at difference. During the cause of the estimation and analysis, it was discovered that the major determinants of real GDP is the physical capital of the economy. It therefore suggests that the federal government should aim at proving more capital which will increase the level of growth in the country. It was also discovered that there was an insignificant relationship between pension funds and economic growth. This could be attributed to the poor economic conditions, unstable financial sector, lack of commitments on the part of the government, high rate of corruption and lack of trust worthiness within the system which could be corrected if proper policies are put in place and been fully implemented. Investment portfolios of pension funds should also be diversified towards private and international instruments in order to reduce risk. Also, pension reforms should needs to be complemented with other reforms in the economy such as social security, labour market and financial sector in order to have an overall effect on the economy. Finally, policies should be formulated towards the integration of the defined benefits and defined contributions plan and work towards institutionalizing the multi-pillar system of the economy.*



**AGRICULTURE AND WOMEN ENTREPRENEURSHIP IN INDIA**

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**ABSTRACT**

*Women are a vital part of Indian economy. In rural India, the percentage of women who depend on agriculture for their livelihood is as high as 84 percent. Women make up about 33 percent of cultivators and about 47 percent of agricultural laborers. Women entrepreneurship development is an essential part of human resource development. The development of women entrepreneurship is very low in India, especially in the rural areas. Entrepreneurship amongst women has been a recent concern. Women have become aware of their existence, their rights and their work situation. However, women of middle class are not too eager to alter their role in fear of social backlash. The progress is more visible among upper class families in urban cities. Entrepreneurship has been a male-dominated phenomenon from the very early age, but time has changed the situation and brought women as today's most memorable and inspirational entrepreneurs. Women entrepreneurs need to be lauded for their increased utilization of modern technology, increased investments, creating a sizable employment for others and setting the trend for other women entrepreneurs. While women entrepreneurs have demonstrated their potential, the fact remains that they are capable of contributing much more than what they already are. The main objective of this paper is to show Agriculture and women entrepreneurship in India, to find out challenges and possibilities of women entrepreneurship in India. This paper is based on micro, small and medium enterprises. We show the Concept of Entrepreneur and Concept of Women Entrepreneur, Categories of Women Entrepreneurs in India, Challenges of Women Entrepreneurs in India and Possibilities of Women Entrepreneurship in India. We also discussed Entrepreneurship among Rural Women and its effect on rural development.*

**WOMEN ENTREPRENEURSHIP: AN EMERGING WORKFORCE IN 21<sup>st</sup> CENTURY**

**JAINENDRA KUMAR VERMA**  
**RAJIV GANDHI NATIONAL FELLOW**  
**DEPARTMENT OF APPLIED ECONOMICS**  
**UNIVERSITY OF LUCKNOW**  
**LUCKNOW**

**ABSTRACT**

*The Indian sociological setup is a male dominated one. Women are considered weaker and have to depend on male folk in their family and outside, throughout their life. They are left with lesser commitments and kept as a dormant force for a quite long time. But traditional setup is changed in the modern era. Women sector occupies nearly 45% of the Indian population. The Indian women's education standard raised in the last few decades. This conceptual paper emphasises the women entrepreneurs as the potentially emerging workforce in the 21<sup>st</sup> century.*

## **AN EMPIRICAL STUDY ON THE DYNAMICS OF COMMODITY DERIVATIVE MARKET'S IMPACT ON INDIAN INVESTMENT**

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**TUMKUR**

### **ABSTRACT**

*This paper finds that concurrent with the rapid growing world financial market has witnessed a spectacular change in the field of Commodity market in the past one decade. India also could not become aloof from the world trend and mainly after the liberalization has set in motion. India introduced the different types in phased manner. A Commodity Market has gained momentum since its introduction in India and has played a major role in Indian financial markets. Similarly, on the equity market, many retail investors who are uncomfortable about the equity market would enter if they were given the alternative of buying insurance, which controls their downside risk. This would enhance the action of the savings of the country, which are routed through the equity market. More importantly, Commodity Market is one of the important tools of hedging risk. Therefore, the study of current scenario of Commodity Market in India is very importance.*

**AGRICULTURAL GROWTH AND FOOD SECURITY: PROBLEMS AND CHALLENGES**

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**KAKATIYA UNIVERSITY**  
**WARANGAL**

**ABSTRACT**

*Accruing benefits to every section of the society is the major objective of 11<sup>th</sup> five year plan. Inclusive growth in agriculture is one of the main goals of 11<sup>th</sup> five year plan. Food security is one of the main targets to be achieved for the achievement of inclusive growth in agriculture. The recent economic growth rates have failed to improve the food security in India, leaving the country facing a crisis in its rural distribution of food supply. Nation's production is not able to meet the supply to the needy rural people who are suffering from undernourishment, depth of hunger and malnutrition. Removing weaknesses at different levels of governance, improving public delivery mechanisms are the major concerns to be achieved in order to secure inclusive growth and food security. Giving the benefits to "aam aadami" and to focus on "inclusive growth and insuring food security" are the major goals for the government and the people of the nation to be achieved in the 11<sup>th</sup> five year plan period. So, the present paper focuses on food security issues in India, problems in achieving food security, challenges and governments interventions in ensuring food security in India.*

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With sincere regards

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**Co-ordinator**

## ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

### *Our Other Journals*

