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# CORPORATE SOCIAL RESPONSIBILITY AND ITS IMPACT ON SCHOOL EDUCATION

**DR. GOPAL KRISHNA THAKUR**  
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**GREATER NOIDA**

## ABSTRACT

*The businesses are an integral part of society, and have a critical and active role to play in the sustenance and improvement of healthy ecosystems, in fostering social inclusiveness and equity, and in upholding the essentials of ethical practices and good governance. This also makes business sense as companies with effective CSR, have image of socially responsible companies, achieve sustainable growth in their operations in the long run and their products and services are preferred by the customers. Indian entrepreneurs and business enterprises have a long tradition of working within the values that have defined our nation's character for millennia. India's ancient wisdom, which is still relevant today, inspires people to work for the larger objective of the well-being of all stakeholders. This paper delineates the outcome of a qualitative study that took up survey method to look into the CSR (Corporate Social Responsibility) activities of an organisation working in and around Gautam Buddha Nagar district of Uttar Pradesh in India to cater to the educational needs of children from low income strata of society. The outcome of the study suggests that there is a genuine need of similar efforts to touch the lives of the deprived section of society and improve their life conditions. This will certainly help corporate houses or business groups to make their place in the hearts of people in society with everlasting impact.*

**A STUDY ON NATIONAL POLICY FOR OLDER PERSONS****DR. RASHMI RANI AGNIHOTRI H.R****FACULTY****DEPARTMENT OF STUDIES & RESEARCH IN SOCIAL WORK****P.G. CENTRE RAICHUR****GULBARGA UNIVERSITY****GULBARGA****K.S MALIPATIL****CHAIRMAN****DEPARTMENT OF STUDIES & RESEARCH IN SOCIAL WORK****GULBARGA UNIVERSITY****GULBARGA****ABSTRACT**

*A man's life is normally divided into five main stages namely infancy, childhood, adolescence, adulthood and old age. In each of these stages an individual has to find himself in different situations and face different problems. The old age is not without problems. In old age physical strength deteriorates, mental stability diminishes; money power becomes bleak coupled with negligence from the younger generation. There are 81million older people in India-11 lakh in Delhi itself. According to an estimate nearly 40% of senior citizens living with their families are reportedly facing abuse of one kind or another, but only 1 in 6 cases actually comes to light. Although the President has given her assent to the Maintenance and Welfare of Parents and Senior Citizens Act which punishes children who abandon parents with a prison term of three months or a fine, situation is grim for elderly people in India. According to NGOs incidences of elderly couples being forced to sell their houses are very high. Some elderly people have also complained that in case of a property dispute they feel more helpless when their wives side with their children. Many of them suffer in silence as they fear humiliation or are too scared to speak up. According to them a phenomenon called 'grand dumping' is becoming common in urban areas these days as children are being increasingly intolerant of their parents' health problems. After a certain age health problems begin to crop up leading to losing control over one's body, even not recognizing own family owing to Alzheimer are common in old age. It is then children began to see their parents as burden. It is these parents who at times wander out of their homes or are thrown out. Some dump their old parents or grandparents in old-age homes and don't even come to visit them anymore. Delhi has nearly 11 lakh senior citizens but there are only 4 governments' run homes for them and 31 by NGOs, private agencies and charitable trusts. The facilities are lacking in government run homes.*



# **IMPACT OF MICRO AND MACRO ENVIRONMENTAL ANALYSIS IN THE BANKING SECTOR OF ZAMBIA: A STRATEGIC PLANNING PERSPECTIVE**

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**ROSANGO UNIVERSITY**  
**ZAMBIA**

## **ABSTRACT**

*The broad business benefit derived from formal strategic planning by management within the banking sector in Zambia is the realization of revenue opportunities and losses minimization through management ability to recognize future trends and potential operational risks, resulting from adequate environmental scanning strategies. Based on the findings of this study, bank managers strive for a strategic fit between organisational strengths and weaknesses (internal environmental factors) and opportunities and threats (external environmental factors) to achieve profitability, customer satisfaction, increased customer loyalty, market share, sustainable competitive advantage and high retention rates. This study makes an analysis on the micro and macro environmental factors analysis by management in the banking sector of Zambia.*

## **A STUDY ON EXTENSION AND IMPLEMENTATION OF INTERMEDIATION BY MUTUAL FUNDS WITH SPECIAL REFERENCE TO INDIAN MUTUAL FUND INDUSTRY**

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### **ABSTRACT**

*Intermediation itself has undergone a change over the past few decades. While individual agents provided the foundation for growth in the early years, institutional agents, distribution companies and national brokers soon started to play an active role in promoting mutual funds. Registered investment advisers may use a broker-dealer, supermarket, platform, or bank to access mutual funds. In more limited instances, they may interact directly with the mutual fund transfer agent to support their client base. Many factors influence this business model. This section reflects upon some of the underlying problems of combining qualitative and quantitative approaches. It discusses the issues of this research at the different levels of hierarchy of customers and employees, whereas the following sections will discuss more the methodological issues associated with the research. Despite the popularity and importance of mutual fund intermediation, the notion of modern intermediation, which explains the relationship between AMC and Corporate Executives and also the famous efficient market hypothesis (EMH), which suggests that stock prices fully reflect information are also a challenge to the studies in mutual funds and shift the fund performance measurement. The main purpose of doing this study was to know about mutual fund and its performance. This helps to know in details about the growth of mutual fund industry in general and its future prospects in particular. This segment in research methodology summarizes the importance of channeling funds from savers to borrowers. The availability of direct, non-intermediary fund investment options may have sounded the death knell of the fund distribution business. The mutual fund distribution business is headed for extinction. The present research encompasses "An Analysis of Financial Intermediation by Mutual Funds" with special reference to Indian Mutual Fund Industry. Mutual funds are considered as one of the best available investments as compare to others they are very cost efficient and also easy to invest in, thus by pooling money together in a mutual fund, investors can purchase stocks or bonds with much lower trading costs than if they tried to do it on their own. Objectives have been set for the study after discussing of length with the guide, academicians, and executives from the industry. The objectives have been constructed by various aspects into consideration. To summarize, according to the modern theory of financial intermediation, financial intermediaries are active because market imperfections prevent savers and investors from trading directly with each other in an optimal way. The most important market imperfections are the informational asymmetries between savers and investors. Financial intermediaries, banks specifically, fill – as agents and as delegated monitors – information gaps between ultimate savers and investors. This is because they have a comparative informational advantage over ultimate savers and investors. They screen and monitor investors on behalf of savers. This is their basic function, which justifies the transaction costs they charge to parties. They also bridge the maturity mismatch between savers and investors and facilitate payments.*

# REINFORCING CONVENIENCE AND COMFORT FACTORS FOR MOTIVATING TRAINERS

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**PACHAL**

## **ABSTRACT**

*The trainers are one among the important sources for the successful implementation of the training. In rural development scheme, trainers are likely to face difficulties due to shortage of available facilities. The motivational theories propose the ideas to eliminate the difficulties which cause discomfort, inconvenience in work environment and resulted in job dissatisfaction. Further the well trained trainers are likely to leave the Organizations. This paper considered effect of hygienic factors - employment facilities, under "Herzberg's theory motivators and hygienic factors", on trainers job satisfaction. Relationship between Employment facilities, Age, Place of work, Job satisfaction were considered for analysis. Correlation analysis was done to know any correlation between employment facilities and Job satisfaction. It is found that there is significant difference between satisfaction levels on employment facilities and satisfaction with trainer job*

# IMPACT OF KNOWLEDGE ECONOMY ON FIRM PERFORMANCE: THE EFFICIENCY OF COMPANIES IN KNOWLEDGE ECONOMY

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## **ABSTRACT**

*Knowledge economy can be defined as production and services which depends upon knowledge-intensive activities and depends upon a quality, quantity and accessibility of information except the means of production for goods and services. Main objective of this research are firstly to examine the various views about the knowledge economy and how a company win in knowledge economy; secondly to describe quantitatively creation and use of the knowledge across different industries; thirdly to develop an approach for understanding role of knowledge economy in a company's success. In a previous year public policy for science, technology, Research and development take the attention of Knowledge industry. So we are now entering in a new economy which is known as called knowledge economy. Knowledge economy depends upon technology, innovation, research and development, High skills level and on resources. Resources may be material or immaterial. Technology and productivity have strong positive relationship between them. Technology plays important role in every business because it helps to increase productivity level in every business whether it is services or manufacturing business but technology also create idleness. Knowledge transfer helps the organization to maintain their competitiveness in a market by sharing the information between the subsidiaries and parent company.*

# AN EMPIRICAL STUDY ON EMPLOYEE WELFARE MEASURES IN SELECTED PUBLIC SECTOR ENTERPRISES

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## **ABSTRACT**

*Employee is a worker who is hired to perform a job. Employee welfare is an important facet of industrial relation. After employees have been hired, trained and remunerated, they need to be retained and maintained to serve the organisation better. The term welfare suggests the state of well being and implies wholesomeness of the human being. It is a desirable state of existence involving the mental, physical, moral and emotional factor of a person. Adequate level of earnings, safe and human conditions of work and access to some minimum social security benefits are the major qualitative dimensions of employment which enhance quality of life of workers and their productivity. Employee welfare is the key to smooth employer - employee relations. In order to increase employee welfare, employers offer extra incentive in the form of employee welfare schemes and to make it possible to pursue workers to accept mechanisation. From a broad perspective, employee welfare includes all the activities carried out by employers, central and state governments, trade unions and any other agencies with the aim of enhancing the personal and work life of the employees. From a narrow perspective, the activities undertaken on its own by an organization to improve the working environment of the employees may be described as a welfare measure. This paper analyzes the welfare measures provided in selected sample public sector undertakings.*

## **WOMEN ENTREPRENEURSHIP FACED VARIOUS HURDLES IN SMEs AT TAMIL NADU**

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### **ABSTRACT**

*This study was conducted on women entrepreneur facing various hurdles in small and medium enterprises. The researcher collected data from female respondents to know their difficulties in this present day. 100 respondents participated to answer the questionnaire, of them 80 were selected and taken into the study rest of them were rejected. All hypotheses were tested under chi-square and correlation. Well structured questionnaire shows about the variables that are highly reliable and valid. Demographic variables are respondents' age, educational qualification, income status, business category, years of experience, and size of business. Research variables are family support, friends support, educational environment, government and non government institutions support and financial support. Judgment sampling method was adopted to collect samples from women entrepreneurs. Findings and conclusion were arrived from data analysis & results were elucidated about women entrepreneurship.*

# EMPLOYMENT, UNEMPLOYMENT AND REASONS FOR ABSENTEEISM OF RURAL LABOUR HOUSEHOLDS: A STUDY IN CHITTOOR DISTRICT OF ANDHRA PRADESH

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## ABSTRACT

*This article made an attempt to review the status of employment and unemployment of rural labourers and factors influencing reasons for absenteeism rural employment. Our policymakers are usually focused on short-run economic management issues. But the short run has to be a bridge to the long run. The central long-run question facing India is where will good jobs come from? Productive jobs are vital for growth. And a good job is the best form of inclusion. More than half of our population depends on agriculture, but the experience of other countries suggests that the number of people dependent on agriculture will have to shrink if per capita incomes in agriculture are to go up substantially. While industry is creating jobs, too many such jobs are low productivity non-contractual jobs in the unorganized sector, offering low incomes, little protection, and no benefits. Service jobs are relatively high productivity, but employment growth in services has been slow in recent years. India's challenge is to create the conditions for faster growth of productive jobs outside of agriculture, especially in organized manufacturing and in services, even while improving productivity in agriculture. The benefit of rising to the challenge is decades of strong inclusive growth.*

**RURAL CREDIT THROUGH CO-OPERATIVES IN SHIVAMOGGA DISTRICT**

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**ABSTRACT**

*In India, Economy of the State depends mainly on agriculture as more than 70% of the total population is engaged in this sector. Rural Credit is an essential input for the progress of agriculture which in turn results in economic development. In a developing economy like India Agriculture Credit has greater significance on account of the fact that it is a critical factor to support and sustain crop production. Our rural credit markets are characterized by both formal and informal sources of finance which is basically fragmented. Farmers' dependence on the rural credit is increasing day-by-day and well recognized in the state of Karnataka and in shivamogga district particularly. The need for the government arises to bring some major changes in the policies to meet the local needs according to their specific requirements. This paper aims to throw light on role of co-operatives in providing rural credit and thereby help in poverty alleviation in Shivamogga district.*



**e-WASTE: A THREAT TO HEALTH AND ENVIRONMENTAL SUSTAINABILITY**

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**ABSTRACT**

*Wastes are substances or objects, which are disposed of or are intended to be disposed of by the provisions of national laws. Additionally, wastes are such items which people are required to discard, because of their hazardous properties. E-waste or electronic waste, broadly describes loosely discarded, surplus, obsolete, broken, electrical or electronic devices. E-waste consists of all waste from electronic and electrical appliances which have reached their end-of-life period or are no longer fit for their original intended use and are destined for recovery, recycling or disposal. The quantum of e-wastes generated over the past several years in India and around the world have posed an increasing threat to environment and public health. Computers and electronics equipment are designed without giving sufficient attention to the aspects such as downstream impacts, and the ease of recycling. As long as electronic products continue to contain an assortment of toxic chemicals and are designed without recycling aspects they would pose a threat to environment and public health at their end-of-life. This paper analyses the e-waste generation in India and its hazardous impacts on the environment and public health.*

## **A STUDY ON THE SERVICE QUALITY AND LEVEL OF CONSUMER SATISFACTION IN PRIVATE SECTOR BANK OF INDIA**

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### **ABSTRACT**

*It is increasingly being recognized that the competition in Indian banking industry is going to be intense day by day. To beat one another, service providers viz. public sector, private sector and foreign sector banks launches new kind of technological application into banking services each day. In this situation, expectations rise and customers become more inclined towards the quality of service aspects. Thus, it is now clear that it is the service quality that differentiates the best banking, in the days to come, out of the average one. The information collected for this study is based on the questionnaire having questions based on Likert's five point scale. The analysis of questionnaires has been carried out by using the statistical package SPSS 17.0 for windows. The research findings show that there are significant differences in the Indian private banking sectors in terms of customer perceptions of service quality and the degree of importance attached to various dimensions of service quality.*

**GENDER INEQUALITY ISSUES IN ENTREPRENEURSHIP IN MANIPUR**

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**ABSTRACT**

*The existence of gender inequalities in various aspects of entrepreneurship and resulting hindrance on the growth of women entrepreneurs and hence on the economic growth of a country is now become a known fact. Investigating and addressing the dynamics of this present phenomenon can set a benchmark which can be used to reduce and even eliminate the inequalities is the motto of the study. In this connection, a survey has been conducted from a population of both the gender forms using convenient sampling technique, selecting a sample of exactly 50 entrepreneurs. For uniform and better analysis, a common trade is chosen and equal number of entrepreneurs from either sex intentionally. This empirical study attempts to explore the said domain on some preset parameters to decide the existence of gender inequalities and if any, then to estimate their degree of differences. It will particularly concentrate on such aspects as various issues at the time of starting up and during the running of their ventures such as determining source of finance, volume of investment; working styles, time consumption pattern and possible conflicts in the process; and in their earning patterns. In addition, the study will also discuss the differences in their educational status and their motivating factor to become entrepreneurs to make the discussions more fruitful. As an output of the study, a list of suggestions can be drawn from the findings; this will ultimately serve as an eye opener in future discussions in this very important topic regarding women entrepreneurs in Manipur.*

# QUALITY OF WORK LIFE OF THE EMPLOYEES IN TAMIL NADU TEA PLANTATION CORPORATION LIMITED, COONOOR

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## **ABSTRACT**

*Quality of Work Life is an attempt to establish that performance is linked to involvement and satisfaction of employees at work places. In addition to improving the work system, Quality of Work Life programs usually emphasizes the development of employee skills, the reduction of occupational stress and the development of more co-operative labour management relations. This research utilizes random sampling of 100 employees distributed in different departments in Tamil Nadu Tea Plantation Corporation Limited, Coonoor. Interview method was used to collect the data. This study dealt with job challenges, Working Condition, Social Security Measures, Job Satisfaction, Problems Faced by the employees and suggestions for improvement of quality of work life in Tamil Nadu Tea Plantation Corporation Limited, Coonoor. The study concludes highlighting the Tea Plantation Corporation Limited, maintaining smooth relationship between workers and management, which leads to enrichment of organization efforts.*

**ROLE OF HUMAN RESOURCE MANAGEMENT IN MODERN ERA**

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**ABSTRACT**

*Human Resource Management (HRM) is the function within an organization that focuses on recruitment of, management of, and providing direction for the people who work in the organization. HRM can also be performed by line managers. HRM is the organizational function that deals with issues related to people such as compensation, hiring, performance management, organization development, safety, wellness, benefits, employee motivation, communication, administration, and training. HRM is also a strategic and comprehensive approach to managing people and the workplace culture and environment. Effective HRM enables employees to contribute effectively and productively to the overall company direction and the accomplishment of the organization's goals and objectives. HRM is moving away from traditional personnel, administration, and transactional roles, which are increasingly outsourced. HRM is now expected to add value to the strategic utilization of employees and that employee programs impact the business in measurable ways. The new role of HRM involves strategic direction and HRM metrics and measurements to demonstrate value. It depicts the milestones in HRM 1890-present. There is a growing body of evidence supporting an association between what are termed high performance or high commitment human resource management (HRM) practices and various measures of organizational performance. However, it is not clear why this association exists. This paper argues that to provide a convincing explanation of this association we need to improve our theoretical and analytic frameworks in three key areas. These are the nature of HRM, and especially the rationale for the specific lists of HR practices; the nature of organizational performance; and the linkage between HRM and performance. A model is presented within which to explore these linkages. The existing literature on HRM and performance is reviewed in the light of this analysis to identify key gaps in knowledge and help to focus further the research priorities.*

**ROLE OF MICROFINANCE IN ECONOMIC EMPOWERMENT OF WOMEN**

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**ABSTRACT**

*Women empowerment aims enabling women to understand their identity, potentiality and power in all spheres of their lives. It has mainly five dimensions viz, economic, political, social/cultural, personal and familial. Each dimension is very important because the real empowerment of women is possible only when a woman has increased access to economic resources, more strength and courage for entering into the power structure, more involvement through social/cultural relationships and participation, more self-motivation and confidence, and more say in the family matters. And this can be attained through many ways. Some of them are empowerment through education, providing employment, organizations for women, science and technology, entrepreneurship and skill development, micro finance institutions, agriculture and giving awareness about their rights. This study attempts to understand the impact of microfinance on economic empowerment of women. The study was conducted on a sample of 220 women beneficiaries of microfinance services of a leading MFI's operating in Kerala state. The sample was selected by convenience sampling. The results of the study show that microfinance programs have created a positive impact to its beneficiaries. It was found that microfinance has empowered women economically.*

# ANALYSIS OF INTER-LINKAGES BETWEEN OFFSHORE NDF RUPEE MARKET AND ONSHORE RUPEE MARKETS: A REVIEW OF LITERATURE

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## **ABSTRACT**

*Non-Deliverable Forwards or NDFs are over-the-counter (OTC) derivative instruments for trading in non-convertible currencies such as the rupee, Malaysian ringgit, Philippines peso and the Korean won. An NDF market for a particular currency generally grows when the onshore forward market is either under-developed or its access for market participants is restricted, like it happened for Indian rupee. Trading in the offshore NDF rupee market influences the onshore spot and domestic forward markets. It has become very important to study the influence of the NDF rupee market on domestic rupee markets because the size of NDF rupee market has grown substantially and it is suspected that speculation in overseas markets is actually influencing domestic rates. Thus, monitoring the level of activity in NDF markets by monetary regulators in India has become inevitable. This paper presents an analysis of inter-linkages between offshore NDF rupee market and onshore rupee markets.*

# THE ROLE OF CHEMICAL FERTILIZERS AND PESTICIDES IN SUSTAINABLE AGRICULTURAL DEVELOPMENT IN INDIA

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## **ABSTRACT**

*The 'Sustainable Agriculture' concept lies in the successful management of resources for agriculture to satisfy changing human needs while maintaining or enhancing the natural resource base and avoiding ecological and environmental degradations, so that these needs can be met not only in the present, but also for future generations. Increased usage of fertilizers has played a significant role in accelerating the agricultural growth and productivity apart from application of modern farming techniques and better quality inputs. In this paper we have analyzed the annual growth rate trends in use of chemical fertilizers and pesticides, total food grains production and productivity in India. We have also tried to find out the impacts of chemical fertilizers and pesticides on total food grains production and productivity in India. The uses of chemical fertilizers and pesticides have started adversely affecting the sustainable agricultural development. So we should promote Organic Farming and use of Bio- fertilizers and pesticides in place of chemical fertilizers and pesticides which is eco-friendly and helpful in sustainable agricultural development.*



## FACTORS AFFECTING WOMEN SELF-EMPLOYMENT IN PUNJAB: A CASE STUDY OF PATIALA DISTRICT

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### **ABSTRACT**

*Self-employment is an act of setting up a new business unit or reviving an existing business unit to take advantages from new opportunities. Thus, self-employed women shape the economy by creating new wealth and new jobs and by inventing new products and services. . However, an insight study reveals that it is not about making money, having the greatest ideas, knowing the best sales pitch, applying the best marketing strategy. It is in reality an attitude to create something new and an activity which creates value in the entire social eco-system. It has been well demonstrated in the literature that self-employment among women is the result of many factors. Therefore, this study is an effort to indentify the socio-economic and demographic factors, which determine the women self-employment.*

## **RURAL DEVELOPMENT THROUGH MICROFINANCE AND WOMEN EMPOWERMENT**

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### **ABSTRACT**

*Rural development is an integral process of economic growth and social progress. It implies the development of rural sector which has many dimensions. The role of microfinance and women empowerment in this context is important because it provides an environment of sustainable improvement in the quality of life of rural womenfolk enabling them to form S.H.Gs, and providing them equal opportunities in decision making process and participation in community life. Rural development and poverty reduction are commonly related to the issue of rural employment. Rural households livelihood strategies comprise several options including farming and non-farm activities, local self-employment and wage employment, and migration. Microfinance has proven to be an effective and powerful tool for rural development and poverty reduction. Like many other development tools, it has sufficiently penetrated the poorer strata of society.*

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