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TRENDS IN PRODUCTION, SALES AND COST STRUCTURE OF SELECT PHARMACEUTICAL INDUSTRIES IN INDIA

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ABSTRACT

In this article, the trends in production, sales, cost of sales and other costs have been analysed in detail. Trend analysis is effective only when relevant and related items are studied together. Thus, the results which are shown have to be viewed in conjunction with the resources employed. For the purpose of analysis all components have been pooled. Value is calculated in select pharmaceutical companies to analyse the production, sales and cost position of industry under study. 2005-06 has been chosen as the base year equal to 100. Index numbers have been calculated for the remaining years based on the base year.

A STUDY ON ETHICAL VALUES AS CONTAINED IN BHARAT RATNA DR. M. G. RAMACHANDRAN'S SELECTED FILM SONGS – AN ACADEMIC COMPARATIVE ANALYSIS WITH CONTEMPORARY THEORIES OF ETHICS

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ABSTRACT

Entertainment is a form of activity that holds the attention and interest of an audience and also gives pleasure and delight. It can be an idea or a task, but is more likely to be one of the activities or events that have developed over thousands of years specifically for the purpose of keeping an audience's attention or enthrall. Although people's attention is held by different things, as individuals have different preferences in entertainment, such as storytelling, music, drama, dance. It is quite possible that an entertainment may go beyond the pale of gratification and produce many insights to the audience when we consider universal philosophical questions such as: "What is the meaning of life?"; "What does it mean to be human?"; "What is the right thing to do?"; or "How do I know what I know?". Questions such as these drive many narratives and dramas, whether they are presented in the form of a story, film, play, poem, book, dance, comic, or game. Dramatic examples include Shakespeare's influential play the Hamlet, whose hero articulates these concerns in poetry; and films, such as The Matrix, which explores the nature of knowledge and was released world-wide. Its themes encompass the meaning of life, as well as the ethics of entertainment, artificial intelligence, multiple worlds, God and Philosophical method. Similar is the fact that Dr. M. G. Ramachandran's philosophical Tamil Film Songs which awakened millions of common man in Tamil Nadu. Indeed, it made them to Think about their position in the society! The general freedom guaranteed to them! What is good conduct and how should they behave in the society? What is dharma, artha and kama or righteous living? What constitute general good and welfare of society?

ROLE OF EMOTIONAL INTELLIGENCE IN HR PRACTICES: AN EMPIRICAL EVIDENCE FROM INDIAN MANUFACTURING SECTOR

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ABSTRACT

HR practices followed in manufacturing organization plays a very crucial role for the organizational success. The present study was designed to study the nature and pattern of relationship between HR practices (Compensation, Performance Evaluation process & promotion) and Emotional Intelligence of the employees working in manufacturing sector. Questionnaires consisting of 15 items (HR practices) and 15 items (Emotional Intelligence) were used. The findings of the present study reveals that HR practices followed in manufacturing organization are correlated negatively with the Emotional Intelligence.

EXAMINATION OF MICRO FINANCE RESOURCES AND AWARENESS LEVEL OF PEOPLE IN WARDHA DISTRICT

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ABSTRACT

Microfinance is the extension of small loans to entrepreneurs of poor section of the society to get quality for the traditional banks loans. It is also related to financial services such as deposits, loans, payment services, money transfer, insurance etc. It became effective tools to cater the needs of people where the banking system yet to reach. This paper will examine the Micro financial resources and awareness level about it among the people in Wardha district. India is the country of villages All over India there are approximately 600000 villages. Maximum of Population live there and engaged in traditional business of Agriculture. But lacks in infrastructure resulting in lacks of opportunities related to finance, Marketing, and Business etc. In these situations, the micro finance emerged as a need based policy and programs to serve the target people. Now days the word micro finance become very common and effective intervention for economic progress of the poor.

CUSTOMER RELATIONSHIP MARKETING: IT'S IMPACT ON CUSTOMER SATISFACTION IN BANKS

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ABSTRACT

In service industry it becomes important as well as difficult for banks to satisfy their customers. Thus, they have moved towards building relationship with the customers. Customer satisfaction is the most important factor for banks and it can be achieved through customer relationship marketing. CRM helps in building long term relationship with their customers and its importance has been realized by acquiring new customers and maintaining the existing ones. Technology has helped banks deliver services at lower cost which satisfy customers. This paper will focus on the relationship between customer relationship marketing and customer satisfaction. Furthermore, the aim of this paper is to analyze the different factors that satisfy customers in banks. For this various studies already done are considered, bank journals and magazines are referred.

**FINANCIAL PERFORMANCE ANALYSIS ON SELECT PARAMETERS OF
TELANAGAN GRAMEENA BANK**

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ABSTRACT

The establishment of regional rural banks in India marks another important landmark in the banking sector. These banks were established under the provision of the Regional Rural Banks Ordinance, 1975, promulgated by the government on September 27, 1975. The main objective of establishing the regional rural banks is to provide credit and other facilities especially to the small and marginal farmers, agricultural laborers, artisans and small entrepreneurs in the rural areas. Telangana Grameena Bank (TGB) is one of the rural banks in Telangana state. The present study examines the performance of the TGB by analyzing the performance of the various parameters such as number of banks branches, deposits, advances, priority sector lending, profitability of the bank during the period of three years from 2013 – 2016.

UNDERSTANDING THE LINK BETWEEN HUMAN RESOURCE MANAGEMENT PRACTICES AND EMPLOYEE LOYALTY

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ABSTRACT

This study aims to explore the impact of the human resource management practices (HRM) on employee loyalty in spinning Mills. The scope of the study is confined only to the lower level employees perception on Implementation of Human resource management practices in spinning mills. The researchers adopted random sampling method for collecting data from the employees. This study identified six important dimensions of Human resource management practices. These are: Incentives, Communication, Employee suggestion, Grievance and Redressal, Trust, career development. Among the important dimensions, except incentive, all Human resource management practices have significant influence on employee loyalty. Furthermore, incentive of highly viewed Human resource management dimension among the employees. The findings of the study would help the human resource manager to implement Human resource management practices in different industries.

QUALITY OF WORK LIFE AS PREDICTOR OF EMPLOYEES MENTAL HEALTH IN PUMP INDUSTRIES WITH REFERENCE TO COIMBATORE DISTRICT

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ABSTRACT

It is important for employees in the work place to have a sound mental health in order for them to actualize their full potential and to add value to the organization. The organizations are required to adopt a strategy to improve the employees 'quality of work life' to satisfy both the organizational objectives and employee needs. The study indicated that employees should experience high levels of quality of work life as well as mental health in order to realize their full potential, and become an asset to the organization. Too much work, poorly defined responsibilities, an unsupportive boss, a lack of control and many other factors can constitute stressors that, in turn, under the right conditions, can create sufficient strain such that a person becomes physically or mentally ill.

EXAMINING TOURIST BEHAVIOR TOWARDS TOURISM PRODUCTS IN HIMACHAL PRADESH

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ABSTRACT

Success in the business world is not limited only to producing valuable and in-demand products. Lacking on proper understanding of the consumers that a business markets and sells their products to, a company's accomplishments can quickly become failures. Consumer preferences change with changing age, profession, lifestyle, and social groups. This change has significant effects in the selection and buying pattern of the tourists when they choose their preferable tourist spot. The preference is also dependent on the purpose of their visit and the compatibility factor that they have with their companion. The internal influential factors are often backed by the external physical attributes and facilities which include accommodation facilities, availability of quality food, climate and natural beauty, social and political conditions, infrastructural facilities, local hospitality and other services, social and culture lifestyle, shopping and entertainment facilities etc. The concerned state and other beneficiaries with their expertise in providing and promoting the ultimate blend in their service offers can capitalize in creating more demand for their tourism product. The paper explores indispensable value of understanding tourist activities and the crucial role they play in developing successful marketing strategies. Focusing on concepts such as consumer perceptions, consumption culture, and the influence of information technology and other local facilities, this paper is a pivotal reference source for business managers, marketing executives, and academicians interested in the relationship between consumer activities and tourism industry.

PERFORMANCE APPRAISAL SYSTEM (PAS) - A REVIEW

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ABSTRACT

In any organization the performance appraisal system is important for its employees. The PAS is need because of every employee has have different level of attitude to do job. It refers to the task of rating or assessing the performance of employees. This done by both for managers, supervisor and employees at various level. In this paper the process of PAS and concept of PAS like informational, interpersonal, Rater, employee attitude. The methods of evaluation based on post-oriented. i.e. ranking method, checklist method, critical method, graphic method and essay method. The future oriented like MBO method, Assessment centre, BARS, 360 and 720 degree method.

AN ECONOMIC ANALYSIS OF MAIZE MARKETING IN KARNATAKA: A CASE STUDY OF DAVANGERE DISTRICT

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ABSTRACT

Maize occupies a pride place among the world. It is commonly called as “queen of coarse cereals”. In India maize used 36% of food production, 2% of seeds, 12% livestock’s, 40% poultry feed and 10% starch industries etc. maize meals is also used as a replacement for wheat flour to make corn bread and other backed products and it’s the main ingredient for tortillas and many other dishes of Mexican food, corn syrup is used as a sweetener instead of sugar in 1000s products including soda, candy cookies and bread. In my study relationship between market performance of maize and the study of the market concentration and the role of mediators will be greater relevance to the policy makers to assess the market predominance and remove the bottleneck if any in the system of marketing of maize, to improve the income of the farmers. My study based on two objectives that is to document the problems faced in Production and marketing of Maize, to get an insight into the cost in the production of maize and returns from the same. Maize is high profitable crop comparatively cost. Therefore, many of the farmers are cultivating maize crop.

A STUDY OF CROSS-LEVEL FACTORS IN MOTIVATING TEAM CREATIVITY: IN TAIWAN'S UNIVERSITIES

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ABSTRACT

Team creativity is the result of collective interaction and cooperation. It is not only enhancing team learning effect, but also facilitates future team work achievements. Strengthening the team creativity of technical and vocational universities' student teams from designing teaching courses is currently a critical research topic. In this study, we used creative marketing tasks to foster team creativity in educational contexts. We focused on how cooperation among team members during the implementation of team cognitive processes, including team creative efficacy, team work efficacy, and climate context, generates team creativity. We administered questionnaires to 338 students enrolled in 85 creative marketing task teams. We used HLM analysis to discover that relationships among team innovative climate, team work efficacy, and team creativity were more positive when team innovative climate was high than when team work efficacy or team creativity was high. We also discussed the implications of these results for research and practice.

TREND AND MAGNITUDE OF NPA IN CO-OPERATIVE BANK

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ABSTRACT

Now a day's Nonperforming assets becomes very much crucial for every banks. It will influence profitability and financial performance of any bank. High Percentage of Nonperforming assets reflects low recovery of amount due and low percentage of NPA which indicates high recovery of Nonperforming assets. Cooperative banks have pivotal position in the economic development of rural areas. But the performance of Banks always depends up on the profit generating thorough different activities. But their performance depends up on recovery of Nonperforming assets

RECENT TRENDS OF CONSUMER BEHAVIOUR TOWARDS DURABLE PRODUCTS IN INDIA: A LITERATURE REVIEW

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ABSTRACT

Consumer is the nerve centre of the modern marketing. In the present era of globalisation, needs and wants of consumers keep on changing with time. The consumer behaviour plays an important role in the marketing of consumer durable. This behaviour is affected by various factors. An understanding of buying behaviour of consumers towards durable goods is essential as it reflects the influence of brands, price, quality, mode of payment, income etc. The introduction of different types of durable products has also brought out many significant changes in the tastes and preferences of ultimate consumers in recent years. Consumer durable product involves any type of product purchased by consumers that is manufactured for long term use. With India being the second fastest growing economy having a huge consumer class, consumer durables have emerged as one of the fastest growing industries in India. Hence the objectives of this present study is to review the related literature and have a better understanding of most significant factors which affect consumer buying behaviour towards durable products. The paper reveals that in recent days, consumers are very much rational for durable products. They evaluate price, quality, brand, company image, after sale service, technology etc., before purchasing durable products. They are not satisfied even after purchasing durable products. They are more conscious for after sale service. The company who provides better after sale service, consumers prefer those company's products the most.

IMPACT OF CAREER DEVELOPMENT ON QUALITY OF WORK LIFE IN IT SECTOR

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ABSTRACT

Quality of Work life has definitely gained relevance globally. Companies are branded and warded based on these factors. Its high time most companies offer what is promises while onboarding employees, this could help retain employees, build brands and save cost in training and replacing employees. Productivity levels we believe takes over two years to be achieved as learning anything for that matter be it culture, work related technicalities evolves and at times time consuming. Hence focus on Quality of work life is essential.

THE COW - ECONOMIC AND FINANCIAL ASPECTS AND PROSPECTS

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ABSTRACT

It is well known that the cows give back more to nature, as compared to their intake. They consume agricultural by-products generally wastes and provide milk, ghee, bullock power, urine and dung which are used for production of food and energy. Even after their death, cows or cattle hide fetches a good value, while the bone-meal makes excellent quality organic manure. But, in recent years, the cows have been considered as a burden after their milk is dried. As the cows contribute in many ways to boost an economy; it is need of the hour to analyze its economic and financial benefits for the revival of an economy. Otaram Devasi, the minister of Rajasthan Government recently stated that the Cow's importance is diminishing as it loses its economic value after it fails to produce milk. Now-a-days, the cows have been considered only as a mean to earn money and abandoned or killed after their milk is dried. It has become a necessity to highlight the benefits of cows to aware people thinking cattle unproductive. The cow's dung if used for producing biogas and the left over slurry turns into superior quality farm-yard manure, then the income can be increased. The income can be enhanced further by better feeding and breeding practices. If income other than milk products and by-products is increased, the farmers would not mind maintaining their cows even without milk production. This study describes the benefits of cows and analyzes the economic and financial aspects particularly in relation with agriculture, health, medicine, environment, and energy in securing the wealth of nation. The study throws light upon various aspects by which an economy can be revived in terms of foreign exchange after utilizing Cows from economic and financial aspects and prospects. On basis of analyzing various reports, articles, and research studies; the findings disclose the steps may be taken by Government for fully utilizing the economic and financial benefits of cows. The major question which is addressed is how cows can be proved not only a part of ensuring sustainable economic development, but also a mean to recover India from international financial debt.

FACTORS AFFECTING SELECTION OF B- SCHOOLS IN INDORE, INDIA

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ABSTRACT

The Business schools are on the edge of hard-hitting time in India especially due to competitive environment and in order to face this competition the Business Schools need to offer high standards and value to the students. The management institutions have to foresee and respond to student's requirements, desires and their preference factors in selection of B- Schools. After taking into account the challenges faced by these management education institutions it is apparent that B-schools should pay attention more on marketing strategies applied by profit organizations. The fundamental function of education is to create proficient and capable corps of persons who can form an expert manpower resource for national development at a later stage. Though education provides behavioral changes in human beings but actually its advantages are multidimensional which in future offer broader national welfare. Now a days, at the time of selecting B-schools the students and their parents expect very high. As a result, it is the objective of this paper to investigate the institutional factors that are responsible for the choice of B- schools by the students in Indore city of Madhya Pradesh. The data was collected by designing a structured questionnaire. A sample of 250 students was collected from the Indore city. The factors were extracted by factor analysis technique. It was observed that the factors that influence the students' decision are co-curricular /extracurricular activities, placement opportunity, faculty, University result percentage, services and facilities, financial aids, locality and remark of alumni.

THE ROLE OF IT INDUSTRY IN INDIAN ECONOMY

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ABSTRACT

The Indian IT industry has received remarkable support and attention from the government, media, capitalists, and technocrats. During the last 2 decades, it has made astonishing achievements. The share of IT Industry in India's gross domestic product (GDP) has radically increased from 7.5 percent in 2011-12 to 9.3 percent in 2015-16. The Industry provides over 3.77 million direct and more than 10 million indirect jobs to the India's workforce. On the other hand, currently the industry come up with a number of challenges, like, global slowdown in economic activities, low employability of IT graduates, protectionist measures adopted by some importing countries, emergence of other competitors, infrastructure constraints, rising costs of production, discontinuation of fiscal incentives and lack of a supportive policy framework. In view of these aspects, this paper attempts to measure the current state of the industry and identify its future concerns. This study is based on secondary data collected from different published sources, including NASSCOM and Department of Information Technology, Government of India. This paper studies the growth trends in the gross value added, employment, and export of the industry; discusses its key challenges and give a brief description of its future prospects. The policies and initiatives taken by the government for its development have also been examined.

IMPACT OF E- COMMERCE: CHANGING TRENDS OF SMEs

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ABSTRACT

This study aims to Impact of E- Commerce - Changing trends of SMEs. Business managers of today are living in challenging times. Business targets had never been stiffer, work pressure and managing the complexities of competition is keeping them on their toes all the time. Today, success or failure of a business and the organisation is dependent wholly upon the organisation's ability to be flexible and to respond to the external changing environment. Only those who are able to adapt to the changes and those who are able to assimilate and learn from tomorrow's technology are able to run the race. Digit It identifies the e-commerce benefits realized by this business and investigates the relationship between the levels of e-commerce adoption and the changes thus realized. The study was motivated by the limited studies related to e-commerce and changing business trends. A survey of 50 business shows that the majority of them are still at an early stage in their adoption of e-commerce. The purpose of this study is to test the relationships between e-commerce impact and change business trends. Some factors consider as changing SMEs trends like market force, economic force and technological force as a moderator. The implications of the results of the study are discussed.

THE IMPACT OF STOCK SPLITS ON STOCK LIQUIDITY AND INVESTOR WEALTH CREATION

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ABSTRACT

The paper addresses the effect of stock splits on the share price and the stock's liquidity in the post event and pre-event window. A stock split is merely a cosmetic event as there is no impact on the overall market capitalization of the company. The criteria used to decide the quantum of change is "abnormal returns". According to our findings, there exists some abnormal returns in the pre-event window however volumes did not show abnormality. In the post event window, there exist no excess returns thus indicating that the stock split did not increase shareholder wealth. It was observed that after the execution of the stock split there exist excess volumes thus validating the reason of the stock split i.e. to increase tradability. So, our analysis suggests that stock split does not have any positive impact on wealth of the share holder at all but it improves liquidity of the stock very significantly.

MASTERSTROKE: DEMONETISATION**VANASHREE H. TRIVEDI****ASST. PROFESSOR****SURYADATTA COLLEGE OF MANAGEMENT INFORMATION RESEARCH & TECHNOLOGY
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This paper is about the challenges India have faced during the denomination of Indian Currency. In the War of the economy It's not necessary that Developed economy, king have masterstroke even Developing economy wazir can change the game. The challenges that have been faced by everyone in India, right from Financial Sector, Economic Sector, Consumer Sector, Agriculture sector, Bombay stock exchange (BSE) and everyone who needs to handle money or currency crunch. There are several effects that goes for and against denomination. Government plays an important role in demonetization and thing favourable dream to achieve double digit development. This leads to socio-economic development and for researcher an idea to work of the research development.

ROLE OF HR IN THE MODERN CORPORATE WORLD

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ABSTRACT

Human asset experts normally handle the selecting, talking with, contracting, preparing and creating of representatives that organizations need to accomplish their business objectives. They additionally build up the arrangements and methods intended to guarantee a reasonable, sheltered and gainful work office. Their choices are liable to some oversight, however organization administrators perceive their comprehension and ability in evaluating personnel and depend intensely on their suggestions. Although physical assets—capital, building, hardware—are imperative, most organizations understand that the quality and amount of their yield is specifically identified with the quality and duty of their staff. HR experts ensure that suitable matches are made between care staff and makers, amongst partners and administrators and between collaborators to improve profitability, bolster the organization's business technique and long haul objectives and give a fantastic work understanding to representatives

AN EXAMINATION OF INFLUENCE OF SELECTED MACROECONOMIC VARIABLES ON INDIAN STOCK MARKET

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ABSTRACT

The main purpose of this study is to examine the influence of US Dollar, Pound, Japanese Yen, Euro, Gold Price and Crude Oil on BSE Index and NSE Index. Furthermore, the study is also exploring the relationship between selected macroeconomic variable on BSE and NSE index. The researcher collected secondary data from NSE, BSE websites and in.investing.com. The researcher confined the study only with regard to US Dollar, Pound, Japanese Yen, Euro, Gold Price and Crude Oil. This study identified that there is a significant influence on US Dollar, Pound, Japanese Yen, Euro, Gold Price and Crude Oil on BSE Sensex. Furthermore, the study is also identified that there is a significant influence on all selected macroeconomic except Euro on NSE Index. Furthermore, the study found that there is a significant relationship among US Dollar, Pound, Japanese Yen, Euro, Gold Price and Crude Oil on BSE and NSE. This study finding would help the policy maker in formulation of suitable macroeconomic policies

**A STUDY ON THE RELATIONSHIP BETWEEN DIVIDEND PER SHARE AND
MARKET PRICE PER SHARE - WITH RESPECTIVE TO INDIAN PHARMACEUTICAL
INDUSTRY**

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ABSTRACT

Dividend decision is the third important decision in finance. Even today dividend policy is debatable topic in finance. Some school of thought speaks about relevance theory and some school of thought speaks about irrelevance theory. This study supports relevance theory and this study deals with impact of dividend policy on market price of share. There are micro and macro economic factors which influence the market price of equity share. The present study is made to find out the relationship ship and the impact of DPS on MPS of share of selected companies. This study has selected 18 companies from pharmaceutical sector in India. Considering 9 MNC's and 9 Indian pharma companies based on market capitalization. This study has used simple correlation and simple Regression analysis. The analysis shows that the market price per share ie, share price of various selected companies are not affected by the dividend per share. Only few companies are having significant impact of DPS on MPS.

AGRICULTURAL MARKETING - CHALLENGES & CHANCES**M. SELVAMUTHU****STUDENT****DEPARTMENT OF COMMERCE - CA (PG)****KONGU COLLEGE OF ARTS & SCIENCE****KARUR****M. NAVEENKUMAR****STUDENT****DEPARTMENT OF COMMERCE - CA (PG)****KONGU COLLEGE OF ARTS & SCIENCE****KARUR****B. KIRUTHIKA****ASST. PROFESSOR****DEPARTMENT OF COMMERCE - CA (PG)****KONGU COLLEGE OF ARTS & SCIENCE****KARUR****ABSTRACT**

The increasing development of agricultural production has brought in its significance. Agriculture sector should face new challenges in terms of finding markets for the increased production. In some rural area they don't find market to sell their product. There is an inadequate information regarding price for their product. The issue of agriculture and agricultural marketing is dealt with both by the state as well as the central government in the country. Challenges and Chances that the global markets offer in the liberalized trade regime are also to be addressed. For the farming community to benefit from the new global market access opportunities, the internal agricultural marketing system in the country needs to be integrated and strengthened. Agricultural marketing reforms and the creation of marketing infrastructure has therefore been a prime concern of the government. There is a need to expand all the services that will develop agricultural marketing, relating to marketing system improvement, strengthening of marketing infrastructure, investment needs, possible sources of funds including that from the private sector, improvement in marketing information system using Information and Communication Technology (ICT), human resource development in agricultural marketing, and measures needed for promotion of exports.

DETERMINATES OF PARTICIPATION IN MICROFINANCE INSTITUTION: THE CASE OF ZIWAY DUGDA AND MUNESA DISTRICTS IN ARSI ZONE OROMIA REGIONAL STATE OF ETHIOPIA

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ABSTRACT

The objective of the study was to analyze factors that influence participation of formal microfinance institution of Farm households in Ziway Dugda and Munesa district. Data was analyzed via both qualitative and quantitative techniques. In addition, a binary logit model was used to investigate determinant factors that affect smallholder farmer's participation in formal credit. The result showed that the proportion of participants and non-participants in any credit for production and consumption purposes during the last five years was equal (50%) for both woredas. 86.75% of the total households were male out of which 50.1% participated in credit and the rest 13.25% were female from which 49.1% participated in credit for production and consumption purposes. The result of binary logistic regression model revealed that the variables age of household, educational status, total family size, and soil fertility were influence the participation of small holder farmers in microfinance institution at the 5% level of significance. Therefore, it is recommended that participation in microfinance institution should recognize the socio-economic, situational and demographic factors to enhance better participation in microfinance institution and thereby increasing rates and their farm productivity and household income.

AWARENESS AND ACCEPTANCE OF GOLD AS AN INVESTMENT AVENUE AMONG WOMEN EMPLOYEES IN TECHNO PARK

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ABSTRACT

The study focuses on the women employees in Techno Park in Trivandrum city. It covers the extent of awareness of the employees about the various gold investment alternatives and their acceptance level of gold as an investment avenue. The study revolves around the new schemes of gold monetisation and sovereign gold bond. It also focuses on other investment avenues preferred by the employees. The research methodology relies upon collection and analysis of both primary and secondary data. The findings help to conduct future related studies.

**FOOD SAFETY KNOWLEDGE AND PRACTICES OF MOTHERS OF ANGANWADI
SCHOOL CHILDREN IN THOOTHUKUDI DISTRICT**

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ABSTRACT

Throughout the world, mothers are the principal guarantors of food safety and quality of food at the household level. They are the ones who most often purchase, produce, handle, prepare and serve food for the family. Mothers are the final line of defence against food borne illnesses. Though mothers know that washing of hands and, cleanliness of surrounding are the necessary prerequisites of food safety, they do not follow these practices at home because they are not aware that, these unsafe practices leads to viable micro-organism growth in food and malnutrition. ICDS has served as a flagship program for India's healthcare system. The Anganwadi centres play an important role in preparing food to the children belonging to below middle class and BPL family. They are the focal points for imparting food safety education to the mothers. This paper gives a comprehensive picture on the role of Anganwadi centres in improving the food security for mothers and children of Thoothukudi district and also the food safety practices of mothers of Anganwadi school children to prevent food borne illness. A sample of four hundred and twenty mothers is selected from Thoothukudi district using convenience sampling method for the purpose of research. Appropriate findings and suggestions are given in the paper.

INFUSE FLAME TO INDIAN BUSINESS WORLD THROUGH WOMEN ENTREPRENEURS

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ABSTRACT

India is shining with the remarkable stories of women. Women entrepreneurs of India stand straight from rest of the mob and are praised for their achievements in every field. These women entrepreneurs are decisive, hardworking, determining and willing to take risks. They governed to survive and conquered in tough competition with their effort, zeal and determination. Capability to learn quickly from her knowledge, skills, her decisiveness, ability to solve problem, capability to lead people, willingness to take risk, knowing how to conquer and lose delightfully are the features of the women entrepreneurs in India. In recent study it is found that the Indian women entrepreneurs are creating more wealth than women entrepreneurs' rest of the world. The fundamental features required for entrepreneurs and the fundamental demeanour of Indian women, disclose that, ample capabilities are exist among the Indian female on their enterprising ability. This capability is to be identified, brought out and opened for employment in service and production sectors for the growth of the country.

SELFIE ADDICTION AMONG YOUTH IN KOLLAM CITY

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KOLLAM

ABSTRACT

Selfie addiction among youth is a matter which needs to be seriously addressed. It has both positive and negative impacts. The negative impacts can cause irreparable damage to a person's character, personality, attitude and his way of living. There are several instances where numerous lives have been claimed due to selfie accidents. The carelessness, ignorance and vibrant spirit of youth have often resulted in these accidents. Several restrictions are followed in many places to regulate the use of taking selfies in dangerous places. Thus the study on "Selfie addiction among youth" helps to analyse and determine the levels of selfie addiction.

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