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# CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	<b>EMPLOYEE ATTRITION IN IT SECTOR AND IT'S IMPACT: A LITERATURE REVIEW</b> <i>M. K. INDUMATHI &amp; Dr. R. AKILA</i>	1
2.	<b>IMPACT OF COVID-19 PANDEMIC LOCKDOWN ON E-COMMERCE IN RURAL AREAS</b> <i>FATHIMATHUL FASNAH T A &amp; RAMYA K</i>	2
3.	<b>A STUDY ON EFFECTIVENESS OF VIRTUAL CLASSES IN COVID19</b> <i>PRACHI JOSHI</i>	3
4.	<b>FINANCIAL LITERACY: ROLE OF OECD IN INDIA</b> <i>SHALINI SINGH</i>	4
5.	<b>A STUDY ON PERFORMANCE OF DAY-NRLM PROMOTED SHGS IN NAGAON DISTRICT OF ASSAM</b> <i>SANJIB GHIMIRE</i>	5
	<b>REQUEST FOR FEEDBACK &amp; DISCLAIMER</b>	6

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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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**EMPLOYEE ATTRITION IN IT SECTOR AND IT'S IMPACT: A LITERATURE REVIEW**

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**ABSTRACT**

*Nowadays employee attrition is seen everywhere in all the industries. Interesting, the IT sector faces unexpected state in attrition and it may be volunteer or by the policies of the companies. There are different reasons on both sides. However, there are some basic factors which are considered in accelerating attrition in those IT industries. Frequent studies about this, would help to uncover the cases of attrition and its impact. In this context the need of this study was to identify the real cause of attrition among employees in IT companies by using secondary data. This study will help the organization to device more appropriate strategies to minimize the attrition in IT companies. When a well-trained employee leaves the organization for any of the reason, it creates an empty space in an organization. It creates a great difficulty to fill the gap that has occurred. Modern Human resource managers are taking various steps to reduce the employee attrition rate and it has been a pivotal challenge. Employees may also tend to leave the job for various factors such as lack of job security, lack of career advancement, desire for change in new opportunities, anticipating higher pay, problems with supervisors and few other personal reasons. This study helps in knowing why attrition occurs, reasons for employee attrition and also suggests some measures in retaining employees. This paper presents the results of a study carried out by various authors to identify the causes of attrition and also to retain employees.*

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# IMPACT OF COVID-19 PANDEMIC LOCKDOWN ON E-COMMERCE IN RURAL AREAS

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## ABSTRACT

*In this era of technological and scientific developments, our economy is growing to its higher potentials. This brought changes in business scenario as well. The emergence of e-commerce due to the powerful innovation of internet unleashed yet another revolution. E-Commerce refers to the paperless exchange of business information using electronic data interchange, e-mail, world wide web, and another network based techniques. These benefits are available in rural markets also. The rural Indian market is also growing and the rural customers are engaged in value based shopping on e-commerce sites. The outbreak of Covid-19 pandemic lockdown has caused a severe disruption in business and services across the world. As our country went to lockdown and social distancing became the new norm, the application of e-commerce has changed. This article tries to know the impact of Covid-19 pandemic lockdown on e-commerce in rural areas.*

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**A STUDY ON EFFECTIVENESS OF VIRTUAL CLASSES IN COVID19**

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**RAJASTHAN TECHNICAL UNIVERSITY**  
**KOTA**

**ABSTRACT**

*The purpose of this paper is to understand the technology adoption, teaching, learning process, student engagement and faculty experience towards virtual classrooms during Lockdown due to COVID 19, India. Inductive reasoning used in this study and qualitative research methods are used to collect the data from faculties associated with Higher education institutions, school and teaching courses. The finding of the study suggests that during the lockdown period faculty have undergone the process of technology adoption and students are involved with various online modes of learning. There was lots of fear, anxiety and consciousness among students and faculty regarding COVID 19. It has created the revolution in Indian education, as there was lots of resistance in teaching fraternity towards adapting to technology and virtual engagement of students. Due to the situation, most of the education in Bhilwara has widely adopted the technology and students' involvement is more than the regular class engagement. This study is confined to the positive side of COVID 19 and change in the education sector by adapting to technology and engaging students with various virtual sessions. The current study is limited to the sample frame of 50 faculties from education institutions, 50 Student from Graduate, 50 Parents at Bhilwara India, hence finding of this study cannot be generalized for entire India. The emotions and perceptions of faculty towards the usage of technology and experience are different for different users. Even though COVID 19 has created cognitive dissonance in students and faculty mind towards various situations they have faced in their day to day life in association with the society, family, and teaching and learning.*

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**FINANCIAL LITERACY: ROLE OF OECD IN INDIA**

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**DEPARTMENT OF COMMERCE**  
**FACULTY OF COMMERCE**  
**BANARAS HINDU UNIVERSITY**  
**VARANASI**

**ABSTRACT**

*With the growing complexity of the financial market, the financial literacy has gained the importance in the development of an increase in economic and social participation in a variety of financial products, and amplified complication of the market and other drastic changes in the business world. With all these reasons, financial literacy has become a focus area for many researchers and organization across the globe. The economies across the globe have increasingly considered financial literacy as a critical pillar for the development of an economic system. Financial literacy in the developing country like India is weak as compared to the rest of the world. In India, Reserve Bank of India (RBI), Organization for Economic Co- operation and Development (OECD), Securities and Exchange Board of India (SEBI), Banks, NGOs and other private organizations have been actively taken the initiative in the development of financial literacy and other programs to improve financial literacy in India. The present study takes into accounts the different dimension of financial literacy and education in India. The prime goal of OECD and its role in India are implementing various programs with their relevance and educate and improving financial well-beings of an individual in India. This study provides a platform for future research and covering the role of OECD in the field of financial literacy.*

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## **A STUDY ON PERFORMANCE OF DAY-NRLM PROMOTED SHGS IN NAGAON DISTRICT OF ASSAM**

**SANJIB GHIMIRE**  
**RESEARCH SCHOLAR**  
**KRISHNA KANTA HANDIQUI STATE OPEN UNIVERSITY**  
**GUWAHATI**

### **ABSTRACT**

*The implementation of the Deendayal Antyodaya Yojana-National Rural Livelihoods Mission (DAY-NRLM) programme since June 2011 has resulted into promotion of a large base of Self Help Groups across India. In this paper, an attempt has been made to study the functioning and performance of DAY-NRLM promoted SHGs in Lawkhowa Community Development Block in Nagaon district of Assam. Analysis of sample data collected from 180 SHG members from 60 SHGs i.e. 3 members from each SHG through a structured interview schedule revealed that the DAY-NRLM's intervention has resulted in positive influence in functioning and performance of the SHGs, however certain issues affecting the SHGs need to be resolved.*

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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*

