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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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**DOMESTIC WATER MANAGEMENT OF MACHHE VILLAGE BELAGAVI
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ABSTRACT

Water is one of the significant natural resources required for primary survival of every living being. It is required in majority of the daily household activities. Karnataka faces acute water shortages in urban and rural areas. Belagavi receives an average rainfall of 1341 mm even though the urban as well as rural areas are facing issues of water scarcity. Hence this paper is undertaken to study the domestic water management of Machhe village, Belagavi Karnataka. A sample data of 25 households was collected using purposive sampling. The paper analyses water demand, water supply and the gap between the both.

A STUDY ON CUSTOMERS PERCEPTION TOWARDS ALTERNATIVE CARRY BAGS WITH SPECIAL REFERENCE TO COIMBATORE CITY

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ABSTRACT

Carry bag product has become an integral part of our daily life. Globally its production across 150 million tonnes per year. The utilization of plastic bags accounts for 35 percent of plastic consumption. The cheap, lightweight, and durable bag holds a shopper's items for a short while until the bag is losses into the garbage can without a thought of its' environmental repercussions. The plastic bag has turned into another one of society's easily disposable items. People would begin to use reusable bags as soon as possible because of doing we could be able to cut down the negative impact created by plastic bag. Using reusable bags instead of plastic bags is something that should be done worldwide because the impact that plastic bag has would be reduced. Reusable bags are an alternative for carry bag because they are environmentally friendly and can be used repeatedly to reduce waste.

BITCOIN: SAFE HAVEN OR A RISK DURING THE COVID-19 PANDEMIC

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ABSTRACT

The pandemic depicts how market can be highly uncertain and volatile at certain times. This coronavirus pandemic has been a global crisis that has affected the whole world and has adversely disrupted the economy and forced a bear market situation which further makes it difficult for investors and traders to as in brings in challenges as well as opportunities. The market decline provides a timely assessment of the frequently expounded safe haven properties of cryptocurrencies. This research proposes to understand whether or not Bitcoin can be considered a safe-haven during the pandemic through analysis of price movements in comparison to other markets. We assess the safe-haven properties of Bitcoin by creating a portfolio mix with Bitcoin and S&P 500 and use downside risk measurement techniques and GARCH to analyze the above. Our findings show that Bitcoin does not entirely act as a safe haven, instead reducing in price in lockstep with the S&P 500 as the crisis develops. We observe that when held alongside the S&P 500, even small allocations to Bitcoin substantially increase the portfolio downside risk. Hence, our empirical findings show doubt on the ability of Bitcoin to provide shelter from the turbulence in traditional market's current scenario.

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Looking forward to an appropriate consideration.

With sincere regards

Thanking you profoundly

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