



Guru Nanak College (Autonomous)

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A Study on Assessing the Popularity of One Person Company (OPC) and Its Impact Among Entrepreneurs at Chennai City, Tamilnadu

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Abstract--- Considering the improvement and advancement in the business scenario, Indian Companies Act, 2013 has floated a new form of business, One person Company (OPC). This revolutionary concept provides opportunities to the entrepreneurs to initiate new ventures in corporate framework. This concept has its initiation for less than 5 years in India, whereas it is much popular and survived since very long time in various countries such as UK, European countries, etc. This article explains the concept of One Person Company (OPC) and it further highlights its popularity and impact among entrepreneurs at Chennai city.

Keywords--- Indian Companies Act, 2013, One Person Company, Entrepreneur, New Venture, Popularity and Impact.

I. Introduction

With an advancement in technology and role of IT in business environment, the Companies Act 1956 has been amended to the Companies Act 2013. The Companies Act 2013 presently comprises of 470 sections and 7 schedules. This act aims at business friendly corporate regulations with better corporate governance. The act seeks escalation of transparency and accountability. Indian Companies Act, 2013 has floated a new form of business, One person Company (OPC). It provides an opportunity for individual to initiate their own venture under an organized structure of business. This revolutionary concept provides openings to the entrepreneurs to initiate new ventures in corporate framework. One Person Company (OPC) was first formulated by Jamshed .J. Irani Expert Committee which submitted its report nearly 8 years ago.

One Person Company (OPC) is defined in sub section 62 of section 2 of the Companies Act, 2013 which reads as follows: "One person company means a company which has only one member". The important features of the One Person Company (OPC).

- OPC has only one person as a member and may have only one director.
- OPC can be registered only as a Private Company.
- OPC may be either a company limited by share or a company limited by guarantee or an unlimited company.
- It is run by individuals yet OPCs are a separate legal entity similar to that of any registered corporate.
- The member and nominee should be natural persons, Indian Citizens and resident in India.
- One person cannot incorporate more than one OPC or become nominee in more than one OPC.
- OPC to lose its status if paid up capital exceeds Rs. 50 lakhs or average annual turnover is more than 2 crores in three immediate preceding consecutive years.
- No minor shall become member or nominee of the One Person Company or hold share with beneficial interest.
- Such Company cannot carry out Non- Banking Financial Investment activities including investment in securities of anybody corporate.

OPCs would provide the start-up entrepreneurs with new business idea. It denotes the dual status as individual and company with a guard of limited liability. The compliances is also much less when compared to private Limited company and Public limited company.

ABSTRACT

UGC-SAP-DRS-I sponsored
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on
**MANAGERIAL SKILL DEVELOPMENT
FOR SELF-HELP GROUPS**

29th & 30th March, 2016



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Hon'ble Vice-Chancellor, Annamalai University

has kindly consented to inaugurate and deliver
the inaugural address

Prof. Dr. R. RAJENDRAN

Dean, Faculty of Arts, Annamalai University

has agreed to felicitate

Dr. M. SOUNDARAPANDIAN

*Professor, Former Director, DDE, MSU and Head of the Department,
Management Studies, Gandhigram Rural University*

has consented to deliver the keynote address

Prof. Dr. C. MADHAVI

Head of the Department, Business Administration, Annamalai University

will preside over the function

Dr. N. PANCHANATHAM

Professor, Department of Business Administration, Annamalai University

will introduce the seminar theme

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and if they are acceptable to the BPL members of the group. This will help the families of occupational groups like agricultural labourers, marginal farmers and artisans marginally above the poverty line, or who may have been excluded from the BPL list to become members of the Self Help Group. However, the APL members will not be eligible for the subsidy under the scheme. The group shall not consist of more than one member from the same family. A person should not be a member of more than one group. The BPL families must actively participate in the management and decision making, which should not ordinarily be in the hands of APL families. Further, APL members of the Self Help Group shall not become office bearers (Group Leader, Assistant Group Leader or Treasurer) of the Group. The SHG movement in Tamil Nadu started with the International Fund for Agricultural Development-assisted Women's Development Project in 1991-92. Over the past 20 years, the SHG movement has spread through the entire length and breadth of the state. At present, around 8.57 million women have been mobilised into some 556,000 lakh SHGs, under a scheme named Mahalir Thittam. The SHGs have so far availed a credit of Rs 15,633.83 crore from various banks and have a total savings of more than Rs 3,374.60 crore, according to the state's department of rural development. The scheme is sponsored by a state government fund and involves formation of new SHGs, capacity building of SHG members and representatives, skill training, enterprise development training, credit assistance to SHGs, setting up a revolving fund, credit linkages through banks, and marketing of SHG products through exhibitions and branding. It is in this context, the present study concentrates different capacity programmes to develop the SHGs in Tamilnadu.

Keywords: Capacity Building, Skill Training, Enterprise Development, Revolving fund

EXAMINING THE RELATIONSHIP BETWEEN WORK LIFE BALANCE, JOB STRESS AND JOB SATISFACTION AMONG SCHOOL TEACHERS (A CASE OF SCHOOL OF PONDICHERRY)

D. Shoba, MBA, M.Phil, NET, (Ph.D)* Dr.G.Suganthi, MBA, Ph. D.**

The main purpose behind conducting the study is to investigate the relationship between work life balance, job stress and job satisfaction among School teachers. The study has been undertaken among teachers of School with reference to city of Pondicherry. A sample comprises of 171 teachers has been chosen from Govt School of Pondicherry. Random Sampling method has been used as sampling technique for the study. Questionnaire is the tool used for collecting data for the research. Data has been analyzed through Statistical Package for Social Sciences (SPSS). Descriptive Statistics, Correlation and Regression analysis has been applied to draw the results of the study. The findings of the study indicate that there is insignificant relationship between job stress and job satisfaction which prove H10 hypothesis whereas work life balance share a moderate positive relationship with job satisfaction which are in accordance to hypothesis H2A. Results of the study is helpful for educational institutions as well as teachers to get better understating about relationship exist between job stress, work life balance and job satisfaction thus contributing toward their performance improvement.

Key words : Job Stress, Job Satisfaction and Work Life Balance



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HARMONIZING CLICKS AND BRICKS: A SUSTAINABLE BUSINESS MODEL

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Dr.V.Uma Maheswari, Assistant Professor and Head-MBA
Guru Nanak College Chennai

Abstract:

The exponential growth of technology has paved way for the growth of the online stores. But this does not imply that brick and mortar format has come to a standstill. This conceptual paper looks at the reason why customers prefer clicks over bricks and vice-versa and also looks at the rationale for the need for the co-existence of brick and click for the long term survival of a business firm.

Key Words: Clicks, Bricks, Business Model, Retailers

Introduction:

Click and Brick is a business model in which a company operates a physical store-brick as well as an e-store-click to reach their customers. The growth of internet and the rapid development in technology has made the online channel the most imperative and quintessential in the channel mix of the retailer. As the retailers grow their business, they reach a stage where growth is made possible only by spreading their wings to the clicks. Thus the sustainable growth of the firm ultimately depends on the right mix of brick and click. Brick and click should be managed in such a way; they harmonize than predating each other. The Indian E-commerce Market is dominated by travels followed by e-tailing with 29% and financial services with 6%. Though the E-commerce Market is dominated by Travel Segment, it is observed that e-tailing is catching up due to the presence of cash on delivery system. The E-commerce market is dominated by both the clicks only and bricks and clicks. Though the clicks and bricks player face challenges in terms of channel conflict, it becomes a necessity to manage both for the long term survival. If a player in bricks does not move to clicks, he would be missing out a major chunk of the market share. Thus to be successful one should have the correct blend of clicks and bricks. A point to be pondered over is for the clicks only players, the bricks can become vital in the channel mix in future.



Source: IIMB I-Cube 2014, All India Estimates, December 2014

Source: IMAI Digital Commerce Report 2014

Reasons for customers going for Clicks:

Shopping online doesn't guarantee a purchase online (Forsythe and Shi, 2003). Consumers typically refer to six reasons such as convenience, choice, customization,

हिन्दी नाटकों में लोक चेतना



संपादक

डॉ. एस. प्रीति, डॉ. मो. सहिदुल इस्लाम
डॉ. एस. रज़िया बेगम

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समरेखा-विषमरेखा में आदर्शवादी और स्वाभिमानी नारी

□ डॉ. अनिता पाटिल

प्रस्तुत नाटक में दो पुरुष पात्र हैं और एक स्त्री पात्र। रेवा अपने आप में मजबूत औरत है। उसे अपने आप पर पूर्ण भरोसा है, पति के लिए वह पूर्ण रूप से समर्पित है। यही कारण है कि जब रंजन का पत्र आता है तो वह चिंतित हो जाती है। लेखक उसका वर्णन इस प्रकार करते हैं- “क्षणिक मौन रेवा, मौन समाधिस्थ-सी स्थिति रहती है.....रेवा : लेकिन क्या उसका आना ठीक है? मैं अब विवाहिता हूँ, पत्नी हूँ, मेरे पति है और वह जानता है कि पति-पत्नी होने का मतलब क्या होता है।” रंजन के आने के विषय में वह केशव से भी बात करती है। केशव मजाक में कहता है “मैं तो उसे यह दिखाना चाहता हूँ कि जिस रूप को उसने एक दिन ठुकरा दिया था, आखिर उसी ने उसको खींच लिया..... आखिर तुमने उसे खींच ही लिया! तुमने उसे पराजित कर ही दिया।” यह सुनकर रेवा का मुख क्रोध से तमतमा उठता है। उसके पश्चात् केशव उसे मना लेते हैं और रंजन उनके घर आ जाता है। रंजन और रेवा की नजदीकी केशव से बर्दाश्त नहीं होती। वह रेवा को कहता है कि रंजन को लेकर चली जाए, उसका घर छोड़ दे। केशव के इस तत्कालिक क्रोध पर रेवा की प्रतिक्रिया हमें सुशिक्षित आदर्श नारी की झलक दिखाती है। वह सोचती है “जिस बात का डर था, वही होकर रही। न चाहकर भी मैं गलती कर बैठी। आँखें रखकर भी देख न सकी। अपनी बुद्धि से ही मैं स्वयं छली गई। लेकिन केशव क्या सचमुच मुझे दुश्चरित्र समझता है? नहीं, नहीं, वह आवेशमात्र है। क्षणिक भावना है, जो ईर्ष्या के कारण प्रबल हो उठी है।..... मैंने विश्वासघात नहीं किया। केशव मेरा जीवन साथी है।” इतनी बड़ी बात के लिए वह अपनी लापरवाही और नासमझी को कारण मानती है। वह उसे सरलता से लेती है लेकिन रंजन को उसी समय घर से प्रस्थान करा देती है।

अपने चरित्र को लेकर बहुत सजग है। वह अच्छी तरह जानती है कि उसका पति उसे इतने मूल्यवान तोहफे क्यों देता है “बैरिस्टर साहब वैसे है होशियार। मेरे खो जाने का उन्हें कितना डर है। कभी गहने, कभी साड़ी, कभी यह, कभी वह, कुछ न कुछ लाते ही रहते हैं।” रेवा एक समझदार और आत्मविश्वासी नारी है। रंजन के जाने के बाद केशव रेवा को भी घर से जाने को कहता है। तब रेवा स्पष्ट मना कर देती है। उसने कोई अपराध नहीं किया, पति के साथ

हिन्दी साहित्य में सामाजिक चुनौतियाँ

(शोध-पत्र संकलन)



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वर्तमान साहित्य की प्रासंगिकता और सामाजिक सरोकार

गुड़िया चौधरी

सारांश:

हिंदी साहित्य का वर्तमान परिदृश्य इतना विस्तृत है कि उसने समाज और पूरे विश्व को एक पटल पर ला कर खड़ा कर दिया है। साहित्य का विषय किसी निश्चित सीमा का मोहताज नहीं है। इसलिए हजारी प्रसाद द्विवेदी जी कहते हैं "मनुष्य ही साहित्य का लक्ष्य है" (अशोक के फूल) वर्तमान समाज में नैतिकता के माप दंड बदले हैं, समय और स्थान के अनुरूप मान्यताओं में शीर्षासन होता रहा है, जिससे साहित्य भी अछूता नहीं रहा है।

व्यक्तित्व के निर्माण में साहित्य की गहरी भूमिका होती है, क्योंकि इनका सीधा असर साहित्य पर पड़ता है। साहित्य की दुनिया हमें जीवन की विविध पक्षों से, मानव स्वभाव से, बदलती हुई परिस्थितियों से जीवन के हरेक पक्ष से मुखातिब कराती है। जिससे हम बहुत कुछ सिखते और समझते हैं।

आज हमारे सामने अनेको समस्याएं उत्पन्न हैं और शायद यही वजह है, कि वर्तमान साहित्य में किसी भी रचनाकार की रचनाओं को हम एक पर्याप्त दृष्टि से नहीं देख सकते यदि निलाक्षी सिंह जी की प्रतियोगी कहानी की बात करें तो इन्होंने इस कहानी में प्रतियोगी और बाजारवाद का ताल मेल बैठाया है। यह कहानी अपने अस्तित्व को बनाये रखने अर्थात् नये

और पुराने के बीच की कड़ी पर आधारित है, किन्तु इस कहानी में बाजारवाद है।

वहीं इनकी कहानी रंगमहल में नाची राधा में जीवन के अस्तित्व और उसकी इच्छा को प्रतिष्ठित किया गया है। इस कहानी में नैतिक दिवान बाई अपने सारे कर्तव्यों को पुरा कर चुकी है और अब वह अपने मुक्ति पाना चाहती है-किंतु मर कर नहीं बल्कि जीवित रह कर अपने प्यारे के साथ, उस एहसास के साथ जिसे वह शादी से पहले महसूस की थी वह फिर से जीना चाहती है सिर्फ अपने लिए।

लेखिका ने इस कहानी में एक परम्परा को तोड़ने की बात की है, जिससे समाज ढोता रहा है। क्या एक औरत के उसके अस्तित्व का होना समाज में है की- वह एक पुत्री, बहन, माँ, पत्नी, सास, दादी, नानी आदि रिश्तों का सम्भार है, क्यों नहीं सिर्फ अपने लिए सोच सकती। सारे कर्तव्यों का निष्काम ईमानदारी के साथ की, किन्तु अब उसे मुक्ति चाहिए तो वह भी नहीं मिल रही। आधुनीकता के परिप्रेक्ष्य में यह कहानी बहुत सटीक है जैसा कि हम बड़े अपनी इच्छा को पूरी करने के लिए इस परम्परा को तोड़ती हैं और आधी रात को घर से बाहर निकल जाती हैं।

यह बिना सोचे कि क्या होगा। क्या जिस दरवाजे पर जा रही है वह खुलेगा या

मोहन राकेश जी ने अपने कथा और नाट्य साहित्य में व्यक्ति कि सामाजिक और सामाजिक यंत्रणाओं को उजागर करने का प्रयत्न किया है। आषाढ़ का एक दिन सुसंगठित यथार्थवादी नाटक है, जिसमें बाध्य व्योरो कि बाह्य के अधिक परिस्थितियों को अभिव्यक्त करने का प्रयास है। शायद हिंदी का पहला यथार्थवादी नाटक है जो बाह्य और आंतरिक यथार्थ कि समन्वित और अंतरद्वंद को संवेदनाशीलता के साथ देखता और प्रस्तुत करता है। यह नाटक महाकवि कालिदास के परिवेश रचना प्रक्रिया, प्रेरणा-स्रोत, और उनके चुक जाने से सम्बद्ध कथा को प्रस्तुत करने वाला नाटक है। कालिदास को रचना कि प्रेरणा अपने गाँव से, परिवेश और प्रकृति से प्राप्त होती है। इस प्रेरणा का सबसे प्रभावी स्रोत है मल्लिका। किन्तु राज्याश्रय प्राप्त होने पर कालिदास अपने परिवेश से उखड़ गए। एक परिवेश से कट कर दुसरे से जुड़

पाने का अंतरद्वंद साहित्यकार की पीड़ा को उभारता है। इस नाटक में जहा एक तरफ जहा कालिदास अपने अंतरद्वंद से घिरे हैं, वही (मल्लिका का) चरित्र स्पष्ट और सुलझा हुआ है। वह सिर्फ निःस्वार्थ भाव से कालिदास से प्रेम करती है वह कहती है - “मैंने भावना में एक भावना का वरन किया है। मेरे लिए वह सम्बन्ध और सब संबंधों से बड़ा है। मैं वास्तव में अपनी भावना से प्रेम करती हूँ जो पवित्र है, कोमल है, अनश्वर है -----।”

जयश्री राय की कहानी काली कलूटी :यथार्थता से मोहभंग और विज्ञापन तथा बाजारीकरण पर आधारित है ! इस कहानी कि नायिका (लावण्या) देखने में सुन्दर नहीं है !उसका गहरा साँवला रंग उसकी शादी का रुकावट का कारण है !फिर भी वह इस यथार्थता को विज्ञापन रूपी चश्मा पहनाने की भरपूर कोशिश करती है ! गोरेपन कि क्रीम ,शैम्पू ,साबुन ,टूथपेस्टसब कुछ ! फिर भी वह अब तक वही की वहीं क्यों बनी हुई है - -----सावली ,सपाट ,असुंदर ...

इस कहानी से स्पष्ट हो रहा है कि कैसे विज्ञापन ने बाजारीकरण को हमारे सामने मृग मरीचिका की तरह पेश किया है और न चाहते हुए भी हम इसमें फसते चले जाते हैं !विज्ञापन ऐसी छलना है जो हमें छलती है और हम खुशी खुशी छलते हैं किंतु अंततः हमें सिवाय निराशा के कुछ हाथ नहीं लगता !

मधु कांकरिया जी ने अपनी कहानी उसे बुद्ध ने कटा:मे आधुनिकता के बीच खो रही मानवी भावनाएं ,जीवन जीने कि समाप्त होती लालशा को उद्घाटित किया है !

यह कहानी आधुनिकीकरण और पैसा कमाने कि होड़ तथा ग्लैमर और चकाचौंध के पीछे भागती नई पीढ़ी से संदर्भित है ! जो जीवन को जीना छोड़कर एक मशीन कि भाती जी रहे हैं !जिसमें सासें तो चल रही हैं लेकिन जीवन के प्रति कोई लालशा नहीं ;कोई उद्देश्य नहीं !

आज आधुनिकता के क्षेत्र में हम प्रकृति के नियमों के विरुद्ध सोच रहे हैं ,कर रहे हैं !हम यह भूल जाते हैं कि कुछ भी अनश्वर नहीं है ,सब कुछ नश्वर है ;शायद इसी दार्शनिकता को कांकरिया जी ने इस कहानी में उद्घाटित किया है ! कहानी का नायक अपनी माँ के लिए रेडो की घड़ी लाता

हैं जो चिर-युवा हैं जो कभी पुरानी और खराब नहीं होगी ! फिशर का स्पेश पेन लाता है जिसका मूल्य ८ हजार है , जिसकी स्याही कभी खत्म नहीं होगी ! क्या ऐसी सोच प्रकृति के विरुद्ध नहीं है ? इस कहानी का नायक कामयाबी कि सीढ़िय तीव्रगति से चढ़ता जाता है किन्तु अचानक ऐसा कुछ घटित होता है उसके जीवन में ! जो उसे हाथ में 'गीता' और बुद्ध के 'अष्टांगिक मार्ग' को लेने पर विवश हो जाता है जैसा कि हम जानते हैं कि "साहित्य समाज का दर्पण होता है !" वर्तमान साहित्य व्यर्थबोधता , अकेलापन और द्वन्द से भरा पड़ा है ! आज भौतिक सुख सुविधाएं अधिक हैं , मानसिक नहीं ! क्या वजह है कि आज बच्चे , बूढ़े , युवा सभी डिप्रेशन का शिकार हो रहे हैं और हमारा साहित्य भी इससे अछूता नहीं है ! अन्ततः मैं यही कहूँगी कि वर्तमान साहित्य की प्रासंगिकता सामाजिक सरोकार को ग्रहण की हुई है और उसे प्रस्तुत करने में सक्षम है !

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डॉ. हर्षलता शाह

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□ डॉ. आशा चतुर्वेदी

भारत वर्ष में स्वतन्त्रता प्राप्ति के पश्चात उस समय उत्पन्न परिस्थितियों के अनुसार आंचलिक उपन्यासों का उद्भव हुआ। “इन उपन्यासों में अंचल विशेष की भौगोलिक स्थिति वहाँ के जीवन का चित्रण और भाषा के प्रयोग पर बल दिया जाता है।”¹

इन उपन्यासों में विकास से अछूते अंचल तथा वहाँ पर रहने वाले आदिवासियों के जीवन संघर्ष के बारे में बताया गया है।

आदिवासी शब्द का अर्थ होता है “किसी देश का मूल निवासी होना”² इस प्रकार आदिवासी, किसी देश, प्रदेश, राज्य या किसी स्थान पर रहने वाले मूल निवासी होते हैं जो अभी तक जंगलों तथा पहाड़ों में वहाँ की प्राकृतिक सम्पदा पर निर्भर होकर रहते हैं। आंचलिक उपन्यासों में “अंचल विशेष की धरती वहाँ की लोक संस्कृति, परम्पराओं, धार्मिक विश्वासों, बोली, वाणी, वेशभूषा सबके जीवन्त और सजीव चित्र खींचे गए हैं। जनपद विशेष में प्रचलित कथाओं, गीतों, मुहावरों व लोकोक्तियों का प्रयोग भी हुआ है।”³ फणीश्वर नाथ रेणु, नागार्जुन, उदय शंकर भट्ट, देवेन्द्र सत्यार्थी, वीरेन्द्र जैन आदि उपन्यासकारों ने इस विषय पर अपनी लेखनी चलाकर हिन्दी साहित्य और हिन्दी भाषा को अत्यधिक समृद्ध बनाया है।

श्री वीरेन्द्र जैन के ‘पार’ उपन्यास में आदिवासी जीवन तथा उनके व्यथा संसार को वर्णित किया गया है। यह उपन्यास जीरोन खेड़ के राउत आदिवासियों के अभिशप्त जीवन पर केन्द्रित है। यह लोग गाँव से दूर जंगलों तथा पहाड़ों के बीच रहते हैं। इन लोगों के पास पहनने के लिए कपड़े भी नहीं हैं। “बदन पर केवल लिंग ढकने के लिए एक चमड़ी बाँधे किसी राउत को देखा तो ऐसे खदेड़ते हैं गाँव वाले जैसे खेत में सियार की घुसपैठ पर उसे खदेड़ा जाता है।”⁴

विकास योजनाओं के अन्तर्गत मध्यप्रदेश और उत्तर प्रदेश की बुन्देलखण्ड सीमा पर बहती बेतवा नदी के राज घाट पर बाँध बनाने की योजना शुरू की गई। इस योजना के नाम पर बाँध बनाने वाले पूरी गैल और डाँग की मिट्टी खोदकर ले गए जिससे वहाँ पर कई कई फुट गहरे गड्ढे हो गए और पेड़ झाड़ियाँ आदि भी काटकर ले गए जिसके कारण उस क्षेत्र में रहने वाले आदिवासी बहुत परेशान हो गए। उनके चारागाह नष्ट हो गए अब वह अपने जानवर चराने कहाँ जाये। क्योंकि



लोक साहित्य एवं संस्कृति एक विमर्श

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डॉ. उषा रानी





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दो कदम वैज्ञानिक शोध प्रतिकाओं की ओर

डॉ. अनिता पाटिल

हिन्दी हमारी मातृभाषा, राष्ट्रभाषा और सब कुछ है। उत्तर भारत, मध्य भारत, पूर्व और पश्चिम भारत में विद्यालयों और महाविद्यालयी स्तर पर छात्रों का एक बहुत बड़ा समुदाय है जो हिन्दी माध्यम से ही अपनी शिक्षा प्राप्त करता है। इसके अतिरिक्त इनके अध्यापक गण भी हिन्दी भाषा का ही प्रयोग करते हैं। प्रत्येक अध्यापक अपने विषय में विशेषज्ञ होता है, वह पूरी ईमानदारी के साथ अपने ज्ञान की सरिता को अपने छात्रों तक पहुंचाता है। विज्ञान और कम्प्यूटर दो ऐसे क्षेत्र हैं जिन पर अत्याधुनिक कई पुस्तकें उपलब्ध हैं। वर्तमान समय में किये जा रहे अनुसंधान कार्य और आधुनिक उपलब्धियों की जानकारी अधिकतर अंग्रेजी पुस्तकों और पत्रिकाओं में ही उपलब्ध होती है इनका मूल्य भी हजार रुपये से अधिक होता है। ऐसी जानकारियाँ हिन्दी पत्र पत्रिकाओं और पुस्तकों में संक्षिप्त रूप में छपी मिलती हैं। इसी तरह कम्प्यूटर से संबंधित पुस्तकें भी अधिकतर अंग्रेजी भाषा में उपलब्ध होती हैं। राजकीय सरकारी विद्यालयों में अधिकतर छात्र हिन्दी माध्यम से ही पढ़ाई करते हैं। विद्यालयों के ग्रन्थालयों में विज्ञान और कम्प्यूटर विषय की हिन्दी में अनुवादित पुस्तकें बहुत कम उपलब्ध होती हैं तथा इनके संस्करण भी बहुत पुराने होते हैं। अंग्रेजी में उपलब्ध सामग्री जहाँ विस्तार और रंगीन चित्रों के साथ उपलब्ध होती है वहीं हिन्दी में अनुवादित पुस्तकों में सामग्री और तथ्यों को विस्तारपूर्वक समझाने से बचा जाता है।

शिक्षा, साहित्य और समाज



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डॉ. सुधा त्रिवेदी

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शिक्षा, समाज तथा आधुनिक उर्दू कविता

डॉ. आशा चतुर्वेदी

“शिक्षा शब्द संस्कृत की शिक्ष धातु में ‘अ’ प्रत्यय लगाने से बना है। शिक्ष का अर्थ है सीखना तथा सिखना इसलिए शिक्षा का अर्थ सीखने और सीखाने की क्रिया से होता है।”

कुछ लोग स्कूलों, मन्दिरों, मस्जिदों, गुरुद्वारों आदि में दिए जाने वाले ज्ञान को ही शिक्षा कहते हैं पर यह शिक्षा का संकुचित अर्थ है, शिक्षा व्यक्ति जन्म से लेकर मृत्यु तक हर रोज, हर समय, हर जगह प्राप्त करता है। शिक्षा एक प्रक्रिया है जो मनुष्य के व्यवहार तथा विचारों में परिवर्तन लाती है। महात्मा गांधी ने कहा है कि “शिक्षा से मेरा तात्पर्य बालक और मनुष्य के शरीर मन तथा आत्मा के उत्कृष्ट और सर्वांगीण विकास से है।”

“शिक्षा एक सामाजिक प्रक्रिया है जिसके द्वारा मनुष्य की जन्मजात शक्तियों का विकास होता है, उसके व्यवहार तथा विचारों में निरंतर परिवर्तन, परिमार्जन एवं परिवर्द्धन होता है वह अपनी सभ्यता एवं संस्कृति को समझने उसे सुरक्षित रखने और उसमें विकास करने में समर्थ होता है।”

मनुष्य एक सामाजिक प्राणी है। वह समाज के बीच रह कर सीखता है। यह शिक्षा वह दो प्रकार से प्राप्त करता है। एक तो वह जिनके सम्पर्क में आता है, उनसे तथा दूसरा वह जिनके सम्पर्क में नहीं आता, उनसे। इन दोनों से वह दो माध्यमों से सीखता है- 1. मौखिक 2. लिखित। यह लिखित ज्ञान या तो वह स्वयं लिखता है या दूसरों के द्वारा लिखा गया होता है और यह लिखित ज्ञान ही साहित्य कहलाता है।

साहित्य का धातुगत अर्थ “सहितस्य भाव- साहित्यम्, अर्थात् जिससे सहित का मिलन भाव हो उसे साहित्य कहते हैं। साहित्य के माध्यम द्वारा केवल भाव का भाव के साथ तथा भाषा का भाषा के साथ ही मिलन नहीं होता बरन मानव का मानव के साथ, अतीत का वर्तमान के साथ, बाह्य का अन्तर के साथ मिलन होता है। दूसरे शब्दों में लिपिबद्ध अभिव्यक्ति का नाम साहित्य है।” साहित्य का मनुष्य के संस्कारों तथा विचार-परम्परा से घनिष्ठ सम्बन्ध है। साहित्य से जीवन तथा जीवन से साहित्य प्रभावित होता है। इसलिए जीवन और साहित्य में सामन्जस्य रखने में ही साहित्य और जीवन दोनों का विकास होता है। इसी संदर्भ में “आधुनिक उर्दू कविता साहित्य (शायदी) से समाज और समाज से उर्दू कविता किस प्रकार प्रभावित हुई इस विषय पर हम विचार करेंगे।

आधुनिक उर्दू कविता की नींच डालने वाले कवि ‘हाली’ थे। हाली समाज में एक नए आन्दोलन के प्रवर्तक माने जाते हैं। उन्होंने 1874 में लाहौर में मुख्यापरे शुरू

शिक्षा, साहित्य और समाज [15]

HORIZON ABOVE AND BEYOND

Anthology of Research Papers

Tharun Kurian Alex;
Ashwathi; Athira G



PARTRIDGE

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ELEMENTS OF MEMORY
AND IMAGINATION:
A PSYCHOANALYTIC APPROACH
TO MAGICAL REALISM IN
HARUKI MURAKAMI'S A
WILD SHEEP CHASE

Rini Maria. D

Memory is time bound. It is associated with the past. Memory affects the present and does not rely on the future. The characters of *A Wild Sheep Chase* are nameless, indicating their loss of identity. The narrator of this novel is simply called as Boku, meaning an informal first – person pronoun. He appears as Boku in the two prequels of this novel. *A Wild Sheep Chase* is the third novel of Rat Trilogy. Narrator's first memory begins in the prelude, where he recollects an incident in which he is seventeen years old and he had just met a girl-who'd-sleep-with-anyone, who holds a part time job as a copy editor, and is also a student of philosophy. He addresses his close friend by the name Rat. Apart from the narrator, nobody knows Rats' real name, and it is not mentioned in the novel as well. The narrator does not remember the names of any of his acquaintances from his past, and refuses to speak the real names of those close to him. Because he says that, "there's no emotional bond between herring and people, and besides, they wouldn't know their name if they heard it" (Murakami 152).

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A REVIEW ON HUMAN DEVELOPMENT INDEX

MALATHI

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ABSTRACT

This paper provides a review related to Human Development Index (HDI) as discussed by economists. In economics, the concept 'development' refers largely to 'growth in income'. Economic development in terms of income growth is a *necessary* condition for improving the human welfare but it is *not* a sufficient condition. Hence, there is a need for *quality of life*, which can be achieved through improved knowledge and improvements in health outcomes at the individual level. Improvement in individual levels will enhance welfare at social level. Several economists have made different comparative studies on HDI of less developed and developing countries. They found out that it is very difficult to compare developed and less developed countries, with the help of literacy and health indicators of HDI. They offered a new quantitative vision of the human development as a valuable tool for governments and companies in determining their activities and operations, by providing the quality labour force with quality education and standard health. Moreover, obtaining data on such indicators may be most effective contribution of the HDI rather than finding new ways of expressing existing indicators.

Introduction

Development has many other dimensions, than income. One cannot talk about development only in terms of socio-economic improvements. It is related to awakening and well-being of an individual, and its goal is to create harmony between the individual, the family and the community. Development must include moral, cultural, social, spiritual, economic and political dimensions. This is called, 'wholesome development'. Wholesome development is the unfolding of freedom, joy, health and ease, apart from income (Esterlin, 2000).

Amartya Sen and Mahbub-Ul Haq have developed the concept of 'Human Development and it was popularised by the United Nations Development Programme (UNDP). Human development is a development of the people, development for the people, and development by the people. Development of the people involves building human capabilities through the development of human resources. Development for the people implies that the benefits of growth must be translated into the lives of people and development by the people emphasised that people must be able to participate actively in influencing the processes that shape their lives.

According to UNDP, human development is a process of enlarging or widening people's choices and building human capabilities. There are two methods available to construct HDI. In the first method to construct HDI the following formula is being used.

$$\text{HDI} = 1/3 (\text{Health Index} + \text{Education Index} + \text{Income or decent standard of living Index}).$$

$$\text{Health Index} = \frac{\text{Actual Life Expectancy at Birth} - \text{Minimum Life Expectancy at Birth}}{\text{Maximum Life Expectancy at Birth} - \text{Minimum Life Expectancy at Birth}}$$

$$\text{Education Index} = 2/3 (\text{Adult Literacy Index}) + 1/3 (\text{Gross Enrolment Ratio Index})$$

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STATUS OF SCHEDULED CASTE'S HIGHER EDUCATION IN INDIA

DEEPAK KARBHARI
LOKESH KUMAR



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STATUS OF SCHEDULED CASTE'S HIGHER EDUCATION IN INDIA

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SHREE PARASMANI PUBLICATION

STATUS OF SCHEDULED CASTE'S HIGHER EDUCATION IN INDIA

Edited by
Deepak Karbhari
Lokesh Kumar

Contributed articles
Higher education
Scheduled Castes

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Social Disparity in Access to Higher Education in Tamil Nadu

Ulaganathan, S.

Introduction:

Higher Education is defined as the education obtained after completing 12 years of schooling or equivalent and is of the duration of at least nine months (full time) or after completing 10 years of schooling and is of the duration of at least 3 years. The education may be of the nature of General, Vocational, Professional or Technical education. Indian higher education system is the third largest in the world with 742 universities, 25938 colleges, 20.74 million enrolment of students and over half a million teachers, next only to China and the United States. However, the Gross Enrolment Ratio is low as compared to other countries, including developing countries. Critical gaps exist in the capacity and management systems of the higher education structure. Since Indian society has been highly hierarchical in nature with nebulous perception of purity and pollution which principally known as caste system. The caste system practice structurally denied accessing the economic and social resources like land, education, employment opportunities to the underprivileged section of the society. There is also a large disparity in higher education between urban and rural areas, between men and women, between upper caste people and lower caste people. The majority of states in India have wide disparities in term of higher education enrolment including the state of Tamil Nadu.

The caste discrimination and atrocities are still practised in the state of Tamil Nadu. A recent survey conducted by Tamil Nadu Untouchability Eradication Front (TNUEF) activist in 1,845 villages in 22 districts in the state has brought out 82 forms of untouchability and 22 types of atrocities committed against Dalits. Among the crude manifestations of untouchability are denials of access to public pathways; denial of permission to walk wearing footwear, to wear

Status of School

"towel" on the shoulder, dhotis or headgear. In stalls and restaurants, tea to dalits in separate kept for dalits in bangles, crackers during festivals from public taps, during festivals, village meetings.

They are for distribution system, separate crematoriums, funerals. In some places, dalits are not allowed to perform offences i.e., they are not allowed to perform "up" a thousand communities. They are the wishes of the community, in certain instances, intermarry, they are the present study of Higher Education to 2009-10.

Related literature

Higher education has a lot of research emphasizing different aspects to prepare a report of Higher Education background that various aspects studies were prepared, inclusiveness, quality, the gender and Higher Education by Duraisamy de by the gender and main finding of for the socially disparity in Government continue. The C

* Assistant Professor, Dept. of Economics, Guru Nanak College, Velachery, Chennai

HUMAN RIGHTS IN INDIA

An Awakening



Dr. M. SUGIRTHA
Dr. C. SUBRAMANIAN

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AGRICULTURAL LABOUR MIGRATION SCENARIO ON HUMAN RIGHTS PERSPECTIVE

Dr. R.RavikumarPh.D
JaganGopu. A

Introduction

It was estimated that 232 million people currently live outside their country of origin, many having moved for a variety of reasons in which the search for protection and the search for opportunity are inextricably tangled. Migration affects every region of the world, and many countries are now simultaneously countries of origin, destination and transit. Large numbers of migrants today move between developing countries, and around 40 percent of the total global migrant population have moved to a neighboring country within their region of origin. Migrants are often to be found working in jobs 3D dimensions that are dirty, dangerous and degrading. While for some migration is a positive and empowering experience, far too many migrants have to endure human rights violations, discrimination, and exploitation.

Contributions of Migrants

Migrants contribute to economic growth and human development in both home and host countries and enrich societies through cultural diversity, fostering understanding and respect among peoples, cultures and societies. Migration is also an important means for migrants and their families to improve life conditions and realize their human rights. High Commissioner for Human Rights Navi Pillay has stated promoting and protecting the human rights of all migrants a priority of the work of her office (OHCHR). "The protection of migrants is an urgent and growing human rights challenge. Governments have obligations to ensure that xenophobic violence, racism and related intolerance against migrants and their communities have no place in their societies. Human rights violations against migrants, including denial of access to fundamental economic and social rights such as the right to education or the right to health, are often closely linked to discriminatory laws and practice, and to deep-seated attitudes of prejudice and dislike of foreigners against migrants.

A human rights approach to migration

A human rights approach to migration places, the migrant at the centre of migration policies and management, and pays particular attention to the situation of marginalized and disadvantaged groups of migrants. Such an approach will also ensure that migrants are included in relevant national action plans and strategies, such as plans on the provision of public housing or national strategies to combat racism and xenophobia. Human rights mechanisms, such as the Special Rapporteur on the Human Rights of Migrants and the Committee on Migrant Workers, have been clear in stating that although countries have a sovereign right to determine conditions of entry and stay in their territories, they also have an obligation to respect, protect and fulfill the human rights of all individuals under their jurisdiction, regardless of their nationality or origin and regardless of their immigration status.

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10. A Study on the Growth and Composition of Revenue Expenditure of Karnataka During 1990-91 to 2013-14

Dr. V. S. Murali, Associate Professor, P.G. & Research Department of Economics, A.M. Jain College, Meenambakkam, Chennai-114.

M. Thenkovan, Part-time Research Scholar, P.G. & Research Dept. of Economics, A.M. Jain College, Meenambakkam, Chennai-114. Currently working as Assistant Professor, Gurunanak College, Velachery -600 042.

K. Santhosh Krishnan, Part-time Research Scholar, P.G. & Research Dept. of Economics, A.M. Jain College, Meenambakkam, Chennai-114.

Abstract

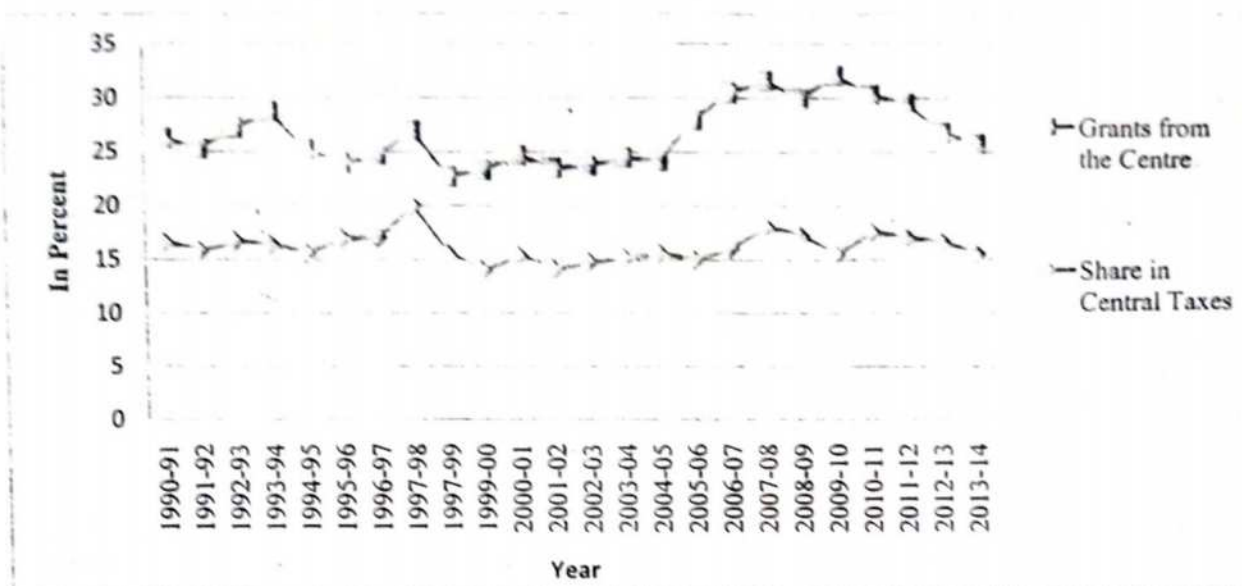
The growth of public expenditure is compared from olden days to modern days it is because of increasing activities and responsibilities of the State. The Government is undertaking the welfare and political administrative activities since it is with the socialistic and democratic in nature. The public expenditure is increased besides the increasing in the size of the population which also leads to increase the state activities. The spirit of nationalism and the universal desire of economic self-sufficiency is rapidly caused by the expansion in public expenditure. The role of the government becomes enhancing and the public treasuries is to bear the heavy financial strain. Presentation of this paper analyzes the growth, contemporary financial scenario and the composition of revenue expenditure of the state of Karnataka during year from 1990-91 to 2013-14.

Key words: *Revenue Expenditure, Revenue Receipts, GSDP and Revenue Deficit.*

Introduction

The sphere of the state activities are expanding not only restrained to defense, justice, maintenance of law and order and social overheads but also, with growing conscience among the people and also on the part of the government towards its responsibilities to the society, many activities in the field of social welfare. The governments of developing countries have been spending large sums of money on providing various facilities and amenities to economically weaker sections of the society to achieve distributive justice. In this

Figure 4: Share in Central Taxes and Grants from the Centre as a Percentage of Revenue Expenditure of Karnataka from 1990-91 to 2013-14



Conclusion

Revenue augmentation by the state governments is an essential thing to meet the growth of public expenditure regularly. Since the taxation has emerged as a powerful fiscal instrument in the hands both central and state governments in India, the tax system of the state of Karnataka is regressive. Hence it should take efforts on the progressive tax system by adopting differential rates of taxation to overcome its deficit.

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ISSUES AND CHALLENGES OF UNEMPLOYMENT PROBLEM IN INDIA DURING THE POST LIBERALIZATION PERIOD

Mr.M.Thenkovan, Assistant Professor, Department of Commerce (MM)&
Dr.J.Ramasamy, Assistant Professor, Department of Business Administration(BBA)
Guru Nanak College (Autonomous), Chennai-42

Abstract

Personal well-being of a person or family is achieved merely through minimum income and food. For that, a decent employment is needed which is widely recognized by all. For the poor, labour is often the only asset that can use to improve their well-being. Hence, the formation of creative employment opportunities is necessary for achieving poverty reduction and sustainable socio economic development. Therefore, it is essential to provide decent jobs for all to secure income and empower the poor, especially women and younger people. International Labour Organisation also emphasized in its “Decent work and the 2030 Agenda for sustainable development” about the decent work. According to ILO, it is estimated that over 600 million new jobs need to be created by 2030, just to keep pace with the growth of the global working age population. That’s around 40 million per year. We also need to improve conditions for the some 780 million women and men who are working but not earning enough to lift themselves and their families out of USD 2 a-day poverty. It is to be noted that Job-centered economic growth creates a virtuous circle that is as good for the economy as it is for people and one that drives sustainable development.

Key words: Unemployment, Poverty, Financial Inclusion and Globalization

Introduction: Creating new jobs is a fundamental task and plays a significant role in the economy. Creating additional jobs with adequate resources are increases the financial inclusion of a country. It is to be noted that, drops in the financial market hits job market and creates unemployment. India has the largest population of youth in the world with about 66 per cent of the population under the age of 35, so impact of declining financial market is the worst in India. A look at the World Development Indicators data of the World Bank shows that only one in three people in the 15-24 years was employed in 2014. Though education level in the recent years has increased but skill development is still a crucial issue. Moreover, poverty, limited access to skill based education, work experience are some of the major factors that lead to unemployment and underemployment. During recession, job freezing is the most common occurrence done by hiring companies. Under such circumstances there is a greater degree of unemployment.

It is the responsibility of the State to provide work to the people. But the number of the unemployed persons in India is increasing at an alarming rate. More than one-third of the total population still lives below the poverty line. The number of registered unemployed, not to speak of those whose names are not in the register is quite shocking. The number of job seekers also on the register of employment exchanges is increasing by leaps and bounds. However, the unemployment problem is interrelated with micro and macro economic problems of the nations, the present study tries to analyses the factors which are intertwined with unemployment problems as poverty and financial inclusion during the post liberalization period.

Personal well-being of a person or family is achieved merely through minimum income and food. For that, a decent employment is needed which is widely recognized by all. For the poor, labour is often the only asset that can use to improve their well-being. Hence, the formation of creative employment opportunities is necessary for achieving poverty reduction and sustainable socio economic development. Therefore, it is essential to provide decent jobs for all to secure income and empower the poor, especially women and younger people. International Labour Organisation also emphasized in its “Decent work and the 2030 Agenda for sustainable development” about the decent work. According to ILO, it is estimated that over 600 million new jobs need to be created by 2030, just to keep pace with the growth of the global working age population. That’s around 40 million per year. We also need to



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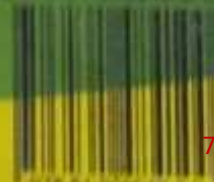
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SIGNIFICANT OF BIG DATA IN VARIOUS FIELDS

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Abstract

Big data is becoming a upcoming era or field. Big data means handling very large set of data which includes structured, semi-structured and unstructured data. Currently big data is most preferred in various fields like, finance, Retail industry, healthcare, insurance, socio-business intelligence, in digital oil field, cloud computing, banking, marketing data mining, etc. This paper will elucidate applications of these fields.

Keywords:

Big data, Big data analytics, Big data applications, big data mining.

1. INTRODUCTION

Big data is a big game changer in the future because everything is based on data and information. According to Wikipedia^[1] the Big data means that "Big data is the term for a collection of data sets so large and complex that it becomes difficult to process using on hand database management tools or traditional data processing applications." So we are circumstances to manage huge set of data which comes from social medium podium, online digital media, financial systems, insurance, healthcare, and transportation and telecommunication companies. Big data is united with 3V's Volume, Variety and Velocity.(Alternatively referred as V3). Volume: It states that amount or quantity of data. IDC's study for big data predict that from 2009 to 2020 digital data will breed 44 fold to 35ZB per year. The collection of this data will be both structured, semi- structured and unstructured data. IBM also explores more that 2.5×10^8 of data per day i.e 2.5 quintillion bytes of data. Popular social media website facebook alone create more than 500 TB of data every day. Google create 1 petabyte of data for every hour. Velocity: The rate at which the data is created. More than 80% of collected data will be unstructured data. The digital data is doubling every 2 years. Variety: It states that different types of data. i.e. The data which is coming from social-media data, sensor data, images, videos, etc. Big data has two more magnitudes Variability that is incompatible data flows with periodic peaks. Complexity means the need to correlate and share data across entities.

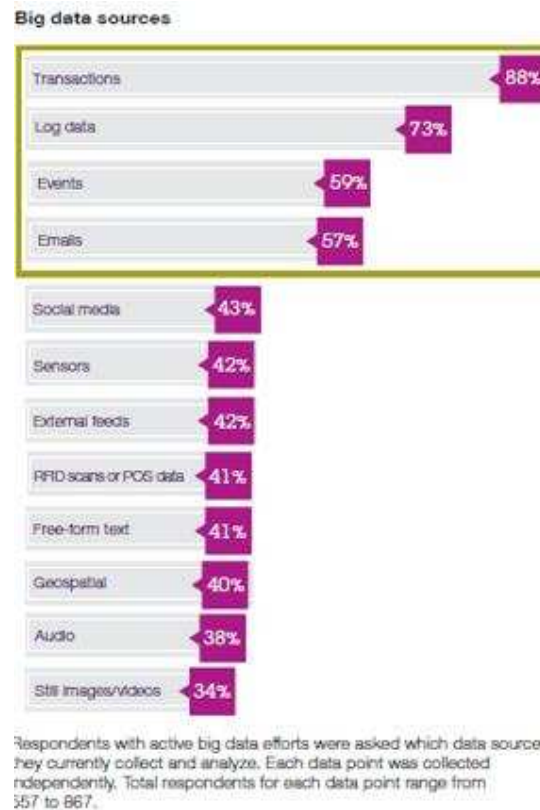


Fig 1. Big data sources

2. DEMAND OF BIG DATA

A research done by NASSCOM and CRISIL Global Research & Analytics^[2] research emphasis five important insights about Big Data. 1. Big data will become all-encompassing with the effort to develop noteworthy benefits for most of the sectors. 2. Data Analytics have immense opportunities, globally. Big data market globally reach US\$25 billion by 2015 from US\$5.3 billion in 2011 a CAGR of 45 per cent. NASSCOM President says that "Big Data will grow exponentially over the next three years. Our study reveals that 90 per cent of Fortune 500 companies are likely to have Big Data initiatives underway by year-end. Already, new Big Data companies are attracting funding in excess of USD50 million. Currently, North America and Europe account for a substantial portion of the global demand potential for Big Data analytics." 3. CRISIL CEO expects that India will

**Social Exclusion in India towards
Inclusion and Equity**

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Major.Dr. Zahid Husain
Dr.S.KareemullahBhasa**

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**Income Inequality and Social Exclusion:
An Empirical Evidences from Two Districts of Tamil Nadu**

Dr. S. Ulaganathan¹

Abstract

This is an attempt to examine the social exclusion and inequality by social groups in terms of socio – economic development indicators such as education, landholdings, employment and income distribution in Tamil Nadu based on survey conducted in four villages in two districts during the period of 2006-07. The study is used single factor analysis of variance (ANOVA) to identifying the mean difference in socio-economic conditions of rural households by the social groups and the decomposition of Gini Index is used to measure income inequality. The study shows that the landholding, occupation and education level of households was low among the SCs as compared to the Non SC in the selected villages. The analysis of the Gini measurement reveals that the income inequality was high among the SCs with highly populated villages, viz., Karadi and T.Kunathur as compared to the Non SCs highest populated villages like Dasiripalli and Sulumalai. The reason for the income inequality among the SCs was due to caste based exclusion and lack of access to education and land among the SCs in the selected four villages.

Introduction

The rural poor are either landless or have some amount of agricultural land and largely depend on low paid work in the unorganized sector. There is a marked social and regional difference in the extent of income inequality and poverty. Indian government has responded in a number of ways and evolved various policies to reduce income inequality, poverty and social discrimination with varying degrees of success. A key area of action has been the redistribution of income. Social scientists have argued that redistribution of income has the potential to enable the poor to enhance their livelihood. However, low income and poverty remains persistent, particularly among the deprived classes of people. The presences of such disparity in the income distribution, incidence of poverty and widespread discrimination against these classes have long histories in India.

In India, there is diversity in terms of caste which forms the major axis of social stratification and exclusion. The Scheduled Castes (SCs) and Scheduled Tribes (STs) are lowest in Indian social hierarchy. They have suffered severe exclusion from participating fully in having access to public resources like water bodies, public grounds, public roads, temples and institutions delivering services like education and health care¹. Social exclusion is common in Indian villages and it translates into active discrimination in matters of access to land, education, business ownership, occupation and earnings. These processes have led to unequal access to productive resources. Therefore, the present study is an attempt to sketch the social exclusion and inequality by social groups in terms of socio – economic development indicators such as education, landholdings, employment and income distribution in Tamil Nadu based on survey conducted in four villages in two districts during the period of 2006-07.

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SILHOUETTE OF SOUTH INDIAN HISTORY, ARCHAEOLOGY, EPIGRAPHY, CULTURE & TOURISM

J.SOUNDARARAJAN



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History of Organic Farming in India

Jagan Gopu. A* Dr. R. Ravikumar*
Coimbatore.

Introduction

Organic farming has grown out of the conscious efforts by inspired people to create the best possible relationship between the earth and men. Since its beginning the sphere surrounding organic agriculture has become considerably more complex. A major challenge today is certainly its entry into the policy making arena, its entry into anonymous global market and the transformation of organic products into commodities. During the last two decades, there has also been a significant sensitization of the global community towards environmental preservation and assuring of food quality. Ardent promoters of organic farming consider that it can meet both these demands and become the mean for complete development of rural areas. After almost a century of development organic agriculture is now being embraced by the mainstream and shows great promise commercially, socially and environmentally. While there is continuum of thought from earlier days to the present, the modern organic movement is radically different from its original form. It now has environmental sustainability at its core in addition to the founders concerns for healthy soil, healthy food and healthy people¹.

Statement of the Research Problem

The past history of agriculture was changed their face in order to negative ecology and environment. It is absolutely wanted to transfer from adverse to eco friendly and sustainable agriculture this progress in the present scenario how that the importance of shifted in modern to tradition this relationship is not easy to explain. Hence, the present study tries to explain that the historical pointed and government initiatives for the present organic farming.

Objectives

The overall objective of the study is to analyse the nature and extent of Organic Agriculture in the study area however the specific objectives are to:

1. to study the History of organic agriculture
2. to study the initiatives of organic agriculture in India

History of organic agriculture in India

Organic farming was practiced in India since ten thousands of years. The great Indian civilization thrived on organic farming and was one of the most prosperous countries in the world, till the British ruled it. In traditional India, the entire agriculture was practiced using organic techniques, where the fertilizers, pesticides, etc., were obtained from plant and animal products. The cow, not only provided milk, but also provided bullocks for farming and dung which was used as fertilizers.

Shift to Chemical Farming in 1960s

During 1950s and 1960s, the ever increasing population of India and several natural calamities lead to a severe food scarcity in India. As a result, the government was forced to import food grains from foreign countries. To increase food security, the government had to drastically increase the production of food in India. The Green Revolution (under the leadership of M. S. Swaminathan) became the governments most important program in the 1960s. Large amount of land was brought under cultivation. Hybrid seeds were introduced. Natural and organic fertilizers were replaced by chemical fertilizers and locally made pesticides were replaced by chemical pesticides. Large chemical factories such as the Rashtriya Chemical Fertilizers were established. Before the Green Revolution, it was feared that millions of poor Indians would die of hunger in the mid 1970s. However, the Green Revolution, within a few years, showed its impact. The country, which was greatly relied on imports for its food supply, reduced its imports every passing year. In 1990s, India had surplus food grains and once again became and exporter of food grains. As time went by, extensive dependence on chemical farming has shown its darker side. The land is losing its fertility and is demanding larger quantities of fertilizers to be used. Pests are becoming immune requiring the farmers to use stronger and costlier pesticides. Due to increased cost of farming, farmers are falling into the trap of money lenders, who are exploiting them no end, and forcing many to commit suicide.

Both consumer and farmers are now gradually shifting back to organic farming in India. It is believed by many that organic farming is healthier. Though the health benefits of organic food are yet to be proved.

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Microwave assisted synthesis and characterization of pyrazoline derivatives from chalcones and (4-fluorophenylthio) acetic acid hydrazide

R M Ezhilarasi¹ and S Mahalakshmi²¹Guru Nanak College, India²Pachaiyappa's College, India

Pyrazolines are well known important bioorganic molecules. Some new pyrazolines were synthesized by the cyclocondensation of chalcones derived from substituted acetophenone and substituted benzaldehyde with (4-fluorophenylthio) acetic acid hydrazide. Cyclocondensation was carried out by refluxing glacial acetic acid solution of reactants with a catalytic amount of polyphosphoric acid and also by subjecting the same reaction mixture to MWI. Both the reactions gave the same products with a yield of 65-70%. MWI required lesser reaction time for the completion of the reaction. Products synthesized were characterized by spectral data.

Biography

R M Ezhilarasi is an Associate Professor in the Department of Chemistry, Guru Nanak College, Chennai, India. Her field of research is synthetic organic chemistry. She teaches graduate and post graduate students and guided a number of students in their projects. She is the co-author of the book 'A Simple Approach to Group Theory in Chemistry'. S Mahalakshmi is Associate Professor and Head, Department of Chemistry, Pachaiyappa's College, Chennai. She has more than 30 years of teaching under graduate and post graduate students and research experience. Her field of research is organic chemistry. She has guided many students for the award of M.Phil. and PhD.

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Business Programs in Logistics and Supply Chain Management Its Relevance, Importance and Application in Higher Educational Institutions (HEIs) in Sultanate of Oman



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A RELATIONSHIP BETWEEN CHANGE MANAGEMENT AND PERFORMANCE OF COLLEGE TEACHERS-A STUDY WITH REFERENCE TO ARTS AND SCIENCE COLLEGES IN CHENNAI.

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INTRODUCTION

Change management is "an approach to transitioning individuals, teams, organizations and institutions to a desired future state"(Wikipedia). Institutions today are changing their activities and the institutional culture, due to the promotion of applied science, teaching techniques and conduct of the teaching staff. Higher Educational institutions are reshaping to respond to their environment. The world of work in the education field is changing at an ever increasing pace. Therefore, management actively seeks out teachers who can adapt the varying weather, surroundings and embrace new ideas. Both people and institutions must grasp the heart of change and adapt to the process for survival in this quickly shifting surroundings.(Pv) Raju,2005).

CHANGE MANAGEMENT IN COLLEGES

Change Management in colleges and universities are inevitable due to rapid increase in competition from colleges and universities inside and beyond countries and from private providers.If the higher educational institutions successfully tackle the change management, they become smarter at both the "what" of change (Identifying change ideas that will truly create a difference for pupils) and the "how" of change (making sure these ideas function in practice). Efficient change management engages the faculty in updating their knowledge and make the students in productive learning which contributes to efficient performance of educational activity and scholarship. Higher education is presently fronting a potent combination of pressures for change. At that place must be a framework for

managing change in a fair and consistent manner during organizational restructures. This facilitates minimizing disruption to the operations and eases fears among those affected by the alterations.

Institutional change can be evolutionary (or) revolutionary depending on the events that are motivating the need for modification. They must anticipate change by continuously diagnosing problems and looking for opportunities that may require change. Modifications may be required in individual behavior, organizational operations, strategic directions (or) organizational design. To accomplish high performance in an increasingly dynamic and uncertain global environment, educational institutions must make a comprehensive internal capability to harness change for competitive advantage.

PERFORMANCE OF COLLEGE TEACHERS:

Performance is the attainment of a given task measured against preset known standards of accuracy, completeness, cost and speed.College teaching is a profession built on summit of another profession – a meta- profession. People come to the profession with specific professional knowledge and accomplishments, including content expertise and research techniques. The professors are named to perform at professional levels in four possible roles, teaching, scholarly, research activities, service to the institution and the community and administration. Brewer (1997) Stated that most effective educators have been perceived as caring, enthusiastic, consistent and impartial when dealing with pupils.

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consultant of Phoebe, 'a petrarchan mistress'. As a strong-willed, vibrant enthusiast of life, Shakespeare's Rosalind, is in fact a delegate of myriad-minded woman.

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Decolonization in William Shakespeare's Play *The Tempest*

Anushia. P

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Decolonization is realized in the character of Prospero in the play *The Tempest*. Prospero, a learned Duke who neglects his duty to pursue his thirst for knowledge, is betrayed by his brother Antonio. Prospero becomes a victim in the hands of his powerful and cunning brother. Prospero was left adrift in the sea. The future seems dark for the king. He is saved and finds life in a lonely island. The island is owned by Caliban. As soon as he could, Prospero uses his magical knowledge to take control of the land. He makes Caliban submit to his will and work for him like a slave. Throughout the play, the island is mentioned as Prospero's island and not Caliban's. He also frees Ariel, the magical sprite and employs him as his servant.

Comparing the history of India with Prospero's acquisition of Caliban's island can give us an idea of the colonization as seen in Shakespeare's *The Tempest*. It is essential to understand the effects of colonization in order to fully appreciate the aspects of decolonization. The history of India is incomplete without delving into the colonization of India by the Britishers. Initially, the Britishers came in for trade. They were friendly and cordial. As soon as they had gathered enough information about India, the Britishers moved in for the kill. The temptation to possess the rich land made them colonize India. They conquered the different kingdoms one by one. With their superior weapons and cunningness, they were able to control India. They exploited the wealth of India. They were not content with all of the above actions. They wanted complete power over the native Indians. They aimed a subtle attack at the

very roots of the Indian culture and tradition. They sought to help the natives to lead a better life - a life filled with good education, religion and civilization. "The goal of colonization is to place a new society in the best conditions for prosperity and progress" (129). So, this was the ulterior aim of the British. They succeeded to some extent.

The Britishers left India but they irrevocably changed the culture of India. The education system, the very language we are bred in, are all reminders of the colonization of the Britishers. When given the power, the great leaders themselves were filled with aggressiveness, a reminder of colonization. The decolonization phenomenon came into effect. The heady power of controlling others made people to transform. People, who were once subjugated, took pleasure in subjugating people. This was achieved by violent, non-violent and even indirect ways. For instances the culture, education and language we have attained is a by-product of colonization. This colonial constructs have subliminally alienated the native Indians from their own native, rich culture. The end result is Indians grappling with their own identity way of life and language barriers. The increased preference to Western culture over native Indian culture is evidence to this.

As the Britishers made India their colony, Prospero made the island as his colony. As the Britishers dominated the native Indians and tried to civilize them, Prospero dominated Caliban and Ariel. His attempts to civilize Caliban became a failure one. On the contrary, Ariel was tamed by Prospero to do his bidding.

The domination of Prospero is evident in four levels - Caliban, Ariel, Miranda and his enemies Alonso and Antonio. Of these, Caliban's subservience to Prospero happens over a course of time. Initially, Prospero had tried to be gentle to Caliban and had tried to educate him. Only when he lost any hope of changing him, he treats Caliban

like a slave. He addresses him as abhorred slave, hag-seed, tortoise and thing of darkness. He treats Caliban with contempt but he also understands that he needs him. All the menial tasks like fetching logs for the fire is relegated to Caliban. Often when he doesn't do the work properly, he is insulted and punished. Miranda calls him as a villain and despises his company. The reason for that is Caliban had attempted to molest Miranda. Shakespeare may have wanted to present a horrible picture of Caliban to the audience. We find the image of a savage or a monster complete with this added detail. It is as if Shakespeare justifies Prospero's horrible treatment of Caliban in this manner. We find this molestation a common theme in subsequent works of fiction. For instance, Raja Rao's *Kanthapura* has a similar episode of an Indian native molesting the white woman.

Caliban on the other hand, hates Prospero for snatching away his island. He hates Prospero for giving him a language that he only uses to curse. "You taught me language, and my profit on't/Is I know how to curse. The red plague rid you/For learning me your language!" (I. ii. 366-368). Caliban's accusation of that his education has served him no useful purpose is an echo of the education mission of the Britishers in colonized India. Several protests were raised against educating the tongue of the oppressors to the native Indians. Caliban is desperate enough to be willing to exchange masters in his drunken state. He participates in a conspiracy with the shipwrecked Stephano and Trinculo. This attempt is foiled by Ariel. At the end of the play, Prospero leaves Caliban his island. His treatment of Caliban is the worst. It brings out the dark nature of the character of Prospero.

Ariel is bound to Prospero. Caliban's mother Sycorax had imprisoned Ariel in a split pine tree. As Prospero releases Ariel, he is bound to Prospero to do his bidding. Prospero uses the spirit to do anything he desires. Ariel obeys

Prospero sincerely. Ariel brings out the intellectual side of Prospero. While he uses threats to make Caliban work, he uses promises to make Ariel work. Prospero looks lowly, when he keeps reminding Ariel of the help he did in the past. When he is angered, he curses Ariel and addresses him as malignant thing. "If thou more murmur'st, I will rend an oak/ And peg thee in his knotty entrails till/ Thou has howl'd away twelve winters" (Act I, S ii, 295-298).

Miranda is bound to Prospero by her birth. She is a gentle and innocent maiden, who is raised by her father. She is supposed to bring out the loving nature of Prospero. In contrast to that, we find Prospero extensively controlling Miranda. In Act I, Scene 2 of the play, we find Miranda repeatedly questioned by Prospero whether she is listening to the story he was narrating. Some critics have argued that Miranda is disciplined even when it is not required. But Prospero looks on her as a possession. He chooses to divulge the secret of their past only when he feels it is necessary. There is no room for the affectionate feelings of Miranda. He takes the liberty of deciding her live using his magical power. He scolds Miranda when she attempts to speak in favour of Ferdinand. "Silence! one word more/ Shall make me chide thee, if not hate thee. What, / An advocate for an impostor! hush!" (Act I, S ii, 267-269).

Through his treatment of all the people in the play, Prospero reveals the effect that decolonization had had on him. As a victim, Prospero suffered a bitter fate. In intellectual pursuit, he failed to recognise the conspiracy of his brother. When the tables were turned, he used his magical power over Caliban, Ariel and his enemies Alonso, the king of Naples and his brother, Antonio. He donned the role of the colonizer, when he took over Caliban's island and subjugated Caliban and Ariel. His domineering attitude is carried over to his parenting of Miranda. He disciplines her and orchestrates her love life extensively. In this treatment of the people who wronged him, he surpasses

all. He tries to exact his revenge by supernatural means. The mental torture triggered by the illusions created by Prospero confused and frightened the men. Of these, Antonio, Prospero's brother realises his mistake in ill-treating his brother. Alonso, the supporter of Antonio is repentant of his evil actions towards Prospero. Gonzalo, the loyal supporter of Prospero weeps freely. At the end of all this Prospero, has no reason to stay in the island. So he returns it to Caliban and goes back to claim his position as Duke. He realises then that taking revenge is of no use to him.

The effect of decolonization is perceived through Prospero and his treatment of the other characters in the play in four levels by its comparison with the colonized history of India. The urge to possess power transforms the colonized into a colonizer as seen in the play. The colonized if given a chance can be as aggressive as the colonizer himself.

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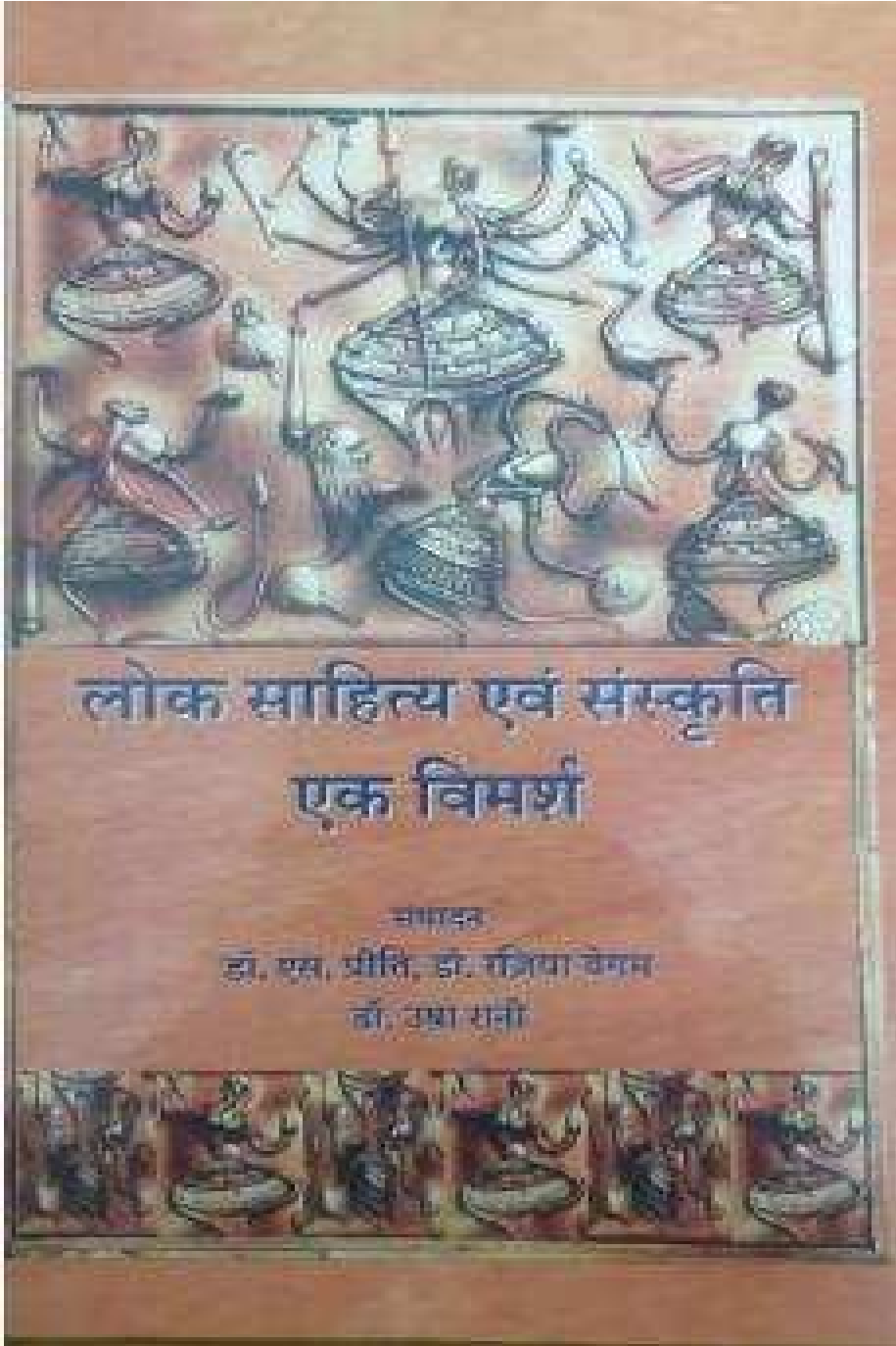
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ब्रज लोकानुष्ठान के संस्कार गीत

डा. आशा चतुर्वेदी

विभागाध्यक्षा, हिन्दी विभाग
गुरु नानक कालेज, शिप्ट-2 केन्द्रीय

लोक साहित्य लोक मानस की सहज और स्वाभाविक अभिव्यक्ति है। यह बहुधा अलिखित हो रहता है और अपनी मौखिक परम्परा के द्वारा एक पीढ़ी से दूसरी पीढ़ी तक आगे बढ़ता रहता है। इस साहित्य के रचयिता का नाम प्रायः अज्ञात रहता है लोक साहित्य की सुनिश्चित परिभाषा दे सकना थोड़ा कठिन है, बरहजारी प्रसाद त्रिवेदी के शब्दों में "ऐसा मान लिया जा सकता है कि जो चौथे लोक चित से सीधे उत्पन्न होकर सर्व-साधारण को आन्दोलित, चलिता और प्रभावित करती है, वे ही लोक साहित्य, लोकशिल्प, लोकनाट्य, लोक कथानक आदि नामों से पुकारी जा सकती हैं।" लोक जीवन में संस्कारों तबीयतों, उत्सवों एवं वृत्तों पर आयोजित अनुष्ठानों का महत्वपूर्ण स्थान है, इनमें कौटुम्बिक मंगल, समृद्धि तथा फलने फूलने की भावना व्याप्त रहती है। अमंगलों एवं संकटों से बचे रहने की भावना भी निहित रहती है।

गीत संस्कारों व अनुष्ठानों का अंग है। गीत उतने ही आवश्यक माने जाते हैं, जितने घर-आदि को पूरा करने के लिए मन्त्र अनिवार्य होते हैं। कुछ गीतों को संगुन गीत कहा जाता है। इन गीतों के साहित्य को इस प्रकार विभक्त किया जा सकता है।

१. जन्म के गीत २. विवाह के गीत ३. मृत्यु के गीत।

१. जन्म:- गर्भाधान के बाद नौ महीने जन्म संस्कार के अन्तर्गत माने जाते हैं। इन नौ

महीनों में गर्भिणी की दशा का वर्णन इस गीत में मिलता है।

"रहिनी महीनो जब लागिब बाको फूलु गयो फल लागिए।" / "राजे तीजो महिना जब लागिए बाको खीर खोई भन जाइए।" / इसी प्रकार तीजो चौथो आदि आठ महिनो का वर्णन है।

"ए बाद नौयो महिना जब लागिए, / ए पै अपुविस अपुविस दाइ मुलाऊँ तो हरिल बनाऊँ।"

बच्चा पैदा होने पर सोहर होने लगते हैं। इनमें प्रायः नेगो का उल्लेख किया जाता है।

"नो बीबी मेर होगे मन्द लाल तुम्हें दूरी गल हार।"

छठ दिन होने वाले संस्कार को छठी कहते हैं। छठी से एक दिन पहले नीतर माया जाता है इसके बाद "शामोदरेवा" कड़ाहुली, लपसी, पालना, झूलना, कठुला, काजल, नाराजल आदि के मौल गए जाते हैं। जन्म के वसवे दिन पछोन होता है इस दिन जन्मा को मायके में छोड़कर आता है जिसमें जन्मा, जन्मा तथा अन्य सम्बन्धियों को कपड़े होते हैं। इस समय जो गीत गाए जाते हैं उनमें जन्मा अपने पति, माता, पिता, भाई से कुछ माँगती दिखाई जाती है पति उत्तर देता है - "ए भन तीसरो बिजत पैते माँगो हम पै पति माँगिए" तब

46 लोक साहित्य एवं संस्कृति - एक विमर्श

எனது விருந்தினர்

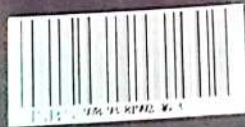
எனது பொருளாதார அறிவின் தந்தை அம்பேத்கர்நாதர். இத்தியாவில் மிகவும் சரிசெய்துக்கொண்ட ஆளுமையாக அவர் கருதப்பட்டார். ஆனால் என்னை அதுவல்ல. பொருளாதாரத் துறைக்கு அவர் ஆற்றியிருக்கும் பங்கு மகத்தானது; எக்ஸ்பெர்ட்ஸ் நினைவில் நினைக்கப்படும்.

- அமர்த்திய சென்
பொருளாதாரத் துறைக்கு நோபல் பரிசு பெற்றவர்.

உயர்ந்த கல்வி

இந்திய வரலாற்றிலேயே உயர்ந்த கல்விப் பின்புலம் கொண்ட பொருளாதார அறிஞர் அம்பேத்கர்.

- நரேந்திர ஜாதவ்
பொருளாதார நிபுணர்.



பாபாசாஹேபி அம்பேத்கர் பன்முகப் பார்வை

பாபாசாஹேபி அம்பேத்கர் பன்முகப் பார்வை

Multifaceted outlook of
Dr. Babasaheb Ambedkar



125 Years
Researcher's Day

வெளியீடு

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பாபாசாகேப் அம்பேத்காரின் பன்முகப் பார்வை

பதிப்பாசிரியர்கள்

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அம்பேத்கரும் பெண்ணிடுதலையும்

ஈ. கோகிலா

முனைவர் பட்ட ஆய்வாளர்
உலகத் தமிழாராய்ச்சி நிறுவனம்
தரமணி, சென்னை 600 113.

பெண்களின் முன்னேற்றத்தை வைத்தே ஒரு சமூகத்தின் முன்னேற்றத்தை அளவிட முடியும் என்கிற கருத்தாக்காததோடு பெண்களின் வளர்ச்சியில் முக்கிய பங்காற்றியவர் பாபாசாகிப் அம்பேத்கர். தாய்வழிச் சமூகமாக தலைமை ஏற்ற பெண்சமூகம் பின்பு தந்தைவழிச் சமூகமாக மாற்றப்பட்டு அடிமைகளாக்கப் பட்டனர். வரலாற்றில் பெண்களின் பங்கு மறைக்கப்பட்டிருந்தது. சமூகத்தில் பெண்கள் பின்தங்கிய நிலையில் ஆணைச் சார்ந்தவர்களாக இருந்தனர். இந்த நிலை படிப்படியாக மாறிவந்திருப்பினும் பெண்களுக்கு முழுமையானத் தீர்வு கிடைக்கவில்லை. பெண்களின் முன்னேற்றத்திற்கு அதிக அளவில் பாடுபட்டு பெண்கல்வி, சொத்துரிமை, அரசியல் உரிமை, பெண் தொழிலாளர் நலன் போன்ற பல்வேறு பிரச்சனைகளை ஆராய்ந்து பெண்களுக்கான உரிமைகளை பெற்றுத்தந்தவர் பாபாசாகிப் அம்பேத்கர். இப்படியான பெண்விடுதலை நோக்கிய அம்பேத்கரின் பல்வேறு செயல்பாடுகள் குறித்து விளக்குவதாக இக்கட்டுரை அமைகிறது.

மதமும் பெண்களும்

இந்துமதத்தில் பெண்கள் பற்றி இருவேறு நிலைபாடுகள் காணப்படுகின்றன. பெண்களைத் தெய்வமாக உயர்த்திப் போற்றும் கருத்தியல் நிலைப்பாடும் அதற்கு நேர்மாறாக அவர்களை அடிமைகளாக நோக்கும் நடப்பியல் நிலைப்பாடு. பெண்களுக்கு கற்பு மிக முக்கியம். கணவன் உடல் குறைபாடுடையவனாக, நோய்வாய்ப்பட்டவனாக, குடிகாரனாக, முரடனாக, ஆண்மையில்லாதவனாக, பிறபெண்களுடன் உறவுடையவனாக இருந்தாலும் அதனைப் பொறுத்துக் கொண்டு கணவனை தெய்வமாக போற்றுவதை பதிவிரதா தர்மம், தெய்வீகக் கற்பு என்று இந்துமதம் குறிப்பிடுகிறது. கணவனோடு உள்ள பெண் சுமங்கலி

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Motivation – A Study on Motivation and its Impact on Diverse Work Force

Mrs. R. Rama¹ and Ms. Aswini.V²

Abstract – Certain people move towards certain actions and goals but not others. This is because of the inner drive or the state of mind that activates and directs their behaviour. This is called "MOTIVE". A motive is an impulse that causes a person to act. "MOTIVATION" is an internal process that makes a person move towards a goal. Motivation, like intelligence, can't be directly observed. Instead, motivation can only be inferred by noting a person's behaviour. Work teams are often made up of diverse groups of people. Workforce diversity is a workforce consisting of a broad mix of workers from different racial and ethnic background of different ages and genders, and of different domestic and national cultures. The study conducted aims at bringing out the motivational factors influencing the productivity and achievement of the assistant professors in the educational institutions.

Keywords: Reward and Recognition, motivation and migration, Promotion and growth, Intrinsic motivation, work itself, Incremental salary package.

INTRODUCTION

Human resources are the most precious assets of any institution. They are the corner stone of any working place. The effectiveness of an institution to maintain a quality team of employees links to its ability to manage the staff as well as recognize the contributions of each individual. Motivation is such a factor that exerts a driving force on our actions and work. A highly motivated team of employees helps in achieving the targets of an organization or institution. When goals are aligned, institutions are better able to compete with the competitors, and morale is also higher when employees are properly motivated.

Henry Ford, an American Industrialist pointed out the importance of Human resources by saying: "Take my business, burn up my building, but give me my people and I will build the business right back again" (Khan et al., 2011). Undoubtedly, these are the employees of the institution who can take an institution towards prosperity with their hard work and determination and they can also lead an institution towards the downfall if their needs are not being identified and satisfied.

OBJECTIVES OF THE STUDY

The objective of the study is to know the impact of motivation on the varied work force in educational institution. The various motivational

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EMERGING TRENDS OF ONLINE SHOPPING IN INDIA

Dr.SP.MATHIRAJ, Associate Professor, Dept. Of Corporate Secretaryship, Alagappa University, Karaikudi &

Ms.E.JEEVARATNAM JANE, *Research Scholar, Dept.Of Commerce, Alagappa University, Karaikudi*

ABSTRACT

On-line shopping is a recent phenomenon in the field of E-Commerce and is definitely going to be the future of shopping in the world. Most of the companies are running their on-line portals to sell their products or services on-line. Though online shopping is very common outside India, its growth in Indian Market, which is a large and strategic consumer market, is still not in line with the global market consumers changing paradigm shift from physical shopping to the new trend such as online shopping which not only saves time but it is also more convenient form of better shopping experience. As Internet is becoming more widely used, online shopping is also growing tremendously. As many businesses are attempting to globalize their sales, Internet becomes the primary means of advertising and selling their products or services worldwide. Consumer trends and convenient about using the websites which reflex's the consumer shopping patterns. Consumer also reported that they could perceive the potential for time savings and reduced effort compared with traditional forms of shopping. Online shopping is a new and incredible innovation.

Keywords: Online shopping, Trends, Internet, Consumer

Introduction

Online shopping or electronic shopping is a part of electronic commerce which allows consumers to directly buy goods or services from a seller over the internet. Michael Aldrich invented online shopping concept in 1979. The prospect of online marketing is increasing in India with the increasing internet literacy. Online shopping is also known as: e-web-store, e-shop, e-store, Internet shop, web-shop, web-store, online store, online storefront and virtual store. An online shop evokes the physical analogy of buying products or services at a bricks and-mortar retailer or shopping centre; the process is called business to- consumer (B2C) online shopping. The popular online retailing companies in India are Myntra, Jabong, Alibaba.com, Snap deal, Amazon.com, Flipkart, Shop clues and e-Bay.

The customers indulging in online shopping consider many benefits. The trend of online shopping is increasing especially in the young generation. They prefer their shopping at home and get benefits of discounts, saving of fuel, time and energy. There will be a better scope in growth of online shopping in coming years. So, companies will plan or make some new marketing strategies especially for the online shopping customers. The trend of enlargement in online shopping is also increasing in the metropolitan and big cities.

Literature Review

Morris (2013) conducted a study on 'More Consumers Prefer Online Shopping' Shoppers increasingly want what's called a "seamless omnichannel experience," meaning one in which retailers allow them to combine online and brick and mortar browsing, shopping, ordering and returning in whatever combo they would like

Ramirez Nicolas (2010) state that "The Internet has changed many facets of our daily lives: the way we relate and communicate with one another, how we interact with a bank, read newspapers or watch television. Even the way we buy and sell. These changes have occurred due to the constant flow of companies offering new business models and innovative formulae. Discount coupons have always been a powerful marketing tool. Whether inserted in printed media or posted through letter boxes, they attracted new customers and were also offered at the time of purchase to endorse customer faithfulness by encouraging repeat purchases.

According to Sharma and Mittal (2009) in their study "Prospects of e-commerce in India", mentions that India is showing marvellous growth in the Ecommerce. Undoubtedly, with the

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About the Book

This book 'Managerial Economics' has been designed strictly in accordance with the latest syllabus presented by Visvesvaraya Technological University for MBA First Semester students.

This book aims at sharpening the skills of the students. It is a student-oriented book as it satisfies the requirements of students for an exhaustive exposure to the concepts involved in Economics.

About the Author



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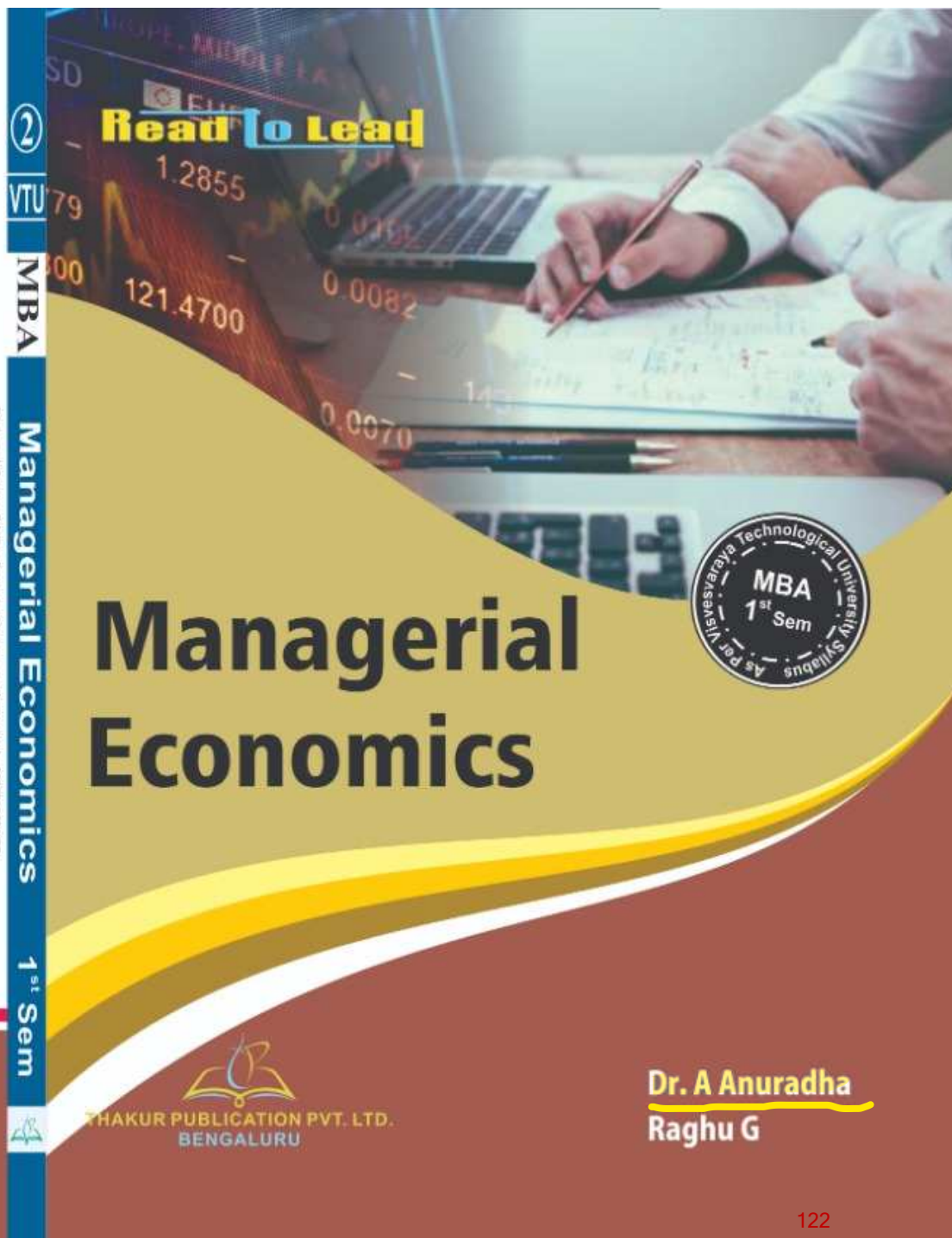
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संपादन

डॉ. एस. प्रीति, डॉ. रज़िया बेगम

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ECONOMIC REFORMS: EXPERIENCE, EFFICACY AND REALITY IN INDIA

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&

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Abstract:

Economic reforms are an obligatory aspect that came into effect after independence to achieve benefits on economic stability and structural adjustment. Since the earlier models of development failed to achieve desired results, the government introduced these reforms to an impact that in turn help in the achieving factors like growth and employment in the country, etc. This paper is an attempt to understand the vital aspects of reforms like devaluation, trade and industrial policies, globalization, privatization and marketisation and the extensive impact of these reforms on the GDP, GNP, NNP, per capita NNP, fiscal position of Centre and States, foreign exchange level, exports and imports in the post reform periods.

Key words: Economic Reforms, Globalisation, Fiscal Indicators, Gross Domestic Product, Trade.

Introduction

In India, the Economic Reforms has become obligatory because, the earlier regulatory models of development, which have been followed for several decades after Independence, failed to deliver desired results. There have been important achievements during the Plan periods viz., the increase in food grain production, industrial development, increase in the life expectancy and the creation of scientific and technical people. However, the growth rate of the economy remained much below the targets and inadequate progress in poverty reduction. With regard to basic social infrastructures like safe drinking water, sanitation facilities and primary education, the achievements were not satisfactory.

To remedy this situation, from 1985 onwards many far reaching changes are taking place. It includes new policies for the public sector enterprise, industry, price control, distribution, trade, banking, agriculture etc. In 1990-91, there was change in the Indian policy when the National Front formed the Government at the Centre. They fell within one year. Then under the Prime Ministership of Mr. Chandrasekhar a new government was formed at the Centre. This government also did not thrive. During this period the economy has faced severe financial crisis. In addition, the Gulf war also added severe economic problem to the country. Altogether, India experienced fall in its credit-worthiness, critical balance of payments, decrease in the foreign exchange reserves etc. Altogether India was facing political and economic uncertainties.

In the mean time, the Congress formed the government at the Centre under the Prime Ministership of Mr. P.V.Narasimha Rao in 1991. His government was for liberalized policy options. During the time India witnessed a widening gap between the expenditure and income, imports was much more than exports, high external and internal debt and other structural problems. Further, he observed that, "A bulk of government regulations and controls on economic activity has outlived their utility. Excessive controls have not only bred corruption but they have come in the way of achieving our objectives of expanding employment opportunities, reducing rural-urban disparities and ensuring greater social justice. India has much to learn from what is as much to learn from what is happening elsewhere in the world. We find major economic transformation sweeping large countries like Soviet Union and China, as well as small countries in Eastern Europe. There is a change in outlook, a change in mindset everywhere. India too can not lag behind if she has to survive, as she must in the new environment."

As a result, reforms were introduced in July 1991 for achieving economic stability and structural adjustment. This is a quick response to sudden exigencies in the external sector and as a compliance of the IMF conditionality. The reforms are aimed at closing the gap between India's potential and actual performance. Economic reform is related with liberalization and it is better described as encouragement of free and fair competition in all economic spheres as a



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ENHANCING BUSINESS ENTERPRISES PROSPECTS BY OPTIMIZING UNIFIED COMMUNICATION PRODUCT NETWORK SPEED USING LOAD BALANCING TECHNIQUE

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Guru Nanak College

ABSTRACT

Unified Communications incorporates instantaneous communication services such as real time online chat, Unified messaging, Audio, Video & Web Conferencing, Speech to Text Conversion,. Unified Communication comprises of medium independent multi type communications that are transmitted through a network. UC can be viewed under two categories namely User Productivity and Business Processes. Though most of the business processes uses UC, they face performance problems such as network traffic and Quality of Service. Quality of Service in UC is impacted by major factors such as packet drops, time delay. In this paper those factors are analysed and a comparative study table is prepared to track the solution to enhance the quality of service.

Keywords : Unified Communication, Instant Messaging, Unified Messaging,

I. Introduction : A set of products that provides a reliable unified user-interface and user-experience across several devices and media-types is called unified communications. UC simplifies and integrates all forms of communications under one path. It amalgamates both real and non-real time communications with business[1], providing a reliable cohesive user interface and user know-how across various devices and media categories.. Figure 1. Shows the several components of unified communications that are exchanged via a network to take in other forms of communications such as Internet Protocol Television and digital signage Communications with point-to-point i.e one-to-one communications or one-to-many communications called broadcasting.

II. Goal of UC :

The main goal of implementing UC is to optimize business processes and considerably reduce the response time, efficiently manage flows, and eradicate device and media enslavement. For example

Figure 1.



A customer raises a query by making a call to an employee and with UC feature the employee will take the advise of an senior person in real-time and instantly he answers the customer which will avoid the to and fro emails also saves times. We can send a message using one medium and receive the reply message on different medium using UC. The message can be sent in online and offline as per the availability of the sender and receiver. Microsoft, Cisco, Avaya, Google, ShoreTel, Interactive Intelligence, HP, Polycom are the famous companies who is involved in giving UC solutions to vendors.



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ROLE OF COMMUNICATION IN ENHANCING SKILLED WORKFORCE

Ms. R.RADHIKA, Dept. of English, Guru Nanak College

Abstract

The world today has shrunk so much with the development of technology and it has become possible to reach and communicate with anyone through one Window. Communication in general, is the art of conveying the intended meaning and message from one individual to another or to a group. Business communication, today, includes a wide variety of activities like media relations, public relations that includes social media, broadcast and written communications, brand management, reputation management, speech-writing, customer-client relations and most importantly Inter – Intra personal communications. The world of Trade and Commerce lies on this Communication. Though there are many facets in communication, this paper will discuss the importance of Business communication in today's technological world and the various strategies that can be adopted by joining hands with the Information Technology sector to enhance the skilled workforce. It will also highlight on how one can improvise oneself to become professional with good “people” skills and to think critically and strategically.

Key words: Business Communication, Information Technology and Skilled workforce.

INTRODUCTION

Communication skills is a continuous learning process which starts right from school, gets groomed at the college level.

“Communication – the human connection – is the key to personal and career success” - Paul.J. Mayor

When a student steps into his career life, there is a great expectation as to how he is going to perform. There are various aspects from where he can learn to become a skilled person. Eventhough he may be technically strong if he cannot convey his idea properly, true success cannot be attained. He must understand that,

- The “need” in learning proper communication
- Extrinsic and Intrinsic motivation is required
- Use of computer technology and its accessories wherever possible to increase the attractiveness of the Knowledge imparted

Role of a Teacher today

The 15 to 18 years of school and college life plays a predominant role in a person's life. The communication skill develops at this stage. The role of a teacher is very important in making the ward skilful in every aspect. A teacher is more a facilitator today, they must work with commitment to bring up a generation of young minds. Teacher should be instrumental in bringing out from the temple of learning, students who are intellectually vibrant, emotionally stable, socially responsible, physically fit and more than everything really good human beings. A teacher must inculcate self confidence at the sub-conscious mind level to produce the desired results. Lack of self – confidence pulls down the energy level in exhibiting their skill.

Aspects of learning today

Learning is a process of growth, progress and improvement during which an individual acquires knowledge , habit, skills and attitudes so that useful knowledge is built by attracting valuable information, making this journey of life more satisfying one. There are various types of learning such as,



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A STUDY ON COLLEGE STUDENTS' PERCEPTION TOWARDS ONLINE SHOPPING WITH REFERENCE TO CHENNAI CITY

Dr. R. PURUSHOTHAMAN, Assistant Professor and Head, Department of B.Com (Marketing Management), Guru Nanak College (Autonomous), Chennai – 42

ABSTRACT

The new way of marketing and distribution of the goods and services have been provided by the growth of internet usage. With few clicks the consumer can purchase the product of their choice therefore, internet has been helpful in saving time and it has become a convenience medium. Internet marketing is different from the traditional marketing channels and internet promotes a one to one communication between the seller and consumer. The objectives of this study are to study the socio-economic profile of the respondents, to find out level of satisfaction of the respondents, to ascertain the preference of online shopping website and to analyse the problems faced by the respondents in online shopping. This is done with the help of primary data collected for the study. The findings of the study shows that discount and offer is the prime factor to satisfy the consumer in online shopping and the greatest problem faced by the online shopper is 'Hidden charges' is ranked first.

Key Word: Online shopping, Students' Perception and Satisfaction.

INTRODUCTION

E-Commerce (Electronic Commerce) is buying and selling of goods and services on the internet. Online shopping is a form of E-commerce whereby consumers directly buy goods or services from a seller over the internet. Online shopping is done through an online shop, e-shop, e-store, Internet shop or online store. All the products in online stores are described through text, with photos and with multimedia files. Many online stores will provide links for extra information about their products. They often display safety procedures, instructions, manufacture specification and demonstrations. Benefits of E-commerce had grown very fast because of many advantages associated with buying on internet as the lower transaction and search cost as compared to other modes of shopping. Online shopping allows consumers to buy faster, more alternatives and can order products and services with comparatively lowest price.

Consumer's Perception towards online shopping refers to their psychological state on terms of making purchase. The buying behaviour process consists of various steps. For instance, customers first identify a need or want and then define the requirements necessary to satisfy that need. Second, gather information and evaluate the options that are available. Once they know their available options, they will look to make a purchase which will include shopping for or negotiating the best price they can achieve. Finally, consumers will go through several factors which limit or influence their final decision and they will evaluate whether or not they made a good decision.

The main purpose of this paper is to understand that the level of satisfaction of online shoppers, to ascertain the preference of online shopping website and problems faced by the respondents in online shopping.

REVIEW OF LITERATURE

Bellman et al (1999) investigated various predictors for whether an individual will purchase online. These authors concluded that demographic variables, such as income, education and age, have a modest impact on the decision of whether to buy online, whereas the most important determinant of online shopping was a previous behaviour, such as earlier online purchases.

Parasuraman (2002) stated that the motivations for this special issue and propose a conceptual framework pertaining to the issue's theme. Using this framework as a backdrop, they then gave an overview of the remaining articles by segmenting them into categories and discussing their relationship to the framework. They conclude by highlighting research



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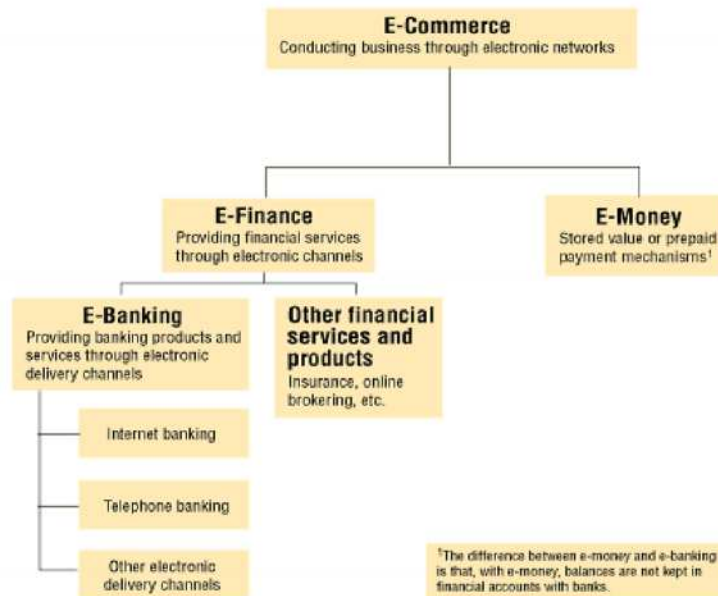
A STUDY ON MACRO ECONOMIC CHALLENGES OF E - BANKING WITH INDIAN PERSPECTIVE

Mr. N.Mari Anand, Research Scholar, Department of Management Studies,
Bharathiar University, Coimbatore

Abstract

Electronic banking is the wave of the future. It provides enormous benefits to consumers in terms of the ease and cost of transactions. But it also poses new challenges for country authorities in regulating and supervising the financial system and in designing and implementing macroeconomic policy.

What is electronic banking?



Keywords: E- Banking, Internet.

Introduction

Electronic banking has been around for some time in the form of automatic teller machines and telephone transactions. More recently, it has been transformed by the Internet, a new delivery channel for banking services that benefits both customers and banks. Access is fast, convenient, and available around the clock, whatever the customer's location (see illustration above). Plus, banks can provide services more efficiently and at substantially lower costs. For example, a typical customer transaction costing about \$1 in a traditional "brick and mortar" bank branch or \$0.60 through a phone call costs only about \$0.02 online.

Electronic banking also makes it easier for customers to compare banks' services and products, can increase competition among banks, and allows banks to penetrate new markets and thus expand their geographical reach. Some even see electronic banking as an opportunity for countries with underdeveloped financial systems to leapfrog developmental stages. Customers in such countries can access services more easily from banks abroad and through wireless communication systems, which are developing more rapidly than traditional "wired" communication networks.

The flip side of this technological boom is that electronic banking is not only susceptible to, but may exacerbate, some of the same risks—particularly governance, legal, operational, and reputational—inherent in traditional banking. In addition, it poses new challenges. In response, many national regulators have already modified their regulations to achieve their main objectives: ensuring the safety and soundness of the domestic banking system, promoting market discipline, and protecting customer rights and the public trust in the



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UPCOMING TRENDS AND CHALLENGES OF TALENT MANAGEMENT ON EMPLOYEE EFFECTIVENESS

Ms.M.Sheeba, Assistant Professor, Department of B.Com (ISM),
Guru Nanak College (Autonomous), Chennai-600042

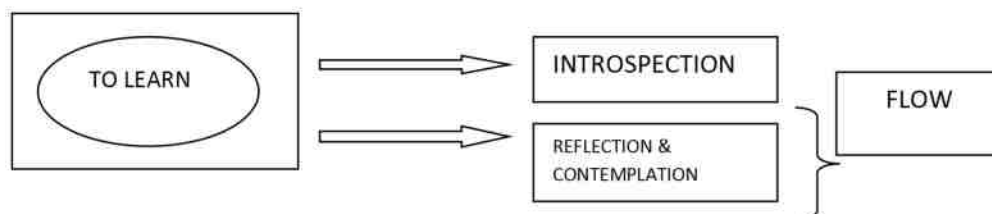
Abstract

Talent can be best described as a combination of abilities and attitudes. The trick is to match the motivated talents to the right role, individually or collectively and harmonizing this crucial attributes to achieve the objectives of a company. Today, companies have become fiercely competitive for attracting and retaining talent. Majority of executives admit that employee retention is a major concern. Talent management is gaining popularity as a significant predictor of employee and business performance. It refers to integration of new workers, developing and retaining existing workers as well as attracting experienced and qualified persons to work for organisation. This study empirically examines the extent to which Talent Management and Employee Effectiveness are correlated and its upcoming trends and Challenges. The Talent Management framework has been developed on the basis of comprehensive literature review. Human Resource experts believe matching the right blend of talent with the right job profile can lead to superior performance. The organization no longer wants to just hire to hire, in fact they are striving to find the right people, bring them into the organization and retain their services. Present study is aimed to find out the existing Indian talent scenario to analyze its emerging challenges and trends. They were focused on a comprehensive set of workplace practices that influence employee motivation, commitment and willingness and desire to achieve at work. The researcher tried to find out the effectiveness of such talent management initiative as well as the satisfaction level of the employees.

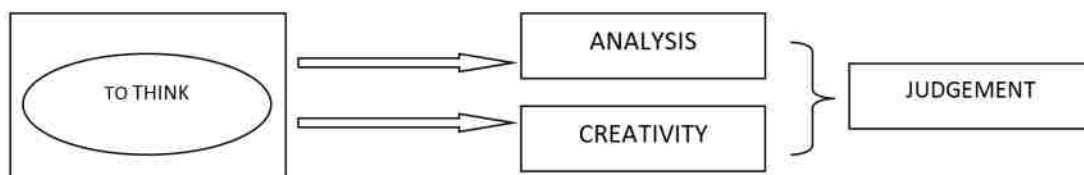
Key Words: Talent Management, Employee Effectiveness

The focus of talent Management

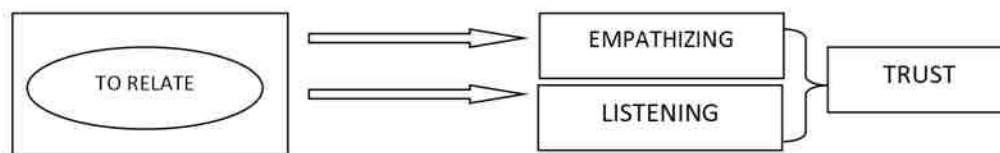
1. Capacity to learn (Measured as learning quotient LQ)



2. Capacity to think (measured as conceptual quotient CQ)



3. Capacity to relate (measured as relationship quotient RQ)





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AN ASSESSMENT OF SAHANA AS AN EFFECTIVE ICT IN DISASTER MANAGEMENT

Ms. R.Anitha, Research Scholar, Department of Defense & Strategic Studies
Guru Nanak College (Autonomous), Chennai-42

Abstract

Natural disasters are increasing in terms of frequency, complexity and destructive capacity. So, it is of paramount importance to recognize the occurrence and frequencies of disasters so as to derive methods to reduce the post disaster loss. Disaster reduction is both possible and feasible if the science and technology related to natural hazards are properly applied. Good governance is one of the key elements in building a culture of disaster prevention. This paper makes an attempt to understand the importance of governance with the use of information and communication technology (ICT) in India to manage and reduce the post disaster stage.

Key Words: Disasters, Governance, ICT.

Introduction

Disaster means *a catastrophe, mishap, calamity or grave occurrence affecting any area from natural and manmade causes.*, any one of the following or combination of them like , or by accident or negligence which results in substantial loss of life or human suffering or damage to, and destruction of property, or damage to, or degradation of environment and is of such a nature and magnitude as to be beyond the capacity of the community of the affected areas.

India with its Unique Geo – Climatic Conditions is prone to many natural hazards. Some of them are :

Earthquake – 54% of the landmass is prone to earthquakes. More than 650 earthquakes having a magnitude above 5 on Richter scale have been recorded during the last century.

Cyclone – 8000 km of coastline is prone to cyclones. **Drought** – Almost 68% of total geographical area is vulnerable to droughts. Countries in the world and accounts for one fifth of global death count due to floods.

Some of the recent disasters in India

Place	Year	Nature	Impact
Gujarat	2001	Earthquake	20000 people were killed, 1.67,00 were wounded and 4,00,000 homes destroyed
14 Countries including India	2004	Indian Ocean Tsunami	2,30,000 people died
Uttarakhand	2013	Flood	5,700 people presumed dead
Bihar	2013	Flood	201 people lost lives.
Maharashtra	2013	Drought	9 million farmers impacted
Malin(Maharashtra)	2014	Landslide	More than 150 deaths about 100 missing, 40 houses damaged.
Jammu & Kashmir	2014	Flood	Nearly 277 people died
Vizag, Andhra Pradesh	2014	Cyclone Hudhud	124 Casualties, estimated damages of US \$3.5 Billion
Chennai	2015	Floods	280 people and estimated damages Rs 93,492 crore



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A STUDY ON MULTI BANKING ACCOUNTING SYSTEM

Ms.G.LAKSHMI, Assistant Professor, Guru Nanak College (Autonomous), Chennai.

Abstract: The system of banking has improved to help its customers to effectively transact with the banks. This has majorly been possible with the growth in technology. The ease of operation helps customers to deal with many bank accounts simultaneously. One such concept is multi banking. This paper focuses on various models of multi-banking available

Key words: Banking, people, India, account and system and their advantages.

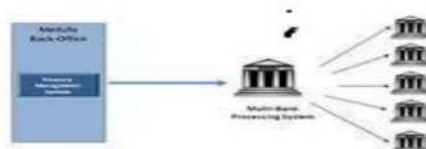
Introduction

India is such a large country with a wide economic class spectrum of people. On one side, there are plenty of people who have so much money that it requires multiple bank accounts to segregate the saving and investment channels, on the other, there are still thousands who don't have even a single bank account.

Firstly, every citizen of India must have at least one functioning savings bank account. Now, the question comes up whether people with surplus incomes need multiple bank accounts? Well, there are advantages and disadvantages of maintaining multiple bank accounts, so let's examine some of them.

Models of multi-banking

MULTI BANKING SYSTEM



One way in which companies can achieve multi-banking is by choosing a mono-bank relationship offering behind the scenes access to accounts at other banks. For example, a company might instruct Bank A to make a payment from an account held by Bank B in Spain. Bank A would then go into the SWIFT network in order to instruct Bank B to make the payment on behalf of the client. In this arrangement, the company is not multi-banking through its own access point but is using a single bank which can work with multiple banks on its behalf.

This arrangement continues to be a possibility for companies looking to access the benefits of multi-banking but increasingly, larger corporations are choosing to communicate with multiple banks themselves. While it is technically possible to undertake multi-banking using proprietary banking systems, this approach is fraught with inefficiencies. A company working with 15 banks in this way will be grappling with multiple formats, security tokens and platforms. Fortunately there is a ready-made solution available that companies can plug into when looking to adopt a multi-banking model.

Multi-banking via SWIFT

For companies choosing to adopt a multi-banking structure, technology is a key enabler. The most important development in this area is the ability for corporations to connect to their banks via the SWIFT network – but this is not the only initiative which can support multi-banking.

Certain countries have established their own multi-banking capabilities independently of SWIFT. In Germany and France, for example, multi-banking is common practice and the adoption of the EBICS standard banking framework enables companies to connect to each of their relationship banks using a single front end. Similar frameworks are in place in Italy (CBI) and in Belgium (ISABEL).



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ONLINE BANKING – AN OVERVIEW

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Abstract:

Online banking often includes access to one's checking and savings accounts, the ability to view balances, and so forth. Many banks, though not all, offer online banking without any additional fees. Online Banking enables a customer to download copies of bank statements, which can be printed at the customer's premises (some banks charge a fee for mailing hard copies of bank statements). Some banks also enable customers to download transactions directly into the customer's accounting software, it also enables the customer to order a cheque book, statements, report loss of credit cards, stop payment on a cheque, advice change of address and other routine actions. This paper looks at the history of online banking and discusses the merits and demerits of online banking.

Keywords: Online banking, Mobile banking, Security Threats

Introduction:

e-Commerce, the emerging trend of this digital world, is widely used in Online banking to make the financial transactions over the internet by using particular banking/financial website. Online banking is also known as Internet banking, e-Banking or virtual banking. It is an electronic banking process & payment system that enables customer of a bank or other financial institutions to conduct a range of financial transactions through the financial institution's or respective banking website. The online banking system is typically connected to the core banking system operated by a bank and is in contrast to branch banking, which was the traditional way customers accessed banking services.

Most of the banking services shall be offered over Internet to make it easy use & to avoid time delays. Online banking often includes access to one's checking and savings accounts, the ability to view balances, and so forth. Many banks, though not all, offer online banking without any additional fees. The customer need to visit the bank's or financial institution's secured website over internet. To enter the online banking facility, the customer identical number and credentials which is set by him previously is used. The types of financial transactions which a customer may transact through online banking are determined by the financial institutions, but usually includes obtaining account balances, a list of the recent transactions, electronic bill payments and funds transfers between a customer's or another's accounts.

Online Banking enables a customer to download copies of bank statements, which can be printed at the customer's premises (some banks charge a fee for mailing hard copies of bank statements). Some banks also enable customers to download transactions directly into the customer's accounting software, it also enables the customer to order a cheque book, statements, report loss of credit cards, stop payment on a cheque, advice change of address and other routine actions.

History & Growth of Online Banking:

Online banking was first introduced in the early 1980s in New York, United States. Four major banks "Citibank", "Chase Manhattan", "Chemical Bank" and "Manufacturers Hanover" offered home banking services. Chemical introduced its Pronto services for individuals and small businesses in 1983, which enabled individual and small-business clients to maintain electronic checkbook registers, to access account balances, and transfer funds to savings accounts. Pronto failed to attract enough customers and it was abandoned in 1989. Other banks had a similar experience.

The UK's first home online banking services known as Homelink was set up by "Bank of Scotland" for customers of the Nottingham Building Society (NBS) in 1983. The system used



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THE IMPORTANCE OF ENGLISH IN BUSINESS

Ms. B.PRAMILA, Head, Dept of English, Guru Nanak College (Autonomous)

Abstract:

English is the most popular medium in the rapidly developing country that is marching towards globalization. No doubt the “English Tsunami” is lashing every country in the world. English is not particularly the language of Britain but belonged to the whole world. It has become the world language for communication. Its importance in the global perspective makes it indispensable as a tool of communication between nations. It is no doubt that English helps to link all the states in our country. The English language has penetrated deeply the international domains of political life, Business, communication, entertainment, the media and education. It is a facilitator of trade, and even countries like China use English in commercial law. It has become the most widely used language in the world of trade and commerce over the past two decades. As a result having an excellent knowledge of English for business has become vital for success in any employee’s career. This paper is an attempt to study the role of global language, English in the field of business. English has become the crucial tool due to the growth of jobs in multinational companies. In a list of skills and attributes, identified by companies that belong to the National Association of Career Educators and Employers (NACE) English Communication skill holds the first position. In today’s business oriented world, English is widely used as the major medium of communication for both small business concerns and large corporate entities alike.

Key words: English, medium, communication, Business, Development, language.

Introduction

English as Universal Medium of Communication:

There are more than 5000 languages and an equal number of dialects in the world. The numerous variations make inter-communication an arduous task needing Herculean effort. When linguists analyzed all the languages, English is found to be the only language that can solve this problem. This can be attributed to its simplicity and the absence of complex rules. It is also flexible making adoption of new words, which is nearing more than one million words, into the language possible. That is proven by the introduction of new words in every edition of the Oxford Dictionary. The grammatical flexibility in the spoken communication is another advantage of the language. In written communication too, even if the wrong spelling is used, certain words can be read and understood without difficulty. All these factors have made English the Monarch of all languages. One, with the communicative knowledge of English, will survive and prosper in the fields of business, commerce, education, technical and what not. It is the medium in all professional platforms. It has become the language of the ordinary folk by its advent into the electronic media. All these bring out the fact that only English can be Universal medium and it can be rightly termed as “Global Lingua Franca”

As the Lingua Franca in almost all of the developing nations all over the world, English is the preferred language in the business community as many partners nowadays do not speak the same native language. The spread of the English language can be traced back to the days of the colonial expansion and has fast become the default language in all official forms of Communication in most countries around the world. English is being used as the official language in over 70 countries. As far as India is concerned till today we find the usage of English is more in the field of administration, justice, University education, Scientific Research, Economic activities and in Business World. English in India is a global language, in a multilingual country. According to Dennis Bloodworth, about 300 million people of the world speak English. English serves as our “Window on the world” as it is the language of opportunity, employment and commerce.

Advantages of using English in Business:

Success in business is often hinged on one single important word communication, and most of it happens in English. Effective communication is the key to success. No matter how good one’s selling techniques are or how good one’s marketing proposal is, poor language skills



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INFORMATION SYSTEM TO HELP MANAGERS FOR PROVIDING DECISION MAKING IN AN ORGANIZATION

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ABSTRACT:

Management Information System (MIS) provides information for the managerial activities in an organization. The main purpose of this research is MIS provides accurate and timely information necessary to facilitate the decision-making process and enable the organizations planning, control, and operational functions to be carried out effectively. Management Information System (MIS) is basically concerned with processing data into information and is then communicated to the various Departments in an organization for appropriate decision-making. MIS is a subset of the overall planning and control activities covering the application of humans, technologies, and procedures of the organization. The information system is the mechanism to ensure that information is available to the managers in the form they want it and when they need it.

KEYWORDS: Management Information Systems (MIS), Information Technology, Decision Making and MIS in an Organization

1. INTRODUCTION:

MIS provides several benefits to the business organization: the means of effective and efficient coordination between Departments; quick and reliable referencing; access to relevant data and documents; use of less labor; improvement in organizational and departmental techniques; management of day-to-day activities (as accounts, stock control, payroll, etc.); day-to-day assistance in a Department and closer contact with the rest of the world.

MIS provides a valuable time-saving benefit to the workforce. Employees do not have to collect data manually for filing and analysis. Instead, that information can be entered quickly and easily into a computer program. As the amount of raw data grows too large for employees to analyze, business analysts can build programs to access the data and information in response to queries by management. With faster access to needed information, managers can make better decisions about procedures, future directions, and developments by competitors, and make them more quickly.

We are living in a time of great change and working in an Information Age. Managers have to assimilate masses of data, convert that data into information, form conclusions about that information and make decisions leading to the achievement of business objectives. For an organization, information is as important a resource as money, machinery and manpower. It is essential for the survival of the enterprise.

2 INFORMATION TECHNOLOGIES:

Management Information System (M.I.S.) is basically concerned with processing data into information. Data collection involves the use of Information Technology (IT) comprising: computers and telecommunications networks (E-mail, Voice Mail, Internet, telephone, etc.). Computers are important for more quantitative, than qualitative, data collection, storage and retrieval; Special features are speed and accuracy, and storage of large amount of data. Telecommunications provide the means of one-way or two-way communication and for the transmission of messages. A combination of IT is used: telephone, computer, processor, printer, etc. A lot of time and money are saved and the security of data and messages is ensured. A management information system (MIS) enables businesses to provide answers to managers in search of knowledge. MIS does this by combining raw data about the organization's operations (contained in its basic information technology systems) with information gathered from employees in expert systems that reflect the organization's



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A CONCEPTUAL STUDY ON MODERN WAREHOUSE MANAGEMENT SYSTEM

Ms.J.Saranya, Assistant Professor, Dept of B.com (Honours), Guru Nanak College.

ABSTRACT

In today's world warehouse management is considered as an indivisible part of all business. It is effectively and efficiently organized and managed. The warehouses could deliver safe custody of materials, clear monitoring and accountability, distribution of the right goods at the right time whenever required in the right condition to all user departments, maximum profitability with the minimum investment through ordering cost and carrying of materials. It provides service and controls function of the flow of materials entering and distributed at a company. This conceptual study is based on the few articles which highlights the concepts of warehouse management. The paper focuses in more on the conceptual details of warehouse management system.

Key words: warehouse management system, warehouse control system and storage of goods

INTRODUCTION

A Warehouse management system is an application of software which has supported for the design of warehouse or distribution centre of management. The warehouse is to maintain for only for the purpose to satisfy the unique customer demand in supply requirement of goods.

The warehouse is only used after the production of finished goods. They were spreading various angels in the world. The warehouse is located in every state of the country to supply the goods to the various customers in the door step. It is used to move and to store the materials in and out of the warehouse. The data basis is very useful for warehouse management system to maintain details and to subscribe the different standard of warehouse elements.

REVIEW OF LITERATURE

Jeffrey devise explains about warehouse performance as a construct consisting of three measures where the warehouse performance involves productivity, quality, and employee satisfaction.

Susan grinsted examines that today's logisticians are working in a fast-moving, ever changing environment. The supply chain has become centre stage, providing competitive advantage to those who can master the management of procurement, suppliers, inventory, warehouses and distribution.

Philip explains that the warehouse management system is to assess if it is worthy, both in terms of figures and features, to deploy a new Warehouse Management System (WMS) for the different warehouses.

Gwynne richards examines that the warehouse Management System project mainly deals with automating the tasks of maintaining and transacting the goods.

P.Jeroen explains about the Integral Warehouse Management as a new methodology to help managers successfully transform their distribution center from its current state into a best-in-class operation.

INDIVIDUAL STOCK KEEPING UNIT

Individual stock keeping units were handling goods in a good manner with safe and care to store in the warehouse. It includes the basic material, fabricated parts, industrial and consumer finished goods etc.

WAREHOUSE STORAGE LOCATION

It will locate with the separate warehouse number, picking, reserve storage etc. They have to see capacity of location size and restriction storage also available in the resource like flammable, hazardous high value material, high value material, outdoor etc.,

DOCK DOOR

A picked time zone can be assigned to a dock door in the delivery document provided to the door and picked items zone determination do not have different assignment. They were assigned by the warehouse number of the organisational unit.



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DISASTER RECOVERY STRATEGIES IN BUSINESS AND FINANCIAL INCLUSION

Ms. S. Shoba, *Research Scholar, Dept. of Defense and Strategic Studies,
Guru Nanak College (Autonomous), Chennai-42.*

ABSTRACT

There is a steady growing of natural disasters, Tsunami, Earthquake, Landslide, Flood etc and the manmade disasters like terrorism, organized criminal attacks. The companies are vulnerable and hence prepared for survival of the fittest in the business arena. Now a days the business are endangered with more of operational disasters which affects their financial performance and growth of the organisation. As a consequence, the business has to pay more attention towards these threats than the other forms of barriers to business. Demand for Comprehensive Disaster Recovery Planning Worldwide, businesses continually increase their dependence on IT systems for routine business processes. Industries and Governments are becoming increasingly accountable for how data is managed, protected, and secured. Policies and regulations vary from industry to industry, and the overall landscape of technical requirements continues to grow in complexity and underscores the importance of integration of enterprise storage management into the Disaster Recovery Planning process. This article helps to understand the risk assessment and the strategies to be adopted for the recovery within the minimal time duration for the smooth running of the business.

KEY WORDS: Disaster, Strategies, Planning, Process,

INTRODUCTION:

Natural or operational disasters may have serious negative effects for most of the businesses across the country. Natural disasters include wildfires, floods, earthquakes, hurricanes and other similar events. Operational disasters occur when companies lose a significant manager or director, business contracts are broken or business environments become severely unfavourable for operating a business. Large and small businesses often handle the effects of disasters differently. Larger businesses might handle disasters better, since they have more resources available for restoring operations.

Capital represents the financial resources companies use to purchase goods or labor for their business operations. Large companies can set aside a portion of their operational profits for future disaster recovery plans. They can invest this capital in short-term marketable securities to earn interest on these funds. If disasters are devastating, large companies may have additional capital for restoring business operations. Small businesses do not usually have copious amounts of capital saved for future business purposes.

Assets are the physical items that companies use in business operations. The physical assets are unusable after being damaged by Disaster. During those critical situation the large companies can mitigate the loss of business assets from natural or operational disasters by operating multiple locations with multiple business assets. If disasters render one location inoperable, larger companies can transfer operations to another facility in an attempt to maintain normal production output. Small businesses usually operate in a single location. Business assets are commonly at this location or the business owner's home. Disasters that significantly damage a small business's assets sometimes prohibit the business from continuing operations.

Large companies are having more personnel for restoring business operations. These managers and employees may be able to work from home due to technological resources where as Small businesses do not have employees who can help to restore operations after a disaster.

Losses of natural disasters, due to the physical destruction or by operational disaster cannot be measured due to various reasons. There are no methods or processes available to



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IMPACT OF ONLINE MARKETING ON RETAIL TRADE BUSINESS IN INDIA

Mr. P.Subburaj, Assistant Professor, Department of Business Administration,

Gunu Nanak College (Autonomous), Chennai-42

Abstract

The current business environment in India has the potential to enhance the growth of the online retail in India. Some of the key factors that can contribute to the growth of online retail in India include that Increase in the number of Internet users and online buyers. According to Google survey, India now has around 200 million internet users which are expected to reach 500 million by 2018. Every year there is an estimated increase of 5 million internet users every month. One of the key factors contributed to the increase in internet users is the spread of broad band connectivity across the country. In 2013, the broad band connectivity is around 15.13 million. Government is talking initiatives to increase it by 214 million broad band connections by 2014. This will enhance the accessibility of internet for common people.

Due to the rapid development on internet users, the online market plays a prominent role in the Indian economy. A research identifies that, the e-commerce market in India has grown by 34 percent in the last seven years, was about USD 600 million in 2011-12 and is expected to touch USD 9 billion by 2016 and USD 70 billion by 2020. According to Forrester, the Indian e-commerce market is expected to grow at a CAGR (Compound Annual Growth Rate) of over 57 percent between 2012 and 2016, which is the fastest within Asia-Pacific region.

However, the retail marketing also grown in the neo liberalized period at the rate of 7.9 per cent to year-over-year, but on the other hand, the online marketing jumped to 20 per cent year-over-year.

As of the reason that of dominance of retail market by the online market has created various social problems such as; mass unemployment problems, over ruling the government regulatory mechanisms, stagnant in retail economy etc. Against this background the present study tries to analyses the various issues and challenges of retail marketing of Pharmaceutical Industry in the globalized economy.

Keywords: online marketing, retailer, consumer preference, retail market, current trends.

Introduction:

In the emerging global economy, e-business has increasingly become a necessary component of business strategy and a strong catalyst for economic development. The integration of information and communications technology (ICT) in business has revolutionized relationships within organizations and those between and among organizations and individuals. Specifically, the use of ICT in business has enhanced productivity, encouraged greater customer participation, and enabled mass customization, besides reducing cost.

The new millennium has brought us on the brink of the I.T. Revolution. This revolution has been aided by the advent of the Internet in a big way. Internet is fast changing the way people used to do things. Naturally, the same would have given a positive impact on the online marketing. The nomenclature of Online marketing is termed to be Internet marketing, web marketing, e-Marketing, digital marketing etc.,

The Internet has brought many unique benefits to marketing, one of which being lower costs for the distribution of information and media to a global audience. The interactive nature of Internet marketing, both in terms of providing instant response and eliciting responses, is a unique quality of the medium. Internet marketing is sometimes considered to have a broader scope because it not only refers to digital media such as the Internet, e-mail, and wireless media; however, Internet marketing also includes management of digital customer data and Electronic Customer Relationship Management (ECRM) systems. It nothing but online marketing is a measures and activities to promote products and services and build relationships with customers over the Internet.



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A STUDY ON INDIAN CITIZEN'S PERSPECTIVE TOWARDS GREENER INDIA

Mr. SIVA GURU VIGNESH .V, Research Scholar, Department Of English,
Guru Nanak College (Autonomous), Chennai

Abstract: *"Green is the prime color of the world and that from which its loveliness arises."*
- Pedro Calderon de la Barca

This paper mainly focuses on Indian citizen's perspective on Green India. National Mission for a Green India or the commonly called Green India Mission (GIM), is one of the eight Missions outlined under India's action plan for addressing the challenge of climate change - the National action plan (NAP). GIM, launched in February 2014, is aimed at protecting; restoring and enhancing India's diminishing forest cover and responding to climate change by a combination of adaptation and mitigation measures. The mission has the broad objective of both increasing the forest and tree cover by 5 million ha, as well as increasing the quality of the existing forest and tree cover in another 5 million ha of forest/ non forest lands in 10 years. The Mission proposes a holistic view of greening and focuses not on carbon sequestration targets alone, but also, on multiple ecosystem services, especially, biodiversity, water, biomass etc., along with provisioning services like fuel, fodder, timber and non timber forest producers. It will also increase options of forest based livelihood of households living in the fringe of those landscapes where the Mission is implemented. Generally a "mission mode" project implies a project that has clearly defined objectives, scopes, implementation timelines and milestones, as well as measurable outcomes and service levels.

Key words: Green India, Citizens, deforestation,preservation

Introduction

"If your knees aren't green by the end of the day, you ought to seriously re-examine your life." - Bill Watterson

This is an attempt to bring out the perspective of Indian citizen's about Greener India. It also highlights the lime light of present youth to save India. It begins with the slogan 'SWACH BHARAT' .National Mission for a Green India or the commonly called Green India Mission (GIM), is one of the eight Missions outlined under India's action plan for addressing the challenge of climate change -the National action plan (NAP). GIM, launched in February 2014, is aimed at protecting; restoring and enhancing India's diminishing forest cover and responding to climate change by a combination of adaptation and mitigation measures. The mission has the broad objective of both increasing the forest and tree cover by 5 million ha, as well as increasing the quality of the existing forest and tree cover in another 5 million ha of forest/ non forest lands in 10 years. The Mission proposes a holistic view of greening and focuses not on carbon sequestration targets alone, but also, on multiple ecosystem services, especially, biodiversity, water, biomass etc., along with provisioning services like fuel, fodder, timber and non timberforest producers. It will also increase options of forest based livelihood of households living in the fringe of those landscapes where the Mission is implemented. Generallya "mission mode" project implies a project that has clearly defined objectives, scopes, implementation timelines and milestones, as well as measurable outcomes and service levels.

GIM - Goals

The Mission goals are as listed below:

- To increase forest/tree covers to the extent of 5 million hectares (mha) and improve quality of forest/tree cover on another 5 mha of forest/non-forest lands; Separate sub-targets exists for different forest types and ecosystems (e.g. Wetland, grassland, dense forest etc.). For instance, GIM aims at:
- Improvement in quality of forest cover and ecosystem services of forests /non-forests, including moderately dense, open forests, degraded grassland and wetlands (5 m ha).

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News Alert from the Library

¹Senthil Kumar,T. and ²Sripathi,J.

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Abstract

Many of our libraries may not having Information and Communication Technology or with some limit, but every one of us live and go on with technology. Running a library with basic services in a traditional way to the present 'Google Generation' will keep you and your library to a small group of users and not for all. Unless you tryout something new or introduce services through ICT you will never be recognised by the users as well by the other teaching professionals. Objective of this paper is to share our experience and introduce the alert service through e-mail by using Google alerts. It is a very effective tool to get updates from various sources. This alert service gives you more visibility about you and your library among your user community. Finally we given few suggestions how effectively we can keep our user updated.

Keywords: Information and Communication Technology; Google alert and Guru Nanak College

Introduction

We librarians repeatedly argue with the other teaching professionals and say that the Librarian is equal and even more than the teaching professionals. Have you ever thought of what teaching professionals are imagine and saying about you and your library? The answer which comes from your mind is the reality; i.e. librarians are the community who always ask more questions and serve only by the traditional method. Howeverfew librarians reached their user community through better services. If you look at more closely you could find how they reached their users. Probably the answer is adopting new technology and having passion to tryout something new. Rendering fast and accurate information by using a technology is the best way to reach your users. Using Google alerts is one of the waysto update yourself as well as the user community.

Alert service in Guru Nanak College Library

We frequently receive queries from the higher officials and from our users related to the news about higher education and so on, every day we spent some amount of time to go through the newspapers, we find the news if it is published in local newspapers but sometimes we could not find the relevant news if it was published in the sources other than what we are looking for. Also it is difficult to keep our eye daily in this process by spending time and human resources. These difficulties lead us to find a new way to get updated information about a particular topic. We stumbled upon an effective tool called "Google Alerts" for this purpose.

What is Google Alert and how it works?

"Google Alerts are e-mail updates of the latest information appear in the web from various sources". The results we get is purely based on the key terms which are created by us. The latest

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Utilisation of College Library by the Student community with Reference to Guru Nanak College Library, Chennai

T. Senthil Kumar

Research Scholar

J. Sripathi

Librarian, Guru Nanak College (Autonomous), Chennai

Introduction

Guru Nanak College was established in the year 1971. The college was re-accredited at "A" by NAAC in the year 2013 and UGC conferred "Autonomous" status in the year 2015. College offers 20 Under Graduate, 7 Post Graduate, 2 M.Phil., 9 Ph.D. programmes and 3 add-on courses. The institution admits students as per government norms. 30% of the total strength in each course is reserved for women students. The College is now ranked among the top ten colleges in Chennai. The department of Library is housed in a magnificent building area of 4,500sq.ft. which acts as a vital partner in the collaborative learning activities with a wide range of academic resources such as books, periodicals, e-resources, back volumes, Multimedia, Maps, Question bank and Institutional library membership. All library routines are automated with barcode technology, secured with CCTV, Open access, Web enabled library catalogue and user friendly environment. The average number of users utilising the library per day is about 450 and number of transactions per day is about 350. Regular library users are honored by giving away prizes and certificates every month. Library conducts book exhibitions, seminars and workshops frequently.

Objectives of the Study

1. To identify the purpose of library visit and information needs of the students;
2. To find out the effectiveness of library resources; and
3. To find out the users' opinion on library services.

Scope of the Study

The data collected from the period 2016 among the student group consisting of male and female from different years of study. Hence the results are contemporary in nature. The well-structured questionnaire was used to collect the data from the Users of Guru Nanak College library, Chennai.

The demographic information of the respondents is given in Table 1.



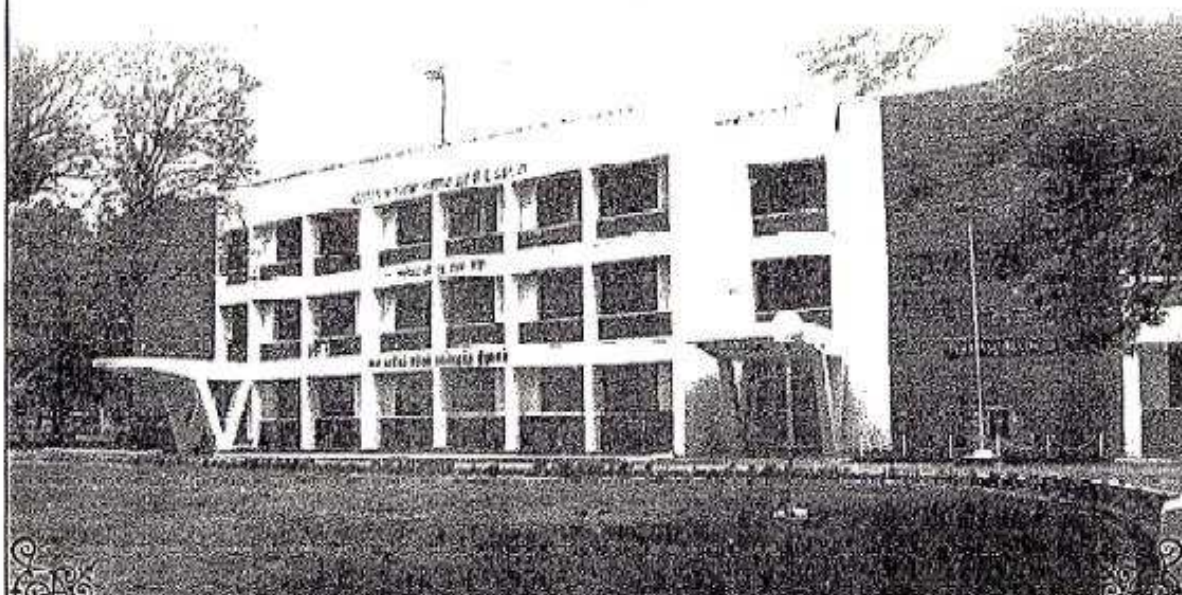
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AN INTRODUCTION TO PLANT DIVERSITY IN INDIA

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1. Introduction

India is a megadiversity country that is enriched by 4 biodiversity hotspots and 5 centres of plant diversity and unique with 12 biogeographical provinces, 5 biomes and 3 bioregion domains (Cox & Moore, 1993). Varied habitats or ecosystems that present include forests, grasslands, wetlands, coastal, marine, desert, etc.

2. Megadiversity Countries

A few countries situated mainly in the tropics possess a large fraction of the world's species diversity and are called as **Megadiversity Countries** or world's top biodiversity-rich countries (Mittermeier, 1988; Mittermeier and Werner, 1990). Further, they have the highest number of species (vertebrates, swallowtail butterflies, and higher plants). McNeely et al. (1990) identified 12 megadiversity countries in the world such as Mexico, Colombia, Ecuador, Peru, Brazil, Zaire, Madagascar, China, India, Malaysia, Indonesia and Australia. Conservation International (2002) identified another 5 megadiversity countries such as United States of America, Venezuela, Democratic Republic of Congo, South Africa, Philippines and Papua New Guinea. Altogether, they constitute up to 70% of the world's species diversity.

Biodiversity status of India	
Land area (Globally)	2.4%
Biodiversity status (Globally)	8%
Flora (Species)	47,000
Fauna (Species)	89,000
Protected areas (in India)	5.2%
Wildlife sanctuaries	496
National Parks	89
Biosphere Reserves	15
Biodiversity Hotspots	04
Major forest types	16
Minor forest types	221
Vegetation	42
Bio-geographic zones	10
Macroendemic Centres	25
Microendemic Centres	04

3. Biodiversity Hotspots

The large areas or regions with high concentrations of plant endemism that experience high rates of habitat loss are called as Biodiversity Hotspots. Myers (1988) identified 10 tropical forests as 'hotspots' representing 0.2 % of earth's land surface that harbors 34,400 endemic plant species. Myers (1990) identified further eight hotspots constituting 0.3% of land surface and 15,555 endemic plant species. Myers et al. (2000) increased the number hotspots to 25 that constitute 133,140 endemic plant species and cover just 1.4% of the Earth's land surface. In 2009, another 9 hotspots were added on the basis of exceptional concentration of endemic plants and higher degree of anthropogenic pressure, the Forests of East Australia as 35th hotspot (Commonwealth Scientific and Industrial Research

Dynamics

of

India and China Relations Implications for New World Order



G. Jayachandra Reddy



UGC Centre for Southeast Asian & Pacific Studies
Sri Venkateswara University, Tirupati

**Dynamics of India and China Relations
Implications for New World Order**

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Appointing our Judges

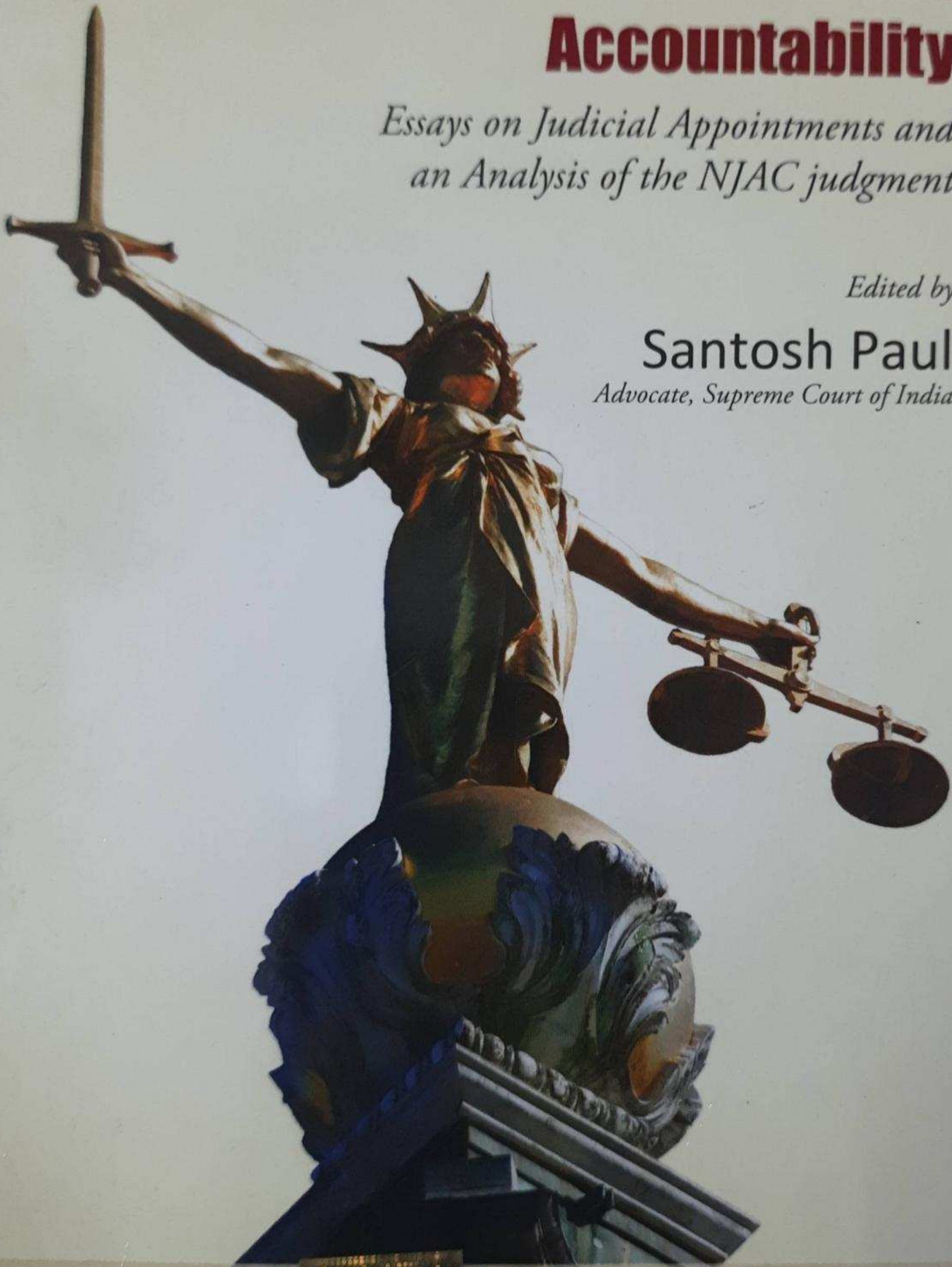
Forging Independence and Accountability

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TEACHING ENGLISH FOR SLOW LEARNERS

Dr. M. An

English is deeply rooted in the soil of India. Since India is a land of diversity, different people speak different languages. But English language helps communicate with each other in a better way. Hence it is considered an important language in our country.

Even today English is Greek and Latin to many parts of the world. Though English is a global language, the language is growing perceptibly by adding approximately fifteen words every day in its vocabulary. It is a wonder that some African countries use the English Alphabet to write. Even Hindi has the resemblance of English language. Even Arabic words are absorbed into the English language. No other language absorbs other lingual words as the English language. It enriches its vocabulary by accommodating popular words and also transforms the words on its own. Though learning English can be a challenging and time consuming, it is very valuable and creates many opportunities for the learners. English is also essential in the field of education as children are taught and encouraged to learn English as a second language.

Most of the Indian pupil's mother tongue is not English. So teachers face many problems in teaching. Also a teacher has to face many challenges because there are different types of students he has to interact with. Some are very intelligent and some are weak. Some students are fast learners and some students are slow learners. The weak students learn very slowly. Since there is a time limit for the teachers to complete the syllabus and the teachers also move very fast in completing the syllabus, the slow learners find a great problem in learning.

Each child has a level of his own. The level of understanding and assimilating differs in them. Here a teacher has to encourage the slow learner aptly. The teacher needs to make the learner with motivation and confidence. The teacher has to pick up the slow learner with affection and show courtesy.

Small words that are commonly spoken are to be taught to the satisfaction of the slow learner. The teacher's role is to evoke enthusiasm in the learner to recall the words in their memory. It is usual that teachers do not give effective teaching to slow learners in the class room. This approach should be dispensed with for the sake of slow learners. Teachers should go near the pupils with politeness and utter sweet words with them.

Most of the weak children neglect reading. It is because of their poor understanding of language is weak. The students' understanding ability should



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WAREHOUSE AUTOMATION AS A STRATEGIC CATALYST

Mr. S. Loganatha Prasanna, Assistant Professor (SG) – School Of Management,
Hindustan Institute of Technology & Science, Chennai &

Dr. Shakila M. K., Director - MBA, Guru Nanak College (Autonomous), Chennai

Abstract:

Retailers today face many threats to their traditional ways of doing business. New competitors, overcapacity in the industry, demanding customers in a sluggish economy, multichannel growth—such forces are combining to create pressure both to achieve greater operational efficiency and cost savings and to innovate and grow. In this climate, retailers are increasingly using the supply chain to drive competitive advantage.

Among the many options for improving supply chain performance, warehouse automation is one whose benefits, though potentially great, are in many cases only partly understood. Thanks to recent and ongoing technological innovations, the benefits of warehouse automation are more accessible than in the past, and they can be used to drive value throughout the supply chain and to open up strategic options.

Keywords: Retail, warehouse, automation and supply chain.

Achieving Warehouse Savings

Most retailers are well aware of the warehouse operations (“four-wall”) savings enabled by automating processes such as putaway, retrieval picking, sorting, and palletizing. The automation of these processes can improve labor efficiency and quality control and save on other equipment, materials, and expenses. The four-wall economics are a function of scale and labor costs, which is why retail operations with high throughput and labor costs, such as case-pick grocery facilities, have been most likely to automate. Automation also has been easiest to justify in a growing retail space in which additional distribution-center space is needed, and the cost of new construction can be amortized over this growth.

Although achieving four-wall savings from warehouse automation might seem relatively straightforward, evaluating the potential savings is more complicated than many people realize. One reason for this is the dramatic differences in investment costs for automation, depending on the complexity and scale of a warehouse operation and the particular solution chosen. Choosing which processes and items to automate can also have immense implications for fixed costs and project risk. To properly evaluate the benefits of such investments, executives must consider an extensive set of factors. In our experience, holistic investment-decision models for warehouse automation include several dozen inputs, which incorporate a variety of financial and operational considerations.

Beyond Four-Wall Savings

Potential four-wall savings are often top-of-mind considerations for retail executive teams, but teams should not be trapped into thinking that these savings are the only source of value from automation. Warehouse automation can also enable improvements to the broader supply-chain network and, even more dramatically, enable a range of previously unimagined strategic options. (See Exhibit 1.)



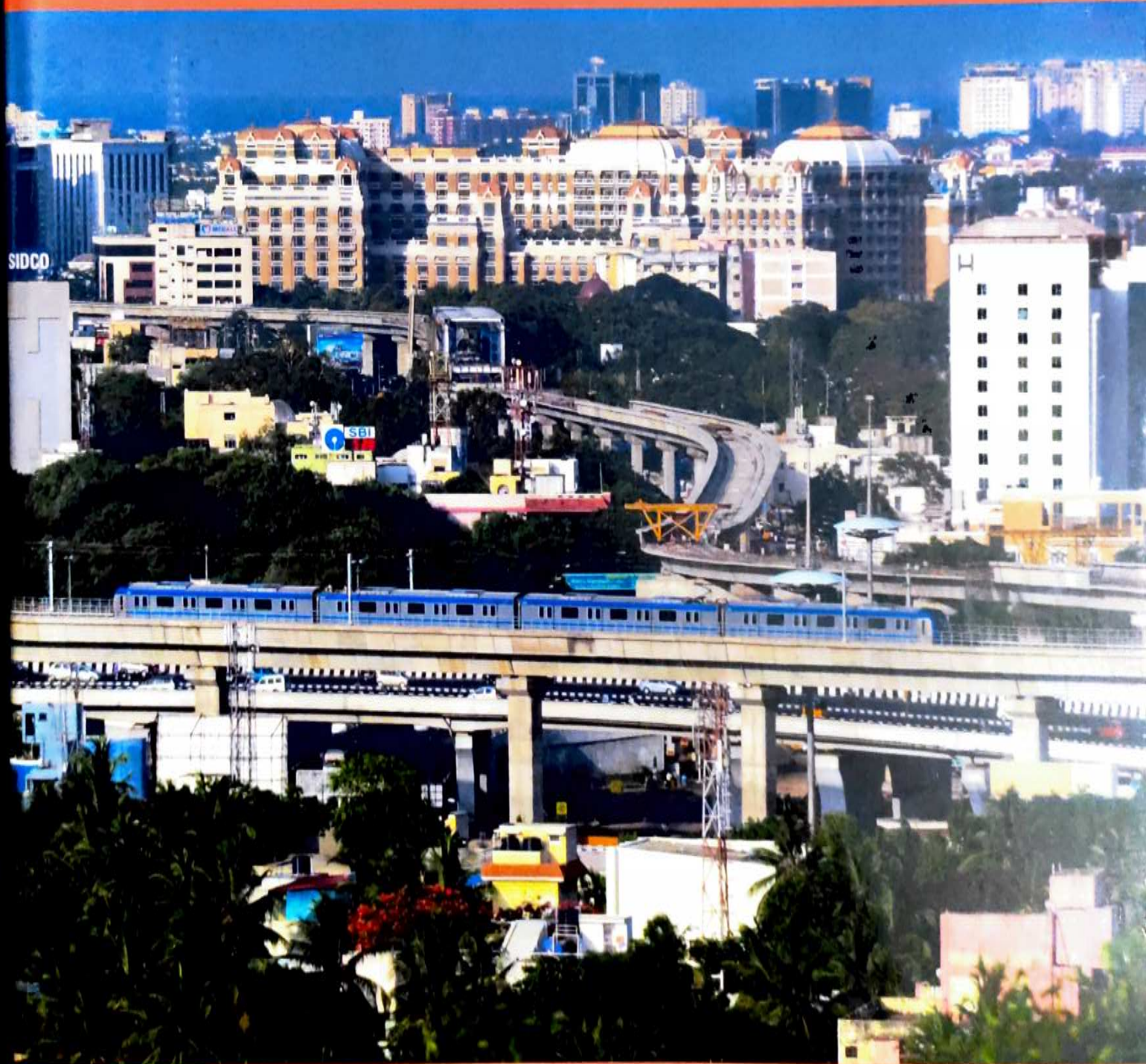
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A STUDY ON AWARENESS OF GREEN CARS AMONG STUDENT COMMUNITY AT CHENNAI CITY

Ms.Sowmya D and Ms.Aswini V
Guru nanak college

Introduction

“The threat to our planet is us. It’s actually not a threat to the planet – it’s a threat to us” - Margaret Atwood.

A human being who is environmental friendly not only helps the world but also helps the fellow living beings to live peacefully. Some information makes us scary while reading the newspapers such as pollution damages to agriculture, people and wild life in the earth. There has been evident fact that these environmental impact leads to pollutions and low birth rate, premature birth, infant death, etc. Hence, to safe guard the global environment various sources spread awareness among the public.

In recent years, we come across the words “sustainability” and “eco-friendly”, “green marketing” etc., Green marketing is a dynamic component of the marketing concept.. The American Marketing Association (AMA), in its workshop “Ecological Marketing” in 1975, introduced its first book on green marketing.

“Green or Environmental Marketing consists of all activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants, such that the satisfaction of these needs and wants occurs, with minimal detrimental impact on the natural environment.” By 1990, green marketing gained its popularity.

Green transportation – needs

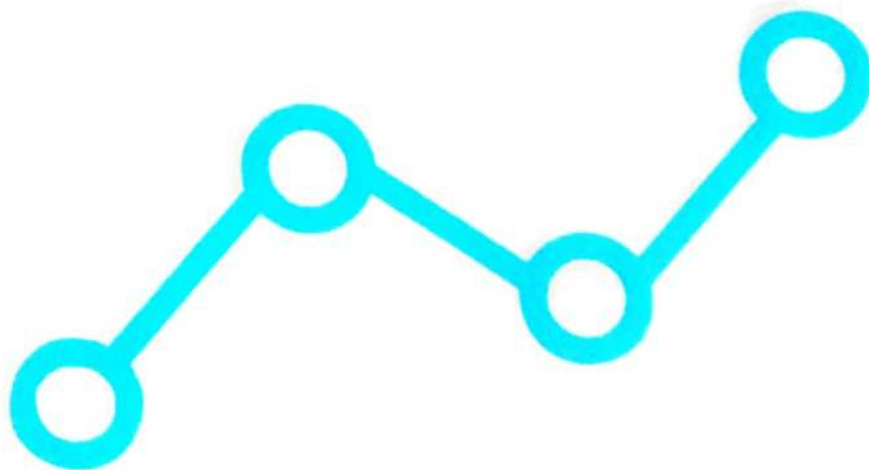
There are many issues in Indian environment. Among the issues, pollution remains the major challenge, of which transportation is considered to be the major cause of pollution. Automobile industry is one of the most important invention and a convenient medium for around 150 years. Around 95% of the road transportation depends on oil and as a result carbon di oxide emission is rated high. The pressure to control the pollution falls on the government to help general public to escape from the threat of medical disorders.

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About the University

The Avinashilingam University is started with focus of empowering women for Higher Education. Sri Avinashilingam Home Science College for Women was established by the great patriot and educationist Dr. T.S. Avinashilingam under the auspices of the Avinashilingam Education Trust in 1957 with 45 students. The growth of the institution has been carefully nurtured to its current heights by the world renowned educationalist and nutritionist, former Chancellor of the University Dr. Rajammal P. Devadas. It was one of the eight colleges on which autonomy was conferred by the University of Madras in June 1978 and the first of the women's colleges to get this distinction.

The government of India declared Sri Avinashilingam Home Science College for Women and Sri Avinashilingam Teachers College for Women as a Deemed university under Section 3 of the UGC Act in June 1988. The University follows the educational ideals of Sri Ramakrishna, Holy Mother Sri Saradamani Devi, Swami Vivekananda and Mahatma Gandhi and upholds a life of purity, discipline and service. The University functions under seven faculties, namely, Home Science, Science, Humanities, Education, Business Administration, Engineering and Community Education and Entrepreneurship Development.

The university currently functioning under the vibrant leadership and guidance of Dr. T.S.K. Meenakshisundaram, Managing Trustee, Sri Avinashilingam Education Trust Institutions, Dr. P.R. Krishna Kumar, Chancellor and Dr. Premavathi Vijayan, Vice-Chancellor (i/c).

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THE BRAND REJUVENATION –A COMPLETE STRATEGICAL MAKEOVER OF LUXURY BRAND COSMETICS

V. NITHYA[‡], Dr. A. KUMUDHA^{}**

ABSTRACT

Brand rejuvenation is adding attractive value to an existing brand. Brand rejuvenation helps to overcome the consumer's boredom in seeing the same old products on their shelves year after year. A consumer's psychological desire for changing is one key factor behind brand rejuvenation. Many Luxury cosmetics Brand has strategically adopted the brand rejuvenation makeover to prove it to be a very successful strategy in holding back its consumers. Christian Dior, Chanel, Estee Lauder, MAC, and Clinique these Luxury cosmetic brands were chosen for the study. These brands are very easily available to the Indian consumers today. A related survey is being conducted among the 65 female cosmetic consumers. The data reveals the fact that the consumers are very much aware about the brand. The consumers agree that they spend much on their favorite luxury cosmetic brands. Brand Rejuvenation is really a matter of fact or just a makeover illusion created in the eyes of the consumers and a concept of "old wine in a new bottle".

Key words: Brand Rejuvenation, Cosmetics, Luxury Brands, and Brand Extension