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Keywords: Demonetisation, Financial Inclusion.

Abstract

The paper studies the impact of demonetisation that was announced in the year 2016 on the rural population of Kutch district of Gujarat state. Rural areas in India, with about 38 per cent of bank branches in August 2016 (RBI 2017) and 69 per cent of the population (Census 2011), it will be critical to experience demonetisation. In this context, the study examines the hypothesis that the segment of the population which could easily access banking facilities and shift to cashless transaction might have had to bear the lower cost of demonetisation than those who could not. Both supply and demand side of the status of financial inclusion is considered. Although the study did not find any significant difference in the cost of exchange or impact on consumption and income between the inclusive group and excluded group, it implicitly brings out the challenges of financial inclusion in the rural economy.

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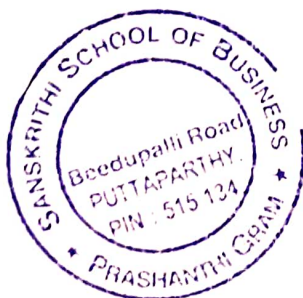
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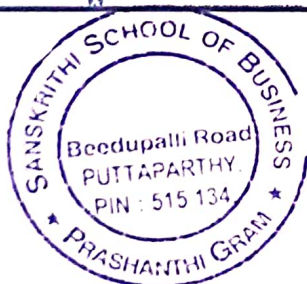
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3. Dr.Venkatesan.T - The Financial Healthiness Of Working Capital Management And Profitability Analysis Of Select Steel Companies In India"- Vol-11, Issue-1, Jan-Jun 2017.
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GVAN MANAGEMENT, Vol. 11, Issue 1 (Jan-Jun 2017)

The Financial Healthiness of Working Capital Management and Profitability Analysis of Select Steel Companies in India

T. Venkatesan *
Dr. S. K. Nagarajan **

Abstract

The intention of this paper was to study the relationship between working capital management strategy of a firm and its profitability analysis. The fixed effects estimation on select steel companies of India. Financial healthiness has been utilized as a determinant of the working capital management, while gross operating profit is used as a substitute for a firm's profitability analysis. The results reveal that cash conversion cycle of a company has a negative correlation with its profitability. The results also suggest that managers can improve the performance by diminishing the number of day's receivables and increasing the number of day's payables. Besides, the outcomes demonstrate that the working capital strategies ought to be formulated taking worldwide macroeconomic circumstances into concern. The findings emphasize the significance of efficient working capital management practices to improve the profitability of steel companies.

Key Words: Healthiness, Working Capital, Regression Analysis, Current Assets, Liabilities.

Introduction

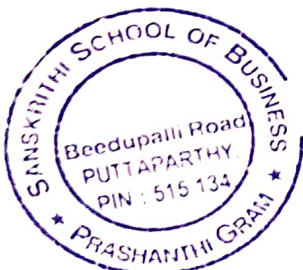
The financial healthiness involves investment decisions, financing decision and working capital management decisions while investment and financing decisions are concerned with long term aspect working capital decisions are short term oriented.

claims by corporate sector there is liquidity crunch in the recent years. A study on working capital management in companies assumes significant studies in industrial sickness and has pointed out that business failures were due to the results of shortage of working

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Dr.R.Lilambeswara Singh

Sanskriti School of Business

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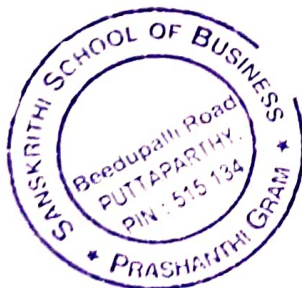
Abstract

Gold is the popular investment asset among all the precious metals since ancient times.

Investors prefer to invest in gold to diversify their risk in portfolio. It is considered the best investment to protect the investor during stock market declines and inflation. At the same time, adverse variation in the price of gold may lead to loss of money and there is always risk of theft and burglary.

Objectives of the study:

1. To study the influence of different factors while investing in physical gold and sovereign



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Abstract and Figures

This research aimed to study and examine on the factors influencing brand loyalty among the smartphone users in Klang Valley. The smartphone industry has entered into a fierce competition where smartphone manufacturers are required to constantly produce creative technological innovation and ideal marketing strategies to win consumers' trust and gain brand loyalty. However, it is difficult to gain brand loyalty nowadays as there are plenty of alternatives in the marketplace. Therefore, it would be fascinating to conduct this research in analysing smartphone users' behaviour as Klang Valley is considered as a fast-moving economic hub in Malaysia as it has higher density as compared to the other states. Convenient sampling method was adopted in this research and the questionnaire was distributed via online google form. A total of 391 responses were used for data analysis. Correlation analysis revealed that there was significant positive relationship between the

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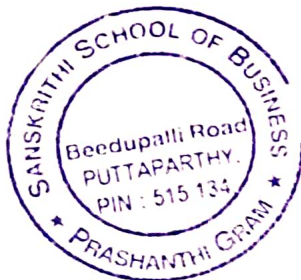


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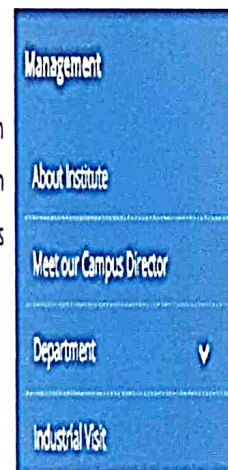
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INTRODUCTION

Supply chain management is a topic of importance among the logistic managers and researchers because it is a Consider with a competitive edge. Supply chain management deals with the management of materials, information and financial flows in a net work consisting of suppliers, manufactures, distributes and customers. From an analytical point of view a supply chain is simply a net work of material processing cells with the characteristics such as supply, transformation and demand. Supply chain management is management of a net work of interconnected businesses involved in the ultimate provision of product and service packages required by end customer. Supply chain management spans all movement and storage of raw material work in process inventory, and finished goods from point of origin to point of consumption.

The success in this competitive and dynamic sector depends on achieving an efficient logistics and supply chain, which can be provided by professionals, as they combined the best systems and expertise to manage a ready flow of goods and services. The retail boom promises to give an impetus to host of allied sectors and the logistics industry, as the back bone of the retail sector, stands to gain the maximum.



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10.R. Lilambeswara Singh: -“Role of Green Bank Marketing - National Conference on
Management - ISBN: 978-81-931100-4-1”

Abstract

In the era of globalisation and industrialization individuals have been enjoying a lot of luxury but at the same time there has been a huge hue and cry involved for environmental degradation. Consumers being the integral part of the society, have become cognizant these days regarding the managing the basic environmental issues. Therefore companies have started working towards environmental sustainability to preserve natural resources and environment. Currently there has been an increasing concern about their environmental sustainability as it has given a mass recognition to the concept of social responsibility of the business amongst the regulatory authorities, society, employees, customers, etc. Banks, being the important part of the financial sector, have started playing their role towards the sustainable development and given rise the concept of green banking. These financial institutions have been focusing towards their dual role towards sustainable development. Being an important intermediary, banks have started focusing on basic areas of the organisations to carry forward the objective of sustainable development. This paper will discuss the role of banks to have environmental sustainability through green banking.

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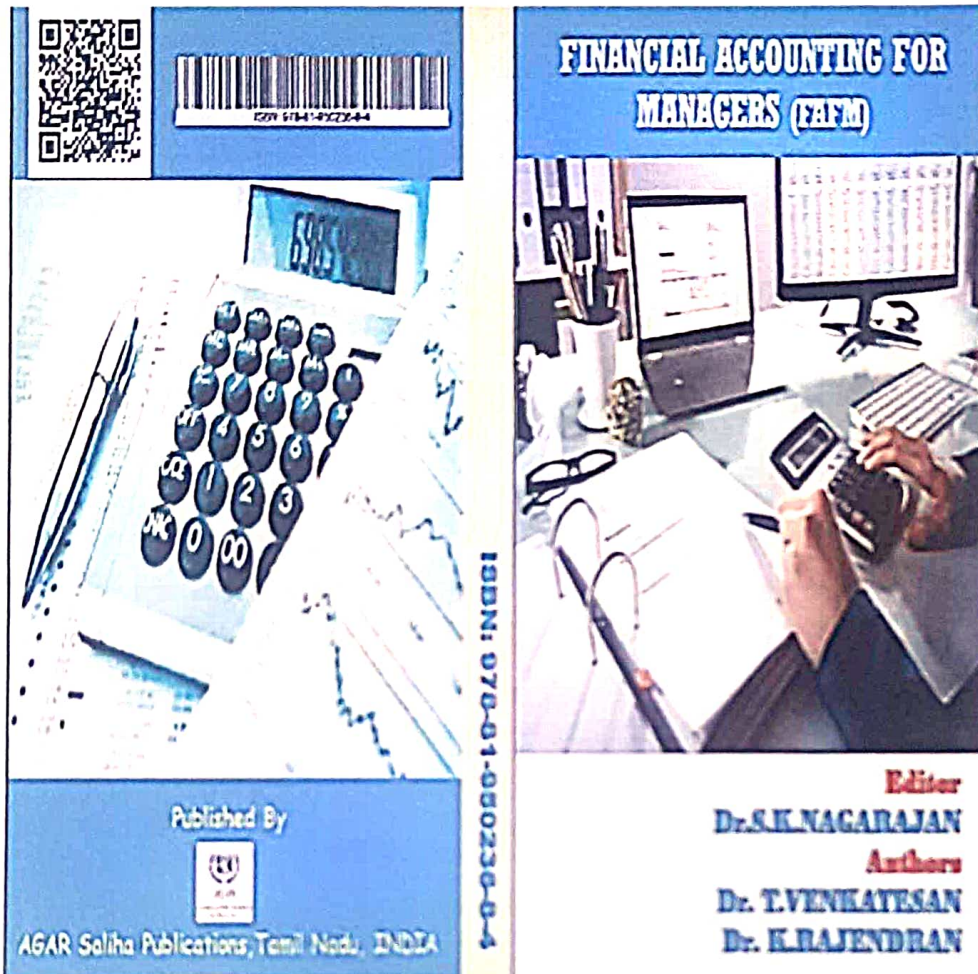
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14. Dr. M. Balakoteswari - Effect of Interpersonal Relationship, Supportive Work Environment on Employee Retention: Mediating Role of Job Satisfaction in Start-ups, Bangalore. International Journal of Management (IJM) Volume 11, Issue 9, September 2020, pp. 1181-1191, Article ID: IJM_11_09_112.

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THE ROLE OF TRAINING AND WORK ENVIRONMENT ON RETENTION AND JOB SATISFACTION AS A MEDIATOR AT STARTUPS, BANGALORE

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Dr. Bala Koteswari

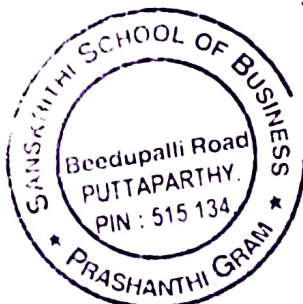
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15. Dr. A. Srinivasan -FINANCIAL PERFORMANCE ANALYSIS OF SELECTED PUBLIC SECTOR BANKS IN INDIA –

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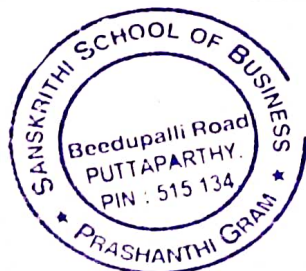
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FINANCIAL PERFORMANCE ANALYSIS OF SELECTED PUBLIC SECTOR BANKS IN INDIA

By
Dr. A. Srinivasan, Principal, Sanskrithi School of
Business

ABSTRACT

Banks play an important role in the economic development of every nation. They have control over a large part of the supply of money in circulation. A bank is a financial intermediary that accepts deposits and channels those deposits into lending activities. Banks are a fundamental component of the financial system, and are also active players in financial markets. Financial performance refers to the achievement of the bank in terms of profitability. The profitability of a bank denotes the efficiency with which a bank deploys its total resources to optimize its net profits and thus serve as an index to the degree of asset utilization and managerial effectiveness. In this article an attempt is made to see the financial performance of the selected public sector banks with the different norms. They are grouped as follows, ratio analysis, correlation and regression. For this study six Public Sector Banks are selected. The Indian banking system faces several difficult challenges. The



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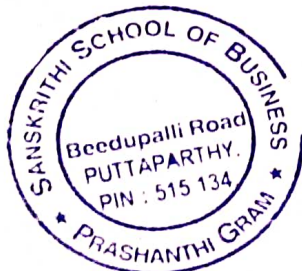
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16. S.Md. Karimulla Basha - Human Capital Development in the Insurance Industry - ISBN
NUMBER: 978-81-949524-6-6

Human Capital Development in the Insurance Industry

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Abstract

The insurance industry is a fundamental pillar on which the economic health of a nation stands and the challenges in the workforce are paramount to the organization's progress. While business capital has generally been defined in three parts – financial, technological, and human – there has been heightened attention placed recently on the issues of human capital in global markets. A healthy insurance industry can be developed and sustained only with excellent Human Capital Management. To understand the various factors that tug, heave, prod and push the insurance industry, it is necessary to understand it from Michael Porter's seminal work 'The Five forces Model', an analysis is provided in this paper to offer a wider perspective on the various challenges that the insurance industry facing at present.

Key words: Insurance. Human Capital Development.

common. The existence of healthy insurance industry will help the nations and individuals to recover economically and psychologically from catastrophes.

2. Sources of funds to spur investment in critical sectors like infrastructure. Premium mopped up from the market is channelized into constructive investment like infrastructure which contribute to developing the capital markets

3. Stimulation of risk taking and entrepreneurship which is the engine of all economic growth. No industry can possibly exist without the security offered by insurance firms, with regards to the risk coverage of their operations.

4. Sources of FDI which would be of permanent nature unlike quick flight equity investment inflows.

5. Occupy the void left by the governmental agencies, in providing quality health care to citizens at affordable prices.

6. Wealth creation and improved quality of risk management by participation of insurance derivatives on the bourses. Thus, the Insurance Industry is a fundamental pillar on which the economic health of a nation stands and it is of paramount importance to have vibrant and strong insurance industry.



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17. Dr. Nalina.R Dr. P Narayana Reddy & Dr.MaheshaKempgowda -A LEARNING ORGANIZATION: REFORM IN THE FIELD OF HRD, FOR ORGANIZATIONS UNDERGOING PHASE OF TRANSITION IN THE FIELD OF MANAGEMENT

A LEARNING ORGANIZATION: REFORM IN THE FIELD OF HRD, FOR ORGANIZATIONS UNDERGOING PHASE OF TRANSITION IN THE FIELD OF MANAGEMENT.

Dr. Nalina.R* Dr. P Narayana Reddy** Dr.Mahesha Kempgowda***

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ABSTRACT

Present age organizations are uncertain, unsettling, non-sustaining, and vulnerable to stupendous factors both external and internal to organizations design, planning and operations. Having LO in the organizations framework enables to suit to present day management poised with disruptive innovation. Organizations will experience conceptual and practical LO at work through a design based on dimensions of LO by Senge. The paper depends highly on literature review to identify different measurement instruments to be used for analysis and to develop conceptual overview on topic under study. Questionnaire was used to collect data. Collected data were analyzed and interpreted using suitable statistical techniques such as Mean, Chi-square test, Kruskal - Wallis Test, Mann Whitney U Test, ANOVA and Structured Equation Modelling (SEM), and (AMOS) Statistical Packages for Social Sciences (SPSS. IBM 21.0).
Key Words: Learning Organization, Intellectual Capital, Disruptive Innovation, LO leaflet.

where people are continually learning to see the whole together. Looking at the brief description of what an LO.

1.2 Dimensions of LO

The process of LO is solely based on dimensions of LO and how organizations fit enough to have adoptibility to proceed with all those dimensions by bringing out a framework.

1.2.1 Systems Thinking: Pinpointing important issues by recognizing the interdependence and interrelationships of the parts that connect the larger system, leveraging change by identifying where actions that can lead to significant, enduring improvements.

1.2.2 Personal Mastery: Personal mastery is the describes this as a process where an individual strives to enhance his vision and focus his energy, and to be in a constant state of learning. Understanding Yourself, Personal Vision and Purpose, Loving Oneself, Self-Discipline, Proactive Behavior, Contribution to Others, Positive Attitude, Overcoming Fears, Balance in Life, Achieving Success, Absolute Happiness.

1.2.3 Mental Models: A mental model is an explanation of someone's thought process about how something works in the real world. It is a representation of the surrounding world, the relationships between its various parts and a person's intuitive perception about his or her own acts and their consequences.

1.2.4 Shared Vision: To bind people together around a common identity and sense of destiny the practice of shared vision involves the skills of unearthing shared pictures of the future that foster genuine commitment and enrolment, rather than compliance. It considered

18. Dr.Venkatesan.T - A Study of Pricing Effect and Earnings Quality Analysis of Select Telecommunication Companies in India -MTPBS Publication.

A Study of Pricing Effect and Earnings Quality Analysis of Select Telecommunication Companies in India with reference to ICICI Securities Limited Author

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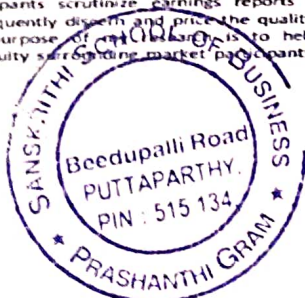
Abstract

The despite countless efforts to elucidate market participants' understanding of the implications of earnings quality, empirical accounting research have rendered two distinct perspectives. The first perspective considers market participants native users of accounting information who fail to grasp the implications of earnings quality resulting in temporary security mispricing. The second perspective suggests that market participants scrutinize earnings reports carefully and subsequently discern and price the quality of earnings. The purpose of this study is to help clarify the ambiguity surrounding market participants' price effect

firms' bottom-line income, with the exclusion of other indicators of operating performance. Such single-minded attention fails to recognize that the reported net income is the result of an extended accounting process with considerable room for managerial discretion at every step. The perils of focusing exclusively on bottom-line earnings are vividly highlighted by the recent spate of corporate accounting scandals. As a result, there have been growing concerns about firms' quality of earnings, or the extent to which reported earnings reflect operating fundamentals. In the context of stock prices, to the extent that the market fixates on reported income and does not take into account the quality of firms' earnings, there may be temporary deviations of prices away from their correct values. Put in another way, measures of earnings quality may have predictive power for future movements in stock prices. This paper examines whether or not, and why, there is information in earnings quality for future stock returns.

III. REVIEW OF LITERATURE

Zariffard (1998) the assessment of the earning quality within the Iranian economical organization, and designed a framework from the Elements and factors which are



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21. Ms. E. Prashanthi, Assistant Professor - The Assessment of Profit and Sales of Retailers
Pre and Post GST - ISBN NUMBER: 978-81-949524-6-6- MTPBS Publication.

Conclusion

Through out the course of this case study, we have seen the importance of the insurance industry to the global economy, the forces that compete to make the insurance industry requires Human Capital Development more than its, why the insurance industry requires Human Capital Development more than its contemporaries in manufacturing and other services, the factors that enable Human Capital development to flourish, what HR needs to do and become to obtain great leverage from Human Capital Development and what are some of the best Human capital Development practices to improve organizational productivity.

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The Assessment of Profit and Sales of Retailers Pre and Post GST

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Abstract:

GST is one of the most crucial tax reforms in India which has been long pending. There are mixed response, inexplicit, arguments and opinions among the Manufacturers, traders and society about GST. Finally The Government has taken the GST act to come into effect on 1st July 2012. GST is a single uniform indirect tax which was introduced to replace Central and State indirect taxes such as VAT, CENVAT, and others. GST applies on all types of businesses, small or large. This makes it one of the greatest tax reforms in the country. The entire nation will follow a unified tax structure. It is also widely agreed that GST will cause in a series of changes to how businesses will operate and the Retail Industry will be no exception. The Present study is to focus on to study the level of awareness of retailers towards GST, and to distinguish the sales and profits before and after GST.



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22. Dr. K. Rajendra Prasad & Dr. B. Nagarjuna - A STUDY ON CUSTOMER'S PERCEPTION ON INSTITUTIONAL AND NON-INSTITUTIONAL HOUSING FINANCE - ISBN NUMBER: 978-81-949524-6-6

District –wise trained faculty in Srikakulam district was 10 trained faculty and 64 participated schools, Kadapa district was 29 trained faculty and 22 participated schools, similarly Kurnool district was 51 trained faculty and 30 participated schools.

India faces a huge challenge of evolving a skill development system that can equip the workforce adequately to meet the requirements of the industry. The success of the nation always depends on the success of its youth and skill India is certain to bring a lot of advantage and employment opportunities for these young Indians.

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A Study on Customer's Perception on Institutional and Non-institutional Housing Finance

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Abstract: Housing is the single largest investment of an individual. The housing finance is growing at a rapid speed. The major sources of finance for housing for both buyer as well as builders have been largely the unorganized sector. (Dangwal, RC 1998) In India most of the employees depend on their provident fund and



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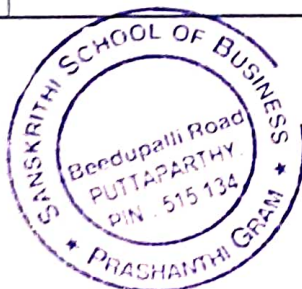


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23. Prof.Kameswara Rao Poranki:-THE CONCEPT OF START UP AND STANDUP AND ITS IMPACT ON MBA STUDENTS EITHER TO CHOOSE ENTREPRENEURSHIP OR JOBS IN INDIA: A LITERATURE REVIEW

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24. Donston Sharwin & Dr. Bala Koteswari – “IMPACT OF SOCIAL MEDIA ON CONSUMERS’ PURCHASE DECISION: A BIRD’S EYEVIEW:- PUBLICATION PLACE: INDIA YEAR OF PUBLICATION: 2020 ISBN NUMBER: 978-81-949524-5-9

IMPACT OF SOCIAL MEDIA ON CONSUMERS’ PURCHASE DECISION: A BIRD’S EYEVIEW

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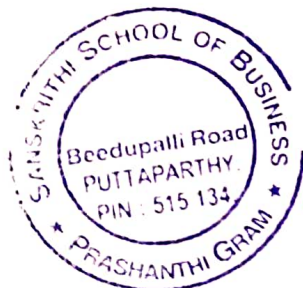
Abstract

Social media is a digital technology that enables the sharing of ideas, thoughts, and information through virtual networks and communities. Social media is internet-based and provides users a means for quick electronic communication of content. Social Media has become one of the most significant channels for marketing. 73% of marketers believe that their efforts through social media marketing have been “somewhat effective” or “very effective” for their business (Buffer, 2019). The proposed article will be an overview of the various literature reviewed on social media and consumers’ buying behaviour. The objective of the paper is to identify the gap in the research done on the impact of social media on consumers’ purchase decisions. The study reveals that social

individuals can easily share and access information (Chen, J., Xu, and H. & Whinston, AB. 2011) the rise of social media has challenged marketers around the world to keep up with changes in consumer behaviour as well as harness the potential of this channel. Despite the exponential growth of social media, there is limited research on its potential effect on consumer purchase intentions. This conceptual paper makes an important contribution to creating the fundamental linkages between social media and its impact on the consumers’ purchase decision.

Social Media Marketing

Social media marketing is the utilization of social media platforms to connect with prospective customers to create brand awareness, engage, increase sales, and drive traffic to the website. This entails publishing exceptional content on social media channels, paying attention to and engaging with the audience, analysing the results, and running social media ads. Some of the social media platforms are Face book, Instagram, Twitter, LinkedIn, Pinterest, YouTube, and Snap chat Social media is used by the businesses in different ways. Businesses are concerned about what people are talking about their brand would monitor social media conversations and



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25. Mrs.R. Vijayasri & Mrs. E. Prashanthi- Sharing on Social Media- Are we sharing 'Too much' or 'Too less'? -PUBLICATION PLACE: INDIA YEAR OF PUBLICATION: 2020
ISBN NUMBER: 978-81-949524-5-9

Conclusion:

The Banking sector is now witnessing a new wave of progress with innovations in the banking space. Indian banking system will further grow in size and complexity while acting as an important agent of economic growth and intermingling different segments of the financial sector. It is very much sure that future of banking will offer more classy services to the customers with the constant product and process innovations. Everyone today is convinced that the technology is going to hold the key of future banking. The banking today is refined, reengineered, with the use of information technology. In future the bank will offer more sophisticated services to the customer with continuous product and process innovation. Mass banking to class banking. In years to come, e-banking will not be acceptable mode of banking but will be preferred mode of banking because of the computerization process adopted by banking sector with a vision to reach Indian banking to every citizen.

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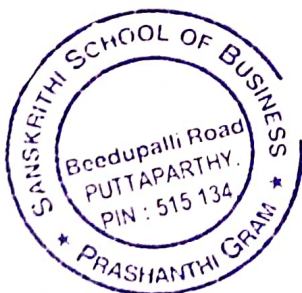
A study on sensitive services adopted by Retail banks with the onset of CO-VID 19 with focus on Digital banking

Mrs. E. Prashanthi, Assistant Professor, Sanskriti School of Business, and Puttaparthi ☎: 8186041091, E Mail: prashanthi@sanskritibschool.com

Vijayasri. R, HRA & Digital Marketing, Sanskriti School of Business, and Puttaparthi ☎: 9100974542, E Mail: prashanthi@sanskritibschool.com

Abstract: COVID-19 has affected so many sectors badly and one among them is the service sector. In that service sector retail banking plays a major role for the sustainability of the people. But still it faced lot of trouble to cope up the present situation and provide services to the customers. In this process it started focusing on the sensitive services through digital banking to manage its financial services in this pandemic situation. The main objective of the study is to identify the different strategies adopted by the retail banks to engage the customers. To know the methods used to maintain the relationships with the customers. To identify the innovative strategies during this COVID-19.

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26. Padmaja P-THE ROLE OF TRAINING AND WORK-International Journal of Management (IJM) ISSN Print: 0976-6502 and ISSN Online: 0976-6510- IAEME Publication

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Volume 11, Issue 9, September 2020, pp. 1181-1191, Article ID: IJM_11_09_112
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THE ROLE OF TRAINING AND WORK ENVIRONMENT ON RETENTION AND JOB SATISFACTION AS A MEDIATOR AT STARTUPS, BANGALORE

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Dr.R.V Dhanalakshmi

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Richa Tiwari

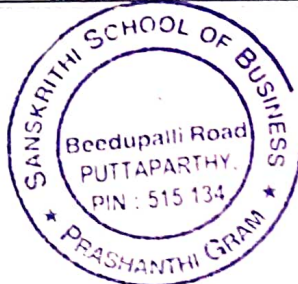
Assistant Professor, NITTE School of Management, Bangalore.

ABSTRACT

Purpose: Employee Retention is a buzz topic in today's Knowledge based era. Very few empirical studies were carried out in the rapid-growing Startup sector and this present study address the gap in the literature. The Comprehensive literature reviews reported that Job Satisfaction is an important contributor of retention. Work environment and training are the topmost pertinent factors in raising the level of job Satisfaction towards organization. This paper investigates the impact of the above factors over Job satisfaction and explores the effects of Job satisfaction on retention and verifies the mediating effect of Job satisfaction on the relationship between proposed antecedents and employee retention.

Design/methodology: A Structured Questionnaire framed, consisting of elements acquired from earlier literatures were used to collect the data. A Simple random sampling technique employed in selecting the sample size. Questionnaire has been circulated to various employees working in Startups located at Bangalore in India, 270 responses have been recorded and used for the analysis.

Findings: Findings discloses that Job satisfaction influences retention and among the above factors work environment has significant relation with retention. In addition



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27. Dr.M. BalaKoteswari - A Study on Marketing Opportunities and Challenges of Wooden Handicraft Products: With Special Reference to Channapatna Artisans –



Studies in Indian Place Names (UGC CARE Journal)

ISSN: 2392-3824 Vol. 40, Special Issue 25

Two day International Conference on 'Business Dynamics and Sustainable Development'

Held on 2nd and 3rd March 2020

Organised by: The Department of Commerce and Management of St. Joseph's College (Autonomous), Bengaluru in collaboration with the Department of Economics, St. Joseph's College, Bengaluru, Sunway College (Victoria University Australia Programmes) Malaysia and ISDC UK



"A Study on Marketing Opportunities and Challenges of Wooden Handicraft Products: With Special Reference to Channapatna Artisans"

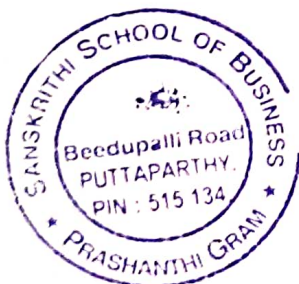
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Abstract

India is called as land of various tradition and culture. Handicraft is a part of expressing particular culture. When talking about handicrafts it again categorised into hand-made, semi-hand made and machine made. Hand-made and semi handmade handicrafts are come out with specialised skills of a craftsman also called as artisans. They give life to tradition in terms of shape, design, colour and attractive product. When talking about globalization accessibility to market is now boundary less and products are made available to everywhere and everyone. E-commerce and E-business having more impact on marketing. This attentiveness to be created along with artisans and it's a responsibility to enrich the traditional sector. Many opportunities are accessible in the division of handicraft and it is contributing for economic development and generation of employment. Artisans are having less literacy level and depend on middlemen for the supply of unprocessed material, funding and promote of finished products. The success of the sector depends on how artisans understand customer taste and trends. This has become great concern to all the artisans for the reason that they are distant from colling information

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28. Vrinda Coutinho and Dr. Bala Koteswari - "TRENDS OF CORPORATE SOCIAL RESPONSIBILITY IN INDIA"



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**29. Dr.Venkatesan.T ATTITUDE OF INDIVIDUAL BUSINESS CLASS ASSESSEE
TOWARDS TAX PLANNING IN SALEM DISTRICT**

Jan-March, 20 Vol. 10 No.01

GIF 0.626

ISSN-2249-9512

Journal of Management Value & Ethics

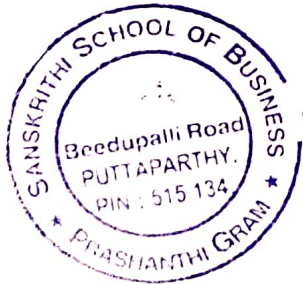
**ATTITUDE OF INDIVIDUAL BUSINESS CLASS ASSESSEE TOWARDS TAX
PLANNING IN SALEM DISTRICT**

Dr.T.Venkatesan¹

ABSTRACT

Tax planning is an arrangement of one's financial affairs in such a manner that the tax planner may either reduce the incident of tax wholly or reduce it to maximum possible extent by using the exemption, deductions, rebates and relief available in the framework of the taxation laws. It does not amount to evasion of tax. It is an act of prudence and farsightedness on the part of the taxpayer who is entitle to reduce the burden of his tax liability to the maximum possible extent under the existing law. Attitude is the state of mind. One's attitude should definitely influences on all the decisions taken by an individual. This study focuses on the attitude of the Individual Business Class Assessee towards tax planning. The objective of the study is to analyze the attitude of the Business class towards tax planning. Both primary and secondary data were used for the study. The data collected in the consumer survey through a structured questionnaire constitute primary data. The sample size of the tax payers was 250. Convenience sampling method was followed in selecting these business class assessee. The data collected from these 250 individual business class assessee were tabulated and analysed by using %age analysis, Chi-square test.

This study analyses how different factors like Sex, Age, Marital status, Educational qualification, Nature of business, Level of turnover, Block of Fixed Assets, Operating expenses, Method of accounting, Valuation of stock, Number of earning members in the family, Number of dependents, Monthly income, and Monthly investment affect their attitude towards tax planning. Gender, level of education, level of turnover,



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30. Dr.R.Lilambeswara Singh WOMEN EMPOWERMENT THROUGH SELF HELP GROUPS

Jan-March, 20 Vol. 10 No.01

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Journal of Management Value & Ethics

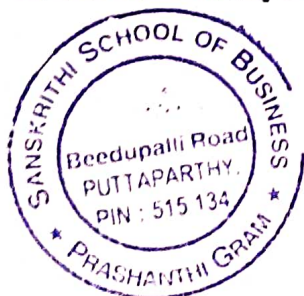
WOMEN EMPOWERMENT THROUGH SELF HELP GROUPS

Dr.R.Lilambeswara Singh¹

ABSTRACT

This paper depicts about an evaluation of Women's Self Help Groups. The widening social consciousness across the globe has brought a number of issues to the fore among which gender equality and empowerment of women are very significant.

Favouritism against women in the structure of male – female differentiation encompasses the core of the gender – based system. The education is the biggest beneficial force and in the rise in the levels of education which encourages progressive outlook and the advent of industrialisation and modernisation has affected a sea change in the attitudes and thinking pattern of the people. The empowerment is not fundamentally political alone in fact, political empowerment will not flourish in the absence of economic empowerment. The programme of micro financing through Self Help Groups (SHGs) has transferred the real economic power in the hands of women and has greatly reduced their dependence on men. This has aided in empowerment of women and building self confidence, but lack of education frequently comes in the way and many a times they had to seek help from their husbands for day-to-day work like bank accounts and so many. The distance education assigns an opportunity to these women to improve their skills. The extended level of learning will help them to learn skill and vocations and play an effective role in the



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31. E.Prashanthi Modern approaches to Agile transformation of Indian financial and technological companies

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Modern approaches to Agile transformation of Indian financial and technological companies

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Abstract: The article considers the relevance of the Indian organizations Agile transformation operating in the financial technology industry. The current concepts of Agile-transformation are presented. The experience of implementing Agile transformations in large Indian banks is presented. The current processes occurring during the transformation of fintech companies are presented. The conditions and features of Agile transformation counting on the size of a fintech company are considered. Changes within the corporate culture are analyzed from the purpose of view of project teams and therefore the Agile companies as an entire. Approaches to the transformation of the company's organizational structure are presented, with the identification and outline of latest implemented structural elements and roles. The change within the project methodology of a Fintech company during Agile transformation is presented as a transition, implementation and adaptation of popular Agile frameworks and hybrid project approaches based on the project methodologies of Waterfall, Scrum and SAFe. The current and practical stages of Agile transformation of huge fintech companies operating within the banking market are analyzed and described intimately. Assumptions are made about the potential problems caused by the escalating competition, restrictions and consequences caused by the Covid-19 pandemic. Medium-term challenges and prospects for the transition of companies to Agile within the Indian fintech market are presented.

32. Mr.D.RajeshBabu, Dr.M.BalaKoteswari&Dr.T.Venkatesan International Conference on Business Transformation During Covid-19 Pandemic Situation in India, ICBTCPI-2021



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2020-21

33. S Jayanandini -Corporate Annual Reports of Indian Companies - Managerial Employees View-

34. Dr. M.Balakoteswari- An Analytical study of Wooden Handicraft Products- Global Market Trends and Challenges, International Conference ICNACMS – 2021 at DayanandaSagar College of Arts, Science & Commerce Bangalore on Neoteric Advances in Commerce, Management and Social Sciences Proceedings 2021

Turkish Journal of Computer and Mathematics Education

*Vol.12 No.10 (2021), 3326-3330
Research Article*

An Analytical study of Wooden Handicraft Products- Global Market Trends and Challenges

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Abstract

India is a country that contemplates important suppliers of Handicrafts in the global market. Handicrafts in turn imitations of tradition and culture and place of its origin have a way back the antiquity of development from many emperors. Handicraft products are not measured as only decorative articles, it is now into the field of obligation, fashion, design, and style. It gratifying the needs of a range of customers from a local market to a global market in this viable and contemporary world by meeting all standards of the international market with the help of the government to encourage and development facilities by the Government of India. But still, many artisans and craftsmen facing difficulties in entering global markets. The purpose of the study is to understand the global market trends of wooden handicraft products and to study the challenges of the global market. Based on this inward at finding and propositions to overcome these challenges.

Key Words: global market, craftsman, tradition, fashion & contemporary

Introduction

The prehistoric civilization of India is reflected in the handicraft industry. This industry is dotted entire the country with its rich tradition and customs. Handicrafts are of many types like pottery, stone carving, woodware, art



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35. Dr. M. Balakoteswari Paradigm Shift In HR Policies Of Banking Sector Due To Covid19. International Conference ICNACMS – 2021 at Dayananda Sagar College of Arts, Science & Commerce Bangalore. Neoteric Advances in Commerce, Management and Social Sciences Proceedings 2021

Abstract

In the 21st century where a man has become a resource, there is a paradigm shift in the trends in Human Resource Management. A look at the trends in managing people in this dynamic industry reflects that Attracting, Managing, Nurturing talent and Retaining people has emerged to be the single most critical issue in lieu of the enormous opportunities spun off by the market. New paradigms emerge as a result and new rules of the game have to be re-invented. Humankind then becomes the subjective and the objective force for all progress. The traditional HR only developed the policies of the organization. The present HR had to focus on employee growth, and had to be responsive to his needs and act as a bridge between the employers and the employee. The role of the HR has become very challenging, in this present scenario. They have to play a role in talent engagement, talent enhancement and talent retention. In fact, HR is no longer a function. It is a strategic partner in adding value; in several ways. The present paper tries to explore the emerging trends in HR field in the present scenario. The paper highlights the various challenges in changing business environment and presents strategies to make HRM effective in the present scenario to meet the global challenges.

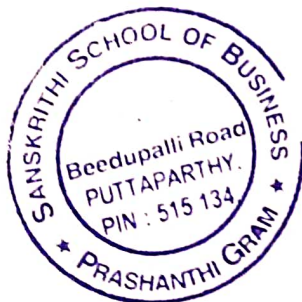
Keywords: HR Practices, Managing People, Strategic Partner

Introduction

"Man alone, of all the resources available to man, can grow and develop. The resources capable of enlargement can only be human resources".

Peter. F. Drucker

Effective organizations are not build merely on investment and returns but more on the quality of the workforce, its commitment to the organizational goals and investments made to attract, train and retain superior human capital. Human Resources



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39. D.PRANAVASREE Employee Retention: A Study of Employee Retention In Indian IT Industry During Time of Covid

EMPLOYEE RETENTION:

A STUDY OF EMPLOYEE RETENTION IN INDIAN IT INDUSTRY DURING TIME OF COVID

D.PRANAVASREE

Abstract

The aim of this paper is to understand the need of employee retention in IT industry in India during the time of covid. Employee retention has ever been termed as complex phenomenon and always intrigued HR managers. IT industry in India is sunrise industry. Post-liberalization, the IT industry in India has recorded significant growth which could not have been possible without efforts of human resources involved in it. The factors which make employees to stay in organization are known as retention factors. An attempt has been made to study the influencing factors like effect of compensation & rewards, Job security, working environment & work life balance, on the employees of IT companies which they feel are more relevant & realistic to stay in the organization. A study of employees working in various general IT companies in Telangana, Andhra Pradesh and Karnataka region has been carried out to

precursor to the modern-day IT park – was established in Mumbai in 1973. More than 80 percent of the country's software exports were from SEEPZ in the 1980s.

Employee retention:

A study of Indian IT Industry 3 The turmoil in worldwide economy due to pandemic of Covid-19 has forced to change the old models of delivering IT solutions. Customers in the present situation wants Services to be delivered in their mail boxes and employees have been testing new vistas of working & servicing their clients through online meetings and working from home (WFH). Thus, innovation is the new keyword which shall keep reinventing itself from the perspective of customers as well as employees of IT industry. Organizations put lot of investment of efforts and resources in their employees. Right from the recruitment, further training & development, their maintenance & retention in the organization. Therefore, all efforts to retain them into the organization is the key challenge before HR managers of IT companies. The minimization of employee's turnover can be achieved through the effective implementation of employee retention techniques in the organizations. Employee turnover is very expensive from

40. E.Prashanthi, K.Gowthami A Study on The Effect Of Covid-19 On Foreign Exchange For Pre And Post-Lockdown Phases With Respect To Indian Rupee And Us Dollar

A STUDY ON THE EFFECT OF COVID-19 ON FOREIGN EXCHANGE FOR PRE- AND POST-LOCKDOWN PHASES WITH RESPECT TO INDIAN RUPEE AND US DOLLAR

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K. Gowthami,

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ABSTRACT:

The relationship between a pandemic and the concurrent economy is quite comparable to the relation observed among wealth in general. Since 25th March 2020, India has been under a nation-wide lockdown. This work attempts to examine the effect of novel coronavirus 2019 and its resulting disease, the COVID-19, on the foreign exchange rates and stock market performances of India using secondary data over a span of 48 days. The study explores whether the causal relationships in the directions among the foreign

different channels all over the globe, and wherever one currency is exchanged for another.

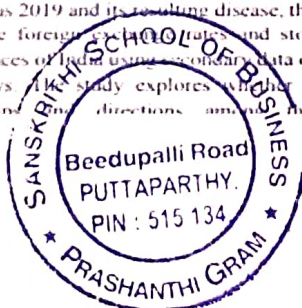
The Forex Market

The foreign exchange market is considered one of the most exciting fast-paced financial markets. Historically, the foreign exchange market has been accessible only to large institutions, central banks, and the wealthy. However, online trading platforms have opened up the market to all individuals who would like to explore online currency trading.

Currency traders make predictions based on global economic indicators, and buy and sell accordingly. Traders use data to analyze currencies and countries and apply economic forecasts to predict movements in a currency's value. Foreign exchange trading is characterized by high leverage. This is risky but it gives traders the opportunity to achieve dramatic gains and losses with far less capital than is required for other markets.

The FX market is decentralized and distributed, with no real central location. Instead, electronic trading is situated within the following locales:

- Retail forex brokers



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41. Dr. Dussa Hemanath & Mrs. E. Prashanthi - Growth of E-Payments and the Emergence of Financial Technology in India.

GROWTH OF E-PAYMENTS AND THE EMERGENCE OF FINANCIAL TECHNOLOGY IN INDIA

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Abstract

In view of the growing ecosystem and infrastructure favouring digital transactions in India and the world, this paper intends to provide an overview of the current advancements in the domain of Fintech, with a focus on digital payments and the factors that led to the rise of the overall industry from the context of market players, consumers and the facilitating agencies and organizations including the reforms and initiatives led by the government

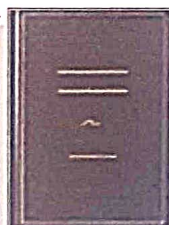
While feature phones were mostly limited to the capabilities of USSD (Unstructured Supplementary Service Data) functionality, the rise of Smartphone users along with the availability of internet at one of the cheapest rates in the world has been decisive in the exponential growth of digital transactions in India.

Global Scenario and comparison with the Indian digital payment ecosystem

According to the data by Bank for International Settlements, with a total volume of cashless payments standing at 24,430 million, India saw an increase in digital transactions by 54.5% in 2018, as compared to 48% in the case of China and 23% in case of Indonesia². Being a developed economy with a mature market for card transactions, the UK saw a growth of 10% for cashless transactions². With a CAGR of 20.2%, India is being forecasted to experience the highest growth in terms of the value of digital payment transactions between 2019 and 2023, ahead of even China and The United States of America³. Lack of digital infrastructure and high population without access to banking services is one of the reasons for comparatively lower adoption of mobile payments in the emerging economies.

42. Gundupagi Manjunath, P. Paramashivaiah, N. Chandan Prasad, B. Koteswari Recent Trends & Contemporary Issues in Business and Management.

Recent Trends & Contemporary Issues in Business and Management



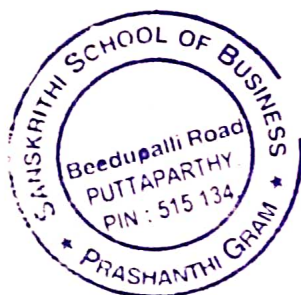
Gundupagi Manjunath, P. Paramashivaiah, N. Chandan Prasad, B. Koteswari
INSC International Publisher (IIP), 19-Oct-2021
★★★★★
0 Reviews

What people are saying - Write a review

We haven't found any reviews in the usual places.

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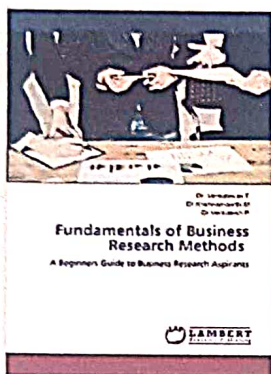
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43. Dr.T.Venkatesan Fundamentals of Business Research methods (A beginners guide to business research aspirants).



Fundamentals of Business Research Methods: A Beginners Guide to Business Research Aspirants

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44. Dr.T.Venkatesan A study of impact on capital structure and liquidity analysis of profitability towards hdfc bank.



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A study of impact on capital structure and liquidity analysis of profitability towards hdfc bank

PDF

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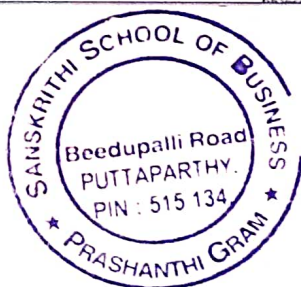
Department of Business Administration, Annamalai University, Annamalai Nagar-608002 Tamilnadu

DOI: <https://doi.org/10.26524/jms.12.12>

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Abstract

The capital structure is one of the most important strategic financial decisions of firms. Since financing decisions influence profitability and hence firm's value, this study examines the impact of



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45. E. Prashanthi & Vijayasri. R A study on sensitive services adopted by Retail banks with the onset of COVID 19 with focus on Digital banking

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E. Prashanthi, associate professor, sanskrithi school of business, puttaparthi
B sreekanya, mba, sanskrithi school of business, puttaparthi

Abstract

Due to the impact of corona virus, the business realised and discovered that several human resource management approaches and methods are no longer functional and relevant. For example, an increasing number of organisations are actively seeking, hiring, and on boarding people without ever meeting them in person. Traditional hiring methods are no longer effective, and recruitment teams are faced with the task of performing a very human function using just digital tools. Virtual hiring makes closing positions and recruiting people more difficult. As a result, this study is an attempt to examine the problems as well as the benefits to employers of implementing innovative approaches for hiring people.

Keywords:

Virtual, virtual recruitment, employer perspective, challenges

Introduction

46. Dr. Balakoteswari SOCIAL AND DIGITAL MEDIA MARKETING FOR SUSTAINABLE BUSINESS

SOURCE:

Business Segment	Funding Received
Digital Payments	\$0.9 billion
Digital Lending	\$0.73 billion
Investment tech	\$169 billion
Insure tech	\$512 million
Neo-banking	\$159 million
Other banking solutions	\$476 million

Source: the economic times.

Conclusion:

Fintech revolution brings a tremendous change in indian economy and technological innovations lead to massive growth of fintech in india. Usage of mobile phones, access of internet, investment support from venture capitalists, ease and flexi regulations from the government to promote

WEbsites:

www.outlookmoney.com

www.easyleadz.com

SOCIAL AND DIGITAL MEDIA MARKETING FOR SUSTAINABLE BUSINESS

Dr. Balakoteswari, dean & principal, sanskrithi school of business, puttaparthi.

Y. Chandra kanth, mba, sanskrithi school of business, puttaparthi.

Abstract

The use of the internet and social media have changed consumer behaviour and the ways in which companies conduct their business. Social and digital marketing offers significant opportunities to organizations through lower costs, improved brand awareness and increased sales. However, significant challenges exist from negative electronic word-of-mouth as well as intrusive and irritating online brand presence. This article brings together the collective from

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47. Dr. Balakoteswari, CRYPTOCURRENCY AND BLOCKCHAIN - REVOLUTION IN BUSINESSES

bazaar should also concentrate on increasing the frequency of showing advertisement in social networking sites such as facebook, google+ & twitter etc. And also in search engine sites such as google, yahoo, babylon, ask etc.

Findings

A new type of marketing which marketers operate the new factors like electronic media, digital technology and internet to get to their business goals is electronic marketing. Email marketing is a form of direct marketing which utilizes electronic means to deliver commercial messages to an audience that it is one of the oldest and still one of the most powerful of all e-marketing tactics. Email marketing allows people to do both that an excellent email marketing campaign can help people:

➤ enhance " sales conversion "

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© 2018 jetir april 2018, volume 5, issue 4
<https://www.mirabelsmarketingmanager.com/blog/why-social-media-marketing-is-important-for-any-business/>

CRYPTO CURRENCY AND BLOCK CHAIN- REVOLUTION IN BUSINESSES

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48. Dr. BalaKoteswariA STUDY ON OPPORTUNITIES AND CHALLENGES OF CRYPTO CURRENCY IN INDIA WITH SPECIAL REFERENCE TO BITCOIN ISBN NUMBER: 978-81-953721-5-7

IMPORTANCE OF HUMAN VALUES IN CURRENT SCENARIO - A STEP TOWARDS SUSTAINABILITY

Dr. Balakoteswari, dean & principal, sanskrithi school of business

Meghana, a, mba, sanskrithi school of business

Abstract

Human values reflect the sense of right and wrong in a person. They also refer to appropriate courses of action, values define what 'ought' to be in society. Trust and affection are seen as foundational and complete values in a society. human values are the virtues that guide us to take into account the human element when we interact with other human beings. Human values are, for example, respect, acceptance,

individual. In order to develop inter-personal relations, it is important to be good listeners, understanding others and respecting a difference in opinions and beliefs. This quality helps children to develop an attitude of humility towards others and display a level of interest in people's problems and professions. It teaches them the best way to live that can be beneficial to individuals as well as the people around them. Value education also helps the students to become more and more responsible and sensible. It helps them to understand the perspective of life in a better way and lead a successful life as a responsible citizen. value education means teaching and learning of ideals. The aim is for students to understand moral values and show their good behavior and attitude towards society. value education enables us to understand our needs and visualize our goals correctly and also indicate the direction for their fulfilment. It

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49. Dr. BalaKoteswari CSR ACTIVITIES IN SELECTED CORPORATES: JOURNEY TOWARDS SUSTAINABILITY ,ISBN NUMBER: 978-81-953721-5-7

overall development and growth of students. Negligence will be detrimental to the well-being of our society on the whole. For adequate inculcation of values, educational institutions need to give support as well. As values are caught more than taught, the students need to grow up in an atmosphere to learn empathy, sharing, rationality, spirituality, technological competency, communication skills etc. And internalize them at every stage and sphere of life in this globalized world.

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SOCIAL AND DIGITAL MEDIA MARKETING FOR SUSTAINABLE DEVELOPMENT

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A. Renuka, mba, sanskrithi school of business, puttaparthi
Anil kumar, mba, sanskrithi school of business, puttaparthi

Abstract

E-learning has become the mandatory component of all educational institutions like schools, colleges, and universities in and around the world due to the pandemic crisis of covid-19. E-learning provides an effective teaching method that brings out the best in students. To find out the student's attitude towards e-learning, primary data has been collected from national wise through google forms which include the student community from various schools, colleges, and universities. This research paper aims to study the e-learning process among students who are familiar with web-based technology. It also helps to find out solutions to improve the self-study skills of students. The stratified sampling method has been adopted in this study and the sample size is 206 across the world. The findings of the study reflect the impact of e-learning, students' interest in using e-learning resources, and their performance. In conclusion, this study shows that e-learning has

50. Dr. Bala Koteswari:-"A STUDY ON VALUE EDUCATION IN SCHOOLS - ISBN NUMBER: 978-81-953721-5-7

The committee shall review this csr policy on a periodic basis and shall update it as necessary or appropriate (subject to approval by the board, if applicable) to ensure that it reflects csr requirements as well as the current interests of the company and relevant stakeholders.

Findings

Increase sales customer loyalty, better financial performance, greater ability to attract talent and retain staff company policies that insist on working with partners who follow ethical business practices supporting charitable organisations in the communities where a company operates social responsibility programs can boost employee morale in the work place and lead to greater productivity

Suggestions

There must be a balance between economic growth and welfare of the society business that implements social responsibility initiatives can increase customer retention and loyalty. It encourages professional personal growth

Conclusion

Corporate social responsibility is more than just a business trend or fad. Businesses that want to stay relevant to new generations and who want to help

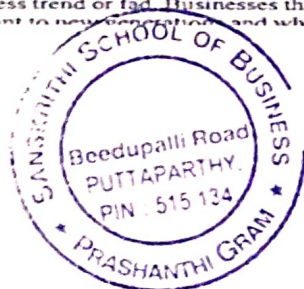
A STUDY ON VALUE EDUCATION IN SCHOOLS

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P. Ramyasree 2nd year mba, sanskrithi school of business, puttaparthi

Abstract

Nowadays it has been noticed that education system has taken the wrong turn and this is the problem faced by all countries including india too. No single person is responsible for this situation. Parents have failed to bring up their children properly. The nation's leaders do not set them a good example. Even teachers have failed in their responsibilities. The student of today is concerned with acquiring wealth, strength and position, but not good qualities. Education is meant to enable one to acquire what are good qualities. Education is not intended merely to stuff the brain with information. It has to transform the heart and make it pure. This sacred truth has been forgotten. When we have exemplary parents, exemplary leaders and ideal teachers, students will be ideal students, who are selfless, pure-hearted and innocent by nature, are being dragged into politics, their minds are getting fill with bitterness and hatred and their



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51. Dr. Bala Koteswari GREEN HRM PRACTICES IN SELECTED AUTOMOTIVE INDUSTRIES

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GREEN HRM PRACTICES IN SELECTED AUTOMOTIVE INDUSTRIES

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B. Lavanya, 2nd year MBA, Sanskriti School of Business, Puttaparthi

Abstract

The automotive industry is one of the major industries in today's world. It is constituted mainly by the light and heavy vehicle manufacturers that produce vehicles which

Green HRM, heavy commercial vehicle, environmental sustainability, green initiatives

Introduction

Nowadays it seems that a considerable number of organizations practice green human resource management practices in the global context. Exploring and synthesizing about these green HRM practices which are being practiced and are to be practiced by the business and other organizations will contribute significantly to the HRM field academically and practically. Green HRM is an emerging field of research in the organizational studies after 1990s. Due to that, this paper has its focus on exploring green HRM practices from the light of existing theoretical and empirical research works done by the scholars in this field. Hence, the objective of this review is to explore and record green human resource management practices of the organizations based on the existing literature (theoretical as well as empirical).

First this review addresses the meaning and interpretation of green HRM. According to Renwick et al. (2008), the integration of corporate

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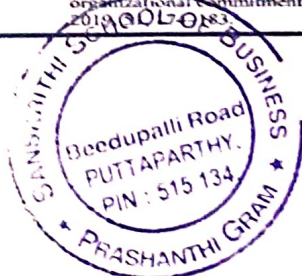
FUTURE ESSENCE OF SUSTAINABLE GREEN HRM, IMPACT ON WORKING CONDITIONS

D. Pranavasree, Assistant Professor, Sanskriti School of Business, Puttaparthi.

Y. Vamsi Krishna, MBA, Sanskriti School of Business, Puttaparthi.

Abstract

Recently, there has been an increasing awareness within different communities on the importance of going green and they are becoming more environmentally sensitive. Responsible leaders need to create organizational cultures that facilitate green behaviors among their employees by adopting profuse environment management techniques. As everything is going global, there has been a paradigm shift from conventional structures to a modern capacity-based economy which is ready to traverse green economic facets of business. In recurrent fashion, green human resource management (GHRM) has become a pivotal strategy where human resource departments play an active role in going green at their workplace. It is an emerging field of research which is intriguing and extremely instrumental in



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53. E. Prashanthi, A STUDY ON VIRTUAL RECRUITMENT AND TRADITIONAL RECRUITMENT PROCESS FROM EMPLOYEE PERSPECTIVE.

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Keywords:

Virtual, virtual recruitment, employer perspective, challenges

Introduction

A process of identifying, evaluating, and selecting

54. Mrs. E. Prashanthi - SUSTAINABLE DEVELOPMENT AND CLIMATE CHANGE: A BUSINESS PERSPECTIVE

SUSTAINABLE DEVELOPMENT AND CLIMATE CHANGE: A BUSINESS PERSPECTIVE

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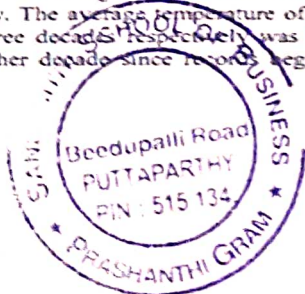
Abstract:

Climate is crucial for the evolution of nature and human life and has always influenced the social and economic behaviour of humans. The earth's climate system is highly complex, even small changes impact on the entire system. The climate is changing. The reasons for these changes are greenhouse gases, in particular carbon dioxide (CO₂), and other gases such as methane, nitrous oxide and the fluorinated gases HFCs, PFCs and SF₆. CO₂ is primarily released from burning fossil fuels for electricity generation, in industry or in transport. The mean global temperature has risen by almost 0.8-degree Celsius since the start of the century. The average temperature of each of the last three decades respectively was higher than any other decade since records began in 1850.

address these challenges, but also that sustainability has become a compelling value-creating proposition for business.

Information technology has accelerated our world towards becoming "flatter", smaller and more inclusive (even intrusive), with no place or time to hide anymore. Interconnectivity results in more interdependency and volatility -- cultural, political and economic differences become more apparent and are drivers for tension and conflict. Therefore, we need to rebalance the fragile equilibrium of our coexistence, which requires urgent recalibration and redesign of standards, directions, governance structures and priorities, with the active involvement and shared responsibility from the developing "south-east", resulting in a new form of global purpose and solidarity. We cannot "walk alone" anymore.

The consequences of climate change are being observed today in ecosystems across all continents and in our oceans, society and industry. Climate change is already having negative consequences for society, for example for food production. Unique ecosystems such as the coral reefs are already under threat. Should climate



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55. Dr. BalaKoteswari- IMPORTANCE OF HUMAN VALUES IN CURRENT SCENARIO - A STEP TOWARDS SUSTAINABILITY

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IMPORTANCE OF HUMAN VALUES IN CURRENT SCENARIO - A STEP TOWARDS SUSTAINABILITY

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Introduction

Human values are things that have an intrinsic worth in usefulness or importance to the possessor, or principles, standards, or qualities considered worthwhile or desirable. Human values constitute an important aspect of self-concept and serve as guiding principles for an individual. In order to develop inter-personal relations, it is important to be good listeners, understanding others and respecting a difference in opinions and beliefs. This quality helps children to develop an attitude of humility towards others and display a level of interest in people's problems and professions. it teaches them the best way to live that can be beneficial to individuals as well as the people around them. Value education also helps the students to become more and more responsible and sensible. It helps them to understand the perspective of life in a better way and lead a successful life as a responsible citizen. value education means teaching and learning of ideals. The aim is for students to understand moral values and show their good behavior and attitude towards society. value education enables us to understand our needs and visualize our goals correctly and also indicate the direction for their fulfilment. It

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56. Dr. M.BalaKoteswari- SOCIAL AND DIGITAL MEDIA MARKETING FOR SUSTAINABLE DEVELOPMENT.

affecting the students and society. Many educators tend to give less importance to the overall development and growth of students. Negligence will be detrimental to the well-being of our society on the whole. For adequate inculcation of values, educational institutions need to give support as well. As values are caught more than taught, the students need to grow up in an atmosphere to learn empathy, sharing, rationality, spirituality, technological competency; communication skills etc. And internalize them at every stage and sphere of life in this globalized world

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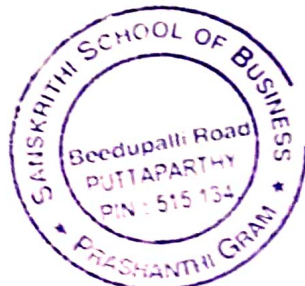
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SOCIAL AND DIGITAL MEDIA MARKETING FOR SUSTAINABLE DEVELOPMENT

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57. Dr. BalaKoteswari SUSTAINABLE PRODUCTS AND SERVICES-NEED FOR CREATING CONSUMER AWARENESS

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SUSTAINABLE PRODUCTS AND SERVICES-NEED FOR CREATING CONSUMER AWARENESS

Dr. Balakoteswari, dean & principal, sanskrithi school of business, puttaparthi

Shahataj begam, mba, sanskrithi school of business, puttaparthi

Mounika, mba, sanskrithi school of business

Abstract

economic resources. Sustainability is not just environmentalism. There are three pillars of sustainability (1) economic sustainability (2) environmental sustainability (3) social sustainability. Economic sustainability which aims to reduce extreme poverty and guarantee fair paid employment for all. Environmental sustainability which aims to protect the natural balances from the planet. Social sustainability aims to provide basic resources for all. The increasing demand for sustainable products has prompted multiple researchers to enhance the sustainability of products and services. Sustainable products and services are those products that provide environmental, social and economic benefits while protecting public health and environment over their whole life cycle, from the extraction of raw materials until the final disposal. Product is usually considered sustainable if it doesn't deplete natural, nonrenewable resources. A sustainable product is

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58. Dr. BalaKoteswari STUDY ON CUSTOMER SATISFACTION REGARDING DIGITAL BANKING

STUDY ON CUSTOMER SATISFACTION REGARDING DIGITAL BANKING

Dr. Balakoteswari, dean & principal, sanskrithi school of business

B. Mohankrishna, mba, sanskrithi school of business

A. Rohith, mba, sanskrithi school of business

Abstract

Financial transactions are intimately bound with social interactions and woven into everyday economic lives. In this paper we focus on paytm, a digital wallet, and a specific set of users of paytm, street vendors in urban India. Through an ethnographic investigation we offer to unpack

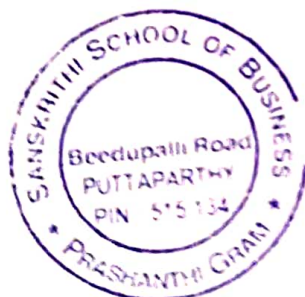
- Money deposits, withdrawals, and transfers
- Checking/saving account management
- Applying for financial products
- Loan management
- Bill pay
- Account services

Definition

The digital banking definition is banking done through the digital platform, doing away with all the paperwork like cheques, pay-in slips, demand drafts, and so on. It means availability of all banking activities online.

Functioning of digital banking

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59. Dr. BalaKoteswari EMPHASIS ON HUMAN VALUES IN CURRENT SCENARIO FOR SUSTAINABLE DEVELOPMENT.

economics of cryptocurrency" april, 2017

- <https://www.sciencedirect.com>
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- <https://www.marca.com>
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- <https://www.researchgate.net/>

EMPHASIS ON HUMAN VALUES IN CURRENT SCENARIO FOR SUSTAINABLE DEVELOPMENT

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B. Sai sandhya, mba, sanskrithi school of business, puttaparthi.

Humanity, morals, value education

Introduction

Human values are the virtues that guide us to take into account the human element when we interact with other human beings. human values are, for example, respect, acceptance, consideration, appreciation, listening, openness, affection, empathy and love towards other human beings. it is with those human values that one becomes truly able to put into practice his/her ethical values, such as justice, integrity, refusal of violence and ban to kill – even in a crisis situation. human values convey a positive and affective surge, which reinforces the rationale of moral values. They are the values that permit us to live together

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60. Dr. BalaKoteswari ALLEVIATION OF POVERTY IN INDIA- ADDRESSING SUSTAINABLE DEVELOPMENT GOAL.

ALLEVIATION OF POVERTY IN INDIA- ADDRESSING SUSTAINABLE DEVELOPMENT GOAL

Dr. Balakoteswari, dean & principal, sanskrithi school of business, puttaparthi

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Abstract

In the year of 2011-12 269.3 million of people are poor in india of which 216 million in rural and 52.8 million in urban area (planning commission, 2013) the major challenge of poverty eradication is a prime concern for improvement of life quality in india. In this context paper is address population shared by poverty and comparative study of poverty level at statelevel in india for both rural and urban. The objective are identified (1) to study the population shared by bellow poverty line in india (2) to study the comparative study of monthly per capita in rural, in india and (3) to study the comparative of monthly per capita at state level in urban, india to digest the poverty scenario in india. Research

needs can't be met.

Poverty in rural areas in india

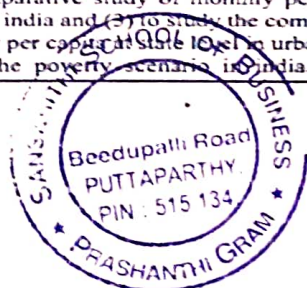
About 74 per cent of india's population lives in villages. The incidence poverty is much higher in villages—roughly 39 per cent of the rural population. Agriculture is a source of livelihood for 70 per cent of the population but agriculture accounts for less than 40 per cent of the national income.

Poverty in urban areas in India

Urban poverty in india is over 25 percent; some 81 million people live in urban areas on incomes that are below the poverty line. At the national level, rural poverty remains higher than urban poverty, but the gap is closing. By 2030, urbanisation in india is projected to reach 50 percent. 10-sept-2009 empower

Objectives

1. to study the poverty in india



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61. Dr.M.BalaKoteswari SOCIAL AND DIGITAL MEDIA MARKETING FOR SUSTAINABLE DEVELOPMENT

human values among future generation. Value education is an important aspect of curriculum affecting the students and society. Many educators tend to give less importance to the overall development and growth of students. Negligence will be detrimental to the well-being of our society on the whole. For adequate inculcation of values, educational institutions need to give support as well. As values are caught more than taught, the students need to grow up in an atmosphere to learn empathy, sharing, rationality, spirituality, technological competency; communication skills etc. And internalize them at every stage and sphere of life in this globalized world

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SOCIAL AND DIGITAL MEDIA MARKETING FOR SUSTAINABLE DEVELOPMENT

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A. Renuka, mba, sanskriti school of business, puttaparthi
Anil kumar, mba, sanskriti school of business, puttaparthi

Abstract

E-learning has become the mandatory component of all educational institutions like schools, colleges, and universities in and around the world due to the pandemic crisis of covid-19. E-learning provides an effective teaching method that brings out the best in students. To find out the student's attitude towards e-learning, primary data has been collected from national wise through google forms which include the student community from various schools, colleges, and universities. This

62. Dr. M. BalaKoteswari ENHANCING QUALITY OF SCHOOL EDUCATION FOR SUSTAINABLE DEVELOPMENT.

directions. Journal of interactive marketing, 23:108-117.

ENHANCING QUALITY OF SCHOOL EDUCATION FOR SUSTAINABLE DEVELOPMENT

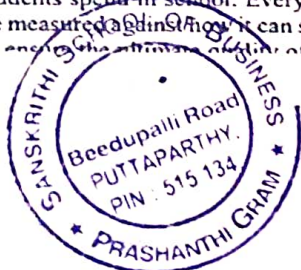
Dr. Bala koteswari, dean & principal, sanskriti school of business
B. Ashwini, mba, sanskriti school of business

Abstract

Education is recognized as a human right since the adoption of universal declaration of human rights in 1948 besides health and shelter. Education for all goals was established where more than 150 governments have adopted world declaration on education for all policy to support the universal right for education. The ultimate goal of many countries is to guarantee the range of indicators, including government spending on education, student/teacher ratios, teacher qualifications, test scores, and the length of time students spend in school. Every investment must be measured against how it can serve such aspects to ensure the ultimate quality of education for all

Education enables upward socioeconomic mobility and is a key to escaping poverty. Over the past decade, major progress was made towards increasing access to education and school enrolment rates at all levels, particularly for girls. Nevertheless, about 260 million children were still out of school in 2018 — nearly one fifth of the global population in that age group. And more than half of all children and adolescents worldwide are not meeting minimum proficiency standards in reading and mathematics.

In 2020, as the covid-19 pandemic spread across the globe, a majority of countries announced the temporary closure of schools, impacting more than 91 per cent of students worldwide. By april 2020, close to 1.6 billion children and youth were out of school. And nearly 369 million children who rely on school meals needed to look to other sources for daily nutrition. Never before have so many children been out of school at the same time, disrupting learning and upending lives, especially the most vulnerable and marginalised. The global pandemic has far-reaching consequences that may jeopardize hard



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SOCIAL AND DIGITAL MEDIA MARKETING FOR SUSTAINABLE DEVELOPMENT

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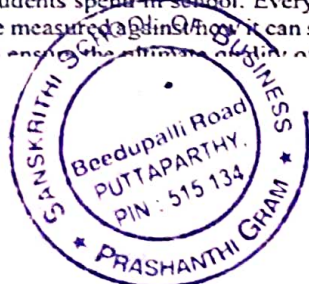
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63. Dr. Bala Koteswari SUSTAINABLE PRACTICES IN HIGHER EDUCATION INSTITUTES (HEI's) – NEED FOR PARADIGM SHIFT.

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SUSTAINABLE PRACTICES IN HIGHER EDUCATION INSTITUTES (HEI'S) – NEED FOR PARADIGM SHIFT

*Dr. Bala koteswari, dean & principal,
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Abstract

Higher education institutes plays a major role in creating value workforce for the industries in any nation. Globally industry and academia work hand in hand to create skilled workforce and generate employability. Economic development of the nation is directly proportional to the quality of the workforce entering into various industries for employment. Developed nations focus on skill

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64. E. Prashanthi, D. Pranasree, & T. B. Chinnappa, EVALUATING PERFORMANCE MANAGEMENT SYSTEMS - ROADMAP FOR EFFECTIVE PRACTICES.

audience (mehrddad salehi, 2012) that it is one of the oldest and still one of the most powerful of all e-marketing tactics. Email marketing allows people to do both that an excellent email marketing campaign can help people: ➤ enhance "sales conversion"

- Make repeat sales
- Price will be reduced and adverts will be sent afterward. ➤ cross-sell and up-sell goods and services

Conclusion

With more consumers turning to social media use daily for activities such as reading the news, researching products and enjoying entertainment (global web index social flagship report, 2019), organizations must strategically use social media marketing to appeal to their target audiences. However, challenges in using social media to reach consumers include lack of appropriate scales to measure and investigate constructs of interest the constant changes in current and emerging social media platforms and the application of social network analysis to research the flow of electronic word-of-mouth messages

Evaluating performance management systems - roadmap for effective practices

E. Prashanthi, associate professor, sanskriti school of business, puttaparthi

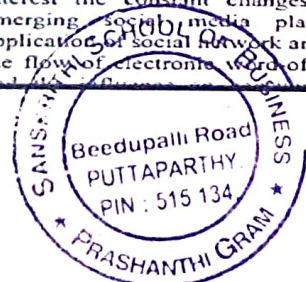
D. pranasree, assistant professor, sanskriti school of business.

Prof. T. B. Chinnappa, sanskriti school of business puttaparthi

Introduction

A man's mind stretched by a new idea can never go back to its original dimensions.
-oliver wendell holmes

As our economy continues to shift and businesses rely more and more on their intellectual capital, they are realizing that their employees are the key to their competitive advantage and performance. Performance management is the means by which companies measure performance, develop employees and align their workforce around corporate goals. Because employees are also their biggest expense, organizations are learning that they have to manage employee performance aggressively in order to identify top performers and develop an optimally functioning workforce. Performance management is now receiving



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65. Jayanandini Sake CUSTOMER RELATIONSHIP MANAGEMENT IN TOURISM SECTOR

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CUSTOMER RELATIONSHIP MANAGEMENT IN TOURISM SECTOR

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Thimmaiah bayavanda chinnappa assistant professor sanskrithi school of business

Abstract: india is one of the most favorable tourist destinations with rich culture and heritage. Improvements in road and rail infrastructure have

Keywords: crm; indian tourism operators; successful crm strategies

1. Introduction

Customer relationship management (crm) refers to business strategy aimed at gaining long-term competitive advantage by delivering customer value and extracting business value simultaneously. Crm becomes necessary to study the dynamic business environment. Since customer spending on leisure purpose has increased, the service industry has also responded favorably. The aim of crm is to gain a win-win equation for all. Factors like service quality, delivery, responsiveness, reliability, accessibility and empathy together constitute crm practices. This is considered as the benchmark of success of an enterprise. Crm is a multifaceted process, mediated by a set of information technologies that

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66. Prof.VRanganatham, Prof. T. B. Chinnappa CUSTOMER RETENTION STRATEGIES: KEY SUCCESS FACTORS

tourists. To win in this situation effective crm is to be maintained. This can be achieved with continuous study of the customer preferences and efficient strategies to meet their expectations.

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CUSTOMER RETENTION STRATEGIES: KEY SUCCESS FACTORS

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Customer retention strategies: key success factors

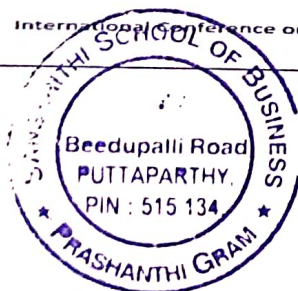
Introduction

Every man knows more than you about something. If you don't learn from him, it is your loss not his. Lonnie w. Adams, my father (1921-1980).

It is six or seven times more costly to acquire a new customer as it is to retain an existing customer. Further, a 5% increase in customer retention can boost profits by 25%

-95% (bain & co. Study, harvard business review). However, many sales executives

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67. Dr. D. Rajesh Babu WORK-LIFE BALANCE OF ORGANIZATIONAL EMPLOYEES STRESS IMPACT, STRESS MANAGEMENT, AND REMEDIAL MEASURES

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WORK-LIFE BALANCE OF ORGANIZATIONAL EMPLOYEES STRESS IMPACT, STRESS MANAGEMENT, AND REMEDIAL MEASURES

*Dr. d. Rajesh babu, assistant professor,
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*Prof. thimmaiah bayavanda chinnappa,
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ABSTRACT

Most of them experience pressure daily and need it to motivate them and perform at their best – ask any athlete or actor. Relaxation is considered the brain tonic for a tensed and stressed mind. By practicing relaxation regularly, we recharge our minds. The study reveals stress-related issues and problems in the work environment, optimizing human energy resources, managing energy sources, and providing remedial measures for recovering stress problems during the work environment. Work was carried out with

organizational employees, stress management, work-life balance.

Introduction

Most of them experience pressure daily and need it to motivate them and perform at their best ask any athlete or actor. Moreover, if we experience too much pressure without the opportunity to recover, we feel unable to cope, and stress is the result. Stress is a reaction to excessive forces or other demands placed upon them.

Relaxation is considered the brain tonic for a tensed and stressed mind. By practicing relaxation regularly, we recharge our minds. When we do not relax for a long time, our body develops a state in which we feel uneasiness, frustration, and depression. We are completely exhausted at this stage and cannot do or think of anything. The relaxation response occurs when the body is no longer in perceived danger, and the autonomic nervous system returns to normal. During this situation, the body carries from a state of physiological arousal, including increased heart rate and blood pressure, reduced digestive functioning, decreased blood flow to the extremities, and increased release of hormones like adrenalin, other responses preparing the body to fight.

Objectives



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2021-22

68. Dr. M.BalaKoteswari **QUILLING ART – GUNAVATHY**

QUILLING ART - GUNAVATHY CHANDRASEKARAN

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School of Business, Puttaparthi
Email: principal@sanskritihbschool.com, Mobile: 9100974516

Gunavathy Chandrasekaran focused on Ability rather than disability to become a successful entrepreneur through her creative art of Quilling.



Mrs. Gunavathy Chandrasekaran, aged 40 years, resides at Chinnalapatti village, Dindigul District. She had a polio attack at the age of 2 years and subsequently developed limbing gait due to the shortening of one of her lower limbs, because of which she could not walk even 20 feet without the help of others. She got married at the age of 16, and her educational qualification is 10th standard. All her family members are very well educated, i.e., her father is an MBBS doctor, her elder brother is M.S. Surgeon, sister-in-law is D.G.O., and the second brother is a Mechanical Engineer. She has

69. Dr. BalaKoteswari **LIJJAT PAPAD**

LIJJAT PAPAD

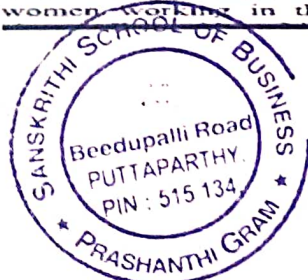
Dr. Bala Koteswari, Dean – Academics & Principal, Sanskrithi
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Lijjat Papad Company did not have an owner; they made everyone an owner. This is called cooperative movement.

Lijjat Papad Company was started in South Mumbai by seven women on 15th March 1959. They started preparing papad at an operational cost of Rs. 80 and made a profit of 50 paise. They kept on increasing their manpower (which included only women). Lijjat Papad Company has encouraged housewives to use their cooking skills and become the owner of an organization. These women started earning between Rs. 10,000-15,000, which leads to women's empowerment from disadvantaged backgrounds.

Lijjat has provided respect to women. Some of the women of Lijjat were able to make their children study in AIIMS and IIT. The women working in the Lijjat Papad Company are called Lijjat



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70. Dr. T. Venkatesan 'PICKLE CHEF' – TEJA

'PICKLE CHEF' - TEJA

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Although paralyzed in a wheelchair, I stood on my own two feet and won! -

Deeja Sathesnan exemplifies that if our hearts are firm, we can fight against the game of fate and come to terms with it. A native of the Thiruvananthapuram district in Kerala, he was paralyzed in a wheelchair by polio. But she has taken her culinary passion as a crutch and has become a successful employer for many women.

Teja, affectionately known as the 'Pickle Chef' in her hometown, makes over 70 varieties of pickles, sells them online and earns

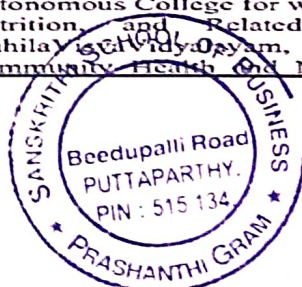
71. Vijayasri R, A MINDFUL, VIBRANT, AND RICH EATING

A MINDFUL, VIBRANT, AND RICH EATING

Vijayasri Ratnakaram HRA & Digital Marketing Associate, Sanskrithi Group
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Mrs. Sridevi Jasti is the Founder and Chief Nutritionist of Vibrant Living, which was started over a decade ago (in 2011) in Hyderabad. She did her Bachelor's in Family and Consumer Sciences/Home Economics Teacher Education from St. Joseph's Autonomous College for women and Post Graduate Diploma Foods, Nutrition, and Related Services from Sri Padmavathi Mahila's Vidyalayam, Tirupathi. In 1991-93, she studied Community Health and Nutrition (Masters) at the University of



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72. Dr. D.RajeshBabu • POKEN BOMJEN• INSPIRATIONAL MOTHER STORY

POKEN BOMJEN- INSPIRATIONAL MOTHER STORY

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Member name is PokenBomjen , SHG Name: Kadi, Village:
Kadi, Mandal is Basar and State is Arunachal Pradesh.

This is the journey of a widowed woman whose steadfast
commitment to providing for her family through hard work and

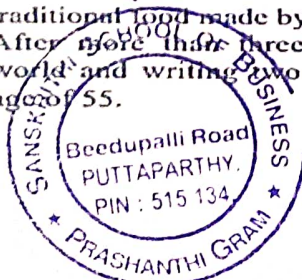
73. Dr. D. Hemanath AAZOL – TRADITIONAL FOOD

AAZOL – TRADITIONAL FOOD

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Apurva Purohit and her son, Siddharth, have started Aazol, a
consumer products startup that aims to create a marketplace for
traditional food made by self-help groups in Maharashtra.
After more than three decades of experience in the corporate
world and writing two bestsellers, Apurva Purohit started at the
age of 55.



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74. D Rajesh Babu WOMEN ENTREPRENEUR FALGUNI NAYAR –AN INSPIRATIONAL STORY

WOMEN ENTREPRENEUR FALGUNI NAYAR –AN INSPIRATIONAL STORY

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Nykaa's founder, Falguni Nayar, is India's fastest self-made billionaire and the first Indian woman to lead a profitable unicorn to an Initial Public Offering (IPO). Falguni's net worth has increased to \$6.5 billion after her IPO.

Falguni, a former investment banker, launched Nykaa, an online marketplace for beauty and wellness items, while she was close to 50 years old. It employs an omnichannel retail model with 80

75. Dr. D. Hemanath BOUTIQUE DAIRY

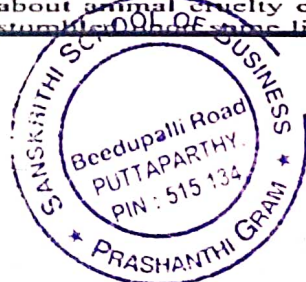
BOUTIQUE DAIRY

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Founded in 2020 by an architect, Farm Aura is a Bengaluru-based boutique dairy startup that employs cruelty-free dairy farming techniques to sell dairy products. The self-funded venture hopes to one day open its farms for homestays.

While volunteering at Charlie's Animal Rescue Centre (CARE) in Bengaluru, architect Radhika Nichani witnessed first-hand the horrors animals faced on the streets of India on a daily basis. One bad case of animal cruelty after another prompted her to read about animal cruelty cases, and, during one such deep dive, she stumbled upon literature about the many ways in which the



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76. D.PRANAVASREE KAILASH FISHERIES AND AQUATICS

KAILASH FISHERIES AND AQUATICS

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Mr. Akshaya Kumar Sahu is a 41-year-old progressive farmer/entrepreneur from Astapura village, Baisinga Mandal, Mayurbhanj district in Balasore, Odisha. His father, Mr. Manoranjan Sahu, started fish farming in 1.5-acre land, traditionally culturing Indian major carps (Catla, Rohu, and Mirgal), but the production was not much. Later on, he and his younger brother, Mr. Sanjay Sahu, started a technical way of culturing with the help of scientists from ICAR Central Institute of Freshwater Aquaculture (CIFA).

Mr. Akshaya Kumar Sahu underwent several pieces of training to learn about the breeding and culture technologies of freshwater fish. He started breeding indigenous Indian significant carps and other species in his hatchery. He gradually increased his culture area to 100 acres in four different places in Balasore and started his fish hatchery, breeding 25 varieties of freshwater fish, including

77. D.PRANAVASREE LEATHER- PUPPETRY CRAFT

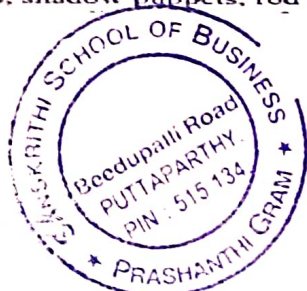
NIMMALAKUNTA LEATHER PUPPETRY CRAFT

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Nimmalakunta, a remote village in Dharmavaram Mandal, is famous for the Art of Leather puppetry craft is an ancient form of folk Arts in Andhra Pradesh. Many puppetry Artists from this village have shown extraordinary efforts in this Art. This art was famous by the name TholuBommalata which is the traditional cultural art of the region. Importance is being given for Indian epics like Ramayana, MahaBharatha, and Bhagavatha to prepare models and puppets.
The History of Puppetry

Shadow puppetry was born in China nearly 4000 years ago. These are still popular in China and Indonesia. Native Americans and Aztecs still use animal puppets for their religious rituals. Puppets are broadly classified into four kinds, namely marionettes, i.e., string puppets, shadow puppets, rod puppets, and glove puppets. Since it is



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78. E. Prashanthi BEEKEEPING-THE SWEET TASTE OF SUCCESS

BEE-KEEPING -- THE SWEET TASTE OF SUCCESS

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Mr. Bhoopalaksha (49) is from Kenchanahalli Pura village, Alur taluk, in Hassan district of Karnataka, India. He owns 7 acres of land and follows a mixed farming system of cultivation (Agri+Horti+Pasture). In the monsoon season, he grew paddy, maize, and horticulture crops such as chili, ginger, coconut, mango, sapota, guava, and banana and earmarked a considerable portion of the farming area to cultivate vegetables for household consumption. In his childhood, he started developing a passion for bee-keeping. His interest increased when he saw his family members collect honey from different parts of the Hassan district. After completing

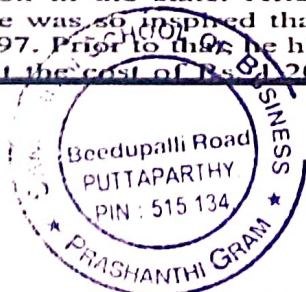
79. E. Prashanthi AMLA FARMING

AMLA FARMING

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Mr. Amar Singh, aged 60 years, is an inspiration to all cereal and pulses farmers in Rajasthan who want to venture into horticulture and improve their income. His hard work and dedication have led to his success story being shared across Rajasthan. Mr. Singh once came across a leaflet about Amla farming at an agriculture exhibition in the state. After reading about the health benefits of amla, he was so inspired that he decided to plant amla trees in the year 1997. Prior to that, he had plum trees in his field. He bought 60 plants at the cost of Rs.1200 from the Horticulture Department in



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80. E. Prashanthi CATTLE-BASED ORGANIC FARMING

CATTLE-BASED ORGANIC FARMING

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Mr. Gadde Satish (47) is a post-graduate in commerce from Seethampeta village, Denduluru Mandal, Eluru, in West Godavari district of Andhra Pradesh, India. He continues farming even in the present scenario where many farmers feel that farming is not profitable anymore due to pests and diseases, stagnation of crop yields, shortage of labor, and high cost of cultivation. He owns 16 acres of coconut plantation, cultivates paddy in 19 acres and corn in 20 acres. He also owns 37 buffaloes, including calves, heifers, and adults. He learned about cattle-based organic farming from his father and went ahead with it because he believes this is the best farming system and is environmentally friendly. He continued with

81. D. PRANAVASREE MK SABANA - SOAP MANUFACTURING

MK SABANA - SOAP MANUFACTURING

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Devale panchayat is a quiet rural Maharashtra setting away from bustling Pune city. The villages here are busy with their agricultural work, while women look after their households. However, during lean times, the family's income dips. This is where Hand in Hand India stepped in.

In Devale panchayat, our program's core objective is women empowerment and job creation. The women here are enthusiastic, but we found they could not find jobs due to a lack of higher education and low skills. Our first step was to form different self-help groups to train these women to save and manage money. We also introduced them to enterprise-oriented skills such as pottery, soap making, and more.

The first group that started their enterprise decided on soap making. A scoping study showed soap as a good product; after all, detergent soap bars are used by rural and urban populations and are an everyday requirement. The Hand in Hand India team motivated the Sanyojini group and taught them how to procure materials from the



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S2.E.Prashanthi Plight of Management Education in India: Perception between Regulators and Institutions: A Pilot Study

Abstract

Management education is considered as elitist as it attracts young men and women which are usually motivated by the positive consequences associated with management education. In India higher education especially management education is witnessing an exponential growth in terms of number of institutes imparting management education which are usually termed as Business School. This paper tries to explore the present situation of management education in India after financial turbulence of USA and the case like Satyam in India. This paper also studies the trends prevailing in management education in India, and tries to find out implication of management education in India on Industry and individuals. Further it tries to study emerging issues of management education, and to find implementation of possible direction and policy towards improvement of management education in India. This paper will fill gap between existing literatures as not much of work has been done in this area.

Keywords: Management Education, Management, Business School, India

1. Introduction

The development of management education can be traced back to 18th century. From 18th century to 21st century, management education has seen lot of changes and development. Management education in India is predominately a derivative of western management thought and practice. Occasionally, management schools draw some inferences from Indian epics, shastras and practices. It may be

83. E.Prashanthi Plight of Management Education in India: Perception between Regulators and Institutions: A Pilot Study



Vol. 12 No. 2 (2022): Vol 12, Iss 2, Year 2022

ARTICLES

A pilot study on the perspectives of regulators and institutions of management education in India



Sreenivas T, Prashanthi E

— More Info

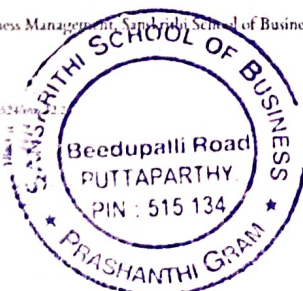
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DOI: <https://doi.org/10.26324/jms.2022.12.2.83>



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84. Mr. D. Rajesh Babu Covid-19 Scenario In India - A Review



Vol. 12 No. 2 (2022): Vol 12, Iss 2, Year 2022

ARTICLES

Covid-19 scenario in india – a review



Rajesh Babu D

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DOI: <https://doi.org/10.26524/jms.12.2.8>
Published June 30, 2022

Abstract

In India, covid-19 has had a huge and negative impact on the Indian Economy. Various sectors affected and lost revenues from the last two years. Coronavirus created a massive gap for business entities, and most of the organizations, state government, and the central government lost the

Keywords

85. D. PRANAVASREE A STUDY OF EMPLOYEE RETENTION IN INDIAN IT INDUSTRY DURING TIME OF COVID



Vol. 12 No. 2 (2022): Vol 12, Iss 2, Year 2022

ARTICLES

Employee retention: a study of employee retention in indian it industry during time of covid



Pranavasree D

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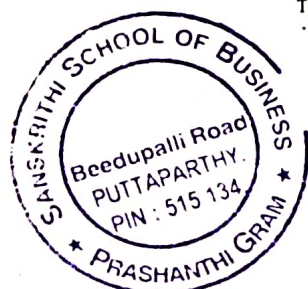
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DOI: <https://doi.org/10.26524/jms.12.2.8>
Published June 30, 2022

Abstract

The aim of this paper is to understand the need of employee retention in IT industry in India during



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86. Dr. T. Venkatesan Fundamentals of Business Research methods (A beginners guide to business research aspirants)



Dr. Venkatesan T
Dr. Krishnamoorthi M
Dr. Venkatesh P

Fundamentals of Business Research Methods

A Beginners Guide to Business Research Aspirants

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Research is simply the process of finding solutions to a problem after a thorough study and analysis of the situational and other related factors. Business research is a systematic and organized effort to investigate a specific problem encountered in the work setting that needs a solution. It comprises of a series of steps designed and executed with the goal of finding answers to the issues that are of concern to the manager. This unit provides a basic understanding of research, the process involved and the steps involved in development and testing of hypothesis. Further, the need and the major types of research design is dealt in detail. Managers are mostly involved in studying and analyzing issues that lead to decision making. They are involved in some form of research for making an appropriate decision. Decision making today is complicated and complex. There is a myriad flow of information enabled by data mining and warehousing which provides a vital input for decision making. The success or failure of a business decision depends on the data associated with the decision. The decisions can be made in an objective or subjective manner. Objective decision making is rationale and s

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87. Dr. T. Venkatesan A study of impact on capital structure and liquidity analysis of profitability towards hdfc bank.

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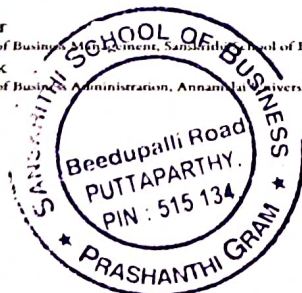
ARTICLES

A study of impact on capital structure and liquidity analysis of profitability towards hdfc bank

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SS.D.PRANAVASREE IMPACT OF DIGITAL HRM STRATEGIES ON EMPLOYEE PERFORMANCE AND PRODUCTIVITY.

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IMPACT OF DIGITAL HRM STRATEGIES ON EMPLOYEE PERFORMANCE AND PRODUCTIVITY.

D.PRANAVASREE

Human resource management (HRM) practices can have a big impact on how well employees perform in the aspects of both in-role and extra-role performance. The impact of various HRM methods, notably the digitization of HRM practices, on the in-role and extra-role performance of employees working in the ready-made garment business has not yet been examined in the context of Bangladesh. Therefore, this study's main objective was to investigate the impact of human resource management digitalization on employees' in-role and extra role performance in the context of Bangladeshi ready-made garment (RMG) enterprises. Using the 25th version of the Statistical Package for The Social Sciences (SPSS), the study investigated the opinions of the employees working in various departments of RMG companies in Bangladesh. It sought to determine how certain digitalized HRM practices, particularly e-recruitment and selection, e-training and development, e-performance appraisal and management, e-compensation management, e-complaints management, e-communication management, e-career management, etc., have an impact on both in-role and extra-role employee performances. Findings of this

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89. D.PRANAVASREE UNIQUE EMPLOYEE RETENTION STRATEGIES IN IT AND SERVICE INDUSTRY DURING PANDEMIC FOR SUSTAINABLE DEVELOPMENT

UNIQUE EMPLOYEE RETENTION STRATEGIES IN IT AND SERVICE INDUSTRY DURING PANDEMIC FOR SUSTAINABLE DEVELOPMENT

K. Sal charan, mba, sanskrithi school of business.

D.pranavasree, assistant professor, sanskrithi school of business.

Abstract

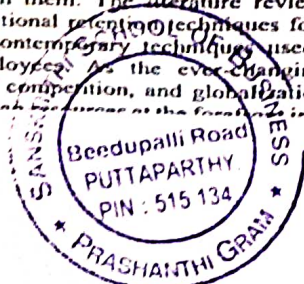
Employees are the most important, valuable and productive asset of an organization and retaining them is one of the toughest challenges for the managers. As the replacement cost of key employees involves huge turnover, there is a need to develop a fully integrative retention policy to tackle such type of problems. The objective of this study is to critically analyze the various works done in the field of employee retention and highlight factors responsible for employee departure and retention initiatives followed to retain them. The literature review will present traditional retention techniques followed as well as contemporary techniques used to retain the employees. As the ever-changing technology, stiff competition, and globalization has brought human resources at the forefront in organizational

ultimately leads to survival and profitability of a company. When an employee leaves an organization, he takes the knowledge, experience, culture and value system away with him, which might be tapped and used against the organization. A high rate of attrition is also not good for the image of the company as it might send wrong signals to prospective employees and customers.

What is employee retention?

Employee retention is defined as an organization's ability to retain its employees. It can also be called as a process, in which the resources are motivated and encouraged to stay in an organization for a longer period of time for the sustainability of the organization. The ultimate aim of employee retention is to make both the stakeholders, i.e., employees and employer happier. It facilitates loyal employees sticking to the company for a longer duration, which in turn will benefit both the stakeholders.

Employee retention is not just a matter that can be dealt with records and reports. It purely depends upon how the employers understand the various concerns of the employees and how they help them resolve their problem, when they are in need. Every organization spends time and invests money in grooming new employees and make them corporate-ready. The organization will be in complete loss if such employees quit after their



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90. D.PRANAVASREE INSEARCH OF BEST TAXATION POLICY BY ANALYSING GLOBAL TAXATION PRACTICES FOR SUSTAINABLE DEVELOPMENT.

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INSEARCH OF BEST TAXATION POLICY BY ANALYSING GLOBAL TAXATION PRACTICES FOR SUSTAINABLE DEVELOPMENT

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D.pranavasree, assistant professor, sanskriti school of business.

Abstract

Taxes are mandatory contributions levied on individuals or corporations by a government entity whether local, regional, or national. Tax revenues finance government activities, including public works and services such as roads and schools, or programs such as social security and medicare. In economics, taxes fall on whoever pays the burden of the tax, whether this is the entity being taxed, such as a business, or the end consumers of the business's goods. From an accounting perspective, there are various taxes to consider, including payroll taxes, federal and state income taxes, and sales taxes. To help fund public works and services and to build and maintain the infrastructure used in a country a government usually taxes its individual and corporate residents. The tax collected is used for the

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91. D.PRANAVASREE FUTURE ESSENCE OF SUSTAINABLE GREEN HRM, IMPACT ON WORKING CONDITIONS

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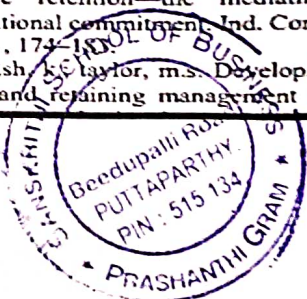
FUTURE ESSENCE OF SUSTAINABLE GREEN HRM, IMPACT ON WORKING CONDITIONS

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Abstract

Recently, there has been an increasing awareness within different communities on the importance of going green and they are becoming more environmentally sensitive. Responsible leaders need to create organizational cultures that facilitate green behaviors among their employees by adopting profuse environment management techniques. As everything is going global, there has been a paradigm shift from conventional structures to a modern capacity-based economy which is ready to traverse green economic facets of business. In recurrent fashion, green human resource management (ghrm) has become a pivotal strategy where human resource departments play an active role in going green at their workplace. It is an emerging field of research which is intriguing and extremely instrumental in creating and enhancing natural environmental sustainability. It assumes an indispensable part in



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