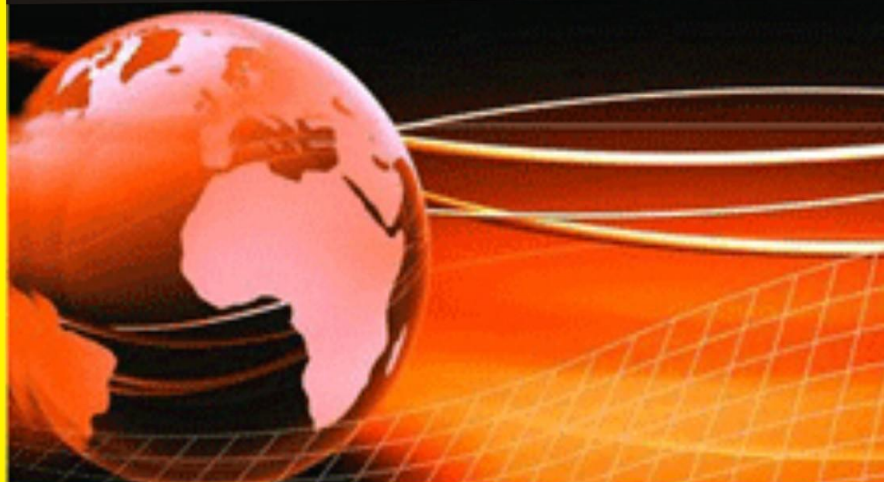


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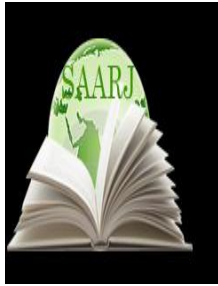
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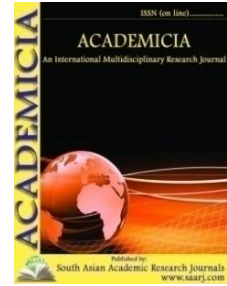
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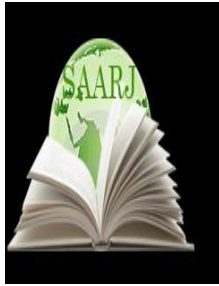
**CROP DIVERSIFICATION IN INDIA: A STUDY OF
REVIEW OF LITERATURE**

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*Research Scholar,
Centre for Study of Regional Development,
JNU, New Delhi, India.

ABSTRACT

Crop diversification is a widely advocated means for agricultural and rural development. Crop diversification is a concept, which is opposite to crop specialization. It implies shift from subsistence farming to commercial farming or from low value food crop to high value food or non-food crops. The level of diversification largely depends on the agro-climatic/ socio-economic condition and technological developments in a region. Also government support, institutional support and domestic demand play a significant role in diversification. For instance, the creation of the technology mission on oilseed by the government of India gave push to oilseeds production. The specific price related support also encourages crop area shifts.



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A CONCEPTUAL PAPER ON SELF-MANAGEMENT; AN ESSENTIAL INGREDIENT FOR OUTSTANDING PERFORMANCE

Moutushi Ganguli Sharma*; Kshitiz Sharma**

*Research Scholar,

Jain University,
Bangalore, India.

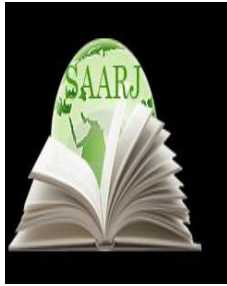
**Assistant Professor,

Alliance School of Business,
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Bangalore, India.

ABSTRACT

The broad purpose of this paper is to explore the importance of self-management for the success of an establishment especially to ensure employee outstanding performance. Those organizations that are able to acquire, develop, stimulate and keep outstanding employees will be both effective and efficient. Contrary to western world approach to Management, where focus lies in exploration of the external world of matter and energy for improved management, the Indian context has more complete approach, where focus is on exploration of the inner world of the self and harmonising it with external world; Bhagavad-Gita, Chanakya Neeti, etc., follows this path. Today, the globalization of the world economy and rapidly changing environment brought several challenges for the managers. Globalization provokes a firm to extend their sales, capture new international market, and increase ownership. More expansion brings more competition and more competition means more pressure to be "world class", to be much more productive, and to do things with great USP and less expensively. All such aspects of business demands self-management first. The Bhagavad-Gita also stresses upon imbibing personal management first before personnel management (HRM) in all aspects. Personal management, we refer as self-management here, includes all aspects of management of oneself such as managing emotions, time, stress, harmonising with the greater surrounding, family, friends, nature and more over managing life. A self-managed employee works on high esteem, reducing egoist state and setting himself free from falsehood, false pride and anger as undivided part of self-management. Sri Krishna in Bhagavad-Gita described, that, 'from anger, complete delusion arises, and from delusion bewilderment of memory. When memory is bewildered, intelligence will be lost and when intelligence is lost one falls down.'

KEYWORDS: Self-Management, Self-Esteem, Learning and work attitude



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**THY SUCCESS IS THY BANE: A COMPARATIVE ANALYSIS OF
EDUCATIONAL EMPOWERMENT OF FEMALE PROFESSIONALS OF
FARIDABAD DISTRICT****Dr. Archana Bhatia*; Kanika Mehandiartta****

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**Assistant Professor
DAV Centenary College,
Faridabad, India.

ABSTRACT

Educational Empowerment is necessary for females as she lays the foundation of the generations to come. An educated woman is a strong pillar in the development of any economy. The research paper studies the perception of 204 female professionals belonging to different professions and age groups on different attributes of educational empowerment and brings forth suggestions for strengthening the educational empowerment of women in the Indian society. One way ANOVA on SPSS version 18 was used and the results show that there is a great need of educational empowerment of the females in India especially for their higher education.

KEYWORDS: *educational empowerment, female professionals.*



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METHODS, APPROACHES AND TECHNIQUES TO ENGLISH LANGUAGE TEACHING AND LEARNING

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ABSTRACT

Learning comes about as a result of the interaction that takes place between the learner and the teacher. Methods, approaches, techniques and strategies make teaching of any language systematic, meaningful and effective. Learners can improve their understanding level if they use certain methods and approaches and teachers also can improve their skills by using various techniques and strategies. Teaching and learning can be effective when a language or subject is taught according to the situation and circumstances prevailed at the time of teaching in the class room either in natural setting or simulation model. Many languages are taught at schools across the world but English language has grabbed the attention as it is required in modern era because it is used widely everywhere. It is our endeavour that various teaching methods have been designed by constant evaluation and observation. Prominent among those tried out methods are Grammar translation method, Direct method, Audio lingual method and Communicative Language Teaching approach (CLT) and various techniques and strategies are also required for teaching English language. This research investigates how best these methods were used and are being used now in different schools and colleges to teach English language effectively and differently. In fact, English is taught as a second language in most of the countries and various methods and principles are followed by teachers but the methods, mentioned above, are being used widely in teaching- learning process.

KEYWORDS: *method, instruction, teaching, learning, English language, second language, demonstration, grammar-translation method, direct method, communicative language teaching, techniques, strategies, multimedia, technology, visual aids, audio-lingual method, explanation, vocabulary, grammar, pronunciation, communication skills, practice, teacher, student.*



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**MEDIA AND YOUTH: RADIO LISTENING AND TELEVISION
WATCHING PATTERNS OF MEITEI PANGAL CHILDREN IN MANIPUR****Dr. M. Nawaz Khan***

*Assistant Professor,
Department of Mass Communication,
Rajiv Gandhi University,
Arunachal Pradesh, India.

ABSTRACT

Change is the law of nature and in course of time the media landscape of a society changes. Today, though television assumes greater importance as a cultural tool, radio still remains an important communication tool for villagers. This holds good for the indigenous Manipuri Muslim community, the Meitei Pangals who are living a conservative life in rural areas of Manipur. In the last few decades the Meitei Pangal community has witnessed socio-cultural change in various aspects including the media consumption patterns. Some of the findings in respect of media uses and preferences of the Meitei Pangals suggest that there are negotiations between audiences and media. The findings also include prevalent suspicion on television's impact on work culture and education of children. Besides, the study reveals how audience organise time and space to accommodate radio and television into their busy daily lives while acknowledging radio as a more innovative medium than television. These inferences are drawn from an in-depth qualitative audience study of two Meitei Pangal villages namely Chongtham and Keibung in Thoubal district of Manipur. Established on 15th August 1963, the All India Radio, Imphal station, the only radio station in the valley of Manipur, plays an empowering role by encouraging audience participation. Age is an increasing factor in media consumption in rural society where the young are more familiar with their communication options than their elders. This paper critically analyses how Meitei Pangal children use radio in their everyday lives. Though they are attracted to television they acknowledge radio as an important medium in rural Manipur.

KEYWORDS: cultural tool, radio, Muslim, socio-cultural change, education, children.



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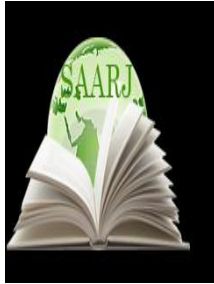
**ASPECTS OF NON-GOVERNMENTAL ORGANIZATION IN EGYPT
AND ARAB AWAKING****Dileep Kumar Maurya***

*Doctoral Research Fellow, (JRF),
Centre for West Asian Studies,
School of International Studies,
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New Delhi, India.

ABSTRACT

By starting, Egypt is considered to be a middle power with significant cultural, political, and military influence in the Mediterranean, the Middle East and the Arab world. This paper is addressing to the politics of this so called Egyptian Non-Governmental Organizations (NGOs) in Arab Spring. It also examines that after collapse of the British Colonial powers gradually Egypt experienced the growth of NGOs but previously these were largely religious. Here, the work is tried to explore the overall understanding of the origin of NGOs in the Egypt and its impact on the people resulting Arab awakening. This Literature is tired to explain the basic questions and exploring the very nuance of politics that what are the NGOs and their role in the Arab awakening? How these entities play a greater role? And discusses why and how it operates in the Egypt, and why it seeks cooperation from other international organizations such as the United Nations to effectively carryout this process of movements, and to reforms the socio-economic-political and military system of the Egypt. At the end, it addresses various challenges and impacts of CSOs over Arab Spring in Egypt. This research will use both primary and secondary, sources of data and adopt inductive methods to analyze the subject of the research.

KEYWORDS: West Asia, Civil Society Organizations (CSOs), Non-Governmental Organizations (NGOs), inter-governmental organizations (IGOs), UNESCO, Middle East and North Africa (MENA).



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A CASE STUDY - ETHICAL DILEMMA OVER FREE INTERNET CONNECTION

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*Assistant Professor,
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Alliance University,
Bangalore, India.

ABSTRACT

The case is about the ethical dilemma over a free internet connection which the two actors of the case accidentally receive. Though not desirable by the actors for such facility initially, they both are taken by surprise for receiving the same. The resistance to such offer was diminishing with every use and they fall trap to this unimagined facility. Now, this starts a fight between mind and heart. Arguments are generated for each situation, but the question remains “is this ethical or not?” Finally, they decide something.

KEYWORDS: Wireless, ethical, dilemma, password security, hacking.



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**PROBLEMS FACED BY RURAL WOMEN ENTREPRENEUR OF
MEWAT DISTRICT IN HARYANA****Meenakshi Yadav*; Bhawna Pal****

*Assistant Professor,
PGDAV [Evening] College,
University of Delhi,
New Delhi, India.

**Assistant Professor,
Janki Devi Memorial College,
University of Delhi,
New Delhi, India.

ABSTRACT

The main objective of the study was to get an insight into the problems and challenges faced by rural women entrepreneurs. The study was conducted in the rural areas of Haryana with a sample size of 60 rural women, out of which 30 respondents were engaged in entrepreneurial activity and other 30 respondents were not involved in any such activity. For collecting the, data, interview method was used. Data was gathered and analyzed based on the information of the entrepreneurial problems. The major issues and problems are known through the result of the study it indicates lack of supports, (from family and social supportive networks), marketing problems, financial problems, are major discouragement factors that obstruct women from pursuing any entrepreneurial activity.



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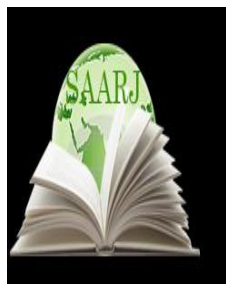
**NATIONAL HUMAN RIGHTS COMMISSION AND HUMAN RIGHTS IN INDIA****Sanjeet Kumar***

*Research Scholar,
Central University of Haryana,
Mahendragarh.

ABSTRACT

The idea of Human Rights is as old as the state itself. Human Rights are, therefore those rights which belong to an individual as a consequence of being human. They cover legal rights and fundamental rights which are protected by different bodies like a pluralist and accountable parliament, an executive who is ultimately subject to the authority of elected representatives, and independent impartial judiciary. Besides, National Human Rights Commission has been perceived as an alternative mean to protect human rights. The Commission is vested with the wide-ranging powers relating to inquiries and investigations for the protection of an individual human rights. This work is an attempt to study the role of National Human Rights Commission in this perspective.

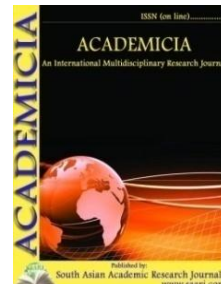
KEYWORDS: *Human Rights, Legal Rights, Fundamental Rights and etc.*



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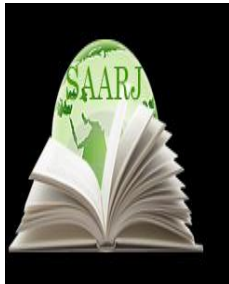
**EDUCATIONAL ACTIVITIES OF AMERICAN MISSIONARIES IN
JAFFNA (1796-1948) - A HISTORICAL VIEW****Dr.Kandiah Arunthavarajah***

*Senior Lecturer,
Department of History,
University of Jaffna,
Sri Lanka.

ABSTRACT

The reign of British in Jaffna was distinct from other European powers especially from those of Portuguese and Dutch. These distinctions were based on political, economical and socio cultural levels. Jaffna was not an exception for these changes. The period of Portuguese and Dutch made small changes in the life style of people, whereas the changes made during the British reign were remarkable. The main reason for these changes was the arrival of Christian Missionaries and their services. The American Missionaries became more prominent as their services were more public oriented. As a result of this they could also imprint their name in the history of Jaffna. The notable period of the impact of the Missionaries was from the 1820s to early 20th century. During this period they engaged themselves in printing and publishing translations of English works into Tamil. Printing publishing and establishment of primary, secondary and tertiary educational Institutions and provision of health care for residents of the Jaffna peninsula. These activities resulted in many social changes amongst Jaffna Tamils and some of them survive even today. They also led to the attainment of a lopsided literacy level among residents in the relatively small peninsula. This is cited by scholars as one of the primary factors contributing to the recently entered civil war. Many notable educational Institutions within the Jaffna peninsula owe their origins to the Missionary activities from America. The services on education, carried out by the American Mission brought many changes in the lives of those who resided in Jaffna. Thus the main objectives of this research are to explain how and where these changes occurred, how the inhabitants of Jaffna faced the impact of these changes and also to document all these changes. The research methodology is based on history. The primary sources for this study include the British documents, notes, letters and books written by the priests who had come here to propagate Christianity in Jaffna and archaeological and other historical materials. I have utilized as secondary sources, books and articles in the journals, magazines and internet based sources.

KEYWORDS: Bahthi Movement, Guru kula education, Women education, Missions schools.



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**A STUDY ON “WORK/LIFE BALANCE AMONG INFORMATION
TECHNOLOGY (IT) EMPLOYEES”****S K Nireekshan Singh Gowgi*; Dr. TBBSV Ramanaiah****

*Research Scholar,
Department of Studies in Social Work,
University of Mysore,
Mysore, India.

**Professor and Research Guide,
Department of Studies in Social Work,
University of Mysore,
Mysore, India.

ABSTRACT

An ideal balance between work and personal life is desirable that one wishes to master. But, the changing global scenario makes it harder for employees, especially IT professionals, to maintain a balance between professional life and personal life. In this study, the researchers have made an attempt to find the level of Work/Life Balance (WLB) among the employees of IT sector. A scale to assess the work/life balance, developed by Pareek and Udai (2010), has been administered on 100 employees of three IT companies to measure the work/life balance. No significant difference in work/life balance has been found between male and female, employees of different age groups, and duration of their work experience.

KEYWORDS: Gender, IT Sector, Professional and Personal life, Work Experience, Work/Life Balance.



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STANDARDS AND STANDARDISATION OF MASS MEDIA PUBLICATIONS

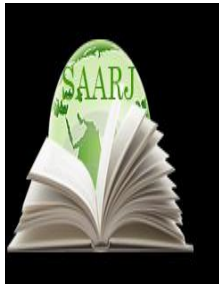
Dr. M. Nawaz Khan*

*Assistant Professor,
Department of Mass Communication,
Rajiv Gandhi University,
Arunachal Pradesh, India.

ABSTRACT

A dangerous trend towards monopolistic practice is emerging through the rampant commercialization and sensationalism in the mass media. In such a scenario the expected journalistic standards on the part of the media regarding their social responsibility have become a strong debating point. This has put a question mark on the media's ability to fulfil the social responsibilities expected from them in the public sphere. The mass media in their conduct are expected to take into account public interests including freedom of publication, diversity in information, culture and opinion, support for the democratic political system, support for public order and security of the state, quality of information disseminated to the public, respect for human rights and avoiding harm to individuals and the society. The principle that media have certain obligations to the society requires the mass media to be fair, objective, relevant and truthful. While enjoying the freedom of the press the practice of self-regulation should be adopted by adhering to the professional code of conduct and ethics that too within the ambit of the law of the land. To achieve these goals the mass media have to adopt some established standards and maintained. Hence, the standardisation of mass media publications becomes significant.

KEYWORDS: *Mass media, standardisation, opinion, human rights, ethics.*



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**IMPACT OF MEDIA ON CONSUMER BUYING BEHAVIOUR:
A STUDY OF HERBAL PRODUCTS OF SKIN CARE AND HAIR CARE****Shipra Bansal***

*Assistant Professor,
GGDSD College,
Chandigarh, India.

ABSTRACT

Understanding the relative effectiveness of different media for marketing communications has always been challenging. However, the recent emergence of the internet has further complicated decisions about how to allocate resources across media. In this study we examined four media, including traditional mass media like television, mail and radio, as well as new digital media such as the internet. Using a designed experiment, we judged the relative effectiveness of the four media in eliciting a response to two segments of herbal cosmetics (Skin care and Herbal care). ANOVA test and KMO and Bartlett's Test had been used in the study. Our results showed that Television continues to be most receptive to traditional media. The internet is much less effective as channels for generating a response to a marketing communication in Chandigarh and Mohali Region of India.

KEYWORDS: ANOVA test, KMO and Bartlett's test.



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MARKETING RESEARCH: OVERVIEW AND CAREERS

Pooja Sharma*

*Assistant Professor,
Department of Management,
SBD Group of Institutions,
Kurukshetra, Haryana, India.

ABSTRACT

Marketing research gains an important place in today's market. Marketing research is simply research about the means of selling, distributing and promoting goods or services. It helps a manager in decision making and explains what-why-how customer will behave in a particular situation. There is also a very good career scope in research field for hard working and analytical people. On an average a market research analyst can earn more than 67,000 USD for an annum and even marketing professionals in reputed companies also enjoys very high salaries and other benefits.

KEYWORDS: *marketing research, process, careers.*



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HEALTH SYSTEM: AN ASSESSMENT OF CLIENT SATISFACTION

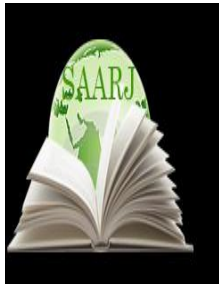
Dr. Mamta Sharma*

*Assistant Professor,
Maharaja Agrasen,
Jagadhri, Haryana, India.

ABSTRACT

"Everyone, without distinction as to economic and conditions has the right to the preservation of his health through the highest standards of food, clothing, housing, and medical care which the resources of the State and community can provide. The responsibility of the State and community for the health and safety of its people can be fulfilled only by provision of adequate health and social measures."

KEYWORDS: *Discrimination, Socially Responsive, Dedicated honest, Respondents, Adequate.*



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**EFFECT OF WEIGHT TRAINING AND FARTLEK TRAINING ON
PHYSIOLOGICAL VARIABLES AMONG HARYANA COLLAGE MEN****Dr. Rita***

*Assistant Lecturer,
TDLM Collage of Education,
Panipat, Haryana, India.

ABSTRACT

Resistance training includes the strength sports of weight lifting and power lifting, in which resistance exercise used in training becomes the competition tool, and body building, in which resistance exercise training is used to create an idealized physique. Additionally, resistance training has become integral part of training in other sports such as American football, track and field, and tennis. while sports depend on specific talents and characteristics, such as strength, explosiveness, power, endurance capabilities, and agility, ideally these sports also depend on a training process that develops and maximizes such talents. Resistance training is a primarily ingredient in that process becomes paramount Fartlek is a Swedish term that means "run as you feel" or "Speed play".

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