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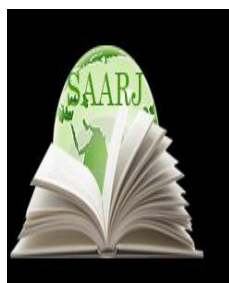
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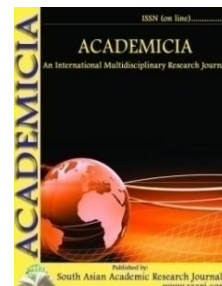


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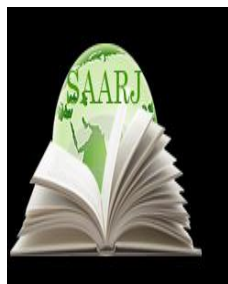
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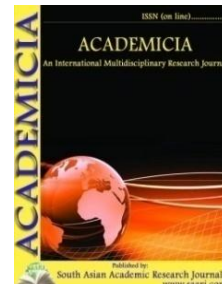
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**CONSTRAINTS PERCEIVED BY GENDER REGARDING  
PARTICIPATION IN RURAL DEVELOPMENT**

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**ABSTRACT**

*Rural women play a key role in agricultural sector production by working with full passion in production of crops right from the soil preparation till post harvest and food security activities (Habib, 1996; ESCAP, 1996; Ahmed & Hussain, 1986). Although women play a central role in the rural economy through their contribution to the agriculture production process, their quitable participation in rural organizations (ROs) remains minimal. Furthermore their role is decision making and in leadership positions within these organizations remains negligible. The study was purposively conducted in Takha block of Etawah district (U.P.) on the ground of being a major rice growing area and livestock areas. Four villages were randomly selected from the village list of the block for the study. Out of which main three constraints viz. (1) Lack of education (92%) (2) Bearing clothing (Pahanava) for operation of Agricultural*

implements(91%) (3) Lack of training and Lack of knowledge about Agricultural implements(87%), respectively, felt by almost all the members of the genders communities.

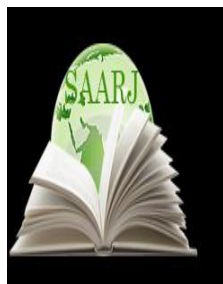
**KEYWORDS:** Purposively, Respectively, Stability, Exposure

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**PATIENT SATISFACTION USING SERVQUAL METHOD AT A  
SPECIALTY HOSPITAL AT GHAZIABAD**

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**ABSTRACT**

*Hospitals have started providing five star facilities. The patients and their relatives coming to the hospital not only expect world-class treatment, but also other facilities to make their stay comfortable in the hospital. This change in attitude and expectation has come due to commercialization and improvement in the facilities. The aim of this study was to evaluate the level of patient/relatives' satisfaction at tertiary care teaching hospital and feedback from them for improvement of the same. The study was conducted by distributing 100 structured questionnaires amongst patients and their relatives to find out the factors, which satisfy them in a tertiary care super specialty hospital and by analyzing the data using appropriate statistical methods. SERVQUAL is a standardized and reliable instrument that identifies five different dimensions of service quality and validates those dimensions in different service situations (Rohini and Mahadevappa, 2006). Parasuraman et.al.(1988), in their SERVQUAL model, identified five dimensions viz. responsiveness, reliability, assurance, tangibles and empathy on the basis of which customers' expectations and perceptions are measured. Eighty-four percent people were satisfied with the service at the admission counter while 79% were satisfied with room preparation at the time of admission. The nursing services satisfied 74% of people while 90% were satisfied with explanation about disease and treatment by doctor. The behaviour of nurses, doctors and orderlies satisfied 90%, 88% and 80% of people, respectively. The cleanliness of toilets satisfied only 51%, while diet services satisfied 75% of people. The five major satisfiers were behaviour of doctors, explanation about disease and treatment, courtesy of*

*staff at admission counter, behaviour and cooperation of nurses. The five major dissatisfiers were cleanliness of toilets, quality of food, explanation about rules and regulation, behaviour of orderlies and sanitary attendant and room preparedness.*

**KEYWORDS:** *commercialization, servqual, preparedness, specialties,*

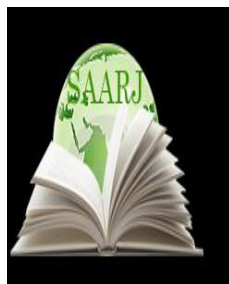
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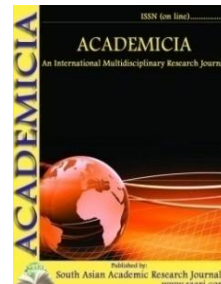
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## **PRESERVATION AND CONSERVATION OF LIBRARY MATERIALS**

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### **ABSTRACT**

*Library is the store house of knowledge which is stored in the form of documents. It represents the lifelong labors undertaken by philosophers and scientist. It is very difficult task for library staff to preserve the treasure of knowledge for the future generation. Preservation deals with the regular maintenance aspect whereas conservation deals with remedial treatment. Books, periodicals, pamphlets, newspapers & non print materials are the collection of a library which is to be saved from the deterioration. Deterioration is the process by which library material is damaged, destroy or decay by means of various factors like environmental, biological, chemical etc. Repair and restoration is also a part of preservation & conservation that is basically concerned with the already damaged or affected library material. It is our responsibility to create user friendly environment and preserve library material for future generation. In general, 'Conservation' and 'Preservation' word is used synonymously but they are the two different aspect of the same coin. Preservation deals with the regular maintenance aspect whereas conservation deals with remedial treatment. Library staff has little knowledge about the preservation and conservation of library materials.*

**KEYWORDS:** *Conservation, Library, Library Materials, Preservation*

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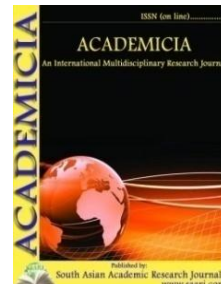
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**PARTICIPATION OF RURAL WOMEN IN AGRICULTURE AND  
LIVESTOCK SECTOR IN ETAWAH DISTRICT**

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**ABSTRACT**

*Rural women play a key role in agricultural sector production by working with full passion in production of crops right from the soil preparation till post harvest and food security activities (Habib, 1996; ESCAP, 1996; Ahmed & Hussain, 1986). The caste system in India separated into economic and social strata by birth. The rigid hierarchy remained largely in place for many countries, despite periodic challenges from social and religious reform movements. The study was purposively conducted in Takha block of Etawah district (U.P.) on the ground of being a major rice growing area and livestock areas. Four villages were randomly selected from the village list of the block for the study. In Agriculture activities related that as compare to women, man average contribution was more (58.50 %) out of 14 agricultural activities and women contribution was (41.50%) and Social & decision power activities that as compare to women, average contribution of man was very high (90.60 %) and women contribution was very low (9.40%) but in Livestock activities as compare to man, women average contribution was more (56.25 %) out of 8 livestock activities and man contribution was (43.75%). Livestock production is largely in the hands of women. India is an agriculture based country and livestock sector is an*

*integral component of it where, livestock production is largely in the hands of women. Most of the animal farming activities such as fodder collection, feeding, watering, and health care, management, milking and household-level processing, value addition and marketing are performed by women. S.J. Patel et.al. (2016)*

**KEYWORDS:** Randomly, Contribution, Household-Level Processing,

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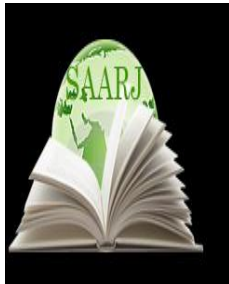
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**DETERMINANTS OF LEADERSHIP SKILLS AMONG THE BOARD OF  
DIRECTORS OF PRIMARY MULTIPURPOSE COOPERATIVES  
SOCIETIES IN GAMBELLA TOWN, ETHIOPIA**

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**ABSTRACT**

*Now a day cooperatives act in a very different environments. The need to compete in an open and globalized market has obliged them to rationalize structures and professionalize many boards of directors. The most important reason for the down fall and dormancy state of many multipurpose cooperatives in the region currently is the absence of effective leadership qualities and skills among their cooperative leaders. With this backdrop, the study investigated the leadership skills among the leaders of multipurpose cooperatives. Out of 31 primary multipurpose cooperatives operating in the town, 16 primary cooperatives were selected purposively as the study units. By adopting census method all the 128 board of directors representing from 16 primary multipurpose cooperatives were selected as study population. The study was heavily dependent on primary data which was collected from the board of directors by administering structured questionnaire. Econometric model viz., binary logistic regression was used to assess the determinants of leadership skill among the board of directors. The results of binary logistic regression analysis shows that variable such as: age, access to training, leadership experience, media exposure, leader member relations and government interference were found to be the major variables that strongly determines the leadership skills. Those variables such as: age, and leader member relations were found to*

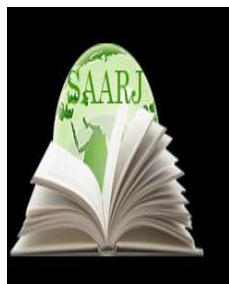
*have negative significant effect whereas leadership experience, media exposure, access to training, and government interference were found to have positive significant effect on leadership skills. Based on the findings it is suggested that the leaders of cooperatives need to be given training on leadership qualities, skills and on the functionalities of cooperatives.*

**KEYWORDS:** Board of Directors, Cooperatives, Leadership, Leadership skills.

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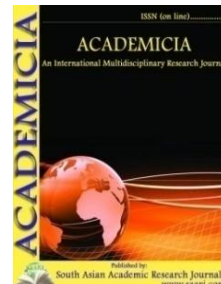
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**"EFFECT OF TEMPORAL LOBE STIMULATION IN THE ACADEMIC  
PERFORMANCE OF CHILDREN WITH LEARNING DISABILITY:A PRE  
TEST POST TEST STUDY DESIGN"**

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**ABSTRACT**

*Currently sixty types of educational intervention methods are available, for treating dyslexia. Mainly phonemic interventions, but none seems to be effective. The current study is an attempt to stimulate the brain through external stimuli in the form of Frequency Modulation tone. To test the hypothesis that temporal lobe stimulation helps the learning disabled to read/write/calculate normally, appropriate to their intelligence level. The sample of the present study consists of 30 school going children belong to an age group of 6-12 years. They were screened with NIMHANS SLD Battery. The study designed as a pretest-posttest single group design Scores showed significant difference between the pre and post tests values of the sample. The results of the post test showed significant improvement in reading, writing and calculation and significant reduction in errors after intervention. The temporal lobe stimulation has significant impact in the academic performance of the learning disabled*

**KEYWORDS:** *Intervention, Dyslexia, Processes, Contributions, Neuropsychology*

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## **FINANCING OF DEFICIT AND ECONOMIC DEVELOPMENT IN INDIA**

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### **ABSTRACT**

*The developing countries aim to achieve higher economic growth. A higher economic growth requires high capital resources, but in the developing countries capital resources are inadequate for financing economic development. The rate of taxes cannot be increased because the rate of saving and consumption will fall, since the savings are already very low in developing countries. Thus, deficit financing is a necessary evil in developing countries to generate revenue sufficient to undertake various activities for development purpose. The concept of deficit financing was popularized by the British economist J. M. Keynes, who used the concept to mobilize resources for planned economic development. The paper discusses the importance of deficit financing in Indian economic scenario. In the paper calculation of budget deficits in various years has been done. The paper discusses how the concept of deficit financing has changed from 1<sup>st</sup> April, 1997 and also suggests the how deficit financing can be used for development purposes in India. Classical economists believed in 'Laissez Faire Policy' and so did not consider the role of fiscal and monetary policy for economic development. Classical economists were of the view that savings is always equal to investment and if in any situation savings become more than investment then the interest rate makes them equal.*

**KEYWORDS:** Budgetary deficit, Deficit financing, Fiscal deficit, Primary deficit, Revenue deficit

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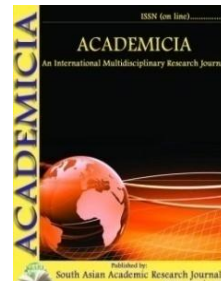
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**AN INVESTIGATION ON HIGHER EDUCATION TEACHING  
STRATEGIES BASED ON BLOOM'S TAXONOMY FOR THE  
ACQUISITION OF HIGHER ORDER THINKING SKILLS**

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**ABSTRACT**

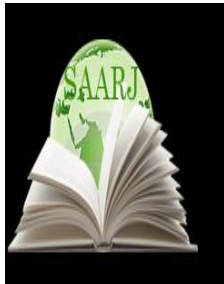
*Higher education in India shows a teacher centred, information based and test driven instructional format. India needs skilled higher educated people who can lead our country forward. When India become capable of sending skilled people to the outside world; the country can be very easily become a developed nation from developing nation. Now the time has come to create a second wave of institution building and excellence in the field of education, research, and capability building (Aggarwal, 2006). In the present study, investigators designed a Thinking skill inventory to determine whether higher order thinking skills or lower order thinking skills are prevailing in the teaching strategies of higher education. The study showed that instructors of higher education in Kottayam district of Kerala , India, taught lower thinking skills associated with the first three levels of Blooms Taxonomy, namely, knowledge, comprehension and application. Normative survey method is used to study the problem. The sample consists of 200 college teachers of Kottayam District. The study proposes some possible reasons for such practices, and suggests that teaching higher order thinking skills to higher education students might widen their horizon in engaging more actively in learning.*

**KEYWORDS:** *Higher education, Blooms Taxonomy, Lower order thinking skills, Higher order thinking skills.*

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**A STUDY OF JOB SATISFACTION OF WAITERS IN HOTELS IN  
TIRUNELVELI**

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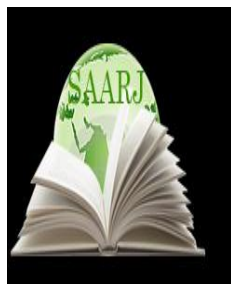
**ABSTRACT**

*Hotel employees' job satisfaction is very important to their performance. The previous researches indicated that satisfaction is crucial to the prosperity of hotels and acts a mediator in customer satisfaction. Contributing to greater satisfaction are factors such as compensation and benefits, opportunity for promotion, recognition, independence, greater power of decision making, flexible schedules, better working conditions, and training. The factors that promote dissatisfaction are wages and reduced benefits. The present study aims at finding the level of job satisfaction of waiters in hotels in Tirunelveli. A sample of 110 waiters had been randomly selected and primary data had been collected through structured questionnaire. The results revealed that majority of the waiters have moderate job satisfaction with their job. They significantly differ in their job satisfaction with regard to gender and length of experience.*

**KEYWORDS:** *Job Satisfaction, Waiters, Hotels in Tirunelveli*

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**A STUDY ON MEAN, LEAN AND GREEN MANAGEMENT WITH  
REFERENCE TO MANUFACTURING INDUSTRY**

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**ABSTRACT**

*Lean systems are very good tools to make a company prosper. To make manufacturing process more efficient, a company must understand what lean is. Lean is an industrial practice where manufacturing facilities focus on waste reduction to create more value for the customer. There are several different lean techniques which allow each organization to fit lean into its unique production process. Advantages of lean manufacturing are higher productivity, improved customer service, increased profit, lower lead times, increased employee morale and a safer work environment. This paper illustrates the applications of lean methodology in manufacturing. Specifically, the objective of this research paper is to analyze the application of lean principles to streamline and standardize the establishment and maintenance of costing and planning for all manufacturing processes. Descriptive research method is used for the study. The population consists of employees of manufacturing companies, Bangalore. The obvious benefits of green and lean are energy savings, productivity savings, and savings from improved utilization of materials. They can also lead to innovations that involve creation of new products out of waste materials. The lean green implementation results in a significant reduction in the average cycle time and cost, and helps to improve the quality and productivity. From the hypothesis test it was revealed that lean training and reduction of errors are related. They depend upon each other. Using Chi-square test it is proved that benefits obtained by lean tools and commitment to the implementation of lean are associated.*

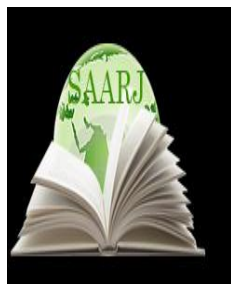
**KEYWORDS:** *Commitment, Lean Green Teams, leadership, Kaizen, Kanban, 5S, Productivity, Process Management, Quality Management.*

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**A RETAIL AUDIT ON CUSTOMER LOYALTY**

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**ABSTRACT**

*In retail business Customer loyalty plays a crucial role because selling more to existing customers is easier, and cheaper, than finding and selling to new ones. Loyal customers tend to buy more and more regularly; and they will frequently recommend to others.*

*Present study has been undertaken on two Indian retail giants with special reference to customer loyalty. This paper aims to find out the impact of the loyalty card (Green Card for Pantaloons and First Citizen Card for Shopper Stop) and whether they are being able get any competitive advantage because of this. A descriptive research was conducted with the help of personal interview and close ended questionnaire (for customers). After collecting data from 130 respondents through questionnaire survey data were analyzed using **chi-square test** and **Factor analysis**. Based on the findings, suggestions and recommendations have been prepared for those retail giants towards further improvement. In this scenario, in retail business Customer loyalty plays a critical role because selling more to existing customers is easier, and cheaper, than finding and selling to new ones. Loyal customers tend to buy more and more regularly; and they will frequently recommend to others. We know that "very satisfied" to "satisfied" customers sometimes switch to competitors (Fornell Claes, et.al.1996). Customer loyalty is not a response to trial offers or incentives.*

**KEYWORDS:** Retail Audit, Customer Loyalty, Retail Giants, Factor Analysis, Chi-Square Test.

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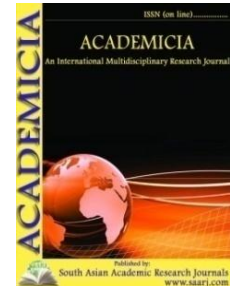
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**THE POLITICS OF INFORMATION SYSTEMS PLANNING : THE  
CONSULTANT VERSUS THE CIO**

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**ABSTRACT**

*This paper attempts to study the politics between external consultants and the CIO in IS planning projects. Since these projects use business goals and strategies and the starting point, most consultants tend to sideline the CIO, at least till they reach a stage where technology solutions are to be worked out. Based on three cases, the author argues that this can lead to extreme conflicts between these two, and ultimately to the failure of the project. A three – stage model of engagement between the consultant and the CIO is proposed, and this model matches the typical learning path of any consultant. These stages are Involvement, Appreciation, and finally Partnership. We conclude that the ideal way to take an IS Planning project to successful completion is for the consultant and the CIO to be equal partners in it. Once again this is easy to understand since such projects involve cross functional teams, each with its own priorities and set of egos. Researchers have found that politics is prevalent between user departments, between the IT department and users, and between just about everyone else (Klaus et. al.,2015; Nath, 2016), and this is one of the major reasons for failure. So the key in such projects is business goals, strategies, critical success factors, etc. IT and IT based systems come in only in the latter half of these projects when solutions are examined. And this is a critical issue in such projects.*

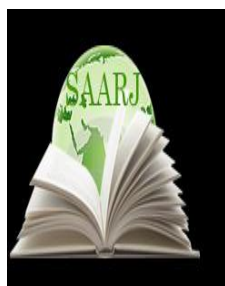
**KEYWORDS:** *Politics in Projects, Information Systems Planning, CIO, Consultant*

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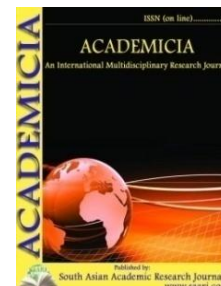
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**MIGRATION AND LIVELIHOODS SITUATION IN SEMI-ARID  
DISTRICT: A CASE OF MAHBUBNAGAR DISTRICT IN TELANGANA**

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**ABSTRACT**

*Rural-urban migration, particularly from marginal areas, is on the rise. However, the combination of determinants, patterns and impacts of migration vary not only between source locations but also between households within a location. The government's role has been that of a mute spectator and any policies and programmes for supporting, empowering and strengthening the migrants and their status in the new areas has so far been conspicuous by their absence. Thus, a need was felt to understand migration in communities in more detail and to develop comprehensive policy responses to it. For the purpose of this study, the focus has been on migrations undertaken by the active persons only, although it is recognised that it is necessary to understand the migrations at the household level to get a truer picture. The key findings of the study relate to the link between social network and accumulation. In the study villages, it was observed that, generally, those who migrated through social networks rather than the contractual system and for longer periods were able to accumulate. The stream of migration has largely changed from rural-to-rural to rural-to-urban. The low level of rural-to-rural migration in all the study villages can be attributed to the continuous drought for the last three years, affecting agricultural employment in both the districts.*

**KEYWORDS:** Dynamics, Socio-Economic, Evidence, Consequences,

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**THE GOD OF SMALL THINGS: A NOVEL BORN OF/ON  
THE WASTE LAND**

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**ABSTRACT**

*This paper is an attempt to uncover the dialogic relationship -- a special case of intertextuality -- that exists between Arundhati Roy's novel The God of Small Things and T.S. Eliot's poem The Waste Land. It traces the way the soul as well as the symbolic chain of events of Eliot's poem has transmigrated into Roy's novel and permeated the whole of its being. It attempts to trace out the roots of the major themes in the "recipient" novel to the "emitter" poem, points out the glaring instances of correspondence between the two works in their themes, imagery, language, characters and style, and brings out the dialogicality of Roy's novel. When Eliot opens his poem saying "April is the cruelest month/ Breeding....," Roy opens her novel saying "May in Aymenem is a hot, brooding month." Here, albeit she does not acknowledge her source, her reader hears the voice of her predecessor, Eliot. Similarly, the title of the first chapter of The God of Small Things "The Paradise Pickles & Preserves," and the title of the first section of The Waste Land "The Burial of the Dead" symbolize the same idea; in fact, the former is a euphemism of the latter. Hence, when a novelist draws themes from a highly fragmented poem such as The Waste Land, she has to expand each of these themes and images into a well-structured piece of fiction by adding new characters, actions and situations. And while undergoing such a process, the work comes to have a special sort of originality. Here, Eliot is exploring a spiritual remedy for the sad destiny of man. And finally, the poet tells the reader of the spiritual promises of the Eastern religions, especially Buddhism.*

**KEYWORDS:** Chronotypes, Death Of The Author, Deconstruction, Dialogism, Intertextuality

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