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VISION

The vision of the journals is to provide an academic platform to scholars all over the world to publish their novel, original, empirical and high quality research work. It propose to encourage research relating to latest trends and practices in international business, finance, banking, service marketing, human resource management, corporate governance, social responsibility and emerging paradigms in allied areas of management including social sciences , education and information & technology. It intends to reach the researcher's with plethora of knowledge to generate a pool of research content and propose problem solving models to address the current and emerging issues at the national and international level. Further, it aims to share and disseminate the empirical research findings with academia, industry, policy makers, and consultants with an approach to incorporate the research recommendations for the benefit of one and all.

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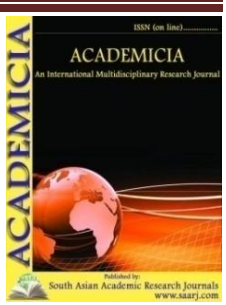

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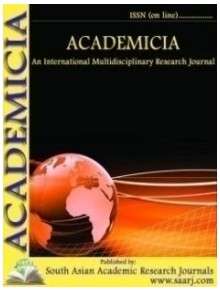

DESIGNING SYSTEM OF RANKING VOICE OF CUSTOMER IN THE MUNICIPALITIES OF TEHRAN

HASSAN GIVARIAN*; MANSOOR JAFAR GHOLIZADEH BAIEE; PEYMAN POURNASR KHAKBAZ*****

*Department of Management, Islamic Azad University,
Center Tehran Branch, Tehran, Iran.
**Master of Management, Firouzkoh Branch,
Islamic Azad University, Firouzkoh, Iran.
***Department of Environment and Energy, Islamic Azad University,
Science and Research Branch, Tehran, Iran.

ABSTRACT

By achieving modern methods, customer-oriented organizations and institutes are constantly trying to search for other solutions to inspire more customers so that based on their interests and attitudes, they voice their opinion to the superiors of the organization. Numerous researches all indicate that customers can change the production line. Therefore, organizations consider "voice of customer" more than before. They are constantly ready to meet customers' demands. In this paper, we study the voice of customer in The municipilties of tehran. Fuzzy multiple criteria decision making (FMCDM) is one of the suitable models of ranking the key criteria of the voice of customer. In fuzzy analytic hierarchical process (Fuzzy AHP) and Fuzzy decision making trial and evaluation laboratory (Fuzzy DEMATAL), we ranked the key criteria of the voice of customer in Iran in the municipalities of Tehran.

KEYWORDS: *Fuzzy DEMATEL, fuzzy AHP,* F*MCDM, voice of customer.*

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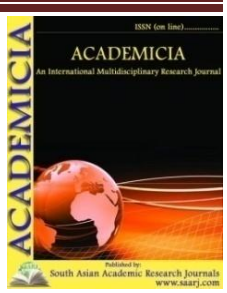

EVALUATING PERFORMANCE OF NATIONALIZED BANKS AND SBI GROUP THROUGH CAMEL MODEL

K.V.N.PRASAD*; DR.D.MAHESHWARA REDDY**

*Associate Professor,
ITM Business School,
Warangal, Andhra Pradesh, India.
**Associate Professor,
ITM Business School,
Warangal, Andhra Pradesh, India.

ABSTRACT

Evaluating Indian banking sector is not an easy task. There are so many factors, which need to be taken care while differentiating good banks from bad ones. To evaluate the performance of banking sector we have chosen the CAMEL model which measures the performance of banks from each of the important parameter like Capital Adequacy, Assets Quality, Management Efficiency, Earning Quality and Liquidity. After deciding the model we have chosen nationalized banks, SBI and its associates for study. Results shown that there is no significant difference between the performance of nationalized banks and SBI group.

***KEYWORDS**: Nationalized and SBI group, Performance Evaluation, CAMEL Model and t-test.*

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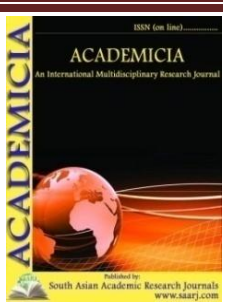

SPORTS AND POLITICS

DR. RAJENDER PARSAD*

*Associate Professor & FILA Referee,
Department of Physical Education,
Maharshi Dayanand University Rohtak, India.

ABSTRACT

Sports and politics are an integral part of any advance and progressive nation. Sports can make a positive contribution to national morale, health and the economy, but politics in sports can engender interference in promotion of sports.

The purpose of the study was to investigate the impact of Politics and Government on the development of sports in respect to political factors in the Haryana state. Five hundred respondents comprising of physical educationists, general people/public and students/players of both sexes were taken for this study. A questionnaire having questions related to politics having political factors was administered and analysis was done with the help of chi-square and percentile method.
The level of significance was chosen 0.05. The study approved the hypothesis i.e. Politics creates hindrance in the promotion of sports and government has a great importance in promotion of sports.

The study concluded that there exists a strong relationship between politics and sports in the state, but Politics in sports always create barrier in promotion of sports. The study also reveals that no game can survive for a long without the liberal attitude and funding by the Govt. in the age of global competition.

***KEYWORDS**: df = Degrees of freedom, p = Page, t = Table, χ^2 =Chi-square.*

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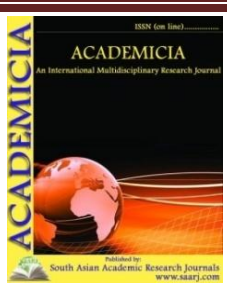

FACTORS INFLUENCING COMPANIES' LEVERAGE: EVIDENCE FROM SRI LANKAN PANEL DATA

LINGESIYA. Y*

*Lecturer, Department of Financial Management
Faculty of Management Studies and Commerce,
University of Jaffna, Sri Lanka.

ABSTRACT

The purpose of the study was to carry out empirical testing, to find the factors that influence financial leverage of Sri Lankan companies. The sample covered 72 companies listed on Colombo Stock Exchange (CSE) and the analysis was based on the year end observations of five consecutive years running from 2006-2010. In this study, panel data methodology was used and six variables profitability, tangibility, risk, non-debt tax shield, size and age of companies were analyzed as the firm specific determinants of the companies' financial leverage. This paper was studied determinants of total debt ratio (leverage) as well as determinants of short term and long term debt ratio. Fixed effect regression analysis was applied for explanatory variables to measure their effect on leverage ratio. Three of variables were significantly related to leverage ratio whereas the remaining three variables were not statistically significant in having relationship with the leverage ratio. Analysis illustrated that variables of non-debt tax shield revealed a positive association with the leverage ratio, however, profitability, and tangibility revealed inverse relation with debt level. Risk, size and age of companies were not statistically significant to determine the leverage of companies. There was significant differences in the determinants of long and short term form of debts.

KEYWORDS: *Financial leverage, determinants, listed companies.*

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PERCEPTION OF THE STAFF TOWARDS EMPLOYEES STATE INSURANCE HOSPITALS: AN EMPIRICAL STUDY

DR. IPSEETA SATPATHY*; DR. B. C. M. PATNAIK**; PADMA DEV***

*Associate Professor,
School of Management,
KIIT University, Bhubaneswar, Odisha, India.
**Associate Professor,
School of Management,
KIIT University, Bhubaneswar, Odisha, India.
***Ph. D Scholar,
School of Management,
KIIT University, Bhubaneswar, Odisha, India.

ABSTRACT

The Employees' State Insurance Scheme, formulated under the Employees State Insurance Act, 1948, provides medical care and cash benefits to insured persons in the contingencies of sickness, maternity, disablement and death due to employment injury. Under the medical care is also provided to families of the insured persons. In the present paper it is an attempt by the authors to understand the perception level of the staff working in the ESICs. For this purpose 76 staff approached out of total existing 337 staffs and only 59 responses received from the respondents. On an average 60% satisfaction level recorded regarding the functioning of ESIC hospitals in Odisha.

KEYWORDS: *Employees State Insurance (ESI), Perception & employees.*

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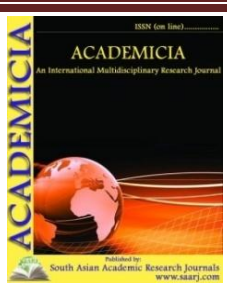

INTERNATIONAL EXPERIENCE IN ELECTRONIC WASTE MANAGEMENT

G.NIRANJANI*

*Research and Teaching Assistant,
Discipline of Public Administration,
School of Social Sciences,
Indira Gandhi National Open University,
New Delhi - 110068.

ABSTRACT

Environment has become a subject of concern and research since the Stockholm Conference 1972. Electronic waste management has lately appeared as a crucial environmental issue to be reckoned with plays an important role in the global environment due to rapid growth of economy and rapid technology. Electronic waste or e-waste can be described as a something which becomes obsolete after its end-of-life. Electronic items such as Personal Computers, Televisions, Laptops, Mobiles, Household Electronic goods and Accessories all have a limited shelf-life and tend to turn into waste in 8-10 years. Electronic Waste has to be disposed and managed properly or else it harms the Environment and adversely affects human health. The objective of the paper is to create awareness on the challenges of electronic waste faced by nations in the backdrop of globalization. Nowadays Electronic Waste Management has gained lots of importance even among the developing countries in the World. This Paper discusses about the electronic waste management experienced by the developed as well as developing countries.

***KEYWORDS**: Electronic Waste, Technology, Growth, Obsolete, Disposal, Recycling.*

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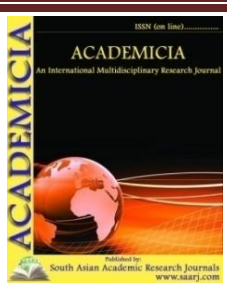

MOBILE LEARNING PARADIGMS USING TECHNOLOGY FOR STRATEGIC ENGAGEMENT OF HUMAN RESOURCES

BIPIN C. PANDEY*

*Research Scholar,
Department of Management,
Shri Jagdish Prasad Jhabarmal Tibrewala University,
Jhunjhunu, Rajasthan, India.

ABSTRACT

Technology is bringing about a paradigm shift in all activities of our life. The technological landscape is continuously evolving.The evolving technologiesare being used to create innovative practices in employee training and development. As e-learning emerged with the evolution of the Internet, the mobile technology, likewise, holds a huge potential in making yet another paradigm shift in education and learning. Mobile communication technologies are getting more and more powerful with relatively large processing and storage capacity and better display quality. M-learning is an emerging paradigm that has yet to be clearly defined. Some researchers focus on the mobility of the learner, while some others focus on the mobility of the devices in anytime everywhere type of scenario.

The rapid penetration of mobile devices is the key driver of M-learning. The increasing ubiquity of the mobile phone and. fuelled by the exponential growth of mobile phones M-learning is poised to take learning in the hands of the learner.Since there is very little or no empirical evidence available in the existing literature about M-learning space in India this paper attempts to explore the awareness and extent of its usage in India.

KEYWORDS: *M-learning, mobile technology, mobile learning, ubiquitous, learner-centered.*

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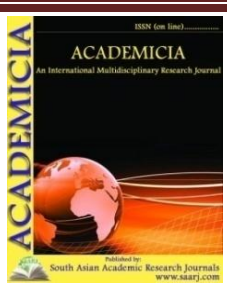

ENHANCING WOMEN ENTREPRENEURSHIP IN DIFFERENT SMALL SCALE INDUSTRIAL SECTORS OF AGRA

DEEPTI PACHAURI*

*Department of Management, Seth Padam Chand Jain Institute of Management and Commerce, Dr. B. R. Ambedkar University, Agra, India.

ABSTRACT

This study is based on the emergence of women entrepreneurship making significant impact in all segments of economy and the problems faced by them in setting up and running their enterprise. An entrepreneurial culture will help uplift the quality of life of women, including their family, community and aid in the economic development of the country. The emergence of women entrepreneurs and their contribution to the national economy speaks their volume of success. Government of India is also providing product process oriented courses to enable women to start small scale business. In the schemes of MSME 10% extra subsidy is provided through PEGP programmes. The study was conducted in various training centres of KVIC, MSME to collect the data and no. of women entrepreneur trainees'. The study was based on secondary data collected from various training institutes, SSI office and financial banks which provide financial assistance. Women entrepreneurs are having innovative thinking and foresightedness but still proper planning and execution is required at all levels. A majority of women entrepreneurs are from middle class families have low technical education but desire to become entrepreneurs. This potential has to be identified and trained. Training on marketing strategies and effective financial management is required. Mostly women are interested in moderate returns nearly 10-12% of women set up their ventures with investment above Rs 10 lakh, 70% of enterprises set up by women ranges between 1 lakh to 5 lakh investment. Women sector occupies nearly 45% of India population. The literacy and educational status of women improved considerably during the past few decades. At this juncture effective steps are needed to provide entrepreneurial orientation and skill awareness to women. Women's are working in areas like Food product manufacturing, food processing and preservation Catering services and fast food centres, interior decoration, packing and packaging, Beauty centres and so on. There is a greater awakening in women even in rural areas with education women have shown better performance. Today we find women in different types of industries but still we are having unsatisfactory ranking of women entrepreneur in our economy. An integrated approach is necessary for making the movement of women entrepreneur a success for this purpose; both the Govt. and non Govt. agencies have to play a vital role.

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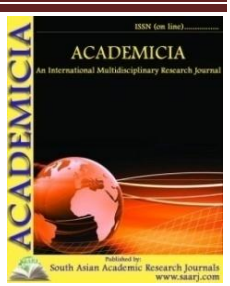

EMOTIONAL COMPETENCE OF SENIOR SECONDARY SCHOOL TEACHERS IN RELATION TO THEIR AGE, GENDER, TYPE OF SCHOOL & LOCALITY

SUNIL KUMAR*

*Assistant Professor,
Indus College of Education,
Rohtak-124001, India.

ABSTRACT

Education is perceived to be universal phenomenon. It is adequately organized and regulated through formal institutions like colleges and schools. There are different factors, which determine the quality of education and its contribution to nation. The quality, competence, character and effectiveness of teachers are undoubtedly very significant. In developing society, a teacher has assumed a greater responsibility to bring out good citizens who could carry out the profession in a dignified and productive manner. To support the work of the organization teachers must have not only technical management skill but also skill in managing emotions, their as well as those of other individuals in the organization. Emotional competent teacher exhibits a high regard for colleagues and subordinates, an understanding of basic motivations as well as basic justice, as willingness to correct faculty situations, and a willingness to take positive, quick, and aggressive action when indicated. In this context the investigators conducted a study of Emotional Competence of 200 senior secondary school teachers. The major objectives of the study were to compare the Emotional Competence of male and female, rural and urban teachers. The Emotional Competence Scale (ECS) by H.C. Sharma and R. Bharadwaj was used to assess the effectiveness of teachers. Mean, S.D. and 't' test were used to analyze the data. The results indicated that no significant difference was found in Emotional Competence of teachers on the basis of gender whereas a significant difference has been found in Emotional Competence of teachers on the basis of their age and type of school.

KEYWORDS: *Emotional Competence, senior secondary schools, age, locality, Govt. school, private school etc.*

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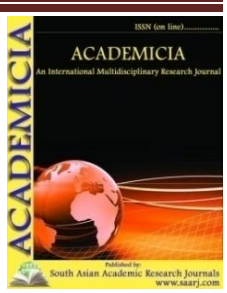

A STUDY OF DECISION OF 51% FDI IN MULTI BRAND RETAIL & 100% IN SINGLE BRAND IN INDIA

MANOJ BANSAL*

*Lecturer in Commerce,
R.K.S.D.(PG) college,
Kaithal, Haryana, India.

ABSTRACT

Foreign Investment means ownership of foreign property for financial return, such as Interest and Dividend. By convention, a direct Investment is established when the direct investor has acquired 10% or more of the ordinary shares or voting power of an enterprise abroad. Since liberalization in India (1991), thinking has completely become tilted against anything that is not market oriented. If anyone speaks against the economic reforms, he is treated in negative sense.

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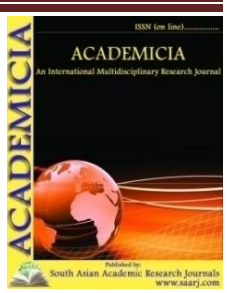

TO STUDY THE EFFECT OF ASANAS & PRANAYAMAS ON DIABETES MELLITUS (TYPE 2)

DR. POOJA SHARMA*; KM. AARTI SHARMA**

*Lecturer, Department of Psychology,
Kanya Gurukul Mahavidyalaya,
Dehradun, Uttarakhand, India.
**Research Scholar, Mahila Mahavidyalaya,
Satikund Haridwar, Uttarakhand, India.

ABSTRACT

BACKGROUND- *Present study may provide a different perspective for the treatment of Diabetes Mellitus.*

AIM- *The present study yielded to find out the effect of Yogic Asanas and Pranayamas on type 2 diabetes. For this 25 patient's, ages above 30 years (male & female) of type 2 diabetes have been selected through Purposive sampling.*

METHOD- *The inclusion and exclusion criterion was blood sugar test. These 25 subjects were divided into two groups – 13 subjects in Yoga group and 12 subjects in control group. This study has been conducted at Chetan Jyoti cheritable hospital, Kharkhari, hardwar for 40 days at 7:00 to 8:00 o'clock in the morning. Only Yoga group received Yogic intervention for 40 days while control group did not receive such intervention during this period. After 40 days, blood sugar test was again administrated on both groups and post data has been received. In this present study, t-test has been used for statistical analysis.*

RESULTS- *Results of present study show that regular practice of some specific Asanas and Pranayamas of yoga can decrease the blood sugar level of diabetic's. Thus, present study proves that Yogic intervention has a significant effect on Diabetes Mellitus.*

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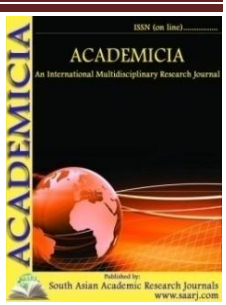

AN APPRAISAL OF INDIAN TOURISM INDUSTRY

DR. GOVIND P. SHINDE*; DR. MANISHA DUBEY**

*Associate Professor,
Bharti Vidyapeeth, IMSR,
Navi Mumbai, India.
**Associate Professor,
Bharti Vidyapeeth, IMIT,
Navi Mumbai, India.

ABSTRACT

PURPOSE-*India is a country of diverse culture and which attracts foreign tourist .In past few years the number of tourist coming to India has increased manifolds. This has brought about in a development of new industry- tourism industry. It has not only led to increase in revenue generation but also generation of employment sources in India. This research tries to study the Indian tourism industry scenario and trends of tourism in last few years. It also touches the effect of tourism on economic system of India.*

DESIGN/METHODOLOGY- *This was achieved by analyzing the data of tourism industry obtained from various secondary data sources. The key areas of Indian Tourism Industry were examined.*

FINDINGS- *This qualitative research allowed great insight in tourism industry and areas of potential growth. It gave insight into the fact that the tourism industry in India has a growth potential and will increase rapidly, because the Government has taken initiatives by liberalizing the policies and the local government have provided infrastructural facilities required for the tourism.*

THE ORIGINALITY/VALUE- *This paper fills a gap within research in the area of tourism industry of India.*

PAPER TYPE-*Conceptual and Analytical paper.*

KEYWORDS: *Tourism, Eco- tourism, Rural tourism, Medical tourism, India.*

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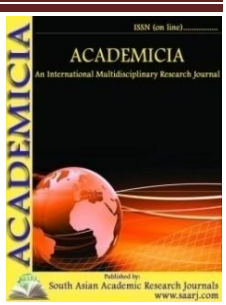

A STUDY OF SOCIAL & SPIRITUAL IMPACT OF SPIRITUAL TOURISM ON COMING VISITORS

MONIKA PANDEY*; ARUNESH PARASHAR**

*Assistant Professor, Tourism Management,
Dev Sanskriti Vishwavidyalaya,
Gayatrikunj-Shantikunj, Haridwar-249411,
Uttarakhand, India.
**Chief Co-coordinator, Tourism Management,
Dev Sanskriti Vishwavidyalaya,
Gayatrikunj-Shantikunj, Haridwar-249411,
Uttarakhand, India.

ABSTRACT

Travel for spiritual reason has been taking place since a long time. Visiting religious place has been one of the earliest motivators for traveling. A large number of people are making pilgrimages to religious or holy places. This practice is widespread in many part of the world. As Jainism, Buddhism, Christianity and Islam, spirituality has had a powerful impact on human society through religious movements and institutions for well over three thousand years.

The present investigation shows the social & spiritual impact of spiritual tourism. 50 visitors have been taken as a sample by accidental sampling for this study. Self-made questionnaire has been used a tool. To access the effect of spiritual activities run by Shantikunj for enhance of social-spiritual values. The design has been used to collect the data-result shows significant effect of activities run by shantikunj on visitors. It is very necessary to crease the spiritual activities.

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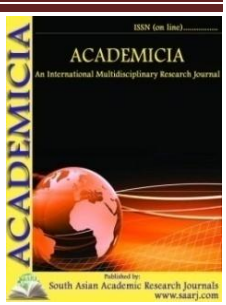

ANALYSIS OF PRO-ENVIRONMENT EXPENDITURE PATTERNS OF NAVI MUMBAI MUNICIPAL CORPORATION- AN URBAN LOCAL BODY IN MAHARASHTRA, INDIA

MS. SUJATA S. KHADILKAR*

*Assistant Professor, Department of Economics,
S.K.Somaiya College of Arts, Science & Commerce,
Vidyavihar, Mumbai, India.

ABSTRACT

This research paper analyzes the trends in expenditure pattern of Navi Mumbai MunicipalCorporation (NMMC)- an urban local body in the state of Marashtra, India in the context of increased decentralization of the role and responsibilities for the local governments that emerge from the 74th Constitutional Amendment Act passed in 1992. The thrust of the paper is on evaluating the trends in pro-environment revenue and capital expenditures of NMMC during the six year period 2004-05 to 2009-10. The research paper also makes an important contribution in terms of examining the effectiveness of these expenditures in the light of select service delivery indicators. Apart from measuring the percentage changes in various pro-environment expenditure heads and per capita pro-environment revenue and capital expenditures, the study has also performed correlation analysis encompassing variables like pro-environment revenue and capital expenditures, population size and Environment Quality Index. The findings of this paper have relevant policy implications for sustainable urban development.

KEYWORDS: *Pro-environment expenditures, service delivery indicators, 74th Constitutional Amendment Act, urban local body, sustainable urban development.*

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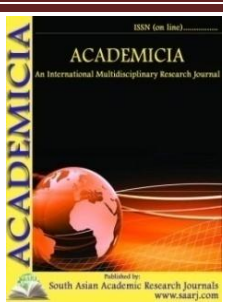

EXPLORING MOTIVATION THEORY TO PROFESSIONAL NURSING WORK

DR. J. VENKATESH*; MR. D. BALAJI**

*Associate Professor,
School of Management Studies,
Anna University of Technology Coimbatore,
Jothipuram Post, Coimbatore – 641047,
Tamil Nadu, India.
**Full Time Ph.D Research Scholar,
School of Management Studies,
Anna University of Technology Coimbatore,
Jothipuram Post, Coimbatore – 641047,
Tamil Nadu, India.

ABSTRACT

The principle of this research is to explain a representation of nurses' work motivation applicable to the human caring standpoint of professional nursing work. The theory of the Motivation to Care for Professional Nursing Work is a construction proposed for experimental testing and theory construction. The theory recommends explicit leadership and management strategies to sustain a culture of motivational caring and capability in health care organizations. Attention to motivation theory and research affords imminent and proposes relationships amongst nurses' motivation to care, motivational states and traits, personality differences that persuades nurses' work motivation, and the particular effects of nurses' work motivation on patient care results. Suggestions for nursing administrative direction and research are planned and projected.

KEYWORDS: *Nursing, Motivation (psychology), Leadership, Health services*

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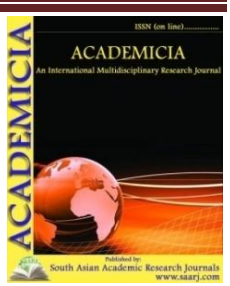

RELATION OF INFRASTRUCTURE AND URBANIZATION IN INDIA (HOW BEST TO INVEST IN INFRASTRUCTURE)

BHAVNA CHHABRA*

*Assistant Professor, IBMR Business School,
Infocity, Phase-II, D-14, Sector 33,
Gurgaon (Harayana), India.

ABSTRACT

Economic development and urbanization are positively associated. One way to maintain the balanced development in the economy is to keep a stress on 'urbanization'. Urbanization transfers resources from rural to urban centers and simultaneously, brings resources, through rural-urban linkage, to the rural economy for its development. It is considerably true that urbanization becomes the key for reconstructing the entire economy, as it changes the sectoral composition of output, income and employment. Its progress more or less depends upon the advancement of urban economy, which rides on the expansion of industrialization in the country. But industrialization or the level of industrial development relies on the accessibility of resource base, level of technology, explicit and implicit government intervention and the availability of infrastructure in the economy (Henderson, 1999). In this context, the paper explores the relationship between infrastructure and urbanization in the Indian economy and draws policy implications for similar developing economies. To explore the relation between infrastructure and urbanization, the paper is develops an econometric model. For empirical prognostication of the same, the work uses the macro economic databases of Indian economy from year 2001-10.

KEYWORDS: *Infrastructure, urbanization, correlation, population trends.*

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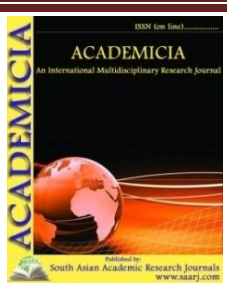

A REVIEW OF URBAN POOR HEALTH AND HEALTH INEQUALITIES

MS SHEETAL SHARMA*

*Assistant Professor,
Institute of Integrated & Learning Management,
Academy of Higher Learning, Lucknow,
Uttar Pradesh, India.

ABSTRACT

Health of the nation is increasingly seen as a robust predictor of economic growth and assuring a minimal level of health care to the population is a critical constituent of the development process. While rising incomes could lead to better health, the relationship also works in the opposite direction. Urbanization is a symbol of development and also of demographic shifts representing a substantial change from how most of the world's population has lived for the past several thousand years .In India with the rapidly growing urbanization is also increasing the urban poverty at a high pace and posing challenges to the delivery of the health care services to the urban poor. Despite focused health reforms and several growth orientated policies of the government health inequalities prevails creating not only "rural and urban divide" but also "rich and urban poor divide'.

This research paper attempts to statistically review and assess urban poor health issues, reasons of health inequalities &, inhibiting factors to access of health care infrastructure and based on the findings attempt to provide suggestion for improving the efficiency of the health delivery system of the urban poor for improving the health and well-being of individuals and communities.

***KEYWORDS**: Urbanization, inequalities.*

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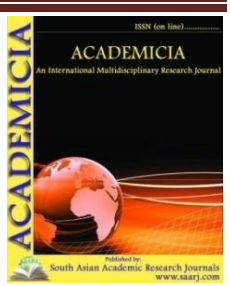

A STUDY OF MENTAL HEALTH OF SPORTS AND NON-SPORTS SENIOR SECONDARY SCHOOL STUDENTS

MS. POOJA RANI*; DR. NEERU MALIK; MR. GAGANDEEP THAPA*****

*Guru Teg Bahadur College of Education,
Melarkotla, Punjab, India.
**Dev Samaj College of Education,
Sector-36, Chandigarh, India.
***Dev Samaj College of Education,
Sector-36, Chandigarh, India.

ABSTRACT

The present study has been conducted by employing descriptive survey method of research by the investigator. The present investigation was primarily designed to determine the Achievement Motivation and Mental Health of sports and non-sports students. The independent variable in the present investigation is mental health and dependent variable is achievement motivation. For this study, sample of 200 students of Chandigarh i.e. 100 of sports students and 100 of non-sports students were taken. Further out of these 50 boys and 50 girls of both the streams were taken. Mental Health Battery by Singh and Gupta (2000) were used to collect data. The results significantly indicate that there is positive relationship mental health of sports students and there is a significant difference between mental health of sports and non-sports students.

KEYWORDS: *Mental Health, 10+2, Sports & Non-Sport students.*

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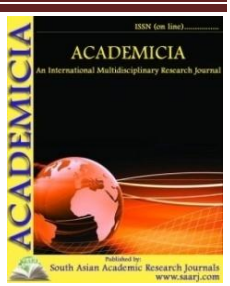

PERCEPTION OF GIRL STUDENTS TOWARDS CHANDIGARH POLICE: A CASE STUDY OF HOSTEL RESIDENTS OF PANJAB UNIVERSITY

NEELAM KUMARI*

*Research Scholar, Department of Public Administration,
Panjab University, Chandigarh, India.

ABSTRACT

The students constitute a larger part of Chandigarh's total population and are residing in every corner of the city. The preferred abode of Panjab University is hostel, where large number of students both boys and girls reside preferably from the security point of view. Out of these services provided, security is of prime importance for any society. Police play vital role to keep the whole society safe and secure by checking the crime and at the same time maintaining law and order. The role and responsibility of the police as were envisaged under the Police Act of 1861 have considerably changed today. In the wake of a new set of emerging challenges and technological advancement, the police have to function in an entirely different context. The existing police set-up is facing hard to deal with such issues. The analysis of existing strength of U T police as against the sectioned strength can help us to know the situation better. The structure and sanctioned strength of Chandigarh police has been shown in the chart and table below: In fact, it is the junior rank officials who make the presence of the police in city. No doubt, the number of vacant posts is not very high but keeping in view the area of the city, even this small number proves to be very handy when it comes to the law and order of the city.

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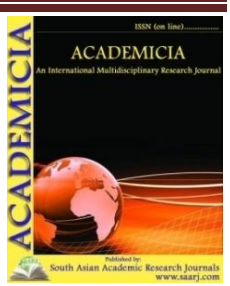

COMMUNITISATION OF HEALTH SECTOR: A REVIEW OF NAGALAND STATE

SOUVITHO NYUSOU*; B. KOMOW**

*Research Scholar, Department of Public Administration,
Panjab University, Chandigarh, India.
**Research Scholar, Department of Public Administration,
Panjab University, Chandigarh, India.

ABSTRACT

Communitisation is a joint venture between the government and the community involving shift of ownership of public resources and assets, control over service delivery, empowerment, decentralization, delegation and building capacity all with the aim of improving the delivery of public utility systems. Communitisation therefore involves transfer of government assets to the community, empowerment of community through delegation of governmental powers of management and supervision of day-to-day functioning of employees to village committees. It demands ensuring accountability of government employees posted at the service delivery level to local communities and control of government assets by village committees including the responsibility for maintenance, amelioration and augmentation of assets. As such communitisation is based on triple approach, trust the user community, train them to discharge their newfound responsibilities and transfer governmental powers and resources in respect of management.

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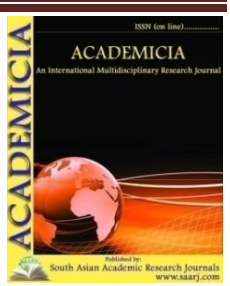

HINDI CINEMA AND ITS MUSIC: THE ART AND BEAUTY

Dr. Namarta Joshi*

- Senior Lecturer

Department of Journalism and Mass Communication,
Guru Nanak Dev University Regional Campus,
Jalandhar, (Punjab), INDIA
Email Id: namartajoshi1@gmail.com

ABSTRACT

All arts have had to pass the litmus test of the judgement of its beauty, a term which is in itself universal and at the same time relative. Each society has over a period of time, developed, conditioned and transferred on certain guidelines for appreciating art. With its history of more than hundred years, from Dada Saheb Phalke's Raja Harishchandra to Arbaz Khan's Dabang, the aesthetics of Hindi cinema has had a profound impact on its audience. Its various elements like cinematography, music, human form, set up, costumes etc. have contributed to shaping the discerning power of the masses for this 'art form', who , on their part, have instinctively imitated and adopted these elements in their daily life and behaviour. The question is what are the principles by which their value should be interpreted and judged? Is the ideological foundation of a film also part of this perception and projection? These questions need to be addressed. As far as music is concerned, since the time the Talkie Alam Ara transformed the Indian cinema and its De dekhudake naam per resonated in the theatres to bring the flood of songs in the Indrasabha with its 70 songs, film music has been the soul of this industry and of the Indian society. It has entertained the masses, motivated them, provided them with the catharsis of their myriad emotions and helped to bond and integrate the individuals and groups in different situations. Hindi film songs have always been under scrutiny of the international cinematic community because of it being a unique characteristic of Indian cinema, comparable to none. Hindi film music has had an illustrated history with legendary singers, lyricists and composers like Sehgal, Rafi, Lata, S.D. Burman and so on. However, what this study focuses on is the shaping up of the aesthetics of Indians by various cinematic elements and film music, their impact on the senses and sensibilities of people. As the sensory discrimination in the individual, aesthetics form the core of human existence, leading to pleasure and gratification of his emotional, creative and intellectual needs. Hindi films and their songs fulfil these criteria with

the lyrics, music, cinematography, light etc., connecting onto some link in the minds of the audience/ listeners, evoking some response, creating a nostalgic moment even years after their introduction. This capacity of cinema and its music is the subject of the present study as well as their role in the unfolding of the narrative, through queries and doubts about their intrinsic value to the film. The study also seeks to explore various seminal works for the purpose.

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