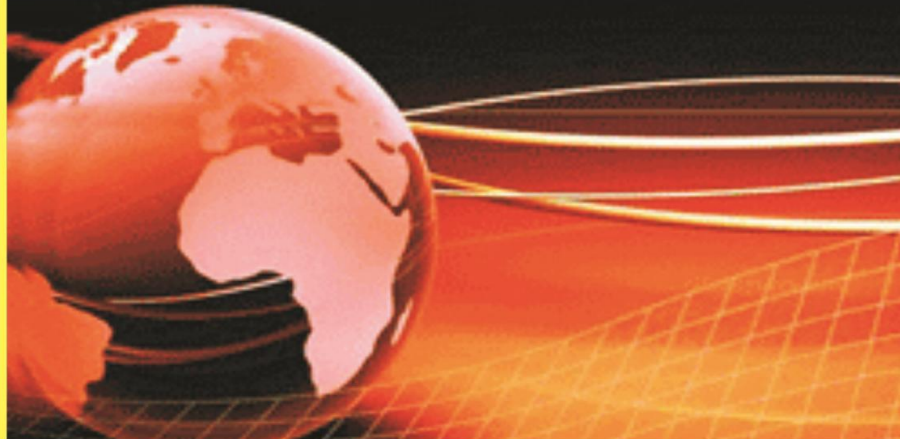


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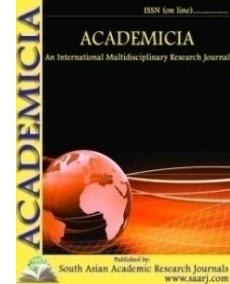
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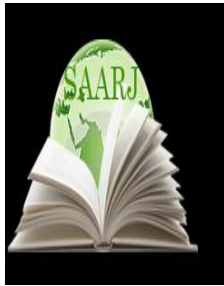
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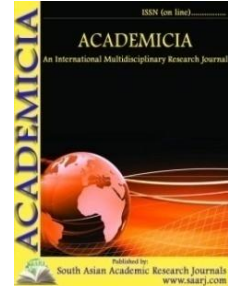
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**CORPORATE SOCIAL RESPONSIBILITY AND SUSTAINABILITY IN
INDIA**

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ABSTRACT

More and more business leaders influence world decisions. Without their Support, environment restoration will take longer. It is vital that companies become leaders in corporate social responsibility. Companies experience a variety of external pressures to improve their sustainable development performance. The World Business Council For Sustainable Development, sums up the pressures on the environmental attributes of a business, 'The environment is not going to disappear as an issue for business. Companies are and would continue to remain under pressure from customers, investors, employees, legislators and increasingly from banks and insurance companies to be eco- efficient'. Recently, CSR has been embraced by the business community as another synonym for sustainable development. The elements of CSR align with the three elements of sustainable development. The triple bottom line of sustainability is 3Ps, Profits, Planet and People. Financial sustainability in CSR align with the economics/ profits of sustainable development; environmental responsibility in CSR aligns with environment/ planet in sustainable development; and community investment, employee relations and human rights in CSR align with the society/ equity/ people elements of sustainable development. The study on 'CSR and Sustainability in India' aims to throw light on the changing scope of CSR and on the emergence of environment as a key business responsibility to protect the planet and its people.

KEYWORDS: CSR, Sustainability, corporate sustainability.

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**ROLE OF 73RD CONSTITUTION AMENDMENT IN WOMEN
PARTICIPATION IN RURAL SELF GOVERNMENT (SPECIAL
REFERENCES IN PANCHAYTI RAJ INSTITUTIONS)**

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ABSTRACT

The progress and development of a Nation is judged from the socio economic status of its population especially of the weaker section of the society suffering from poverty, disease and unemployment and so on. As well as backward groups like women, children, STs and SCs. For their development governments provided many facilities through the various programs and policies. Reservation of women in Panchayati Raj Institutions enables women to take part in public life, interact with different sections of rural population, development personnel and higher level leaders without the consideration of traditional barriers. The 73rd Constitution Amendment is a historic step in enhancing the participation of women in politics. No doubt it has brought about women empowerment in villages, but it still suffers from the flaws emanating from our patriarchal mindset. Panchayat helps to change the shift from male dominating society to environment where women also getting their rights but it lead many problems also. The principle of gender equality is enshrined in the Indian Constitution - in its Preamble, Fundamental Rights, Fundamental Duties and Directive Principles of State Policy. The Constitution not only guarantees equality to women, but also empowers the State to adopt measures of positive discrimination in favor of women to bring forth the equality long deprived.

KEYWORDS: *Socio Economic Status, Backward Groups, Constitution Amendment, Women Empowerment.*

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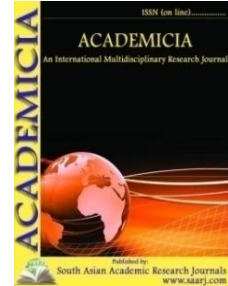
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INFLUENCE OF STOCK MARKET VOLATILITY ON THE RETAIL INVESTORS OF KOLLAM A STUDY WITH SPECIAL REFERENCE TO GEOJIT BNP PARIBAS KOLLAM.

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ABSTRACT

Volatility in stock markets is inevitable. It is the nature of the markets to move up and down over the short-term. Trying to time the market over the short-term is extremely difficult. One solution is to maintain a long-term horizon and ignore the short-term fluctuations. Responsible investing is a natural fit for long-term investors as it provides opportunities for financial rewards. But whenever markets are volatile retail investors move from the optimistic to pessimistic zone. They invest in other investment avenues like gold and bank deposits. The proportion of retail investors in India is strikingly low. This study aims to know the influence of volatility in stock markets on retail investors of Kollam. Retail investors of Geojit BNP Paribas of Kollam district is selected for the study. It also helps to know the opinions and attitudes of retail investors towards volatile markets. In the past few years, considerable uncertainty and volatility has been observed in the emerging and mature financial markets worldwide. Global economy worries are pushing investors away from risky assets like stocks.

KEYWORDS: *Volatility, Retail Investors, Stock Markets*

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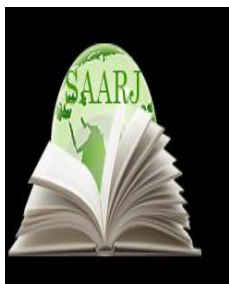
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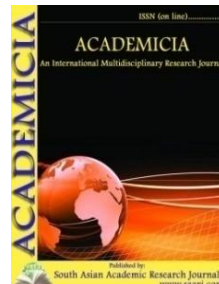
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**POTENTIALS AND PROBLEMS OF ADVENTURE TOURISM
A STUDY OF RISHIKESH**

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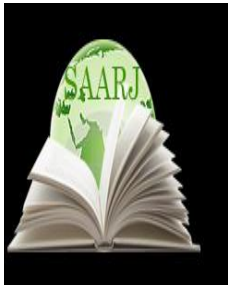
ABSTRACT

Adventure tourism is the very popular in India, it's hilly areas covered with so many greenery areas and the places have great mountain peaks, rivers, lakes, birds and so many other unique and beautiful things exist in Indian hilly states one of them is Uttarakhand and its small town is Rishikesh. It is whole as India level has iconic status in field of adventure tourism. Rishikesh, a small place but it has so many opportunities of tourism. Rishikesh is known as the 'Yoga Capital of India' and secondly it is also known as the adventure capital of India. No, doubt it is a place of very great adventures, mainly the white water Rafting and Bungy Jumping. Rishikesh has so many potentials of adventure tourism beyond the only white water rafting and bungy jumping. Rishikesh has so many potentials related to adventure tourism like rock climbing, rappelling, valley crossing, hot air ballooning, camping and many more, but from all good things there is also problems related to adventure tourism. The main are the trash directly throw in Ganga river, sewage drainage, lack of awareness and fast flowing river etc. The present theoretical paper gives the positive as well as negative impact of adventure tourism in Rishikesh. After that it can be explain easily that how to develop more adventure in Rishikesh and how to face problems of adventure tourism in Rishikesh?

KEYWORDS: *Adventure, white water rafting, Rishikesh, Potentials, bungy jumping*

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A STUDY TO EXPLORE THE RELATIONSHIP BETWEEN WORK DESIGN, JOB SATISFACTION, STRESS, ORGANIZATIONAL COMMITMENT AND TURNOVER INTENTION AMONG BPO EMPLOYEES

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ABSTRACT

The current study explores the relationship between work design, job satisfaction, stress, organizational commitment and turnover intention of employees. The target population for this study consist of non-voice BPO professionals from BPO organizations of Coimbatore. 430 employees is selected through simple random sampling. The instrument used for this study is a questionnaire, which included the demographic profile of employees on their BPO jobs. The relationship between the constructs of this study was identified using correlation analysis. The correlation between Work Design, Job Satisfaction, Stress, Organizational Commitment and Turnover Intention factors were performed and it was found that the correlation between work design and job satisfaction is high. The correlation between job satisfaction and stress is negative, indicating that higher the stress, lower the job satisfaction and vice versa. The correlation between job satisfaction and organizational commitment is high, indicating a significant relationship between Job Satisfaction and Commitment. Since job satisfaction and

organizational commitment are the best predictors of employee Turnover Intention, organizations should conduct formal assessments of their employees during the first year of employment to measure success in providing an employment environment that promotes jobs satisfaction and organizational commitment. This may provide information useful for analyzing and modifying HR practices that will help to improve where there are deficiencies in employee perception of job satisfaction and organizational commitment. Work Design affects job satisfaction directly and turnover intention affects only indirectly. Finally, job satisfaction has a fairly strong negative effect on turnover intention.

KEYWORDS: *Work Design, Job Satisfaction, Stress, Organizational Commitment, Turnover Intention.*

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**A STUDY OF ACADEMIC ACHIEVEMENT AMONG SENIOR
SECONDARY SCHOOL STUDENTS IN RELATION TO EMOTIONAL
INTELLIGENCE**

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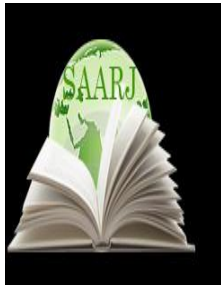
ABSTRACT

The present study was undertaken to study the relation academic achievement of senior secondary students in relation to their emotional intelligence. Academic achievement was treated as dependent variable whereas emotional intelligence was treated as independent variable. Descriptive survey method was used for the present study. Stratified random sampling technique was used to select the sample for the present study. The sample comprised of 300 senior secondary school students, studying in 11th class in various schools of New Delhi. Academic Achievement is defined as total marks obtained in the previous class i.e. 10th standard. Emotional Intelligence Scale (EIS) by Hyde, Pethe and Dhar (2002) was used to study the emotional intelligence of the students. Mean, SD, 't' test and co-efficient of correlation (r) were used to analyse the data. The findings of the study revealed that no significant difference was found in the academic achievement of male and female senior secondary school students. Significant difference was found in the emotional intelligence of male and female senior secondary school students. Further, Significant relationship was found between academic achievement and emotional intelligence of senior secondary school urban students.

KEYWORDS: *Academic Achievement, Emotional Intelligence, Senior Secondary School Students.*

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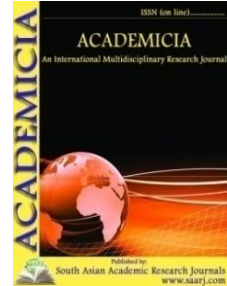
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REGIONAL DISPARITY IN INDIA

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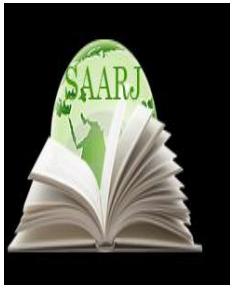
ABSTRACT

Analysis of Inter-regional disparities is meaningful because it has a potential drag effect on the economic growth of the country. This Paper examines the dynamics of growth in the country which is resulting in regional imbalances. It makes a long-run investigation of economic performance of different states with secondary data on GSDP with the latest base year i.e., 2004-05. It divides the entire period into two phases -the post liberalization phase (1990-91 to 2002-03) and the high growth phase (2003-2010). It examines the regional disparity in economic performance for the period (1980 to 2010) as well as separately for the high growth phase (2003 to 2010). It makes a sectoral decomposition of the growth in order to isolate the leading or lagging sectors in each state and over time which has crucial policy implications. The economic disparities in India have become widened due to flawed development plans and attained such a alarming proportion that not only the economic growth is being adversely hit but socio-cultural fabric also has come under tremendous pressure. A never-widening gulf is being created between poor and rich and a hiatus among leading and lagging regions is generated in terms economic development. Widening divergence has retarding effect on economic progress and potential political crisis. On the other hand, structural adjustments covered trade policy, industrial policy, agricultural policy, human resource and energy issues. Herein involved are the policies of liberalization, privatization and globalization. With the passage of time, these reforms have provoked.

KEYWORDS: *Convergence, divergence, growth rate, GSDP, SDP, infrastructural index, government assistance, Deprivation Index, Development Index, Composite Development Index,*

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NEGOTIATE WIN-WIN FOR SUCCESS

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ABSTRACT

Man is a social animal and the evolution of modern man is a culmination of his series of interaction and negotiation with nature and surroundings. 'Negotiation' as a term is generally applied to solving business disputes, industrial mergers, international settlements, and ease political tensions etc. As man has moved from animal instincts towards a refined psychology, he has left behind his aggressive attitudes and mastered the art of skillful negotiations to solve most of his problems. Be it a problem in the office, in the shopping mall or standing in a que to buy a ticket to see a movie, all these processes involve negotiating skill. Most of these negotiating skills are acquired through experience and age, time-to-time guidance from the experts, and our own inbuilt intuitive system. A person who does not know his objectives in life, will not be able to negotiate anything with others and therefore stands to lose tremendously in the long run. Negotiation is an art and some people are born with this gift. Eventhough India had great leaders, it fell on the shoulders of Mahatma Gandhi to clinch a deal with the British for Independence. It is not only necessary that men should be able to negotiate with others but also they should be able to negotiate with themselves. Some body has truly said "All wars begin in the Human Mind". Thus, it's time to stay calm, see the tactics for what they are and exercise nerve and patience and tackle the present competitive situation if any organization want to at the top.

KEYWORDS: *Art of Negotiation, growth of organization and human, tackle and patience.*

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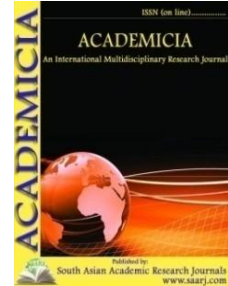
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**BRAND PERSONALITY HORIZON A STUDY OF SELECTED
PASSENGER CARS: A MANAGERIAL PERSPECTIVE**

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ABSTRACT

Brand building has assumed great importance in modern times. This is especially true in case of automobile industry which maintains brands for various of its segment through brand personality perspective. Brand building primarily aims at making the brands of the company stronger by creating positive perceptions for them in customers' mind by applying the various personality traits. It is the way to motivate customers to make an initial purchase of the brand and further ensuring sustained earnings for the company by making repeat purchases of the same. One may not be wrong in assuming that brand building alongwith customer delight and retention shall be the cornerstone of organizations future strategies in coming days. In this study the effort has been made to find out how the selected car majors of India viz. Maruti Suzuki India Limited, Hyundai Motors India Limited and Tata Motors Limited build their brands. In this regard, a structured questionnaire has been used and the personal interviews are conducted. To gather the views of brand/marketing managers of the selected organizations views has been gathered. Initially the most popular car model dominating the Car Market in India was the Ambassador, which however today gave way to numerous new models like Maruti, Fiat, Hyundai, BMW, and many others. Moreover, there are many other models of cars in the pipeline, to be launched in the car market in India. Toward achieving this end, marketing must respond to three key challenges: the ability to maintain superiority, the need for achieving returns with fewer resources, and finding way to manage the expanding complexity of today's customer touch points.

KEYWORDS: *Brand Personality*

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BAAHUBALI - THE BEGINNING: AN INSIGHT

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ABSTRACT

Baahubali is a 2015 Indian bilingual epic historical fiction film directed by S.S. Rajamouli. Produced by Shobu Yarlagadda and Prasad Devineni, it is the first of two cinematic parts. The film was simultaneously made in Telugu and Tamil and dubbed into Hindi, Malayalam and French languages. Baahubali casted of Prabhas, Rana Daggubati, Tamannaah and Anushka Shetty in lead roles. Ramya Krishnan, Sathyaraj, Nassar, Adivi Sesh, Tanikella Bharani and Sudeep appear in supporting roles. Baahubali: Baahubali, first non bollywood film to gross over 500 crore (US\$75 million) worldwide till date. An International version of Baahubali: edited by Vincent Tabailon is scheduled for a screening at the Busan International Film Festival in October 2015. The film was shot using Arri Alexa XT camera; the principal photography began at Rock Gardens in Kurnool on 6 July 2013. Sabu Cyril was the production designer for the film, the soundtrack and background score for the film was composed by M. M. Keeravani, and V. Srinivas Mohan was the visual effect supervisor. The film released on 10 July 2015 in 4,000 screens worldwide in Telugu, Tamil, Hindi and Malayalam languages. According to Assocham (2010) claimed that in Indian film Industry, the hardly 5 % of the films used to get break-even. In such circumstances, the case study attempted to know the crucial role of marketing that make film to become a hit or blockbuster in the box office collection. Can Marketing create sense of urgency or desire to consume in the mind of audiences to watch movie? Will sense of urgency be translated into box office revenues? To Study promotions of Baahubali and its influence over box office collection.

KEYWORDS: Films, Promotion, Box office.

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