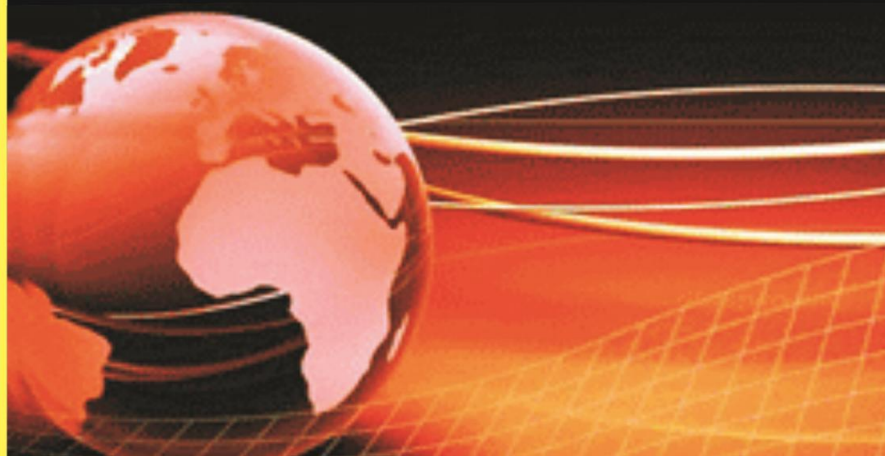


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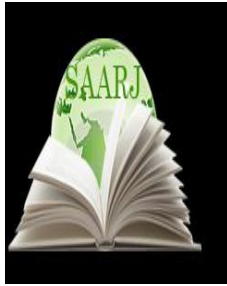
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IMPACT OF MGNREGA ON GENDER AND SOCIAL EMPOWERMENT

Krupa D. Bhatt *

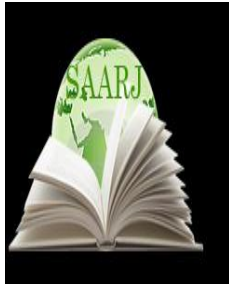
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ABSTRACT:

The Mahatma Gandhi National Rural Guarantee Act (MGNREGA), the flagship rural employment scheme of the Government of India was launched in February 2006. It is the largest and most ambitious social security and public works program. The objective of this paper is to examine women's participation in MGNREGA and has provided few suggestions for its efficient working. Seven years after its implementation, the basic principles and high potential of the MGNREGA are well established. The fact that about one-fourth (25%) of all rural households in the country participate in the program every year, is testimony to its resounding popularity. With a national participation rate of 47%, evidence suggest that women are participating in the scheme more actively than in other works. Research also indicates that MGNREGA is an important work opportunity for women who would have otherwise remains unemployed or underemployed. Preliminary findings suggest that the increased access to paid work due to MGNREGA has had a positive impact on women's socio-economic status and general well-being. Findings from different studies also observe that post MGNREGA, women have greater control over their wages and have been spending them on repaying small debts, paying for their children's schooling and bearing medical expenses, etc. Mobilization of women through community based organizations has improved outreach and generated awareness, and contributed to increasing participation of women in all aspects of the Scheme. Women rely heavily on natural common property resources like water, fuel, etc., and since MGNREGA plays an important role in natural resources regeneration, the Scheme seems to be strengthening livelihood security for women. This present paper shows that the women participation in MGNREGA is very low because of social barriers and mostly alternative jobs available for women in the state of Uttaranchal and very high in the state of Gujarat. The paper first presents the percentage participation of women to total employment in each state during the financial

years of 2010-11 to 2013 under MGNREGA. The paper is based on the secondary data collected from Ministry of Rural Development (GoI) and NREGA implementation status.

KEYWORDS: *Rural Employment, Empowerment, MGNREGA, Women's Participation*



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CHILD SEXUAL VICTIMIZATION AND MENTAL HEALTH: AN EXPLORATION

Liji P G*; C Jayan**

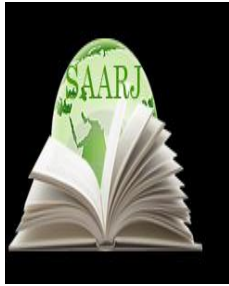
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**Professor & HOD,
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Calicut University. Malappuram, Kerala, INDIA.

ABSTRACT:

Sexual victimization refers to being a nonconsensual (unwilling) participant in sexual activity with another person. Childhood sexual abuse is related to subsequent mental health problems in adulthood, females experience sadness, guilt, loneliness, anger, anxiety once they got cheated by whom they have trusted so much. The main objective was to examine the effect of child sexual abuse on mental health of female youth in Kerala. The participants for the investigation included five females aged above 17 years from Calicut and Thrissur districts. Case study and counseling were carried out. The study revealed that Internet is highly abused for sexual offending. Child sexual abuse is an important predictor of prostitution and later high risk sexual behavior. The victims later changed in to the position of offenders, that is, they are searching for multiple sexual partners, prostitution etc.

KEYWORDS: Internet, Mental Health, Sexual Abuse, Victimization



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MIGRATION, DISJUNCTURE AND TRAUMA: DEPICTION OF TRANS-NATIONAL IDENTITY OF WOMAN IN BHARATI MUKHERJEE'S *WIFE*

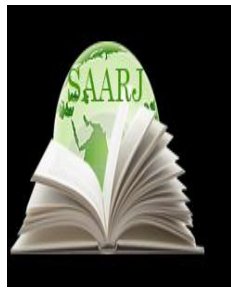
Dr. Rajib Bhaumik*

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Alipurduar College. INDIA.

ABSTRACT:

Trauma is a key concept of Diaspora. The metaphor of trauma draws attention to the ways that extremes of violence break bodies and minds, leaving indelible marks even after healing and recovery. But the notion of trauma has been extended to cover a vast array of situations of extremity and equally varied individual and collective responses. Trauma can be seen at once as a sociopolitical event, a psychological process, a physical and emotional experience and a narrative theme in explanations of individual trauma and social suffering. Diaspora and hybridity have certain commonalities in their relationship to notions of migration, disjuncture and trauma. Wife by Bharati Mukherjee demonstrates what devastation a hostile culture can cause in a sensitive individual. Dimple suffers from the neurotic compulsion of indulging in abnormal acts in order to conceal her own sense of intrinsic weakness and failure. Her women characters are tantalized by the possibility of passion, which they mistake for love and self expression. America which appears to be a free land is in fact the enigma of existence of all Indian women. Here chances of survival depends on an immigrant's agility to embrace mutation before reaching out for an alternative space, translated transmitted and transmuted through violence and splitting. Dimple is the embodiment of the transitional figure; she starts to question her traditional society's values and taboos, but she doesn't yet have the confidence to blend what she values in the two cultures and make that blended culture her own. Dimple's trauma of immigration and the pangs of dislocation express itself as insanity, madness and neurosis.

KEYWORDS: *Trauma, suffering, hostile culture, alternative space, mutation, dislocation, immigration marginal, hyphenated, borderline community, acculturation, disjuncture, cross-cultural negotiations]*



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MEASURING THE NODAL CONNECTIVITY OF SURFACE TRANSPORT NETWORK IN RAIGANJ BLOCK, UTTAR DINAJPUR DISTRICT, WEST BENGAL, INDIA

Arindam Dutta *; Dr.Ashoke Das**; Dr.Ranjan Roy***; Tamal Basu Roy****

*Department of Geogaphy,
Raiganj University, INDIA.

**Department of Mathematics,
Raiganj University, INDIA.

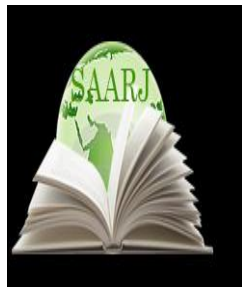
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****Research Scholar,
University of North Bengal, INDIA.

ABSTRACT:

Roads have been described as life blood of Human Civilization. Social interaction and economic prosperity in space have been shaped by the road networks both at intra and inter regional levels. The different places at Raiganj Block in Uttar Dinajpur district is connected by the national highway, state highway and district road. The basic essences of this study is to expose the level of connectivity of different nodes in Uttar dinajpur district lying adjacent to these major roads. In this regard graph theoric measurement has been applied to determine the efficiency of transport network connectivity of these nodes. On the basis of the study, it is clear that in terms of cyclomatic number, alpha, beta and gamma index value and ultimately aggregate transport score measurement the nodes has a uniform connectivity which is not so viable for level of development in the region.

KEYWORDS: *Connectivity, efficiency, Linkages, transport network, Vertices.*



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A STUDY ON CONSUMER PREFERENCE TOWARDS ITC SNACKS IN NAGPUR WITH SPECIAL REFERENCE TO BINGO

Dr. Ruhi Bakhare*

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ABSTRACT:

ITC is one of India's foremost multi-business enterprises with a market capitalisation of US \$ 40 billion and a turnover of US \$ 8 billion. ITC is rated among the World's Best Big Companies, Asia's 'Fab 50' and the World's Most Reputable Companies by Forbes magazine and as 'India's Most Admired Company' in a survey conducted by Fortune India magazine and Hay Group. ITC also features as one of world's largest sustainable value creator in the consumer goods industry in a study by the Boston Consulting Group. ITC has been listed among India's Most Valuable Companies by Business Today magazine. The Company is among India's '10 Most Valuable (Company) Brands'. This study has been undertaken in order to study the consumer preference towards ITC snacks in Nagpur with special reference to Bingo.

KEYWORDS: *Consumer preference, ITC, Nagpur and Bingo*



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APPLICATION OF DATA ENVELOPMENT ANALYSIS MODELS

Dr. Sathram Suresh *

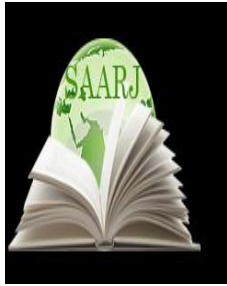
* Post Doctoral Fellow,
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Tirupati. INDIA.

ABSTRACT:

In judging the performance of a production unit, one commonly examines whether or not the unit is productive efficient. The Data Envelopment Analysis (DEA) is a linear programming based technique for measuring the performance efficiency of organizational units which are termed as Decision Making Units (DMUs). This technique aims to measure how efficiently a decision making unit uses the resources available to generate a set of outputs. This method has been successfully employed for assessing the relative performance of set of firms that uses a variety of identical inputs to produce a variety of identical outputs.

The main aim of present research study is to measure the efficiency in decision making units by using CCR and BCC models.

KEYWORDS: *Efficiency, Data Envelopment Analysis models.*



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IMPACT OF SOCIAL MEDIA ON TOURISM INDUSTRY

Priyam Gandhi*; **Mahima Suden****

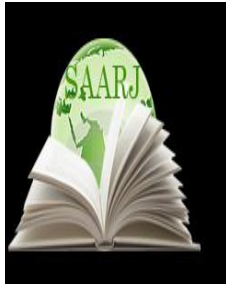
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DAV College, Chandigarh, INDIA.

ABSTRACT:

The Social media has proved to be a boon that spread across the countries in previous years like a wildfire. The Social media has highly transformed the industry of travel and tourism. Social media like Facebook offers expeditious ways of reaching millions of people across different countries with distinct cultures. The Social media helps people to share great and not so great experiences, to become instant critiques. Tourism companies and tourists have created their networks where they can share views about hotels, restaurants, tourist spots, holiday packages as well as posting their pictures, videos and so on. Social media also acts as a source of advertisement and marketing. The Primary as well as Secondary Research has been followed in order to interpret the impact of social media on tourism industry and various findings and recommendations have been arrived at.

KEYWORDS: *Blogs, Forums, Social Media, Tourism, Trip Planning and Sharing.*



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THE IMPACT OF INCOME AND ENERGY CONSUMPTION – A CASE STUDY OF MYSORE DISTRICT

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ABSTRACT:

Energy is an important component of the infrastructure sector, which is insufficient in the modern day world. This paper tries to analyze the impact of income and energy consumption- a case study of Mysore city of Karnataka. The methodology is based on Primary Data. Primary data is being collected from household's survey method, through the questionnaire in selected areas of Mysore city (Vijayanagar, Bogadhi, JPnagar and Siddarthanagar) the study used statistical techniques to analyze the multiple regression analysis and variables are energy consumption, family income and family size. The major findings of the study reveal that the income increases, energy consumption is also increased. To conclude, the conventional energy sources are insufficient energy and costly in the long run and also create environmental problems. So the renewable energy systems are made use to protect environment, benefit the consumers, reduced the electricity cost, time saving, standard of living, solve the problem of electricity demand and help in the growth and development of the economy and achieve the sustainable development.

KEYWORDS: Energy, Conventional Energy Consumption, income, renewable energy.

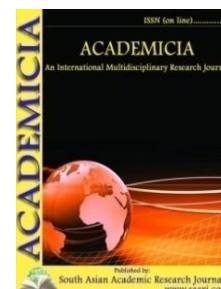


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EDUCATIONAL ACHIEVEMENT AND LEVEL OF TEST ANXIETY: A STUDY OF SELECTED CURRICULAR STRATEGIES ON PRIMARY SCHOOL STUDENTS

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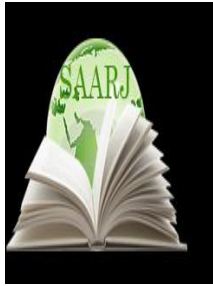
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ABSTRACT:

The study deals with the relationship among the academic achievement of students and the level of test anxiety by using a package of significant curricular strategies on the students selected from primary schools of Amroha district of Uttar Pradesh. A number of teaching strategies have been devised and developed for teacher's use in classroom situation to realize students to score better and take the examinations in an easy way and each of them has been shown to be effective in realizing objectives of understanding it. The significant curricular strategies that have been used in the present study for the determination of educational achievement, reduction of fear of examinations and development of social behaviour of students are the Involvement of parents in teaching learning process, emotional attachment of teacher with the students, use of teaching skills in the class room situation, providing motivation to the students using various means, evaluating students continuously through the unit tests and proving results to students soon after the tests so that the students may be enable to know their progress. The present study

reveal that the use of curricular strategies in teaching- learning programme makes significant effect on the educational achievement of students and also it helps in reduction of test anxiety in students. Apart from these factors, the democratic environment of classroom and the availability of means of recreation in the school also plays a significant role in the academic achievement of students at primary school level.

KEYWORDS: *Educational achievement, test anxiety, development, comparative performance, Progress, curriculum, etc*



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CHANGING PARADIGMS IN THE TAXI INDUSTRY IN INDIA

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ABSTRACT:

With focus on the taxicab aggregator model adopted by players like Ola Cabs and Uber operating in India, the article begins with the evolution and growth of the taxi industry in India followed by the entry of the radio-taxi operators. With the development of the ecosystem of internet penetration and rising mobile users, the taxicab aggregator business has received a robust fillip because in their business model the firm's mobile app allows customers with smart phones to submit a trip request which is then routed to their drivers who help complete the trip. The growth of taxicab/radio-share cab aggregators led the radio-taxi operators to relook at their operations prompting players like Meru Cabs to adopt a hybrid model. In the article, the business model of Ola Cabs and Uber India is explained in detail. Further the intense rivalry between them in the taxicab aggregator business is covered in depth. While the taxicab industry is poised towards bright future, it is acknowledged that the regulatory environment needs to keep evolving over time and keep pace with ever changing needs of the market.

KEYWORDS: Taxi, Radio-taxi operator, Radio-share cab aggregator, Taxicab aggregator, Taxicab industry analysis



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EXPLORING THE BUYING MOTIVES FOR TWO-WHEELERS: A SPECIAL FOCUS TO THE TWO-WHEELER OWNERS IN MALAPPURAM DISTRICT OF KERALA

K.P Najeemudeen*; Dr. N. Panchanatham**

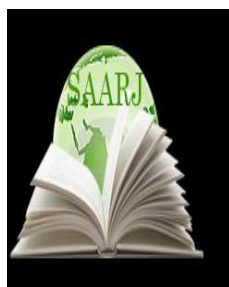
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ABSTRACT:

The primary objective of marketing is to satisfy the needs and wants of the customers. People buy goods and services based on their own reasons and logics. They may or may not be intelligent or rational, but they make decision based on those reasons and logics. Behind every purchase there will be a buying motive and these buying motives may differ among the people for the same kind of purchase. It has become imperative for the marketers to understand the buying motives as they are likely to encounter them in the course of the sale. This knowledge of the buying motives will enable the marketers to formulate their marketing programmes in such a way that the same product appeases the different motives of the buyers. It also equips them to work out strategies for attracting new customers to their business without losing the loyalty of the existing customers. The present study is intended to investigate and identify buying motives that have more effects on purchase decision of two wheelers and to analyze the effects of the socio-economic characteristics of consumers on their buying motives towards two wheelers. This study is based on a questionnaire survey conducted among 681 Two-wheeler users in Malappuram district of Kerala. Statistical tools like Chi-square analysis, ANOVA, Z-Test, Multiple Correlation, Multiple Regression and Friedman Test has been used for the meaningful analysis and interpretation of data.

KEYWORDS: *Buying Motives, Consumer Behaviour, Two-wheeler, Bike, Scooter, Automobile*



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HORTICULTURE DEVELOPMENT IN ANDHRAPRADESH WITH SPECIAL REFERENCE TO ANANTAPURAMU DISTRICT

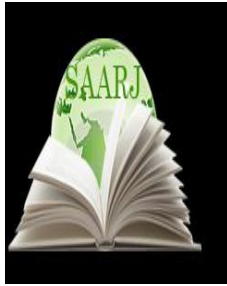
Dr. Subbarayudu*

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Andhra Pradesh. (State).

ABSTRACT

India has the distinction of being the largest producer of fruits in the world and second largest producer of vegetables after China and third largest producer of fruits after the United States and Brazil. The range of Horticulture products includes fruits, vegetables, spices, coconut, floriculture, medicinal and aromatic plants, mushrooms, cashew, cocoa, etc. Horticultural crops offer a great diversity in diet. Both for ecological sustainability and human health horticulture is very important for the country. A good beginning has already been made in that direction and in the years to come horticultural crops will be playing a meaningful role in fighting hunger and malnutrition in country. India has agrarian economy, majority of population 65-70 percent dependant on agriculture. Agriculture/horticulture contributes 28 percent of Gross Domestic Product, provides employment to 61 percent population. India's export of agriculture/horticulture products is 15 percent of the total export of the country –very negligible share in the global market. With a highly educated population, a long tradition of innovation, and a vibrant private sector, India is well placed to benefit from the opportunities of globalization, liberalization of trade in Agriculture/horticultural products offers the best option to reduce poverty for developing countries like India. Many technological developments have taken place in boosting the production of Agriculture/horticultural products but still the share of export is very low in the world trade.

KEYWORDS: *Horticulture, sustainability, floriculture, liberalization.*



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CLEAN INDIA, SUSTAINABLE INDIA

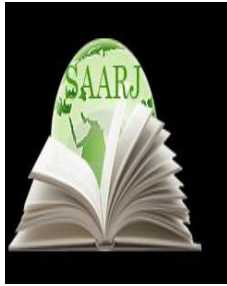
Dr. Reetika Jain*

*Assistant Professor at HansRaj College, DU
Ph.D. in Marketing from Deptt. Of Commerce,
D.S.E. university of Delhi, INDIA.

ABSTRACT:

India has always faced the plethora problem of lack of sanitation facilities made available to its citizens in rural and urban areas. Though past governments have also worked for the cause, but current Prime Minister Narendra Modi has made sanitation the flagship programme of the Government of India through Swachh Bharat Abhiyan. His vision for Swachh Bharat or Clean Indian by 2nd October 2019 requires not only Centre-State partnership but also public-private partnership. Multipronged strategy has been put in place to achieve the results. Response of the citizens in general is overwhelming to associate with the programme. Innovative ways of campaigning have been used by the government to mobilize the youths in the programme. Yet the major concern that remains is the effective implementation and accountability at each level to ensure that Swachh Bharat Abhiyan yields result and not merely a paper programme.

KEYWORDS: *Swachh Bharat Abhiyan, public-private partnership, innovative media campaign, implementation and assessment*



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TIME SERIES MODELS: TO PREDICT THE ARRIVAL OF INTERNATIONAL TOURISTS IN INDIA

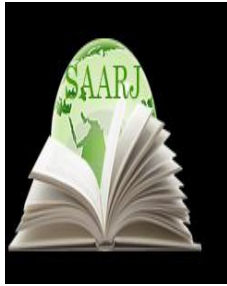
Mehta Rooshabh kumar*

*Research Associate MICA,
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Gujarat University, INDIA.

ABSTRACT:

This study is to determine appropriate forecasting technique for the arrival of Tourists of Foreign countries (TFCs) in India, by adopting time series statistical tools. For the present study, data of arrival of TFCs were taken at two distinct levels; yearly arrival of FCs and Monthly arrival of TFCs. The presence of time series component like trends and seasonality is captured in present TSD (time series data). Different Exponential smoothing tools and ARIMA models were taken into the consideration for the purpose of analysing data and predicting the figures of future arrival of TFCs in India. Among the several Time series models and tools best model with appropriate tool has been explored. Various criteria were taken into the account to define best model for study like 'Mean Absolute Percent Error', 'Root Mean Square Error', 'Akaike Information Criterion' etc. Mehta (2015) has shown that ARIMA (0,1,1) is appropriate model to make prediction about TFCs, especially when observations are taken annually. This study is extension of research done by Mehta (2015). In this study, the 'Winter's multiplicative' model is observed to be suitable when figures for same data are taken at monthly basis.

KEYWORDS: *Tourism, Exponential Smoothing tools, ARIMA Model.*



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ORGANIZATIONAL CULTURE-A STUDY OF HEALTH CARE SECTOR IN THE STATE OF JAMMU AND KASHMIR

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ABSTRACT:

The current study proposed to analyze the organizational cultural of two categories of employees working in the health care sector of J & K. Culture has been measured on the dimensions as managing change, achieving goals, coordinated team work, customer orientation and cultural strength. Data was collected by distributing questionnaire among the participants based on non probability sampling. Validity and reliability of instruments was checked through exploratory Factor analysis. Results of our study indicate that there is a different perception of culture among two categories of employees. Further using one-way ANOVA statistics mean scores in different hospital Categories of medical as well as paramedical staff were compared separately. These results indicate there is no significant difference between the mean scores of cultural functions in different hospital category for medical as well as for paramedical staff. Hence these results show employees of particular category have a uniform perception about the culture across hospital categories.

KEYWORDS: *achieving goals, coordinated team work, cultural strength, customer orientation, managing change and organizational culture.*



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INDIAN RURAL MARKET – FUNDAMENTAL FEATURES AND STRATEGIES TO BE EVOLVED FOR SUCCESSFUL RURAL MARKETING

P. Sirisha*

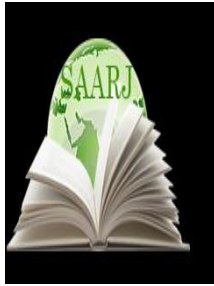
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ABSTRACT:

The Indian rural market with its vast size and demand base offers great opportunities to marketers. Two – thirds of countries consumers live in rural areas and almost half of the national income is generated here. It is only natural that rural markets form an important part of the total market of India. Rural Marketing is a developing concept, and as a part of any economy has untapped potential. In recent years, rural markets have acquired importance, as the overall growth of the economy has resulted into considerable increase in the purchasing power of the rural people and preferences of rural people are also getting changed. So, every marketing player is keen to invest in rural markets. Though there is huge potential and substantial growth opportunities in the rural markets, yet there are some challenges too, which are causing hurdles in tapping rural markets. This study is a step forward in exploring various strategies to be adopted in the rural market along with the current scenario of rural marketing and appropriate suggestions in order to make the rural marketing a success.

KEYWORDS: Features, Indian rural market, rural marketing, rural marketing strategies.



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WOMEN ENTREPRENEURSHIP IN INDIA

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ABSTRACT:

Entrepreneurship plays an important role in the growth of any society. Development of entrepreneurship culture and qualitative business development services are the major requirements for industrial growth. Entrepreneurship is an economic activity which is undertaken by an individual or group of individuals. Entrepreneurship can be defined as the making of a "new combination" of already existing materials and forces. Women entrepreneurship is the process where women organize all the factors of production, risks and provide employment to others. Women has competed with man and successfully stoop up with him in every walk of life and business is no exception of this. She can manage to survive and succeed with their hard work, intelligence and adventurous spirit she possesses. The purpose of this paper is to study about the concept of Women Entrepreneurship.

KEYWORDS: *Entrepreneurship, material, qualitative, succeed.*



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INDIA AND CENTRAL ASIA: STRATEGIC AND SECURITY DYNAMICS

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ABSTRACT:

Central Asia is a region of geo-political, strategic and economic significance owing to its geographical location and hydrocarbon resources. India as an extended neighbour of CARs has major strategic and economic interests in this region. To gain control over the vast natural resources of the region there is a competition going among USA, Russia and China which forced India to adopt pro-active policy towards Central Asia. On security issues both India and central Asian Republics has convergence of interests which must be accomplished with greater understanding and cooperation. . The future prospects for cooperation between Central Asia and India in the field of energy security seem to be very important. Peace and stability in CARs and Afghanistan seems to be the most crucial factor for India's security. There is already a realisation by the world powers of the danger posed by religious extremism and terrorism. Therefore India should take advantage of the situation and cooperate with other world powers to overcome these problems.

KEYWORDS: *Great Game, strategic location, minorities, separatist insurgencies*



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AWARENESS OF PROVISIONS OF 73RD AMENDMENT ACT AMONG WOMEN REPRESENTATIVES OF PRIS: AN EMPIRICAL STUDY OF DISTRICT SIRSA (HARYANA)

Dr. Ritesh Nagpal*; **Dr. Neelam Kumari****

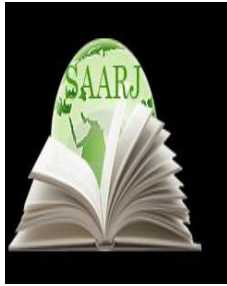
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ABSTRACT:

Panchayati Raj Institutions have been in existence in India for a long time. After independence in order to develop the rural areas a number of attempts were made to institutionalize local bodies. A number of commissions and committees were appointed to suggest methods to revitalize panchayati raj institutions. But in spite of these efforts the pantheist could not acquire the status and dignity of viable responsive people's bodies due to a variety of reasons including the absence of regular elections, prolonged super session, inadequate representation of weaker sections, insufficient devolution of powers, lack of financial resources and above all lack of political will

KEYWORDS: *Institutions, existence, institutionalize, commissions, committees.*



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ROLE OF PUBLIC SECTOR UNDERTAKING (PSU) IN 21ST CENTURY

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ABSTRACT:

Today the Public Sector Undertakings in the country play a significant role in the economic as well as social development of the country. Further, the spectrum of public sector ranges from monopolistic nature like Internal air traffic, Life Insurance etc. to highly competitive fields like Textiles, Banking. Today these undertakings are no longer regarded as large commercial concerns judged on their commercial results but have in varying degrees wider objectives than commercial concerns in private sector. They deal with tax payers' money and are therefore accountable to Parliament. They are subject to public criticisms and criticisms in the press. Unlike the private commercial organization where individuals count more, in these public undertakings, the systems have to work more than individuals. Under such circumstances, there is a need for a strong vigilance organization in the PSUs with a set of rules to regulate the conduct of the employees of these undertakings.

KEYWORDS: *Undertakings, criticisms, vigilance, organization*

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