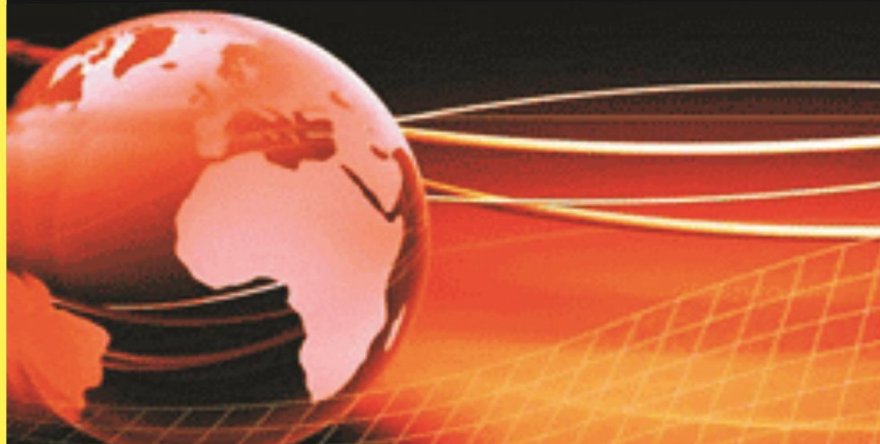


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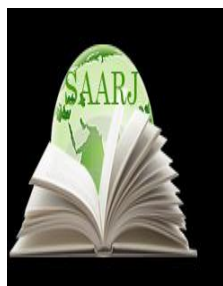
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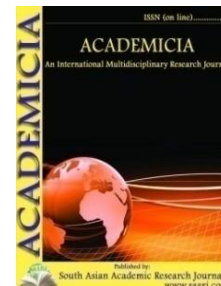


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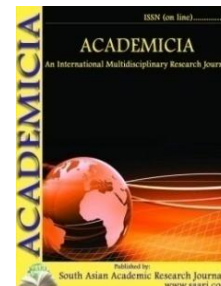
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**OPINION OF RESPONDENTS IN RESPECT TO CROP PRODUCTION
AND PROFIT OF POTATO AND GARLIC IN ETAWAH DISTRICT : A
CASE STUDY**

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ABSTRACT

Potato (Solanum tuberosum L.) is one of the most productive and widely grown food crops in the world. Globally, it ranks fourth most important food crop after maize, wheat and rice. It produces approximately twice as many calories per hectare as rice or wheat. Due to its wide adaptability potato is grown in both tropical and temperate environments and elevations from sea level to 4000 m (Poehlman and David, 2003). Potato is an important crop of the world and is grown on around 18.3 million hectare with a production of 295 millions tones. Its world's average yield is 50.5 kg/year. The annual compound growth rate from 1949-1950 to 1995-1996 for area, production and yield of potato was 3.50, 6.00 and 1.41% respectively. Potato contributes about 1.23% to the gross production from agricultural and allied activities in India (Prasad, 2006). Potato is grown in 1,140 hundred ha in India and produces 19,244 hundred tones with a yield of 16.9 tones per ha. Potato is good and cheap source of carbohydrates, vitamins, minerals and proteins. It also provides most of the trace elements which can meet the

energy requirements of humans (Sharma, 2001). On the basis of the above comparison study between potato and garlic production (Opinion of respondents in respect to crop production and profit of potato and garlic) in the year 2014. It can be concluded that all the cost of production parameters of both above crops along with the yield cost, Garlic crop cultivation for farmers was better than Potato crop cultivated.

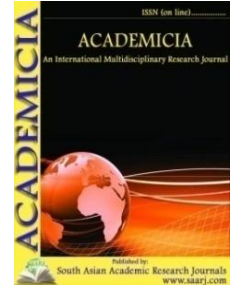
KEYWORDS: *approximately, adaptability, respectively, cultivation,*

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FACTORS INFLUENCING CUSTOMERS PREFERENCE AND SATISFACTION IN ONLINE SHOPPING – A STUDY WITH REFERENCE TO CHENNAI CITY

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ABSTRACT

Online shopping is a form of electronic commerce whereby consumers directly buy goods or services from a seller over the internet without an intermediary service. It is defined as, the process by consumers directly buy goods or services from a seller in real-time, without an intermediary service, over the internet. The pros of online shopping are shop 24/7, comfort of own home, privacy, save on gas, comparison shopping easier and discount coupons available online. The cons of online shopping are cannot touch the product, credit card insecurity, shipping/handling cost, returns more difficult and errors in billing. Even though the pros and cons are the two sides of online shopping, the retailing is an attractive business emerging out of shadows in the past two years. Even as loose ends of retailing plans are being tied up, online shopping has begun catching the attention of many entrepreneurs. Apart from online shopping, certain online services like matchmaking, job searching, auctions, share trading and banking are becoming increasingly popular. This could well be the beginning of an e-tail revolution. This paper attempts to understand how this strategy frames its origin in Chennai city in southern

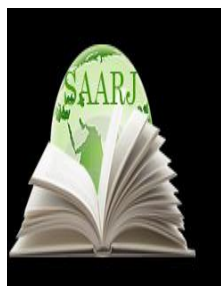
India. A questionnaire survey was handled out to evaluate the preference of internet shopping by the consumers.

KEYWORDS: *online shopping, customers preferences, customers satisfaction.*

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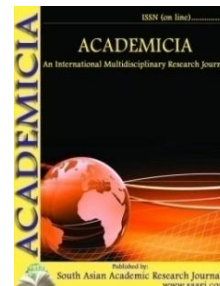
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**SOCIAL TRANSFORMATION AMONG THE DEPRIVED SECTIONS:
ROLE OF SARVA SIKSHA ABHIYAAN**

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ABSTRACT

The concept of social transformation involves an array of activities and interventions that affect the socio-economic parameters of the people to have a desired perceived affect. These activities are initiated at the behest of government or organisation to achieve some laid out objectives. The ensuing paper studies the impact of Sarva Siksha Abhiyaan (SSA) on socio-economic transformation of the people. The impact has been studied at macro as well as micro-levels and provides a bag of mixed experiences.

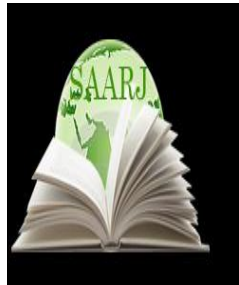
SSA at the national or macro level has succeeded in bringing about significant changes in the socio-economic variables as could be seen through the performance of SSA programme. However, at micro or regional level, SSA's progress has been marked by disappointments as well. The study shows that poor performance of SSA at the micro level could be attributed to non functionality or poor pro-active level of cooperation and support among the grass root level organisations, which were envisaged to play a major role in shaping the socio-economic transformation of the people and region. Further, this intervention have also not succeeded in motivating, sensitizing and mobilizing the people at large and attributes it largely to the prevalence of rigid caste and class base structure of the society in these region who have so far succeeded in countering the governments guidelines that encourages democratic forces to operate and facilitate the smooth functioning of the programme. It is relevant to recall that these regions have remained the traditional ground of feudal classes who have ruled it for centuries with iron hand. The provisions stated in the SSA guidelines are being seen as the potential threat

by these powerful classes over the sovereignty in power sharing. The mere fear of losing power and hold to the down trodden has not got down well with them and they have been resisting it tooth and nail. These regions have often witnessed the skirmishes between these classes and that too has adversely affected the development profile of the region but also the performance of the programme as well.

KEYWORDS: SSA, EGS, MDM, NPEGL, NP_NSPL, CAL

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**MOTIVATION AND ITS IMPACT ON PERFORMANCE-AN ARTICLE
SURVEY**

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ABSTRACT

Motivation is one of the key factor for organizational growth and effective performance. Effective motivation in organization is considered to be of paramount importance as organization need to motivate employees through different factor to aid and augment the growth of the organization .Every organization uses different tools and techniques to motivate the employees either in terms of monetary benefits or non monetary benefits like reward, letter of appreciation and concern, promotional avenues, by setting a concrete roadmap for future development. Satisfaction of an employee is one of the vital factors for the organizational goal achievement. Organisations in the contemporary world adopt both intrinsic as well as extrinsic motivation techniques. So the motive of this study is to analyze the different motivational tools that act as a key parameter for success in work performance in an organisation. This paper presents the crux of the study of various literatures on the role of motivation and its impact on organizational performance between the years 1967 to 2013. However this review highlights the need for vibrant motivational packages for enriching the talent and competency through giving a right direction with the adaptability in different situations which will suit the level of work for generating rich productivity. Articles from different sectors of an economy were thoroughly analyzed to get more insights on the linkage between motivation and performance of employee in an organization. An additional challenge for the 21st century

companies is to retain the potential employees for gaining expertise in diversifying fields for enrichment of the organization it self and safeguarding the interests of various stakeholders in general.

KEYWORDS: *Motivation, Reward, Organization, Productivity, Appreciation, Effectiveness*

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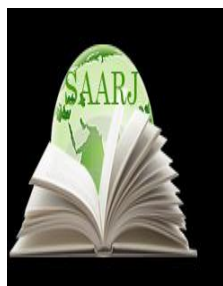
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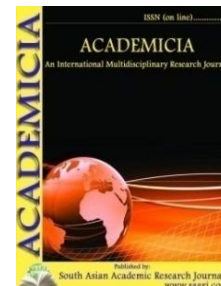
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**QUALITY EDUCATION FOR ALL: A CRITIQUE OF DRAFT
EDUCATION POLICY**

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ABSTRACT

The draft education policy aims to bring in inclusive quality education as against the earlier orientation towards Gross Enrolment Ratio (GER) and equity. The Economic Liberalization of the nineties has witnessed mushrooming of colleges/universities by the private sector. The RTE Act 2009 has ensured near universal access to primary education through Sarva Siksha Abhiyan (SSA) and a high modicum of equity. But the quality dimension remains suspect, both at the primary and higher levels. This paper brings out the policy initiatives in the last decades and the broad contours of the new draft policy which puts a premium on research, improved Foreign Direct Investment (FDI) inflow and collaboration with foreign universities. However, it does not address the concerns of regulatory bodies like excessive centralization by University Grants Commission (UGC), and the tendency to encourage commercialization of education that help only the neo-rich. The paper makes a strong recommendation to improve the grass root Panchayat structure as the fiscal point to ensure quality primary education as a bridge for higher education and ensure allocation of atleast 6% of Gross Domestic Product (GDP) to education. Just like Goods and Services Tax (GST), is expected to bolster One Tax, One Nation, a credible education policy should Improve "Quality Education For All".

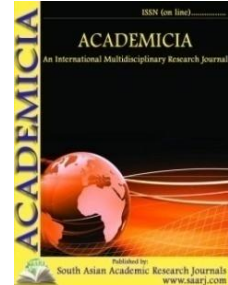
KEYWORDS: *GER, RTE Act, SSA, FDI, UGC, GDP, GST*

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“A STUDY ON THE PROBLEMS AND PROSPECTS OF E-COMMERCE IN INDIA WITH SPECIAL REFERENCE TO RETAIL INDUSTRY”

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ABSTRACT

Electronic commerce has the potential to radically alter some economic activities and the surrounding social environment. Electronic commerce over the internet is a new way of conducting business. This research paper was done to study the fundamental factors of buying online, to examine about constraints of e-commerce boom in India, to present the customers perspective towards e-commerce and security concerns. An exploratory research which is a preliminary study of an unfamiliar problem was done. From the hypothesis test it was revealed that types of process breakdown failure incurred in the organization is associated with the type of industry. Implementation challenges of e-commerce in India is associated with the company's main product line where as Customer's satisfaction on the basis of product or services is independent of the reasons to buy online. The product line or services mostly consists of broad distinguishable products. Traditional transactions can provide more richness in terms of face-to-face service including visual and aural cues. However, traditional transactions are limited in terms of how many people can be reached at a single time. Online transactions, which can be global in reach, can provide content that is both complex and rich, overcoming the traditional trade-off between reach and richness.

KEYWORDS: *E-commerce, Electronic Data Interchange, Search Engine Optimization, Secure Sockets Layer, social networking, Enterprise Resource Planning*

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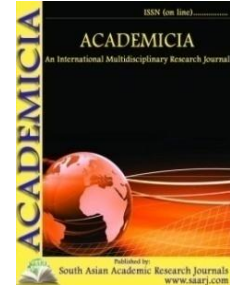
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**A STUDY ON EMPLOYEES WORK MOTIVATION AND ITS
EFFECTS OF PERFORMANCE**

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ABSTRACT

***Motivation** is a process that starts with a physiological or psychological deficiency or needs that activates behavior or a drive that is aimed at a goal or incentive. Motivation can be traced to the Latin word movere, which means “to move”. Thus the key to understanding the process of motivation lies in the meaning of and relationships among, needs, drives and incentives. The organizational effectiveness depends on the performance and excellence of their employees. The employees maybe inexperienced or lacking in some of the skills knowledge required to perform the given task or even organizational culture demands the flexibility of attitude and awareness of the job. . Motivation is the inner power or energy that pushes one toward performing a certain action. Motivation has much to do with desire and ambition, and if they are absent, motivation is absent too. Often, a person has the desire and ambition to get something done or achieve a certain goal, but lacks the push, the initiative and the willingness to take action. This shows a lack of motivation and inner drive. Motivation strengthens the ambition, increases initiative and gives direction, courage, energy and the persistence to follow one's goals. Motivated people takes action and do whatever it needs to achieve his/her goals. Developmental programs are being conducted in additional, behavior and self-development areas, for the white-collar employees. The significant finding revealed that more than half of the participants indicated that they are able to address their thoughts and opinions during meetings. According to almost three-fourths of the participants of the study (74%), specifications regarding their work duties and responsibilities are explained to them by the management, while the remaining one-third is not*

sure. Majority of the respondents indicated that they consult their superior regarding matters that concern their job.

KEYWORDS: *Employee Relation, recruitment, man power planning, efficiency, appraisal training programs, employee's motivation, organization environment.*

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DETECTING CAUSALITY BETWEEN NET FDI INFLOWS AND GDP IN INDIA

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ABSTRACT

This paper empirically examines the association and causality between GDP (Gross Domestic Product) and FDI (Foreign Direct Investment) net inflow in the Indian economy from 1979 to 2015. A variety of econometric tools for stationarity tests are employed including serial correlation, unit root tests of ADF, KPSS, and PP along with Zivot Andrews to test for any structural change in the series. To examine the existence of association, residual and system based cointegration tests are applied. For assessing the long and short run causality, vector error correction mechanism and granger causality tests are used. The results show that there is long run association between net FDI inflow and GDP. There also exists long run causality between them, however, in the short run GDP causes net FDI inflow and not vice versa. The presence of long run causation is empirically more sound for GDP led FDI instead of FDI led GDP. However, both GDP and FDI do not granger cause each other, they are not mutually reinforcing. The results have significant implications for policy development. The impact of FDI on GDP still needs to reach a consensus opinion to state whether there is more than association between the two.

KEYWORDS: Co integration, FDI, GDP, Granger Causality.

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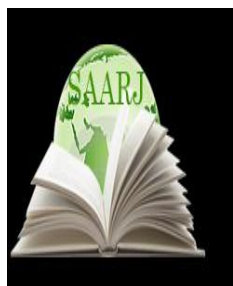
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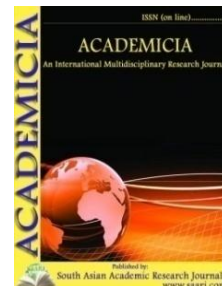
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CONSCIOUSNESS: MERGING OF OPPOSITES

Ginish cheruparambil *

ABSTRACT

Unveiling of the mysteries and all secrets of human race is revealed through the self – experience extending into the world. All transmutations matter has undergone during the last two centuries are obviously the work of human consciousness. The discussions about this consciousness occur in several texts. Here I look it basically from Indian philosophy. Later western thinking is also used to merge both to have a better outlook. The Upanisadic consideration is the main area of study. Consciousness though emerged or known in the context of tradition also calls for a move out of the tradition and authority. Consciousness is not known or unknown, then how we know it. There a different dimensional approach is needed, which is not defined but spontaneous.

KEYWORDS: *Consciousness, Upanisads, cit, jñāna, vijñāna, ātman, Antharyām. Drastā, purusa, Paingala Upanisad, aham brahmasmi, tat tvam asi, ayam ātmā brahma*

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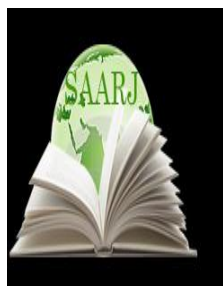
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**“IMPACT OF TRAINING ON PERFORMANCE OF EMPLOYEES
STUDY OF KAKATIYA THERMAL POWER STATION”**

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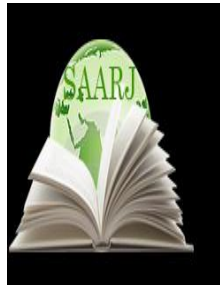
ABSTRACT

The organizational effectiveness depends on the performance and excellence of their employees. The employees maybe inexperienced or lacking in some of the skills knowledge required to perform the given task or even organizational culture demands the flexibility of attitude and awareness of the job. These deficiencies need to be rectified and the employees morals to be boosted to perform his task effectively. In the present concept of HRD the role of training and Re-training really an essential and a compiles one as it is conditioned by the combination of the objectives and climate of the organization and the subjective and personal elements brought out by the managers. In addition to technical training with regard to their job and machines. Developmental programs are being conducted in additional, behavior and self-development areas, for the white-collar employees. The belief in organization development program for workers are taken root after. The grow in realization by corporate some of the people are workers, and they can make or break the organization. Hence, most of the forward-looking organizations have focused on development programs, using them “training” to also signified development program. The present study focusses on training and its importance in increasing the performance of employees.

KEYWORDS: *Employee Relation ,recruitment, man power planning, efficiency, appraisal training programs, employees motivation, organization environment.*

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FINANCIAL MANAGEMENT PRACTICES IN PUBLIC SCHOOLS: AN ANALYTICAL STUDY

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ABSTRACT

Financial management in educational institutions is not only an issue of discussion but also a challenge to be encountered by the institutions for their healthy growth. This Paper highlights some ethical Principles of financial management to be followed in educational institutions. The paper has also aimed to focus on the requirement of financial management in public schools. The challenges of financial management identified in the small sample of the public schools of Assam has also analyzed in the paper. Investigator has tried to cope up few suggestions for the sound financial management practices in the public schools of the state. Due to the popularization of the concept of School Based Management, the Govt. of India has also initiated the process of commoditization of schools. So, it has become essential to evaluate the mechanism of financial management in public schools. The paper is based on both Primary and secondary data source. The study found that lack of training, lake of computerized mechanism, lack of human resource were the major challenges for healthy financial management practices in the investigated schools.

KEYWORDS: *Financial Management, Public School, Assam*

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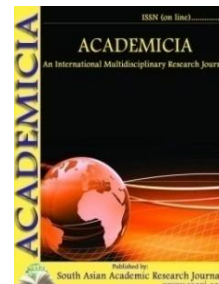
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**TRADITIONAL ECOLOGICAL KNOWLEDGE (TEK): SCOPE AND
CHALLENGES IN THE MODERN WORLD**

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ABSTRACT

Traditional Ecological Knowledge (TEK) describes aboriginal, indigenous and other forms of traditional knowledge regarding sustainability of local resources. TEK serves as a useful factor to measure the ecological changes over a period of time in remote areas, which have limited scientific data. TEK plays a significant role in conservation and management of natural resources by local communities in a sustainable manner. In the present paper, the investigators focus on the major aspects of TEK, the role of TEK in climate change assessment and the role in natural resource management. The investigators also wish to explore strategies or practices which will facilitate the promotion to TEK to our society more effectively.

KEYWORDS: *Traditional Ecological Knowledge, Sustainable future, Natural Resource Management, climate change adaptation*

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