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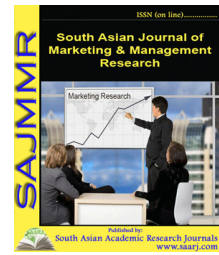
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IMPACT OF THE DEVALUATION POLICY ON MACROECONOMIC INDICATORS

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ABSTRACT

*The article analyzes the influence of the devaluation instrument on the country's macroeconomic indicators over the last 20 years of economic development. Analyses of recent years show that the effectiveness of the devaluation policy tool on macroeconomics is not justified by the desired results, as evidenced by the low elasticity of exports in relation to the real effective exchange rate. There are number of practical and methodological problems in determining the level of devaluation and its effectiveness. Solving this problem objectively requires improving the practical and methodological foundations for using the devaluation tool at the macro level. **Goal** The main goal of this study is to improve the methodological aspects of the devaluation instrument and its impact on macroeconomic indicators. **Methodology** The methodology of the research is based on the analysis of the impact of the devaluation instrument on the country's macroeconomic indicators. During the analysis, a number of statistical methods were used, such as grouping, comparison, arithmetic mean (variance, standard deviation, coefficient of variation, etc.), as well as Marshall-Lerner conditions in determining the elasticity of exports and imports. The analysis includes long-term (five-year) and short-term (annual) lags. **Results** Based on the results of the study, a new approach to determining the level of devaluation of the national currency was proposed and its forecast parameters for the medium-term prospect (2017-2021) were developed. **Conclusions** Replace the practical approach to conducting a devaluation policy from a "continuously progressive" character to an "intermittent-regressive" one. In other words, the devaluation should be based on the matrix or the concept of aggregate factor instruments such as GDP, inflation, unemployment, real income, consumption, savings, investment, exports and imports, etc.*

KEYWORDS: *Devaluation, Elasticity Of Exports And Imports, Real Effective Exchange Rate.*
Jel: E24, E27, E39, E52, E65

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ORGANIZATIONAL LEADERSHIP PRACTICES IN INDIA

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ABSTRACT

The leader should have potential to control the group of individuals. Several schools developed within Vedanta, hold different views about the nature of ultimate reality (Brahman) and its relation with the individual (Jiva) and real self (Atman), as well as the nature of liberation from bondage to rebirth. A stage... when our atman soul enters the Videha stage of life... meaning the physical body has lost its meaning! One finally crosses the threshold of various manifestations to the glorious original form of the self... the purified atman soul state. The quest of all the scholars on spirituality is to know the Brahman—the ever pervading Supreme. Whether a person led neither monastic life nor a socialistic life, it was never the matter of concern. Utilizing team-building exercises, instilling leadership development on all levels of organization and fostering positive communication are some techniques used to promote positive leadership. According to the Bhagavad Gita, the goal of life is to free the mind and intellect from their complexities and to focus them on the glory of the Self by dedicating one's actions to the divine. Fundamentally, the Bhagavad Gita proposes that true enlightenment comes from growing beyond identification with the ego, the little self, and that one must identify with the truth of the immortal Self, the soul or Atman, the ultimate divine consciousness."Restraining and subduing the senses, regarding everything equally, rejoicing in the welfare of all, these alone come to me." Such a man becomes a good Karma Yogi and reaches the goal quickly. It means the potential of the individuals to face the hard times in the industry and still grow during those times. It clearly identifies and distinguishes the leaders from the managers. The leader should have potential to control the group of individuals.

KEYWORDS: *Dedicating, Consciousness, Individuals, Distinguishes, Enlightenment, Complexities, Fostering*

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MICRO FINANCING MANAGEMENT AND ITS PROSPECTS: A CASE STUDY ANALYSIS ON BANGLADESH PERSPECTIVE

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ABSTRACT

Microfinance's worldwide recognition has been credited to Prof. Dr. Muhammad Yunus who is the founder of the Grameen Bank in Bangladesh and recipient of the 2006 Nobel Peace Prize. Most microfinance studies in Bangladesh are limited to either one or two major MFIs or to the overall impact on clients' poverty reduction, improvement in health and social status, enhancement of women entrepreneurship and empowerment, etc. This study aims at understanding the management part of micro finance and its prospect of application in Bangladesh. The article also looks into the contribution of micro finance in Bangladesh economy together with sources of fund for such micro finance institutes. Different types are: savings and credit cooperatives, NGOs, programs established by international organizations, legally-recognized micro-finance institutions, and micro-finance banks, and their sizes greatly vary, from 100 clients to over 6 million clients for the largest. MFIs offer not only basic financial services but also savings accounts, loan products and insurance.

KEYWORDS: Microcredit, Mfi's, Ngo's, Sme's, Women Empowerment

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CONSUMERS' PERCEPTION AND CONSUMPTION BEHAVIOUR OF PACKAGED DRINKING WATER

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ABSTRACT

India is one among the best developing countries in manufacture of bottled water. Packaged drinking Water is one of the India's best ever growing engineering sectors. Those sectors are been focused on the hygiene factors for the entire living beings. This study specifically focused on the 360⁰ perception of the consumers towards the packaged drinking water stating their awareness level, preference, influencing factors, problems and their gratification on it. Consumer's response towards this cram reveals their favour for easy availability of the product and the pricing of the product was one of the major discrimination stated by them. This inequity can be sort out by the unique formulae of providing the appropriate discounts were the consumers can be benefitted. Hence the researcher is interested to conduct a research on the topic "Consumer perception and Consumption Behaviour of Packaged Drinking Water" which helps to identify the consumer preference towards different packaged drinking water in India. The analysis done will give an overview about awareness and level of satisfaction of people in consuming the packaged drinking water. The preferences of various brands that consumers like to purchase are also studied through this research work. More and more people are becoming aware of the packaged drinking water, and its commercial branding has been increasing tremendously. The packaged drinking water has a good scope in the current market and in the future market too.

KEYWORDS: *Packaged Water, Consumer Perception, Drinking Water.*

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