

**S.E.M.T'S**  
**MOINUDDIN B. HARRIS COLLEGE OF ARTS,**  
**A.E.KALSEKAR COLLEGE OF COMMERCE & MANAGEMENT.**  
**(Affiliated to the University of Mumbai)**  
**NAWAYAT NAGAR, SOPARA (W), VASAI, DIST- PALGHAR**  
**PIN - 401 203, (MAHARASHTRA)**

**3.3.2 Number of books and chapters in edited volumes/books published and papers published in national/ international conference proceedings per teacher:**

**2017-18**

Sl. No.	Name of the teacher	Title of the book/chapters published	Title of the paper	Calendar Year of publication	ISBN number of the proceeding
1	Elakshi G. Tawade	Genius - Peer Review and UGC Listed Journal - 47100	Effects of Banking Structure on Indian Financial System	2017-18	2279-50489
2	Shahida Shakil Shaikh	Genius - Peer Review and UGC Listed Journal - 47100	Ethics and Corporate Social Responsibility	2017-18	2279-50489
3	Sujata Ritesh Yadav	Genius - Peer Review and UGC Listed Journal - 47100	Issue, Challenges and Benefits of Corporate Social Responsibilities in India	2017-18	2279-50489
4	Shaikh Irshad Wajid	Genius - Peer Review and UGC Listed Journal - 47100	A Study on Cost System in the Bottle Manufacturing Unit in Vasai-Virar Industrial Region	2017-18	2279-50489
		AMIERJ - UGC Approved Journal No. 48178,48818	Credit Card Business in India - Challenges	2017-18	2278-5655



		AMIERJ - UGC Approved Journal No. 48178,48818	Outsourcing in Service Industry	2017-18	2278-5655
		AJANTA Peer Reviewed and Referred UGC Listed Journal	Challenges Faced By New Start Ups	2017-18	2277-5730
5	Tehseen Shaikh	Genius - Peer Review and UGC Listed Journal - 47100	Family Planning	2017-18	2279-50489
6	Shahid Ali Suleman Shaikh	Genius - Peer Review and UGC Listed Journal - 47100	E-Waste Management & Recent Studies	2017-18	2279-50489
7	Anupam Moghe	Genius - Peer Review and UGC Listed Journal - 47100	GDP Unemployment, Inflation and Government Budget Balances in First Decade of 21st Century	2017-18	2279-50489
8	Geeta Pal	Genius - Peer Review and UGC Listed Journal - 47100	Women Empowerment in India- Emerging Issues & Challenges	2017-18	2279-50489
9		Genius - Peer Review and UGC Listed Journal - 47100	Brain Drain: Socio Economic Impact on Indian Society	2017-18	2279-50489
10	Rohita Raut	Genius - Peer Review and UGC Listed Journal - 47100	Water Pollution	2017-18	2279-50489
11	Hiren C. Gohil	Genius - Peer Review and UGC Listed Journal - 47100	Global Trade	2017-18	2279-50489



12	Anjum Sayyed	AJANTA Peer Reviewed and Referred UGC Listed Journal	Indian Nationalist Historiography	2017-18	ISSN 2277-5730
		Genius - Peer Review and UGC Listed Journal - 47100	Margaret Sanger(The Pioneer Birth Control Movement)	2017-18	2279-50489
13	Dipanwita Banerjee	Genius - Peer Review and UGC Listed Journal - 47100	Antecedence and Consequences of Forest Degradation	2017-18	2279-50489
14	Ruksar Rahim Khan	Genius - Peer Review and UGC Listed Journal - 47100	Knowledge Management	2017-18	2279-50489
15	Dr. Khalil Ahmad	Genius - Peer Review and UGC Listed Journal - 47100	Service Quality Dimension of a Beauty Parlor and their Contribution to Customer Loyalty among Urban Women's Consumers in India	2017-18	2279-50489
		Genius - Peer Review and UGC Listed Journal - 47100	Impact of Motivation on Employee Job Performance :A Case Study of Managers and Non-Managers in Bank & Industries	2017-18	2279-50489
16	Mrs. Kanchan Nag	Genius - Peer Review and UGC Listed Journal - 47100	The Role of Information Technology in Commerce	2017-18	2279-50489
17	Khan Shaheen Moosa	Genius - Peer Review and UGC Listed Journal - 47100	Biodiversity	2017-18	2279-50489
18	Mona Nimesh Dedhia	Genius - Peer Review and UGC Listed	Women Empowerment	2017-18	2279-50489



		Journal – 47100			
19	Shaikh Sana Salim	Genius - Peer Review and UGC Listed Journal - 47100	Entrepreneurship	2017-18	2279-50489



Principal

**Principal**

Shurparaka Educational & Medical Trust's  
M. B. Harris College of Arts &  
A. E. Kalsekar College of Commerce & Management  
Nallasopara (W); Tal. Vasai, Dist. Palghar - 401 203.





VOLUME - VI, ISSUE - I, Part - VII  
AUGUST - 2017 to JANUARY - 2018

# GENIUS

Peer Reviewed and Referred  
UGC Listed Journal

Journal No. 47100

AN INTERNATIONAL MULTI DISCIPLINARY HALF  
YEARLY RESEARCH JOURNAL

  
Ajanta Prakashan  
Aurangabad (M.S.)

GENIUS ISSN - 2279-0489

IMPACT FACTOR 4.248 ([www.sjifactor.com](http://www.sjifactor.com))



A. E. Kalsekar College of Arts & Commerce & Management  
Nallasopara (W), Tal. Vasoi, Dist. Palghar - 401 203.



18

## Effects of Banking Structure on Indian Financial System

Miss. Elakshi G. Tawade

Assit. Prof., Dept. of Self Finance, A. E. Kaslekar College of Commerce & Management, Nallasopara (W).

### Abstract

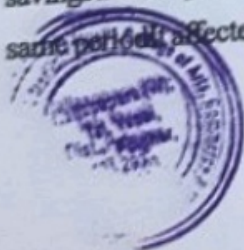
Considerable competition has been introduced in the banking sector through new private sector banks but public sectors banks continue have a dominant share in the market. Efficiency and profitability of the banking sector in India has assumed primal importance due to intense competition, greater customer demands and changing banking reforms. This study attempts to measure the relative performance of Indian banks.

For this study, we have used public sector banks, old private sector banks, new private sector banks and foreign sector banks. We know that in the service sector, it is difficult to quantify the output because it is intangible. Hence different proxy indicators are used for measuring productivity of banking sector. Segmentation of the banking sector in India was done along the following basis: number of banks, offices, number of employees, business per employees, deposits per employee, advances per employee, bank assets size, non-performing assets etc. Overall, the analysis supports the conclusion that foreign owned banks are on average most efficient and that new banks are more efficient than old ones. The public sector banks are not as profitable as other sectors are. In terms of size, the smaller banks are globally efficient, but large banks are locally efficient. The key to increase profitability is increase productivity. For this we have recommended some suggestions to tackle the challenges faced by the banks particularly public sector banks.

**Keywords:** Financial Sector Reforms, Profitability, Public sector Banks.

### Introduction

The existing banking structure in India, evolved over several decades, is elaborate and has been serving the credit and banking services needs of the economy. The banking sector reforms in India were stimulated by the report of the Committee on financial system, popularly known as Narasimham Committee. This committee, which submitted its report in 1991, suggested various measures to improve the efficiency and health of banking sector by making it more competitive and vibrant. Since 1991, the size of the Indian economy in terms of GDP at market prices has increased by almost fifteen times, whereas the household financial savings have expanded by sixteen times and the gross domestic savings by almost seventeen times during the same period. affected the productivity, profitability and efficiency of the banks to a large extent. Now more





power productivity, indiscipline, restrictive practices, lack of management commitment to training etc. Banks need to build a service culture using technology in a customer friendly manner. This requires reorienting HRD strategies in public sector banks on an urgent basis and banks need to emphasize right size, right skills and right attitude.

- 5) **POLITICAL INTERFERENCE:** Over the year the most serious damage to the banking system has been done by the political and administrative interference in the credit decision making. Some political leaders for their political reasons have used write-off system. It should be checked.

#### Opportunities include

- 1) Agrowingeconomy
- 2) Banking deregulation
- 3) Increased client borrowing
- 4) An increase in the number of banks
- 5) Anincrease inthemoneysupply
- 6) Low government-set credit rates

#### Conclusion

The paper concludes that the Commercial banks have a significant role to play in the economic development of the country. This is done by developing the priority sectors of the economy, which are indispensable for the development of the gross domestic product of the country by means of provision of finance to such sectors. Although various reforms have produced favorable effects on commercial banks in India and because of this transformation is taking place almost in all categories of the banks. It has also realized that the profitability of the public sector banks appears to have started improving but despite this, the foreign and private sector banks take a big share of cake. Our public sector banks are still lagging behind regarding the various financial parameters in comparison with other banks. It is also true that presently, they are facing many internal and external challenges, which are hindering their performance. Hence, there is a need to consider the above listed challenges for another reform to improve the performance of the banks particularly of public sector banks to meet the requirement of new and open competitive environment.

#### References

- <https://rbidocs.rbi.org.in>
- Mohan, R. (2005), "Financial Sector Reforms in India: Policies and Performance Analysis," Economic and Political Weekly, Vol XL (12)
- <http://shodhganga.inflibnet.ac.in>
- <http://indianresearchjournals.com>






VOLUME - VI, ISSUE - I, Part - IV  
AUGUST - 2017 to JANUARY - 2018

# GENIUS

Peer Reviewed and Referred  
UGC Listed Journal

Journal No. 47100

AN INTERNATIONAL MULTI DISCIPLINARY HALF  
YEARLY RESEARCH JOURNAL

  
**Ajanta Prakashan**  
Aurangabad, (M.S.)

GENIUS ISSN - 2279-0489

IMPACT FACTOR 4.248 ([www.sjifactor.com](http://www.sjifactor.com))



TRUE COPY



Principal  
Shurparaka Educational, Medical Trust's  
M. B. Harris College of Arts & Management  
Nallasopara (W); Tal. Vasa, Dist. Polhner - 401 203.



CONTENTS OF PART - I

Sl. No.	Name & Author Name	Page No.
1	A Study of Management of "Family Business Dynamics" as A Factor in Contributing to the Success or Failure of Family Managed Businessess <b>Dr. Rajesh Mankani</b>	1-13
2	Awareness Evaluation on Hand Hygiene in Apollo Hospitals, Navi Mumbai <b>Ms. Sneha Pramod Vaidya</b>	14-18
3	<b>Ethics and Corporate Social Responsibility</b> <b>Shahida Shakeel Shaikh</b> ✓	19-23
4	Rural Finance and Agriculture: Post Demonetisation <b>Ms. Shubhshree V. Parab</b>	24-27
5	Q - Meixner's Polynomial and Continued Fractions <b>Jayprakash Yadav</b> <b>Manoj Kumar L. Mishra</b>	28-33
6	Recent Trends in Social Sector Expenditures and the Changing Scenario of Community Development in India <b>K. D. Landge</b>	34-38
7	Banking and Finance <b>Ms. Durga Singh</b>	39-44
8	Leadership in Management <b>Dr. Purushottam Wadje</b>	45-51
9	Result of Demonetization <b>CA Kiran Gajjar</b>	52-59
10	Bankers Obligation To Honor Cheque <b>Yogesh Prasad Kolekar</b>	60-63
11	To Study The Role of Technology in Mental Health Services <b>Vandana Solanki</b>	64-70
12	Indian Derivative Market: Issues and Future Prospects <b>Dr. Vinod S. Khapne</b> <b>Mr. Firozkhan Khurshit Khan</b>	71-76
13	Measurement of Wealth Creation Through EVA : Analysis of Select Banking Companies <b>Kailash Chandak</b>	77-89





### 3 Ethics and Corporate Social Responsibility

**Shahida Shakeel Shaikh**

Assistant Professor, College Name: M. B. Harris College of Arts and A. E. Kalsekar College of Commerce and Management, Nallasopara West, Nawayat Nagar, Tal - Vasai, Dist - Palghar (M.S.)

#### Abstract

There is growing research in all areas of ethics and CSR that govern the activities of a firm and the systems that underlie their business activities. In our paper we have explored the concepts of Business Ethics and Corporate Social Responsibility with a perspective that meaningfully CSR should be seen in the context of an overall paradigm of Business Ethics. We have studied CSR through the framework of the stakeholder theory of the firm and posit that CSR as practiced today is a subset of Business Ethics with other dimensions of an overall ethics framework still uncovered.

Business Ethics covers the areas of moral principles and decision making, governance issues and codes of conduct for a business

**Key Words:** Ethics, CRS, Unethical Behaviour

#### Introduction

The success of modern business is apparent, but recently there is much Concern in the business-and-society literature and in the general press on whether Business fulfils its social role responsibly. Business ethics, and corporate social Responsibility have been developed in recent decades as responses to a growing sense of corporate wrongdoing. This paper attempts to explain why the three movements seem yet to have generated little in the form of widely accepted prescriptions for improvement of business behavior to the satisfaction of the "constituents" of business, i.e. the major stakeholders. Without denying the usefulness of any of the two movements, the paper suggests that there are weaknesses in all two, especially concerning the way they conceive modern business operation. To this end business pluralism, responsive codes of practice and re-examination of the assumptions (conditions) of business operation could be helpful.

The purposes of the present paper are:

- 1) To review these two movements in the light of the literature that serves them, and in the light of the problems they seek to address;
- 2) To identify their similarities and differences;
- 3) To provide a summary critique based on the notion of business as an ideology that could benefit from the introduction of a more pluralistic conception of the role of business and management;





- i) Business contributed to social problems;
- j) Public image;
- k) Business has useful resources;
- l) Prevention is better than wring;

The paper would be incomplete if the other side of the coin- the arguments against social involvement

business to point out are:

- a) Need for profit maximization;
- b) Divided purposes and contused expectations;
- c) Cost of social involvement;
- d) Weakened international balance of payments;
- e) Business has enough power;
- f) Lack of social skills; g) Lack of accountability;
- h) Corporate inability to make moral choices;

#### IV) Conclusion

To conclude, the purport, explores the exact ends. In this world, the economic, social and environmental depression is seen today in different segments in the global world. One of the main causes is the impairment of ethical values both morally and socially, which basically the paper shows that ethics cannot be a matter of choice to be exercised by a company as per its convenience, nor can ethics be something that has to be preached by top management and to be followed by the officers and staff of the company. So also, ethical conduct cannot be an object of display to be shown to the world at large that the company is meeting its social obligation.

#### References

- 1) CR Magazine Corporate Citizenship lists methodology. Retrieved from <http://www.thecro.com/content/cr-magazine-corporate-citizenship-listsmethodology>
- 2) Dimitriadis, Z.S. (2007). *Business Ethics and Corporate Social Responsibility in the e-Economy: A Commentary*. Electronic Journal of Business Ethics and Organisation Studies. Vol. 12, No. 2 ISSN 1239-2685 .
- 3) Cadbury, Sir A. (1992), "Report of the Committee on Financial Aspects of Corporate Governance". Gee & Co. Ltd., London.
- 4) Cyert, R. M. and J. G March (1970 reprinted), "A Behavioral Theory of the Firm", Englewood Cliffs, Prentice-Hall.
- 5) Anand, Vaani. (2002). Building Blocks of Corporate reputation- Social Responsibility Initiatives, Corporate Reputation Review, vol.5, No.1 (Spring), pp.71-74.
- 6) Bansal, Pratiksha, Sonia Kandola. (2003). Corporate Social responsibility, Why Good People Behave Badly in organisations, Ivey Business Journal (March/April)



TRUE COPY

Principal

Shurparaka Educational Trust's  
M. B. Harris College of Arts &

A. E. Kalsekar College of Commerce & Management



Shurparaka Educational & Medical Trust's

**M B Harris College of Arts &**

**A. E. Kalsekar College of Commerce and Management**

Nallasopara (W), Tal. Vasai, Dist. Palghar - 401203

(NAAC Accredited B+ Grade)

In Association with

**Indo Global Chamber of Commerce, Industries & Agriculture**



**International Conference on**

# **Commerce, Banking, Economics, Management, Law, Social Sciences and Environmental Concerns**

**Saturday 27th January 2018**

*This is to certify that Prof./Dr./Mr./Mrs./Ms.*

**Shahida Shakeel Shaikh**

**M.B.Harris College Of Arts and A.E.Kalsekar College of Commerce, And Management, Nallasopara West, Dist. Palghar**

*has participated and presented the paper entitled*

## **ETHICS AND CORPORATE SOCIAL RESPONSIBILITY**

*the International Conference on Commerce, Banking, Economics, Management, Law, Social Sciences and Environmental Concerns held at M B Harris College of Arts & A. E. Kalsekar College of Commerce and Management, Nallasopara (W) Dist. Palghar on Saturday, January 2018.*

**Dr. Zahir I. Kazi**  
President - SEMT

**Dr. M. Khalil Ahmad**  
Principal & Conference Chairman

**Mr. SK. Irshad Wajid Ali**  
Conference Convener

**Mr. Najeeb Chawro**  
Secretary & Managing Trustee

**Prof. (Dr.) Aftab Anwar Shi**  
President, ICCSA



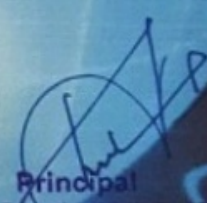


VOLUME - VI, ISSUE - I, Part - VII  
AUGUST - 2017 to JANUARY - 2018

# GENIUS

Peer Reviewed and Referred  
UGC Listed Journal

Journal No. 47100

  
Principal

Shurparaka Educational & Medical Trust  
M. B. Harris College of Arts &  
A. E. Kalsekar College of Commerce & Management  
Nallasopara (W); Tal. Vasai, Dist. Paighar - 401 203.

AN INTERNATIONAL MULTI DISCIPLINARY HALF  
YEARLY RESEARCH JOURNAL

  
Ajanta Prakashan  
Aurangabad. (M.S.)

GENIUS ISSN - 2279-0489

IMPACT FACTOR 4.248 ([www.sjifactor.com](http://www.sjifactor.com))





## CONTENTS OF PART - VII

Sr. No.	Name & Author Name	Page No.
1	On General Insurance in India - A must for Every Individuals Socio-Economic Security <b>Prof. Nital Kothari</b>	1-3
2	Make in India Making the Impact on Tourism Sector <b>Prof. Ashutosh Saxena</b>	4-6
3	Women Entrepreneurs in India - Emerging Issues and Challenges <b>Mrs. Geeta Pal</b>	7-13
4	Margaret Sanger (The Pioneer of Birth Control Movement) <b>Ms. Anjum Sayyed</b>	14-18
5	Human Resource Accounting: Need of A Day <b>Mr. Ansari Zahid Husain I. H.</b>	19-23
6	Ahmed Ali: A Forgotten Literary Star <b>Dr. Syed Mohd Abbas Rizvi</b>	24-27
7	Brand Image Creation and Consumer Response <b>Dr. Preeti Tripathi</b>	28-33
8	A Study of Customers Level of Awareness about Green Banking with Reference to Banks in Thane Region <b>Mrs. Aarti Vyas Varma</b>	34-41
9	Antecedence and Consequence of Forest Degradation <b>Dipanwita Banerjee</b>	42-48
10	Management of Millennials: A Defy <b>Dr. (Mrs) Kanchan S. Fulmali</b> <b>Prof. Samrat A. Gangurde</b>	49-55
11	Agri - Commodity Derivatives Trading and its Implications on Farmers - A Way Towards Global Leadership <b>Prof. Shital Khadakkar-Rasal</b>	56-65
12	Indian Capital Market: Really having Appraisal of Corporate Governance in Present ERA?? <b>Adv. Vidhi Shah</b>	66-72
13	Issues, Challenges and Benefits of Corporate Social Responsibility in India <b>Sujata Ritesh Yadav</b>	73-77



1

Principal  
 Sarvashiksha Educational & Medical Trust's  
 H. D. Harris College of Arts &  
 A. J. Jaiswar College of Commerce & Management  
 Haliyasaopara (W), Tal. Vasai, Dist. Palghar - 401 203.



13

## Issues, Challenges and Benefits of Corporate Social Responsibility in India

Sujata Ritesh Yadav

Shurparaka Education & Medical Trust's, Moinuddin B. Harris College of Arts &  
A. E. Kalsekar College of Commerce and Management, Nalasopara (W).

### Abstract

The concept of Corporate Social Responsibility (CSR) has gained increased significance in recent years. The growing focus on CSR has changed the attitude of businesses all over the world and India is not an exception. The concept of CSR is not new to India, historically speaking social responsibility of companies is a well-established phenomenon in India, & the country has one of the world's richest tradition of CSR. In its oldest forms CSR in India included the concept of Corporate Philanthropy & the Gandhian Trusteeship model. But the liberalization of the Indian economy in the 1990's led to a fundamental shift from the Philanthropy based model to a multi stake holder approach whereby companies are deemed responsible for all stakeholders, including financial stake holder, employees and the community. This article discusses the concept of CSR as understood by Indian businesses in the past and the changing interpretations of the concept in the age of globalizations of expanding markets. The articles discusses the efforts towards community and social development made by both state-owned enterprises and private sector businesses. The article concludes that the future of CSR in India is bright and India's own realization that it needs CSR to achieve long term sustainability in the world economy.

### Introduction of Corporate Social Responsibility

Indian Corporations, like those in other countries, have had as long tradition of being engaged in social activities that have gone beyond meeting a Corporations immediate financial objectives. The first formal attempt by the government of India to put the CSR issue on the table was in the issuance of Corporate social responsibility voluntary Guidelines in 2009 by the Ministry of Corporate Affairs (MCA, 2009). Prior to this the importance of CSR was discussed in the context of corporate governance reforms, such as in the Report of the task force on corporate excellence by the Ministry of Corporate Affairs (MCA, 2000). While the report made a business case for CSR as well as highlighted the social benefits stemming from it, the discussion was recommendatory in nature and there were little actionable points. It is in the voluntary guidelines of 2009 that the core elements of a CSR policy was spelt out that included care for all stakeholders, ethical functioning, respect for workers rights and welfare, respect for human rights, respect for the environment and activities to promote social and inclusive development with the enactment of section 135 of the companies Act, 2013.



73

Principal

Shurparaka Educational & Medical Trust's  
M. B. Harris College of Arts &  
A. E. Kalsekar College of Commerce & Management  
Nallasopara (W); Tal. Vasai, Dist. Palghar - 401 203.

- 10) Provides an equitable rewards and wage system for employees.

### Conclusion

Corporate Social Responsibility is the duty of everyone i.e. business corporations, governments, individuals because of the reasons, the income is earned only from the society and therefore it should be given back, thus wealth is meant for use by self and the public; the basic motive behind all types of business is to quench the hunger of the mankind as a whole; the fundamental objectives of all business is only to help people.

### References

- 1) [http://www.cuts-international.org/pdf/Draft-CSR\\_Rules\\_2013.pdf](http://www.cuts-international.org/pdf/Draft-CSR_Rules_2013.pdf)
- 2) Kotler, Philip and Lee, Nancy: Corporate Social Responsibility: Doing the most good for Your Company and your cause, John Wiley and Sons, 2005.
- 3) Nilesh R. Berad, Corporate Social Responsibility – Issues and Challenges in India



Principal

Shurparaka Educational & Medical Trust  
M. B. Harris College of Arts &  
A. E. Kaisekar College of Commerce & Management  
Nallasopara (W); Tal. Vasai, Dist. Palghar - 401 203.



VOLUME - VI, ISSUE - I, Part - VII  
AUGUST - 2017 to JANUARY - 2018

# GENIUS

Peer Reviewed and Referred  
UGC Listed Journal

Journal No. 47100

AN INTERNATIONAL MULTI DISCIPLINARY HALF  
YEARLY RESEARCH JOURNAL

**Sijanta Prakashan**  
Anandpur Sahib

GENIUS ISSN - 2279-0489

IMPACT FACTOR 4.248 ([www.sjifactor.com](http://www.sjifactor.com))



**Sijanta Prakashan**  
Sijanta Prakashan Medical Trust's  
Department of Management  
Anandpur Sahib - 151 203



## CONTENTS OF PART - VII

Sr. No.	Name & Author Name	Page No.
14	The Impact of Digitalization in Indian ICT Infrastructure <b>Kashish Malik</b>	78-84
15	A Comparative Analysis of Quality of Potable Water in Selected Areas of Mumbai <b>Dr. Moushumi Datta</b>	85-94
16	A Study to Explore the Relationship of Body Self-Image with Life Satisfaction and Social Anxiety in Women: In Indian Context <b>Meghna Basu Thakur</b>	95-99
17	A Study of Cost System in the Bottle Manufacturing Unit in Vasai - Virar Industrial Region <b>Shaikh Irshad Wajidali</b>	100-109
18	Effects of Banking Structure on Indian Financial System <b>Miss. Elakshi G. Tawade</b>	110-114
19	Tourism and Hospitality <b>Gangaur Sharma</b>	115-120
20	The Rural Development in India <b>Dr. B. Basu</b>	121-127
21	A Comparative Study of Marketing Performance of IDBI and AXIS Bank <b>Prof. Vanita Malik</b>	128-133
22	To Explore the Main Difficulties Faced by Startups in India and the Financing Resources of Startups in India <b>Mr. Ramsagar B. Yadav</b>	134-140
23	A Peep into the World of Social Impact Bonds <b>Dr. Ganatra Kashyap A.</b>	141-145
24	A study of Accounting Practices of Micro and Small Enterprises in Ulhasnagar <b>Neetu S. Kapoor</b> <b>Dr: D. L. Jamge</b>	146-153
25	Peoples Attitude towards Purchasing New SIM Card: A Study with Reference to Sangameshwar Taluka in the District of Ratnagiri <b>Sunil Ratnakar Sonawane</b>	154-159



II

**Principal**  
Shurparaka Educational & Medical Trust's  
M. B. Harris College of Arts &  
A. E. Kalsekar College of Commerce & Management  
Nallasopara (W); Tal. Vasai, Dist. Palghar - 401 203.



17

## A Study of Cost System in the Bottle Manufacturing Unit in Vasai - Virar Industrial Region

Shaikh Irshad Wajidali

A. E. Kalsekar College of Commerce & Management.

### Abstract

Accounting is a very old science which aims at keeping records of various transactions. The accounting is considered to be essential for keeping records of all receipts and payments as well as that of the income and expenditures. Accounting can be broadly divided into three categories. Financial Accounting, aims at finding out profit or losses of an accounting year as well as the assets and liabilities position, by recording various transactions in a systematic manner. Cost Accounting helps the business to ascertain the cost of production/ services offered by the organization and also provides valuable information for taking various decisions and also for cost control and cost reduction.

Cost control is of utmost importance in every business concern, the negligence of which will affect the earnings at any point in time. In controlling costs, wastage is eliminated during the course of production and even during the administrative, selling and distribution activities. A good system of cost control begins with the behaviour of workers in the organisation as workers are instrumental to the achievement of organisational goals.

**Key words** - Cost, control, profitability, management, budget, production, sales

### 1) Introduction

Cost and profit in business undertakings form a part of what determines the financial position of a business concern. Since management is concerned with profitability, which is a measure of business performance, especially in a manufacturing concern, the need for higher sales will arise and this will facilitate the need to increase production capacity, which in turn brings about increase in cost. Corporate bodies should watch the cost and the profit will take care of itself. The implication is that cost should be controlled rather than embarking on unscientific cost reduction that may translate to lowering the quality of product. Management is normally forced to adopt various methodologies and techniques in order to regulate (control) rather than reduce cost.

Cost increases as various production activities are embarked upon and the need to keep cost in check arises because standards for production will be set and actual production will be made thereby bringing about variations which can only be reduced or eliminated through effective cost control. Cost control system



Principal  
Shurparaka Educational & Medical Trust's  
M. B. Harris College of Arts &  
A. E. Kalsekar College of Commerce & Management  
Nallasopara (W); Tal. Vasai, Dist. Palghar - 401 203.

Above all workers should be carried along at all stages of cost control strategies so as to buy into the process and ensure full compliance.

#### 14) Bibliography

##### a) Text Book

- 1) A Mukherjee & M Haniif, "Modern Accountancy", *Tata McGraw-Hill Publishing Company Limited, New Delhi*, Second Edition, pp 6.1 - 6.22.
- 2) Anthony, et al. (2005), "Management Control Systems", *Chicago, Irwin Publishers*, pp 22
- 3) B.K Bhat, (2005) "Cost Accounting, Methods & Problems", *India, Academic Publishers*, pp 6.1 - 6.26
- 4) Bhabatosh Banerjee, (2007) "Costing Accounting Theory and Practice", *Prentice Hall of India Pvt Ltd, New Delhi*, Twelve Edition, pp323 - 352
- 5) Institute of Cost & Works Accountants of India, (2015), "Cost Accounting - Methods", *Calcutta Publication*, pp 21 - 36
- 6) M.N.Aron, (2005) "A textbook of Cost Accountancy", *Vani Educational Books* pp 626 - 657
- 7) Jawahar Lal, (2007) "Cost Accounting" *Tata McGraw-Hill Publishing Company Limited, New Delhi*, First Edition, pp 457 - 459.

##### b) Journals

Article refers from the following Journal

- 1) Institute of Chartered Accountants of India (ICAI)
- 2) The Institute of Cost and Works Accountants of India [ICWAI]
- 3) Company Secretary
- 4) University News

##### c) Websites

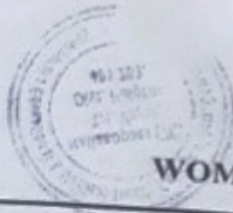
- 1) [www.wikipedia.org/wiki/manufacturingindustry](http://www.wikipedia.org/wiki/manufacturingindustry)
- 2) [https://www.researchgate.net/publication/283272062\\_Cost\\_Control\\_and\\_Its\\_Impact\\_on\\_the\\_Survival\\_of\\_Nigeria\\_Firms\\_A\\_Case\\_Study\\_of\\_Nigeria\\_Bottling\\_Company\\_Plc](https://www.researchgate.net/publication/283272062_Cost_Control_and_Its_Impact_on_the_Survival_of_Nigeria_Firms_A_Case_Study_of_Nigeria_Bottling_Company_Plc)
- 3) [http://www.monfortelecom.com/material/66/the\\_impact\\_of\\_cost\\_control\\_in\\_manufacturing\\_industries\\_as\\_well\\_as\\_its\\_problem.aspx](http://www.monfortelecom.com/material/66/the_impact_of_cost_control_in_manufacturing_industries_as_well_as_its_problem.aspx)

##### d) Newspapers

- 1) Times of India - Dated 14<sup>th</sup> Dec. 2017, Pg 5
- 2) The Economic Times - Dated 10<sup>th</sup> July 2016, Pg 3
- 3) The Indian Express - Dated 21<sup>st</sup> Oct 2015, Pg 6







## WOMEN EMPOWERMENT IN INDIA

Asst. Prof. Tehseen Shaikh

Shailendra Education Society's Arts, Commerce and Science College  
Dahisar (East).

Email id : Tehseen\_78689@yahoo.com

### INTRODUCTION

Women's plays a very important role in our society. She is a person who looks forward to help our family, our basic needs, understands our problem and most important she completes our house. Without women our home is incomplete. But somewhere there is still backward thinking about women in our country. It's therefore necessary to empower women in India. Women Empowerment refers to extending the social, economic and educational knowledge of women. It refers to an environment where males and females and has equal rights in society and workplaces or any organisation. Empowering women to participate in economic activities and decisions will develop the overall society.

Women empowerment is empowering the women to take their own decisions for their personal dependent. Empowering women will help them to build confident, to make their own decision, to make them independent in all aspects from mind, thought, rights, decisions, etc. empowerment brings equality in the society for both male and female in all areas. Women motivation and confident is very necessary to build their bright future in family, society and country. Women required good thoughts of environment so that they can take their own decisions in every area of their interest, education, family and personal issues. Empowering women will lead them to live life happily and it will also help them to achieve their goals and objective in every field.

### OBJECTIVE

1. To study the conceptual framework of paper.
2. Importance of empowering women's in India.
3. Needs to develop women's Empowerment in India.
4. Women empowerment-challenges.

### RESEARCH METHODOLOGY

The paper is based on the secondary sources of data i.e. websites, books, journals etc.

### IMPORTANCE OF EMPOWERING WOMEN'S IN INDIA

Empowering women's will help to grow in better prospectus of their life. The society need to develop the feeling of respect and understanding a women's value and needs. Women play a very important and bestial role in our economic. Empowering women will not only grow them and build confident but also allow their participation in various sector. They do not have to be dependent on other for their needs. Women's like widow, single, unmarried, Divorces will breathe freely and with dignity. Education is the most important and indispensable tool for women empowerment. It makes women aware of their rights and responsibilities. Educating a woman can have excellent effects for the family and coming generations. Empowering women in the field of education will bless them with fruitful results.

In traditional families women's were confined to four walls i.e. homes performing household actives, but empowering women they can come out to participate in different sector of activities like academics, politics, administration and so on.

273

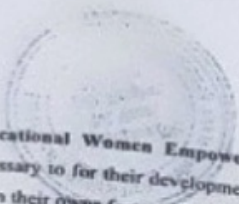
TRUE COPY

Principal

S<sup>r</sup> Paraka Educational & Medical Trust's  
A. B. Harris College of Arts &  
A. E. ...kar College of Commerce & Management





- 
5. **Educational Women Empowerment** : empowering women with the knowledge, skills and self-confidence necessary to for their development process. education will help them to know about all the aspect. they will stand up on their owns feet without depending on others.
  6. **Occupational empowerment** : this will give them a better quality of material life so that they can manage their livelihoods. It means reducing their financial dependence from the male which will make them a important part of human resource.
  7. **Restriction** : there should be no restriction for women. They should be free to take part in any sector of their choice. violence against women should be eliminate from all forms. They should feel free and secured then only they will build courage to do what they want.

#### Women empowerment-challenges/Hurdles/Obstacles

1. **Gender discrimination** : The most common is discriminations against women. The discrimination between boy and girl begins from the birth itself. Boys are given most preference than girls; hence female face this discrimination which is a common in our society.
2. **Legal Structure** : Although there are number of laws to protect women against any type of violence but still there has been an increase in the episodes of rapes, extortions, acid, attacks etc. This is due to delay in legal procedures and the presence of several loopholes in the functioning of judicial system.
3. **Lack of Political Will** : The male dominance factor involved in the politics of India and women are forced to remain backward.
4. **High level of responsibility** : this is the biggest challenge for women to face both domestic's issues and organization responsibility. No matter what?? Women can participate in all levels of the world but the main hurdle is that the domestic issues have to go hand in hand which is very challenging and main responsibility which she has to manage in her day to day routine.

#### CONCLUSION

Empowering women over all in the sector's like socially, economically, educationally, politically and legally is not that easy task. It is not going to be easy to change the culture for women which are so deep-rooted in Indian society. But it does not mean that it is implausible. Only revolutions bring changes in a day, but reforms take their time. it will take its time to develop. Empowering women will make them identify their strength and weakness which they can improve and understand in making decision process. The idea of women empowerment might sound hard and a difficult task to complete but it is very necessary and important. All we need is a continues effort and focused in the right direction which will definitely help women empowerment.

#### BIBLIOGRAPHY

- <http://www.indiacelebrating.com>.
- <http://www.iaspaper.net/women-empowerment-in-india/>
- <http://nzetc.victoria.ac.nz/tm/scholarly/tei-GriWom2-c6-1-6.html>
- <http://www.importantindia.com>

275





Shri Rajasthan Seva Sangh's  
 Smt. Parmeshwaridevi Durgadutt Tibrewala Lions Juhu  
 College of Arts, Commerce & Science  
 INTERDISCIPLINARY ONE DAY NATIONAL SEMINAR



**"CONTEMPORARY STRATEGIES IN HIGHER EDUCATION"**  
**CERTIFICATE**

This is to certify that Prof./ Dr./ Mrs./ Ms./ Mr. ....*Tehseen Shaikh*.....  
 ..... attended/presented Paper/Delivered talk on ...*Women Empowerment*  
 ..*ia India*.....  
 at the Interdisciplinary National Seminar on "Contemporary Strategies in Higher Education"  
 held on 13<sup>th</sup> February, 2016.

*S. Poddar*  
 (Dr. Sandeep Poddar)  
 Convenor

*Trishla Mehta*  
 (Dr. Trishla Mehta)  
 Principal



# AARHAT MULTIDISCIPLINARY INTERNATIONAL EDUCATION RESEARCH JOURNAL (AMIERJ)

A Peer Reviewed Multidisciplinary Journal  
Impact Factor 5.18

UGC Approved Journal no 48178, 48818  
ISSN 2278-5655



Reaccredited by NAAC with B Grade

**T.Z.A.S.P. Mandal's**

## PRAGATI COLLEGE OF ARTS & COMMERCE, DOMBIVLI (E),

D.N.C. Road, Dombivli (E), Dist. - Thane, Maharashtra- 421201

UGC SPONSORED ONE DAY  
NATIONAL CONFERENCE

ORGANISED BY  
DEPARTMENT OF ACCOUNTANCY  
ON

"RECENT TRENDS IN BUSINESS & FINANCE"

Principal

Shurparaka Educational & Medical Trust's  
M. B. Harris College of Arts &  
A. E. Kalsekar College of Commerce & Management  
Nailasopara (W)-Tal. Vashi, Dist. Palghar - 401 203.

Chief Editor

**Dr. Jyoti H. Pohane**

Head, Department Of Accountancy

Thane Zilla Agri Shikshan Prasarak Mandal's

Pragati College Of Arts And Commerce, Dombivli, Dist. Thane.



**AARHAT MULTIDISCIPLINARY INTERNATIONAL EDUCATION  
RESEARCH JOURNAL (AMIERJ)**

*Volume-VII, Special Issue-XI, January, 2018*  
UGC Approved Journal No 48178, 48818

ISSN 2278-5655,

*EduIndex Impact Factor 5.18*



Reaccredited by NAAC with B Grade

**T.Z.A.S.P. Mandal's  
PRAGATI COLLEGE OF ARTS & COMMERCE,  
DOMBIVLI (E),**

D.N.C. Road, Dombivli (E), Dist. - Thane, Maharashtra- 421201

**UGC SPONSORED ONE DAY  
NATIONAL CONFERENCE  
ORGANISED BY  
DEPARTMENT OF ACCOUNTANCY  
ON  
"RECENT TRENDS IN BUSINESS & FINANCE"**

**Chief Editor**

**Dr. Jyoti H. Pohane**

Head, Department Of Accountancy

Thane Zilla Agri Shikshan Prasarak Mandal's

Pragati College Of Arts And Commerce, Dombivli, Dist. Thane.



**Principal**

Shurparaka Educational & Medical Trust's  
M. B. Harris College of Arts &  
A. E. Kalsekar College of Commerce & Management  
Nallasopara (W), Tal. Vasai, Dist. Palghar - 401 203.



21	Growth Of India's Mutual Fund Industry	Prof. (CA) Reshmi M Gurnani Dr. Janardhan Hotkar	109
22	A Study Of Awareness About Accounting Skills Among Small Business Owners Of Dombivli City	Prof. Soni Preeti	115
23	Financial Literacy And Financial Education: Relevance In Current Era	Prof. Sonali A. Sathe	118
24	Demonetization And Its Impact On Banking Sector	Prof. Sanjay C Premchandani	123
25	A Study Of financial Literacy Amongst the Under Graduate Students In Badlapur	Prof. Neetu S. Kapoor	127
26	Efficiency And Sufficiency Of Online Transactions	Prof. Kirti P. Barad	134
27	Financial Viability & Performance Evaluation Of Indian Commercial Banks Under Basel Regime	Prof. Om Prakashlal Dewani	140
28	Study Of Effect Of Brand Of Banking Industry On Consumer Loyalty With Reference To Navjeevan Bank In Ulhasnagar	Prof. Dr. Biradar B. M Prof. Manoj B. Makawana	147
29	Credit Card Business In India - Challenges	Prof. Shaikh Irshad Wajidali	152



Principal  
Shurparaka Educational & Medical Trust's  
M. B. Harris College of Arts &  
A. E. Kalsekar College of Commerce & Management  
Nallasopara (W); Tal. Vasai, Dist. Palghar - 401 203

## CREDIT CARD BUSINESS IN INDIA -CHALLENGES

Shaikh Irshad Wajidali

A.E.Kalsekar College of Commerce &amp; Management

Under the guidance of Dr. V. N. Yadav (Principal of S.N. College, Bhayander)

**Abstract:**

Though the credit card industry is still at a nascent stage in India, in the last few years, it has seen tremendous growth. The credit card transactions have seen a double digit compounded annual growth rate in last five years. Not only this, there has been a huge increase in the number of new credit cards issued. Though the sector is budding and profitable, the new technology and other dynamics have been changing the payment industry as a whole. The growing middle class in the country offers a huge potential for companies. The new and innovative technologies are not only changing the consumer behaviour, they are also posing a challenge to the credit card sector. There are some of the technology trends in the payment industry that will have huge effect on the credit card sector.

**Key words:** Mobile Wallets, Credit Card, Big Data and Internet

**Introduction:**

The term "credit card" usually/generally refers to a plastic card assigned to a cardholder, usually with a credit limit, that can be used to purchase goods and services on credit or obtain cash advances. Credit cards allow cardholders to pay for purchases made over a period of time, and to carry a balance from one billing cycle to the next. Credit card purchases normally become payable after a free credit period, during which no interest or finance charge is imposed. Interest is charged on the unpaid balance after the payment is due. Cardholders may pay the entire amount due and save on the interest that would otherwise be charged. Alternatively, they have the option of paying any amount, as long as it is higher than the minimum amount due, and carrying forward the balance. Credit card schemes are operational at international level also. Most of the card issuing banks in India offers general purpose credit cards which are normally categorised by banks as Platinum, Gold or Classic to differentiate the services offered on each card and the income eligibility criteria. Banks may also issue corporate credit cards to the employees of their corporate customers.

**Fair Practices Code**

Each bank must have a well documented policy and a Fair Practices Code in line with the "Code of Bank's Commitment to Customers"(Code) as also the Guidance Note announced by The Banking Codes and Standards of India(BCSBI) in July 2006 and December 2006 respectively for credit card operations.

**Redressal of Grievances**

- Bank /NBFC should constitute in house Grievance Redressal machinery and genuine grievances of credit card subscribers are redressed promptly without involving delay. Generally, a time limit of 60 (sixty) days is given to the customers for preferring their complaints / grievances.
- Bank/NBFC is required to dispose off the complaint within a period of 30 days of lodgment of the same. The complainant can approach Ombudsman for redressal of his grievances in case he does not receive satisfactory response within the timeframe. Bank/NBFC would be held responsible and liable to pay compensation for the any consequences.
- The name, designation, address and contact number of important executives as well as the Grievance Redressal Officer of the bank/NBFC may be displayed on the website.

EduIndex Impact Factor 5.18 UGC Approved Journal No 48178, 48818

Multidisciplinary International Education Research Journal (AMIERJ)

Page 152  
Principal

Shurparaka Educational & Medical Trust's  
M. B. Harris College of Arts &  
College of Commerce & Management  
Nallasopara (W), Tal. Vasai, Dist. Palghar - 401 203.



### Conclusion

The factors that affect credit card usage pattern of consumers in emerging markets and the implications of these factors for developing marketing strategies may not be the same as those for well-developed markets. Understanding the factors that explain consumer behaviour of credit card users in emerging markets could provide an essential insight to marketing strategists of financial services, retailers, and businesses in promoting use of credit cards. The consumer credit card market is reaching the saturation point, so the industry needs to develop marketing strategies that appeal to changing customer needs in order to encourage credit card usage.

The consumer credit card market is reaching the saturation point, so the industry needs to develop marketing strategies that appeal to changing customer needs in order to encourage credit card usage.

### Reference:

#### Internet Sources:

- <http://dawn-svims.in/wp-content/uploads/2014/12/4-Global-Credit-Card-Industry-Issues-and-Challenges.pdf>
- <http://www.publishingindia.com/GetBrochure.aspx?query=UERGQnJvY2h1cmVzZC4MzQocGRmCS4MzQocGRm>
- [https://economictimes.indiatimes.com/cibil/articles/birds-eye-view-indian-credit-card-users-decreditsavvy\\_show/59966950.cms](https://economictimes.indiatimes.com/cibil/articles/birds-eye-view-indian-credit-card-users-decreditsavvy_show/59966950.cms)
- [http://ijmrr.com/admin/upload\\_data/journal\\_Gunasundari%208jul16errr.pdf](http://ijmrr.com/admin/upload_data/journal_Gunasundari%208jul16errr.pdf)



**Principal**  
 Shurparaka Educational & Medical Trust's  
 M. B. Harris College of Arts &  
 A. E. Kalsekar College of Commerce & Management  
 Nallasopara (W); Tal. Vasal, Dist. Palghar - 401 203.



**AARHAT MULTIDISCIPLINARY INTERNATIONAL EDUCATION  
RESEARCH JOURNAL (AMIERJ)**

*Volume-VII, Special Issue-XIII*

UGC Approved Journal No 48178, 48818

ISSN 2278-5655.

EduIndex Impact Factor 5.18



Reaccredited by NAAC with B Grade

**T.Z.A.S.P. Mandal's**

**PRAGATI COLLEGE OF ARTS & COMMERCE,  
DOMBIVLI (E),**

D.N.C. Road, Dombivli (E), Dist. - Thane, Maharashtra- 421201

**DEPARTMENT OF COMMERCE**

**Organises**

**UGC Sponsored**

**One-Day National Conference**

**ON**

**“SERVICE INDUSTRY:**

**CHALLENGES & OPPORTUNITIES”**

**Chief Editor**

**Mrs. Anuja Bapat**

HOD, Department of Commerce

**Associate Editor**

**Dr. (Mrs.) Kishori Bhagat**

Faculty, Department of Commerce

**Principal**

Shurparako Educational & Medical Trust's  
M. B. Morris College of Arts &

A. E. Kalschkar College of Commerce & Management  
Nallasopara (W); Tal. Vaasi, Dist. Palghar - 401 203.





Sr.No.	Title	Author Name	Page No
16	Problems Of Urban Transportation	Prof. Jyoti Ajit Angawalkar	91
17	Customer Relationship In Banking Sector, With Reference To Canara Bank In Chembur Region	Ms. Sonal Dnyeshwar Shendkar	97
18	A Comparative Study Of Components Of Financial Statements Of LIC And Private Life Insurance Companies w .r. t. Premium Received	CA Vishwanathan. Hariharan	104
19	A Case Study Of Customer Satisfaction Of Jio In Diva City	Ms. Pratiksha Vijay Mhatre	111
20	Study Of Customer Purchase Behaviour Towards Mobile Phone Industry With Reference To Dombivli City	Prof. Dr. Biradar B. M & Mr. Manoj B. Makawana	114
21	A Survey On Satisfaction Towards Local Healthcare Services In Ambemath	Prof. Shubhangi M. Kedare	118
22	Social Media And Indian Youth Multiple Faced- Facebook Converse	Dr. (Mrs) Kanchan S. Fulmali & Prof. Samrat A. Gangurde	121
23	Opportunities In Services Automisation	Prof. Nita A Nerurkar	126
24	Services Marketing	Prof. Rachana Joshi	131
25	Marketing In Service Industry	Prof. Mamta G. Balwanti	136
26	Udyog Sahyog Yog Model Of Human Resource Management In Service Industry From Bhagavad Gita	Prof. Darshika Karia	140
27	Service Sector: Challenges & Opportunities	Prof. Prity Macrose Rodrigues	149
28	How Bank Handle Its Semi Urban Customer Grievances By Using Customer Relationship Management Software	Ms. Aparna Ravikant Mhatre	153
29	Outsourcing In Service Industry	Prof. Shaikh Irshad Wajidali	158
30	Role Of Job Resources On Work Engagement In The Service Sector	Dr(Mrs) Vijetha S. Shetty & Prof. Gracy D'souza	162
31	Comparative Study Of Manual Assessment And OSM With Reference To University Of Mumbai	Prof. Radha K. Kanakamalla	168
32	Technology In Service Sector	Ms. Komal Purohit	173
33	Challenges Faced By Call Centres In India	Mr. Ajay Zori & Akash Sharma	178
	A Case Study Of Customer Satisfaction Of Airtel In Dombivli City	Ms. Suchitra Jayram Mali	182



**AARHAT MULTIDISCIPLINARY INTERNATIONAL EDUCATION  
RESEARCH JOURNAL (AMIERJ)**

*Volume-VII, Special Issue-XIII*

UGC Approved Journal No 48178, 48818

ISSN 2278-5655,

EduIndex Impact Factor 5.18



Reaccredited by NAAC with B Grade

**T.Z.A.S.P. Mandal's  
PRAGATI COLLEGE OF ARTS & COMMERCE,  
DOMBIVLI (E),  
D.N.C. Road, Dombivli (E), Dist. - Thane, Maharashtra- 421201**

**DEPARTMENT OF COMMERCE**

Organises

UGC Sponsored

One-Day National Conference

ON

**“SERVICE INDUSTRY:  
CHALLENGES & OPPORTUNITIES”**

**Chief Editor**

**Mrs. Anuja Bapat**

HOD, Department of Commerce

**Associate Editor**

**Dr. (Mrs.) Kishori Bhagat**

Faculty, Department of Commerce

**Principal**

Shurparako Educational & Medical Trust's

M. B. Hanis College of Arts &

A. E. Kalsekar College of Commerce & Management  
Nailasopara (W); Tal. Vasai, Dist. Palghar - 401 203.





One Day National Conference on  
**SERVICE INDUSTRY: CHALLENGES &  
OPPORTUNITIES**  
10<sup>th</sup> January, 2018

**Editorial Advisory Board**

*Chairman*  
**Dr. A. P. Mahajan**  
Principal, Pragati College of Arts and Commerce, Dombivli

*Chief Editor*  
**Mrs. Anuja Bapat**  
HOD, Department of Commerce

*Associate Editor*  
**Dr. (Mrs.) Kishori Bhagat**  
Faculty, Department of Commerce

*Organized by*

Department of Commerce

Thane Zilla Agri Shikshan Prasarak Mandal's

**Pragati College of Arts and Commerce,  
Dombivli, Dist. Thane.**



**Principal**  
Shri Prasad Educational & Medical Trust's  
College of Arts &  
& Management  
A. E. Kulkarni  
Nallasopara (W), Dist. Palghar - 401 203.

UGC Sponsored One Day National Conference On  
"Service Industry: Challenges & Opportunities"

First Edition: April 15<sup>th</sup>, 2018

Organised by:

Department of Commerce

Thane Zilla Agri Shikshan Prasarak Mandal's

Pragati College Of Arts And Commerce, Dombivli,  
Dist. Thane.

Published by: Aarhat Publication & Aarhat Journal's  
Mobile No: 9822307164 / 8355852142

Aarhat Multidisciplinary International Education  
Research Journal (AMIERJ)

*EduIndex Impact Factor 5.18*

*UGC Approved Journal No 48178, 48818*

*ISSN 2278-5655,*

*Volume-VII, Special Issue-XIII.*

**EDITORS:**

**Disclaimer:**

The views expressed herein are those of the authors. The editors, publishers and printers do not guarantee the correctness of facts, and do not accept any liability with respect to the matter published in the book. However editors and publishers can be informed about any error or omission for the sake of improvement. All rights reserved.

No part of the publication be reproduced, stored in a retrieval system or transmitted in any form or by any means electronic, mechanical, photocopying, recording and or otherwise without the prior written permission of the publisher and authors.



**Principal**

Shurparaka Educational & Medical Trust's  
M. B. Harris College of Arts &  
A. E. Kalsekar College of Commerce & Management  
Nallasopara (W); Tal. Vasai, Dist. Palghar - 401 203.



## OUTSOURCING IN SERVICE INDUSTRY

Shaikh Irshad Wajidali

A.E.Kalsekar College of Commerce & Management, Virar (E).

### Abstract:

The idea of outsourcing is not new. It started way back in the 1700s when manufacturers started shifting the manufacture of goods to countries with cheaper labor during the Industrial Revolution, following the precepts of Adam Smith in his book *The Wealth of Nations*. The history of outsourcing to India is an interesting story. Even after over a decade of competitive global outsourcing, most of it still goes to India. Reaching this pinnacle in outsourcing has been a long journey. As land, sea, and later, air routes developed between the 15th and 21st centuries, more nations started to outsource trade to other nations, eventually leading to outsourcing to India and other nations.

Services outsourcing to India started in the 1980s and rapidly accelerated in the '90s. In today's world where information technology has become critical to business, the meaning of outsourcing has undergone a drastic change over the years. Companies have started focusing on their core competencies and outsourcing many non-core functions, for which they had no competence internally.

Owing to its advantageous factors like presence of one of the world-best intellectual and internet resources, lower cost structure, multi-lingual capabilities, etc., India has emerged as the 21st century's software powerhouse, offering many advantages as a global sourcing hub, especially for IT enabled Services (ITES) and Business Process Outsourcing (BPO). The main motive behind outsourcing has been that it allows a company to invest more time, money and human resources in core active items without losing quality and name. Call centres have also mushroomed in India serving various foreign airlines and banks.

**Key words:** - Outsourcing, BPO, ITES, IT & R&D

### Introduction:

Outsourcing is one of the fastest growing industries on the world platform. It mainly involves transfer of components or large segments of the companies' internal production processes, businesses, infrastructure, etc. to the external service providers. It can cover a wide range of components depending upon the core competency and the requirements of the outsourcer. It may be broadly classified into information technology (IT), human resource, customer service, engineering, knowledge services, legal, R&D outsourcing, etc.

### Components and Types:

Outsourcing essentially implies the transfer of non-core services to third parties who specialize in providing such services. It can cover a wide range of components depending upon the core competency as well as the requirements of the outsourcer.

Outsourcing may be broadly classified into the following types:

1. Information Technology (IT);
2. Human Resource (HR);
3. Customer Service;
4. Engineering;
5. Knowledge Services;
6. R & D etc.

### Components:

Business Processing Outsourcing (BPO) and Knowledge Processing Outsourcing (KPS) are the two major components of the outsourcing industry in India.



EduIndex Impact Factor 5.18 UGC Approved Journal No 48178, 48818

Aarhat Multidisciplinary International Education Research Journal (AMIERJ)

Page 158  
Principal

Shurparaka Educational & Medical Trust's  
M. B. Harris College of Arts &  
A. E. Kalsekar College of Commerce & Management  
Nallasopara (W); Tal. Vasai, Dist. Palghar - 401 203,

it will face tougher challenges in the near future, from South-east Asian countries like Indonesia, Malaysia, the Philippines, Singapore, Vietnam and Thailand, which are improving their positioning as alternative offshore locations.



EduIndex Impact Factor 5.18 UGC Approved Journal No 48178, 48813

Aarhat Multidisciplinary International Education Research Journal (AMIERJ)

Page 16  
Principal

Shurparaka Educational & Medical Trust's  
M. B. Harris College of Arts &  
A. E. Kalsekar College of Commerce & Management  
Nallasopara (W); Tal. Vasai, Dist. Palghar - 401 203.





Peer Reviewed Referred  
and UGC Listed Journal  
(Journal No. 40776)



ISSN 2277 - 5730

AN INTERNATIONAL MULTIDISCIPLINARY  
QUARTERLY RESEARCH JOURNAL

# AJANTA

IMPACT FACTOR / INDEXING

2016 - 4.205

[www.sjifactor.com](http://www.sjifactor.com)

Volume - VII, Issue - I

Part - I

January - March - 2018



**AJANTA PRAKASHAN**



Principal  
Shri Ram Singh Educational & Medical Trust's  
M. B. Hall, College of Arts &  
A. E. Kulkarni  
Nallasopara (W), Tal. Talasari, Dist. Palghar - 401 201



ISSN 2277-5730  
AN INTERNATIONAL MULTIDISCIPLINARY  
QUARTERLY RESEARCH JOURNAL

# AJANTA

Volume -VII Issue - I Part - I January - March - 2018

Peer Reviewed and Referred  
UGC Listed Journal  
(Journal No. 40776)



ज्ञान-विज्ञान विमुक्तये

IMPACT FACTOR / INDEXING  
2016 - 4.205  
[www.sjifactor.com](http://www.sjifactor.com)

❖ EDITOR ❖

Assit. Prof. Vinay Shankarrao Hatole  
M.Sc (Math's), M.B.A. (Mkt), M.B.A (H.R),  
M.Drama (Acting), M.Drama (Prod & Dir), M.Ed.

❖ PUBLISHED BY ❖



**Ajanta Prakashan**  
Aurangabad. (M.S.)



Principal

Shurparaka Educational & Medical Trust's  
College of Arts &  
A. E. Kolhe College of Commerce & Management  
Nallasopara (W), Vasai, Dist. Palghar - 401 203.

The information and views expressed and the research content published in this journal the sole responsibility lies entirely with the author(s) and does not reflect the official opinion of the Editorial Board, Advisory Committee and the Editor in Chief of the Journal "AJANTA".  
Owner, printer & publisher Vinay S. Hatole has printed this journal at Ajanta Computer and Printers, Jaisingpura, University Gate Aurangabad, also Published the same at Aurangabad.

**Printed by**

Ajanta Computer, Near University Gate, Jaisingpura, Aurangabad. (M.S.)

**Published by :**

Ajanta Prakashan, Near University Gate, Jaisingpura, Aurangabad. (M.S.)

Cell No. : 9579260877, 9822620877, Ph.No. : (0240) 2400877, 6969427.

E-mail : ajanta1977@gmail.com, www.ajantaprakashan.com

**AJANTA - ISSN - 2277-5730 - IMPACT FACTOR - 4.205 (www.sjfactor.com)**



**Principal**

Shurpareka Educational & Medical Trust's  
M. B. Neeraj College of Arts &  
Management  
A. E. Kalsekar  
Nallasopara (W); Tal. Vasal, Dist. Palghar - 401 203.



13

## Challenges Faced by New Start UPS

Shaikh Irshad Wajidali

A. E. Kalsekar College of Commerce & Management, Pune.

### Abstract

Challenges are present everywhere and businesses —start-ups in particular — are no exception to these challenges we face today. Starting a business can be consuming yet wildly fulfilling. It can be quite complicated, and many challenges come in your ways, that you had not imagined. Knowing and anticipating the roadblocks, you may encounter in your start-up journey, which could help you to prepare beforehand and possibly avoid common pitfalls.

A successful start-up not only needs an idea and passion, but a whole lot of leadership skills. Along with this there is a need of understanding of a market, great communication skills and a level of maturity to handle different situations appropriately. One cannot start a business just with passion and an idea. You need to know how to make others passionate about your idea and product. You need to know different challenges that come along the way.

While there are many mistakes that a Startup or a Founder makes in this entrepreneurial journey, there are certain tough challenges that he or she has to overcome. A good learning to take a note of "Biggest Startup Mistakes That A Startup Should Avoid" along with understanding the biggest challenges that entrepreneurs have or are facing can help many of you plan your startup journey well and bump free.

While discussing a thread with fellow entrepreneurs one amazing Entrepreneur and friend Carlo Cisco pointed out: "One of my colleagues once told me that starting a company is 30% idea/strategy 70% execution, I think execution is actually more like 80% - as any idea, no matter how good it is can unfortunately be duplicated. The idea is the necessary starting stone and if your idea is exceptional and has mass appeal it certainly is an asset"

Problems faced by Startup Businesses are Competition, Lack of Funding, Time Restraints, Poor Planning and many more. Problem can be solved by efficient and experience Entrepreneur with suggestion and guidance of his expert team member

**Key words :-** Entrepreneur, Startup, Entrepreneurial journey and Strategy

### I) Introduction

Everyone has the dream of starting up their own business and being their own boss, and for most people it always stays a dream due to the many obstacles faced in starting a business and more so keeping it running and profitable.





- 2) To overcome the challenge of raising capital, an entrepreneur must develop the ability to sell their idea and vision to potential investors.
- 3) An entrepreneur to make sure that their team sees the future as the entrepreneur see.
- 4) To find out an efficient location that has a rapidly growing population, good road network and other amenities at a good place.
- 5) In order to overcome negative mindset an entrepreneur should empower himself by reading inspirational articles, successful stories, great books, movies etc.
- 6) In order to overcome lack of support an entrepreneur should find out a virtual group of people in Social Media that support and promote each other.

#### IX) Conclusion

An entrepreneur is one who plays significant role in the economic development of a country. Basically an entrepreneur can be regarded as a person who has the initiative, skill and motivation to set up a business or an enterprise of his own and who always looks for high achievement. The most important challenges faced by new entrepreneurs include Developing the Vision and Business Idea, Raising Capital for Startup, Assembling a Business Team, Finding the Right Business Location, Finding Good Employees, Finding Good Customers, Dealing with competition, Unforeseen Business Challenges and Expenses, Keeping Up With Industrial Changes and Trends, lack of support, negative mindset, lack of marketing facilities, lack of infrastructural facilities etc. So it is necessary to overcome these challenges in order to conduct an efficient business.

#### X) References

- 1) Graham, Paul (September 2012). Startup Equals Growth, in Graham's Essays on entrepreneurship
- 2) Aswath Damodaran, Valuing Young, Start-up and Growth Companies: Estimation Issues and Valuation Challenges, SSRN Electronic Journal 06/2009; DOI: 10.2139/ssrn.141868



Principal  
Shurparaka Educational & Medical Trust's  
M. B. Heria College of Arts &  
A. E. Kalsekar College of Commerce & Management  
Nallasopara (W); Tal. Vasoi, Dist. Palghar - 401 203.



VOLUME - VI, ISSUE - I, Part - VI  
AUGUST - 2017 to JANUARY - 2018

# GENIUS

Peer Reviewed and Referred  
UGC Listed Journal

Journal No. 47100

AN INTERNATIONAL MULTI DISCIPLINARY HALF  
YEARLY RESEARCH JOURNAL

**Ajanta Prakashan**  
Amravati, (M.S.)

GENIUS ISSN - 2279-0489

IMPACT FACTOR 4.248 ([www.sjifactor.com](http://www.sjifactor.com))



*(Signature)*  
M. B. Haris Centre for Research & Development  
A. E. Keshkar College of Commerce & Management  
Nallasopara (W); Tal. Vasai, Dist. Palghar - 401 203.

CONTENTS OF PART - VI

Sr. No.	Name & Author Name	Page No.
1	Bridging the Gap between Education and Employability of B.com Students in Mumbai Laila Ahmed Patel	1-11
2	Family Planning Asst. Prof. Tehseen Shaikh	12-15
3	Global Trade Hiren C. Gohil	16-22
4	Payments Banks : Banking 2.0 Next Gen Mitthil Sanjay Jain	23-27
5	On Life Insurance in India - An Easy Solution to Every Indian's Financial Needs Prof. Nital Kothari	28-30
6	On Make In India Revoutionising the Railways Prof. Ashutosh Saxena	31-34
7	Brain Drain: Socio-Economic Impact on Indian Society Mrs. Geeta Pal	35-41
8	Recent Trends in Meat Export Industry in Relation to New Government Policies of India Mrs. Nusrat R. Chaudhary	42-48
9	Goods & Service Tax A Roadmap of Indian Indirect Taxes Asif Akhtar Baig	49-55
10	E Waste Management & Recent Studies Mr. Shahid Ali Suleman Shaikh	56-59
11	"Knowledge Economy" (KE) : Unique Challenges & Opportunities in Education Field (with Special Focus on Formal/Professional Education at UG and PG Level) Ms. Shilpa Jaiprakash More Mr. Ashish Phophaliya Ms. Anagha Ajgaonkar Ms. Radhika Chokhani	60-68





## Family Planning

Asst. Prof. Tehseen Shaikh

A. E. Kalsekar college of Commerce and Management, Nalasupara (w).

An inverted Red Triangle is the symbol for family planning health and contraception services, whereas the Red Cross is a symbol for medical services. It is especially prevalent in many developing nations such as India, Ghana, Gambia, Zimbabwe, Egypt and Thailand, where it can be seen outside shops and clinics that offer family planning products, as well as commercial and government messages that promote reproductive health services and population control.

### Introduction

Family planning is the most important aspect to every married couple, the word "family" for me is "FATHER AND MOTHER I LOVE YOU"

Family is the most important asset for every people or individual. It's a family which has deep bond with one and other, love, affection and feelings, family brings many sour and hated relationship closer and nearer with unbounded love and understanding, its family who developed a gap between every individual and support to make a person feel comfortable and make an individual feel what family is all about. A family nurture n brings or create the affection of once belongingness with one and other. When I talk about family it's also important to highlight the word "family planning" a family will be only completed when their will be children into it which completes the family. When the couple plans to do a family planning there are many thinks which they or any couple has to come across with.....

Family planning is the practice of controlling the number of children in a family and the intervals between their births. Contemporary notions of family planning, however, tend to place a woman and her childbearing decisions at the center of the discussion, as notions of women's empowerment and reproductive autonomy have gained traction in many parts of the world. Family planning may involve consideration of the number of children a woman wishes to have, including the choice to have no children, as well as the age at which she wishes to have them. These matters are influenced by external factors such as marital situation, career considerations, financial position, and any disabilities that may affect their ability to have children and raise them, besides many other considerations.

Family planning must be planned because it is easy to have a child but it's difficult to the entire life to survive if the decisions are not full field. And things do not go properly.....it takes a good time to plan a child at proper age, time, and at the proper situation to handle thinks co-ordinary. Planning a child not only include



In cases where couples may not want to have children just yet, family planning programs help a lot. Federal family planning programs reduced childbearing among poor women by as much as 29 percent, according to a University of Michigan study.

### Conclusion

It's thus very important to understand the women physical health her agedness for planning a family her wiliness to plan a baby and keeping her health into mind. Giving her good food and help her to be happy during her pregnancy will help to be safe for the child as well. Looking at the the financial condition of the husband, planning at the right time and age, also keeping in mind the number of children to plan for the betterment of the society, family and fulfilling's all dreams of a particular child. Also this will help a happy surrounding at the home. Girl or boy does not matter in our today's world.itz a major drawback that if a first child is girl plan for boy it second is again girl plan again for boy.....this is simply not applicable in 21<sup>ST</sup>CENTURY. Womenempower era. To control the birth there are also many remedies by DR.to stop the unwanted pregnancy by medicines, and to take precautionfor the same. If every individual will understand this there will be full controlled population a happy family and a well-established happy children.

### Bibliography

- [https://en.wikipedia.org/wiki/Red\\_Triangle\\_\(family\\_planning\)](https://en.wikipedia.org/wiki/Red_Triangle_(family_planning))
- [www.wikipiedia.com](http://www.wikipiedia.com)
- Vipul BMS series F.H.S .







Shurparaka Educational & Medical Trust's  
**M B Harris College of Arts &  
 A. E. Kalsekar College of Commerce and Management**  
 Nallasopara (W), Tal. Vasai, Dist. Palghar - 401203  
 (NAAC Accredited B+ Grade)  
 In Association with  
**Indo Global Chamber of Commerce, Industries & Agriculture**

**CERTIFICATE**

**International Conference on  
 Commerce, Banking, Economics, Management, Law,  
 Social Sciences and Environmental Concerns**  
 Saturday 27th January 2018

This is to certify that Prof./Dr./Mr./Mrs./Ms. TEHSEEN SHAIKH  
 of ASST.PROF.M.B. Harris College of Arts & A E Kalsekar College of Commerce & Management, Nallasopara.  
 has participated and presented the paper entitled  
**FAMILY PLANNING**

at the International Conference on Commerce, Banking, Economics, Management, Law, Social Sciences and Environmental Concerns held at  
 SEEMT's M B Harris College of Arts & A. E. Kalsekar College of Commerce and Management, Nallasopara (W) Dist. Palghar on Saturday 27th  
 January 2018.

Dr. Zahir I. Kazi  
 President - SEEMT

Dr. M. Khalil Ahmad  
 Principal & Conference Chairman

Mr. Sk. Irshad Wajid Ali  
 Conference Convener

Mr. Najeeb Chawre  
 Secretary & Managing Trustee

Prof. (Dr.) Aftab Anwar Shaikh  
 President, IGCCIA

VOLUME - VI, ISSUE - I, Part - VI  
AUGUST - 2017 to JANUARY - 2018

# GENIUS

Peer Reviewed and Referred  
UGC Listed Journal

Journal No. 47100

AN INTERNATIONAL MULTI DISCIPLINARY HALF  
YEARLY RESEARCH JOURNAL

Rajanta Prakashan  
Aurangabad (M.S.)

GENIUS ISSN - 2279-0489

IMPACT FACTOR 4.248 ([www.sjifactor.com](http://www.sjifactor.com))





## CONTENTS OF PART - VI

Sr. No.	Name & Author Name	Page No.
1	Bridging the Gap between Education and Employability of B.com Students in Mumbai <b>Laila Ahmed Patel</b>	1-11
2	Family Planning <b>Asst. Prof. Tehseen Shaikh</b>	12-15
3	Global Trade <b>Hiren C. Gohil</b>	16-22
4	Payments Banks : Banking 2.0 Next Gen <b>Mitthil Sanjay Jain</b>	23-27
5	On Life Insurance in India - An Easy Solution to Every Indian's Financial Needs <b>Prof. Nital Kothari</b>	28-30
6	On Make In India Revoutionising the Railways <b>Prof. Ashutosh Saxena</b>	31-34
7	Brain Drain: Socio-Economic Impact on Indian Society <b>Mrs. Geeta Pal</b>	35-41
8	Recent Trends in Meat Export Industry in Relation to New Government Policies of India <b>Mrs. Nusrat R. Chaudhary</b>	42-48
9	Goods & Service Tax A Roadmap of Indian Indirect Taxes <b>Asif Akhtar Baig</b>	49-55
10	E Waste Management & Recent Studies <b>Mr. Shahid Ali Suleman Shaikh</b>	56-59
11	"Knowledge Economy" (KE) : Unique Challenges & Opportunities in Education Field (with Special Focus on Formal/Professional Education at UG and PG Level) <b>Ms. Shilpa Jaiprakash More</b> <b>Mr. Ashish Phophaliya</b> <b>Ms. Anagha Ajgaonkar</b> <b>Ms. Radhika Chokhani</b>	60-68





10

## E Waste Management & Recent Studies

Mr. Shahid Ali Suleman Shaikh

Asst. Professor, M. B. Harris College of Arts, A. E. Kalsekar College  
of Commerce & Management, Nallasopara (W).



### Abstract

In an approach to bridge the digital divide, it is necessary to get an affordable, equitable and quality access to ICT. It is estimated that two third of world's population is still offline so there is a need to provide affordable access to internet for all. For developing countries, it has become a priority area to alleviate poverty by promoting access to ICT. At the same time, tremendous growth in use of ICT devices and services, faster change of technology and frequent innovations in ICT sector, had left the world with a threat of deterioration in environmental conditions and human health as the-waste of electronic and electrical equipment, which contains hazardous components, is still handled in an environmentally unfriendly manner mainly in developing nations. It is huge challenge for the nations to handle e-waste in responsible manner and protect the environment. In this paper an approach is made towards assessing the present situation of e-waste management globally as well as in India, considering the present regulations and guidelines. It is also a fact that major part of recycling of e-waste is being handled by informal sector that have little/no knowledge about the consequences of exposure to hazardous substances. To address the issue of e-waste management in a sustainable method, the concept of EPR (extended producer responsibility) will be helpful if the regulations incorporate monitoring and penalty clauses. The reuse of EEE has greater environmental and social benefit than recycling as it increases the useful life time of the ICT equipment and enables greater resource efficiency and energy efficiency. In developing nations, it can help in uplifting the status of the informal sector with help of education and employment. In addition to the technical, social and organizational aspects of the EEE-waste management system, it is also crucial to consider the economic aspects, if the system has to be made financially viable and sustainable along with being socially acceptable.

### Introduction

Electronic industry is the world's largest and innovative industry for its kind. Every year tons of electronic items are shipped over oceans, however, after their usage time they are become a complex waste matter which consists of many hazardous heavy metals, acids, toxic chemicals and non-degradable plastics. Many are dumped, burnt or exported to recyclers. However, about 75% of e-wastes are uncertain for their use or finding ways to use them which includes refurbishment, remanufacture and reuse their parts for repair

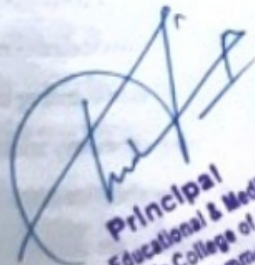


regulations to mandate the 'take back' activity of companies strictly. There is a clear need to have proper information system through standardized mechanisms. Eco-design can have a positive impact in reducing the rate of WEEE generation, facilitating the management of e-waste and recovery of materials, achieving cost reductions.

#### Reference

- 1) Allsopp, M., Santillo, D., Johnston, P. and Stringer, R. (1999) (cited in Kevin et al., 2008) The Tip of the Iceberg: State of knowledge of persistent organic pollutants in Europe and the Arctic. Greenpeace, August 1999. ISBN: 90-73361-53-2 3) Amini, N. and Crescenzi, C. (2003) (cited in
- 2) R. Kahhat and E Williams, "Product or Waste? Importation and End-of-Life Processing of Computers in Peru," Center for Earth Systems Engineering and Management, Arizona State University, published Environmental Science and Technology June 2009.
- 3) Ghana e-Waste Country Assessment, Ghana e-Waste Country Assessment. SBC e-Waste Africa Project, [Online]. Available: [http://ewasteguide.info/files/Amoyaw-Osei\\_2011\\_GreenAd-Empa.pdf](http://ewasteguide.info/files/Amoyaw-Osei_2011_GreenAd-Empa.pdf) [4] K. Melanie. What is 'e-Waste' & how can I Get Rid of It. [Online]. Available: <http://www.fourgreensteps.com/infozone/featured/features/what-is-ewaste-a-how-can-i-get-rid-of-it>.





**Principal**  
Sharparaka Educational & Medical Trust's  
M. B. Harris College of Arts &  
A. E. Kulkarni College of Commerce & Management  
Nalasopara (W), Tal. Vasai, Dist. Palghar - 401 222.

VOLUME - VI, ISSUE - I, Part - VI  
AUGUST - 2017 to JANUARY - 2018

# GENIUS

Peer Reviewed and Referred  
UGC Listed Journal

Journal No. 47100



AN INTERNATIONAL MULTI DISCIPLINARY HALF  
YEARLY RESEARCH JOURNAL

GENIUS ISSN - 2279-0489

IMPACT FACTOR 4.248 ([www.sjifactor.com](http://www.sjifactor.com))

**Ajanta Prakashan**  
Aurangabad, (M.S.)





## CONTENTS OF PART - VI

Sr. No.	Name & Author Name	Page No.
12	Financial Repression - A Diagnosis of Banking Sector with Reference to India Prof. Dr. Noaman Khatib	69-75
13	Water Pollution Mrs. Rohita Raut	76-81
14	Green Management Chandrashekhar K. Ghogare Prin. Dr. (Mrs.) T. P. Ghule	82-88
15	Green Banking Initiative: Case Study of CSR Activities of ICICI Bank Dr. Bhavana Trivedi Sakshi N. Khatri	89-98
16	Digital Revolution and E-Government for Better Performance: Promises, Realities and Challenges Dr. Caroline David	99-109
17	Impact of Foreign Direct Investment on Performance of Private Life Insurance Companies in India Ms. Babita H. Kakkar	110-117
18	A Study on the Impact of DTH (Direct to Home) on the Local Cable Operator's Business Network Dr. Pooja H. Ramchandani	118-123
19	GDP Unemployment, Inflation, and Government Budget Balances in First Decade of 21st Century Anupam Moghe	124-128
20	Sugar Industry and its Technical Efficiency: A Case Study of Maharashtra Dr. M. Satya Sri	129-134
21	Eunice De Souza: A Poet of Our Times Dr. Parveen Khan	135-138
22	A Comparative Study of Regional Narrative Styles of Pattachitra of Odisha and Phadchitra of Rajasthan Shraddha Shukla	139-148
23	An Insight into Demonitisation in India - A Year After Dr. Kavita G. Kalkoti	149-156



19

## GDP Unemployment, Inflation, and Government Budget Balances in First Decade of 21<sup>st</sup> Century

Anupam Moghe

Astt. Professor, A E Kalsekar College of Management, Mumbai.

### Abstract

Study of current values for several important macroeconomic indicators from a selected set of countries, including GDP, GDP per capita, unemployment rates, inflation rates, national budget balances, and national debts

### Introduction

When someone reads the business and economics news it is common to see numerous values and figures used to describe the economic situation somewhere. Macroeconomics is the study of the interrelationships of aggregate economic variables. The most important of these, without question, is a country's gross domestic product (GDP). GDP measures the total value of all goods and services produced by a country during a year. As such, it is a measure of the extent of economic activity in a country or the economic size of a country. It makes some sense to know a little about how economy size and GDP per person vary across countries around the world. Which are the biggest countries, and which are the smallest? Which countries provide more goods and services, on average, and which produce less? And how wide are the differences between countries

### Body

Gross Domestic Product around the World Macroeconomics is the study of the interrelationships of aggregate economic variables. The most important of these, without question, is a country's gross domestic product (GDP). GDP measures the total value of all goods and services produced by a country during a year. As such, it is a measure of the extent of economic activity in a country or the economic size of a country. And because the consumption of goods and services is one way to measure an individual's economic wellbeing, it is easy to calculate the GDP per capita (i.e., per person) to indicate the average well-being of individuals in a country.

Table 1.1 "GDP and GDP per Capita (PPP in Billions of Dollars), 2009" provides recent information for a selected group of countries. Note that reported numbers are based on purchasing power parity (PPP), which is a better way to make cross-country comparisons and is explained later. A convenient source of the most recent comprehensive data from three sources (the International Monetary Fund [IMF], the World Bank, and the U.S. CIA) of GDP



currently being used. The continuing existence of so much variety demonstrates that the key question, "Which is the most suitable currency system?" remains largely unanswered. Different countries have chosen differently. Later, this course will explain what is necessary to maintain a fixed exchange rate or floating exchange rate system and what are some of the pros and cons of each regime. For now, though, it is useful to recognize the varieties of regimes around the world.

It is important to recognize that when a country runs a trade deficit, residents of the country purchase a larger amount of foreign products than foreign residents purchase from them. Those extra purchases are financed by the sale of domestic assets to foreigners. The asset sales may consist of property or businesses (a.k.a. investment), or it may involve the sale of IOUs (borrowing). In the former case, foreign investments entitle foreign owners to a stream of profits in the future. In the latter case, foreign loans entitle foreigners to a future repayment of principal and interest. In this way, trade and international investment are linked

Thus budget deficits have ballooned around the world, though to differing degrees. As budget deficits rise and as GDP falls due to the recession, national debts as a percent of GDP are also on the rise in most countries. In the United States, the national debt is still at a modest 37.5 percent, but recent projections suggest that in a few years it may quickly rise to 60 percent or 70 percent of the GDP. Note also that these figures subtract any debt issued by the government and purchased by another branch of the government. For example, in the United States for the past decade or more, the Social Security system has collected more in payroll taxes than it pays out in benefits. The surplus, known as the Social Security "trust fund," is good because in the next few decades as the baby boom generation retires, the numbers of Social Security recipients is expected to balloon. But for now the surplus is used to purchase government Treasury bonds. In other words, the Social Security administration lends money to the rest of the government.

Those loans currently sum to about 30 percent of GDP or somewhat over \$4 trillion. If we include these loans as a part of the national debt, the United States debt is now, according to the online national debt clock, more than \$12 trillion or about 85 percent of GDP. (This is larger than 37.5 + 30 percent because the debt clock is an estimate of more recent figures and reflects the extremely large government budget deficit run in the previous year.) Most other countries' debts are on a par with that of the U.S. with two notable exceptions. First, China and Russia's debts are fairly modest at only 15.6 percent and 6.5 percent of GDP, respectively. Second, Japan's national debt is an astounding 172 percent of GDP.

### Conclusion

There is conclusive co-relevance between GDP inflation and other economic indicators.

### References or Bibliography

- Source: Economist, Weekly Indicators, December 17, 2009, and the CIA World Factbook
- Source: International Monetary Fund, De Facto Classification of Exchange Rate Regimes and Monetary Policy Framework, 2008.





VOLUME - VI, ISSUE - I, Part - VI  
AUGUST - 2017 to JANUARY - 2018


# GENIUS

Peer Reviewed and Referred  
UGC Listed Journal

Journal No. 47100



AN INTERNATIONAL MULTI DISCIPLINARY HALF  
YEARLY RESEARCH JOURNAL

  
Ajanta Prakashan  
Surangapat, (M.S.)

GENIUS ISSN - 2279-0489  
IMPACT FACTOR 4.248 ([www.sjifactor.com](http://www.sjifactor.com))





## CONTENTS OF PART - VI

Sr. No.	Name & Author Name	Page No.
1	Bridging the Gap between Education and Employability of B.com Students in Mumbai <b>Lalla Ahmed Patel</b>	1-11
2	Family Planning <b>Asst. Prof. Tehseen Shaikh</b>	12-15
3	Global Trade <b>Hiren C. Gohil</b>	16-22
4	Payments Banks : Banking 2.0 Next Gen <b>Mitthil Sanjay Jain</b>	23-27
5	On Life Insurance in India - An Easy Solution to Every Indian's Financial Needs <b>Prof. Nital Kothari</b>	28-30
6	On Make In India Revoutionising the Railways <b>Prof. Ashutosh Saxena</b>	31-34
7	Brain Drain: Socio-Economic Impact on Indian Society <b>Mrs. Geeta Pal</b>	35-41
8	Recent Trends in Meat Export Industry in Relation to New Government Policies of India <b>Mrs. Nusrat R. Chaudhary</b>	42-48
9	Goods & Service Tax A Roadmap of Indian Indirect Taxes <b>Asif Akhtar Baig</b>	49-55
10	E Waste Management & Recent Studies <b>Mr. Shahid Ali Suleman Shaikh</b>	56-59
11	"Knowledge Economy" (KE) : Unique Challenges & Opportunities in Education Field (with Special Focus on Formal/Professional Education at UG and PG Level) <b>Ms. Shilpa Jaiprakash More</b> <b>Mr. Ashish Phophaliya</b> <b>Ms. Anagha Ajgaonkar</b> <b>Ms. Radhika Chokhani</b>	60-68





7

## Brain Drain: Socio-Economic Impact on Indian Society

Mrs. Geeta Pal

Asst. Prof. A. E. Kalsekar College of Commerce and Management Nallasopara (E).

### Abstract

According to Oxford Advanced Learner's dictionary Brain Drain is "the movement of highly skilled and qualified people to a country where they can work in better conditions and earn more money". Brain-drain can also be named as "human capital flight" because it resembles the case of capital flight, in which mass migration of financial capital is involved. The Government of India estimated that there are 30 million Indian Diaspora spread across the world. The 30 million Indian human resource which is working for the developed countries are highly skilled. We are generating valuable human capital with our valuable money which is collected from the tax payers. But the tragedy is we are sending our skilled human resource for the development of developed countries. India is becoming a major supplier of human capital for the advanced economies. India is sending large numbers of these specialists compared to other important origin countries. Brain drain is the current socio-economic problem of our country. This paper mainly focuses on socio-economic aspects of brain drain.

**Keywords:** Brain Drain, Human Capital Flight, Indian Society

### List of Abbreviations

- EU - European Union
- UNDP - United Nations Development Programme
- R&D - Research and Development
- GAO - Government Accountability Office
- GDP - Gross Domestic Product
- OECD - Organisation for Economic Co-operation and Development

### Introduction

According to Oxford Advanced Learner's dictionary Brain Drain is "the movement of highly skilled and qualified people to a country where they can work in better conditions and earn more money". Cambridge Online Dictionary defines "when large numbers of educated and very skilled people leave their own country to live and work in another one where pay and conditions are better". Brain-drain can also be named as "human capital flight" because it resembles the case of capital flight, in which mass migration of financial capital is involved. Brain drain is usually regarded as an economic cost, since emigrants usually take with them the



migrate to foreign countries. They generally go to U.S.A, UK, Canada, West Germany, etc for monetary gains and facilities for higher research. US is the biggest gainer from the loss of India due to brain drain.

In 2010, India with an estimated stock of 11.4 million emigrants was the second emigration country in the world, behind Mexico (11.9 million)<sup>1</sup>. In absolute terms, India is among the countries which lose most highly-skilled workers to foreign markets. In 2000, India was, for example, the first sending country of physicians with 57,383 or 9.9% of the total number of physicians trained in the country going abroad. India and the Philippines supply most foreign-trained doctors and nurses to the OECD, notably to English-speaking countries. The emigration of health professionals has negative effects on India, especially in rural areas where the density of doctors is lower than in urban areas. Despite increasing internal demand, India still has a very low density of doctors (0.6 per thousand people in 2004) compared with 3 in the US and 2 in Canada. Compared with other large origin countries, India records higher expatriation rate of doctors: 8%; while the expatriation rate of, say, Chinese doctors is about 1%. This does not prevent, of course, India from having a large and powerful modern health sector; as in other countries, the migration of health professionals may coexist with a dynamic urban sector and the inequitable social distribution of medical resources at the country level.

Most of the students who go abroad for higher studies do not return to India. After seeing, the affluent life of foreign countries they lose all interest in their own country. Many Indians are teaching at various US Universities and other institutions of higher learning. Some of them are placed on quite lucrative and high posts. There is another attraction of leading a higher standard of living in foreign countries, because the technical experts and intellectuals, are give special facilities there. In foreign countries, there is the advantage that while learning a person can also earn his own living. The stipends in foreign countries are sufficient enough. A frugal Indian Student living there can also save something to send home. There is no doubt that India is having vast natural and man power resources. If both these resources are put to the maximum utilization astounding advancement can be achieved in all fields. These technical and other talented reasons whom we lose every year, can greatly help in the development of our natural resources. The government must take speedy steps to attract back home these talented sons of India who are living abroad. These experts can surely help in making India a great power in the world.

In this connection, even the people should also come forward and cooperate with the Government in solving this problem. The parents of the students should not encourage them to go abroad and settle there even if they are paid high salaries.

The doctors, engineers and scientists owe a duty to their motherland. Our nation is spending huge amounts of money on their training. These people should not betray their own nation by serving foreign nations. Today thousands of young Indian scientists and technicians are devoted to the cause of rebuilding our nation. The country has already achieved the nuclear status as well as become a space power. There are enough opportunities for our Indian scientists and engineers settled abroad, if they come back to India.



A. E. Kulkarni  
Nashikapur (M); Tal. Nashik, Dist. Nashik - 421 202.



VOLUME - VI, ISSUE - I, Part - VI  
AUGUST - 2017 to JANUARY - 2018

# GENIUS


Peer Reviewed and Referred  
UGC Listed Journal

Journal No. 47100

AN INTERNATIONAL MULTI DISCIPLINARY HALF  
YEARLY RESEARCH JOURNAL

GENIUS ISSN - 2279-0489

IMPACT FACTOR 4.248 ([www.sjifactor.com](http://www.sjifactor.com))

  
Rijanta Prakashan  
Aurangabad, (M.S.)





## CONTENTS OF PART - VI

Sr. No.	Name & Author Name	Page No.
		69-75
12	Financial Repression - A Diagnosis of Banking Sector with Reference to India  Prof. Dr. Noaman Khatib	76-81
13	Water Pollution  Mrs. Rohita Raut	82-88
14	Green Management  Chandrashekhar K. Ghogare Prin. Dr. (Mrs.) T. P. Ghule	89-98
15	Green Banking Initiative: Case Study of CSR Activities of ICICI Bank  Dr. Bhavana Trivedi Sakshi N. Khatri	99-109
16	Digital Revolution and E-Government for Better Performance: Promises, Realities and Challenges  Dr. Caroline David	110-117
17	Impact of Foreign Direct Investment on Performance of Private Life Insurance Companies in India  Ms. Babita H. Kakkar	118-123
18	A Study on the Impact of DTH (Direct to Home) on the Local Cable Operator's Business Network  Dr. Pooja H. Ramchandani	124-128
19	GDP Unemployment, Inflation, and Government Budget Balances in First Decade of 21st Century  Anupam Moghe	129-134
20	Sugar Industry and its Technical Efficiency : A Case Study of Maharashtra  Dr. M. Satya Sri	135-138
21	Eunice De Souza: A Poet of Our Times  Dr. Parveen Khan	139-148
22	A Comparative Study of Regional Narrative Styles of Pattachitra of Odisha and Phadchitra of Rajasthan  Shraddha Shukla	149-156
23	An Insight into Demonitisation in India - A Year After  Dr. Kavita G. Kalkoti	



13

## Water Pollution

Mrs. Rohita Raut

Asst. Professor, M. B. Harris College of Arts and A.E.Kalsekar College of Commerce  
Nallasopara Nawayat Nagar.

### Abstract

Today, we have to face several types of pollution – air pollution, water pollution, soil pollution, noise pollution, etc. But the pollution that affects the largest number of people is water pollution. Scientific and technological progress of the past two hundred years has made the life of the man very comfortable. The scientific revolution has generated massive employment and made millions of people happy. Due to extensive research and manufacturing of new drugs, people are enjoying a longer lifespan. Death rate has gone down significantly. Thus we find that the machine age has given us enough. But if we look around the environment, we know that this progress has also injected poison in our life. One such form of poison is the water pollution spread all around us today.

Biggest problem faced by world today is only energy and water so both of these problems need to be explored for their solution.

### Definition of water Pollution

Water pollution is the contamination of water bodies (e.g. lakes, rivers, oceans, aquifers and groundwater). This form of environmental degradation occurs when pollutants are directly or indirectly discharged into water bodies without adequate treatment to remove harmful compounds.

Water pollution affects the entire biosphere of plants and organisms living in these water bodies, as well as organisms and plants that might be exposed to the water. In almost all cases the effect is damaging not only to individual species and populations, but also to the natural biological communities.

### Introduction

Water is the most vital element among the natural resources, and is critical for the survival of all living organisms including human, food production, and economic development. Today there are many cities worldwide facing an acute shortage of water and nearly 40 percent of the world's food supply is grown under irrigation and a wide variety of industrial processes depends on water. The environment, economic growth, and developments are all highly influenced by water-its regional and seasonal availability, and the quality of surface and groundwater. The quality of water is affected by human activities and is declining due to the rise of urbanization, population growth, industrial production, climate change and other factors.



food (meat and/or vegetables) affected by polluted water. Consuming meat from animals fed with polluted water of food affected by polluted water (e.g. vegetables irrigated with polluted water or grown in an area with polluted groundwater).

**Conclusion**

While water pollution solutions may seem like too little, too late when viewed in the light of major oil spills and floating plastic bag islands, they are necessary to prevent these problems from growing worse. Slowing down the rate of pollution can give the environment and scientists time to find long-term solutions to the very real problems of water pollution. Individuals acting to prevent pollution help to protect water for both themselves and everything else that relies upon this precious resource.

**References**

- 1) <http://www.gogreencollege.com/causes-and-effects-of-water-pollution/>
- 2) Journal Of Environment And Human (Print): 2373-8324 (Online): 2373-8332 10.15764/Eh.2015.01005 Volume 2, Number 1, January 2015 Journal Of Environment And Human Water Pollution And Its Impact On The Human
- 3) [http://greenliving\\_lovetoknow.com/How\\_to\\_Stop\\_Water\\_Pollution](http://greenliving_lovetoknow.com/How_to_Stop_Water_Pollution)
- 4) <http://www.gogreencollege.com/causes-and-effects-of-water-pollution/>
- 5) Water Pollution and its Impact on the Human Health Joshua Nizel Halder<sup>1\*</sup>, M. Nazrul Islam Daffodil International University, Dhaka 1207, Bangladesh \*Corresponding author: nizel.joshua@yahoo.com Abstract: River pollution has been one of the main topics in the environmental issue of urb
- 6) Water Pollution Control - A Guide to the Use of Water Quality Management Principles Edited by Richard Helmer and Ivanildo Hespagnol Published on behalf of the United Nations Environment Programme, the Water Supply & Sanitation Collaborative Council and the World Health Organization by E. & F. © 1997 WHO/UNEP ISBN 0 419 22910 8



*[Signature]*  
**Principal**  
Shri Ram Education & Medical Trust's  
M. B. Hemis College of Arts &  
A. E. Kulkarni College of Commerce & Management  
Nalgopura (M), Tal. Nagpur, Dist. Nagpur - 401 203.

VOLUME - VI, ISSUE - I, Part - VI  
AUGUST - 2017 to JANUARY - 2018

# GENIUS

Peer Reviewed and Referred  
UGC-Listed Journal

Journal No. 47100

ajanta Prakashan  
Annapolis, (U.S.A.)

AN INTERNATIONAL MULTI DISCIPLINARY HALF  
YEARLY RESEARCH JOURNAL  
GENIUS ISSN - 2279-0440  
IMPACT FACTOR 4.248





## CONTENTS OF PART - VI

Sr. No.	Name & Author Name	Page No.
1	Bridging the Gap between Education and Employability of B.com Students in Mumbai  Laila Ahmed Patel	1-11
2	Family Planning  Asst. Prof. Tehseen Shaikh	12-15
3	Global Trade  Hiren C. Gohil	16-22
4	Payments Banks : Banking 2.0 Next Gen Mitthil Sanjay Jain	23-27
5	On Life Insurance in India - An Easy Solution to Every Indian's Financial Needs  Prof. Nital Kothari	28-30
6	On Make In India Revoutionising the Railways Prof. Ashutosh Saxena	31-34
7	Brain Drain: Socio-Economic Impact on Indian Society Mrs. Geeta Pal	35-41
8	Recent Trends in Meat Export Industry in Relation to New Government Policies of India Mrs. Nusrat R. Chaudhary	42-48
9	Goods & Service Tax A Roadmap of Indian Indirect Taxes Asif Akhtar Baig	49-55
10	E Waste Management & Recent Studies Mr. Shahid Ali Suleman Shaikh	56-59
11	"Knowledge Economy" (KE) : Unique Challenges & Opportunities in Education Field (with Special Focus on Formal/Professional Education at UG and PG Level)  Ms. Shilpa Jaiprakash More Mr. Ashish Phophaliya Ms. Anagha A Jgaonkar Ms. Radhika Chokhani	60-68



3

## Global Trade

Hiren C. Gohil

Asst. Professor, A. E. Kalsekar College, Nallasopara.

### Abstract

Increasing international trade is crucial to the continuance of globalization. Without international trade, nations would be limited to the goods and services produced within their own borders. The importing and exporting of goods is big business in today's global economy. When goods are produced in one country and sold in another, international trade occurs. International trade is, in principle, not different from domestic trade as the motivation and the behavior of parties involved in a trade do not change fundamentally regardless of whether trade is across a border or not. The main difference is that international trade is typically more costly than domestic trade. The reason is that a border typically imposes additional costs such as tariffs, time costs due to border delays and costs associated with country differences such as language, the legal system or culture.

This paper represent the exact term 'Economic Integration' and it's benefits, Role of MNCs, TRIM, TRIPS, BRICS and SAARC.

**Key words:** International Trade, Economic Integration, Tariff, TRIPs MNC'S, BRICS.

### Introduction

#### • Different levels of world trade

#### 1) Economic Integration:

Economic integration can be defined as a kind of arrangement where countries get in agreement to coordinate and manage their fiscal, trade, and monetary policies in order to be mutually benefited by them. There are many types of economic integration, but the most preferred and popular one is free trade. In economic integration no country pays customs duty within integrated area, so it result in lower prices both for the distributors and the consumers. The ultimate aim of economic integration is to increase trade across the world.

#### Reasons for popularity of Economic Integration

- 1) Changes in the cost price structure
- 2) Consumers surplus
- 3) Economies of scale
- 4) High degree of specialization





economy. APEC pursues these objectives through trade and investment liberalization, business facilitation and economic and technical cooperation.

APEC aims to strengthen regional economic integration by removing impediments to trade and investment "at the border", enhancing supply chain connectivity "across the border" and improving the business environment "behind the border".

#### • SAARC

SAFTA was envisaged primarily as the first step towards the transition to a South Asian Free Trade Area (SAFTA) leading subsequently towards a Customs Union, Common Market and the Economic Union. SAFTA was envisaged to gradually move towards South Asian Economic Union, but the current intra-regional trade and investment relation are not encouraging and it may be difficult to achieve this target. The SAARC intra-regional trade stands at just five per cent on the share of intra-regional trade in overall trade in South Asia. Similarly, foreign direct investment is also dismal. The intra-regional FDI flow stands at around four per cent of the total foreign investment.

#### • BRICS

It is an acronym for the combined economies of Brazil, Russia, India and China. The economies of these four nations are collectively called "the BRICs," "the BRIC countries," "the BRIC economies" or the "Big Four." The countries currently represent about 25% of the world's land mass and 40% of its population. Economist Jim O'Neill, chairman of Goldman Sachs Asset Management, introduced the acronym in his 2001 paper, "Building Better Global Economic BRICs." The paper drew attention to the importance of the BRIC economies and the growth of these emerging market economies.

#### Conclusion

Although the level and the rate of the economic development depends primarily on internal conditions in developing nations, international trade can contribute significantly to the development process. Some economist believed that international trade and the functioning of the present international economic system benefited developed nations at the expense of developing nations.

#### Reference

- 1) <http://textbook.stpauls.br/>
- 2) [business\\_organization](#)
- 3) [www.vipulprakashan.com](http://www.vipulprakashan.com)



*[Signature]*  
Principal  
Shriparvata Educational & Medical Trust's  
M. B. Hennis College of Arts &  
K. K. Kulkarni College of Commerce & Management  
Nandgaon (W), Tal. Vasal, Dist. Palghar - 401 203.



VOLUME - VI, ISSUE - I, Part - VII  
AUGUST - 2017 to JANUARY - 2018

# GENIUS

Peer Reviewed and Referred  
UGC Listed Journal

Journal No. 47100

AN INTERNATIONAL MULTI DISCIPLINARY HALF  
YEARLY RESEARCH JOURNAL  
GENIUS ISSN - 2279-0489  
IMPACT FACTOR 4.248 (www.sjifactor.com)

TRUE COPY

Ghorpare Education & Research Trust's  
M. B. Harris College of Arts &  
A. E. Kalsekar College of Commerce & Management  
Nallasopara (W); Tal. Vasal, Dist. Palghar - 401 203





## CONTENTS OF PART - VII

Sr. No.	Name & Author Name	Page No.
1	On General Insurance in India - A must for Every Individuals Socio-Economic Security <b>Prof. Nital Kothari</b>	1-3
2	Make in India Making the Impact on Tourism Sector <b>Prof. Ashutosh Saxena</b>	4-6
3	Women Entrepreneurs in India - Emerging Issues and Challenges <b>Mrs. Geeta Pal</b>	7-13
4	Margaret Sanger (The Pioneer of Birth Control Movement) <b>Ms. Anjum Sayyed</b>	14-18
5	Human Resource Accounting: Need of A Day <b>Mr. Ansari Zahid Husain I. H.</b>	19-23
6	Ahmed Ali: A Forgotten Literary Star <b>Dr. Syed Mohd Abbas Rizvi</b>	24-27
7	Brand Image Creation and Consumer Response <b>Dr. Preeti Tripathi</b>	28-33
8	A Study of Customers Level of Awareness about Green Banking with Reference to Banks in Thane Region <b>Mrs. Aarti Vyas Varma</b>	34-41
9	Antecedence and Consequence of Forest Degradation <b>Dipanwita Banerjee</b>	42-48
10	Management of Millennials: A Defy <b>Dr. (Mrs) Kanchan S. Fulmali</b> <b>Prof. Samrat A. Gangurde</b>	49-55
11	Agri - Commodity Derivatives Trading and its Implications on Farmers - A Way Towards Global Leadership <b>Prof. Shital Khadakkar-Rasal</b>	56-65
12	Indian Capital Market: Really having Appraisal of Corporate Governance in Present ERA?? <b>Adv. Vidhi Shah</b>	66-72
13	Issues, Challenges and Benefits of Corporate Social Responsibility in India <b>Sujata Ritesh Yadav</b>	73-77



4

## Margaret Sanger (The Pioneer of Birth Control Movement)

Ms. Anjum Sayyed

Assistance Professor, M. B. Harris College of Arts and A. E. Kalsekar College of  
Commerce and Management Nallasopara West

### Abstract

Margaret Sanger is the American social reformer and also known as the mother of birth control movement in America. Margaret Sanger was an early feminist and women's rights activist who coined the term "birth control" and worked towards its legalization. Sanger started her campaign to educate women about sex in 1912 by writing a newspaper column called "What Every Girl Should Know". She also worked as a nurse on the Lower East Side, at the time a predominantly poor immigrant neighborhood. Through her work, Sanger treated a number of women who had undergone back-alley abortions or tried to self-terminate their pregnancies. Sanger objected to the unnecessary suffering endured by these women, and she fought to make birth control information and contraceptives available. She also began dreaming of a "magic pill" to be used to control pregnancy. "No woman can call herself free until she can choose consciously whether she will or will not be a mother," Sanger said.

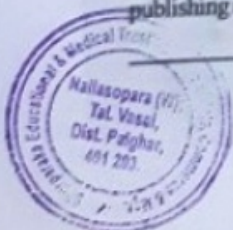
**Keyword:** Margaret Sanger, birth control movement of America.

### Introduction

Margaret Sanger, original name Margaret Louisa Higgins, (born September 14, 1879, founder of the birth-control movement in the United States and an international leader in the field. She is credited with originating the term birth control.

Sanger was the sixth of 11 children. She attended Claverack College and then took nurse's training in New York at the White Plains Hospital and the Manhattan Eye and Ear Clinic. She was married twice, to William Sanger in 1900 and, after a divorce, to J. Noah H. Slee in 1922. After a brief teaching career she practiced obstetrical nursing on the Lower East Side of New York City, where she witnessed the relationships between poverty, uncontrolled fertility, high rates of infant and maternal mortality, and deaths from botched illegal abortions. These observations made Sanger a feminist who believed in every woman's right to avoid unwanted pregnancies, and she devoted herself to removing the legal barriers to publicizing the facts about contraception.

In 1912 Sanger gave up nursing to devote herself to the cause of birth control and sex education, publishing a series of articles on the topics, including What Every Girl Should Know for the New York Call.





Sanger stepped out of the spotlight for a time, choosing to live in Tucson, Arizona. Her retirement did not last long, however. She worked on the birth control issue in other countries in Europe and Asia, and she established the International Planned Parenthood Federation in 1952. Still seeking a "magic pill," Sanger recruited Gregory Pincus, a human reproduction expert, to work on the problem in the early 1950s. She found the necessary financial support for the project from Katharine McCormick, the International Harvester heiress. This research project would yield the first oral contraceptive, Enovid, which was approved by the Food and Drug Administration in 1960.

### Conclusion

THE work of Margaret Sanger is very adorable. She was a sex educator, pioneer of birth control movement in America. She had written satirical articles, books, gave bold speeches without thinking about her opposition. Many time she had to go for jail and under trail but she did not stopped her work she carried her battle and form clinic for birth control and led the birth control movement. Her writings opened the eyes of women regarding to their pregnancy and started to think act on them. Because of her work in America women got new vision and direction as well femisist approach.

### References

- 1) Margaret H Sanger, What every girl should know ? , United states of America . Dover Publication, Inc. 31, East 2<sup>nd</sup> street, New York .
- 2) <https://www.britannica.com/biography/Margaret-Sanger>
- 3) <https://feminist.org/blog/index.php/2011/11/03/the-real-story-of-margaret-sanger/>
- 4) Joan M. Jensen, The Evolution of Margaret Sanger's "Family Limitation" Pamphlet, 1914-1921. Source: Signs, Vol. 6, No. 3 (Spring, 1981), pp. 548-567. The University of Chicago Press Stable URL: <http://www.jstor.org/stable/3173773> Accessed: 17-01-2018 13:37 UTC
- 5) Margaret Sanger. An Autobiography. by Margaret Sanger - Review by: F. H. Hankins, Source American Sociological Review, Vol. 4, No. 3 (Jun., 1939), p. 446, Published by: American Sociological Association, Stable URL: <http://www.jstor.org/stable/2084971>, Accessed: 17-01-2018 13:36 UT
- 6) Stable URL: <http://www.jstor.org/stable/30011410>, Accessed: 17-01-2018 13:38 UT
- 7) Review: Birth Control Pioneer, Reviewed Work(s): Margaret Sanger: Pioneer of the Future by Emily Taft Douglas, Review by: Cass Canfield, Source: Family Planning Perspectives, Vol. 2, No. 2 (Mar., 1970), p. 56, Published by: Guttmacher Institute, Stable URL: <http://www.jstor.org/stable/2133862>, Accessed: 17-01-2018 13:41 UTC, JSTOR is a not-for-profit service that helps.

TRUE COPY

Principal

Shurparaka Education & Medical Trust's  
M. B. Harris College of Arts &  
A. E. Kalsekar College of Commerce & Management  
Nallasopara (W): Tal. Vasal, Dist. Palghar - 401 203.



VOLUME - VI, ISSUE - I, Part - VI  
AUGUST - 2017 to JANUARY - 2018

# GENIUS

Peer Reviewed and Referred  
UGC Listed Journal  
Journal No. 0708



INTERNATIONAL MULTI DISCIPLINARY HALI  
YEARLY RESEARCH JOURNAL

Editor: Professor  
[Name]

GENIUS ISSN - 2279-0489

IMPACT FACTOR 4.248 | www.gjournal.in



TRUE COPY



Dr. S. S. Kulkarni  
K. S. Kulkarni  
[Address]



## CONTENTS OF PART - VII

Sr. No.	Name & Author Name	Page No.
1	On General Insurance in India - A must for Every Individuals Socio-Economic Security <b>Prof. Nital Kothari</b>	1-3
2	Make in India Making the Impact on Tourism Sector <b>Prof. Ashutosh Saxena</b>	4-6
3	<b>Women Entrepreneurs in India - Emerging Issues and Challenges</b> <b>Mrs. Geeta Pal</b>	7-13
4	Margaret Sanger (The Pioneer of Birth Control Movement) <b>Ms. Anjum Sayyed</b>	14-18
5	Human Resource Accounting: Need of A Day <b>Mr. Ansari Zahid Husain I. H.</b>	19-23
6	Ahmed Ali: A Forgotten Literary Star <b>Dr. Syed Mohd Abbas Rizvi</b>	24-27
7	Brand Image Creation and Consumer Response <b>Dr. Preeti Tripathi</b>	28-33
8	A Study of Customers Level of Awareness about Green Banking with Reference to Banks in Thane Region <b>Mrs. Aarti Vyas Varma</b>	34-41
9	Antecedence and Consequence of Forest Degradation <b>Dipanwita Banerjee</b>	42-48
10	Management of Millennials: A Defy <b>Dr. (Mrs) Kanchan S. Fulmali</b> <b>Prof. Samrat A. Gangurde</b>	49-55
11	Agri - Commodity Derivatives Trading and its Implications on Farmers - A Way Towards Global Leadership <b>Prof. Shital Khadakkar-Rasal</b>	56-65
12	Indian Capital Market: Really having Appraisal of Corporate Governance in Present ERA?? <b>Adv. Vidhi Shah</b>	66-72
13	Issues, Challenges and Benefits of Corporate Social Responsibility in India <b>Sujata Ritesh Yadav</b>	73-77





3

## Women Entrepreneurs in India - Emerging Issues and Challenges

Mrs. Geeta Pal

Asst. Prof. A. E. Kalsekar College of Commerce and Management Nallasopara (E)

### Abstract

Women entrepreneurship is gaining importance in India in the wake of economic liberalization and globalization. The policy and institutional framework for developing entrepreneurial skills, providing vocational education and training has widened the horizon for economic empowerment of women. Government of India has also introduced National Skill Development Policy and National Skill Development Mission in 2009 in order to provide skill training, vocational education and entrepreneurship development to the emerging work force. The woman entrepreneur in India has various qualities. A woman or a group of women manages the whole business of enterprise. She prepares various plans and executes them under her own supervision and control. In Hindu scriptures, woman has been described as the embodiment of shakti. But in real life she is treated as Abla. Women are leaving the workforce in droves in favor of being at home. Not to be a homemaker, but as job-making entrepreneurs. The increasing presence of women in the business field as entrepreneurs has changed the demographic characteristics of business and economic growth of the country. Women-owned businesses enterprises are playing a more active role in society and the economy, inspiring academics to focus on this interesting phenomenon. This paper focuses on the problems, issues, challenges faced by women entrepreneurs, how to overcome them and to analyse policies of Indian government for and problems faced by them while pursuing their business.

### Introduction

With the spread of education and awareness, women have shifted from kitchen to higher level of professional activities. Entrepreneurship has been a male-dominated phenomenon from the very early age, but time has changed the situation and brought women as today's most memorable and inspirational entrepreneurs. In almost all the developed countries in the world women are putting their steps at par with the men in the field of business. The role of Women entrepreneur in economic development is inevitable. Now-a-days women enter not only in selected professions but also in professions like trade, industry and engineering. Women are also willing to take up business and contribute to the Nation's growth. There role is also being recognized and steps are being taken to promote women entrepreneurship. Women entrepreneurship must be molded properly with entrepreneurial traits and skills to meet the changes in trends, challenges global markets and also be competent enough to sustain and strive for excellence in the entrepreneurial arena.





- Development of Women and Children in Rural Areas (DWCRA).
- Small Industry Service Institutes (SISIs)
- State Financial Corporations
- National Small Industries Corporations
- District Industrial Centres (DICs)

### Conclusion

Entrepreneurship is presently the most discussed and encouraged concept all over the world to overcome economic challenges. Women being the vital gender of the overall population have great capacity and potential to be the contributor in the overall economic development of any nation. Therefore, programs and policies need to be customized to not just encourage entrepreneurship as well as implement strategies which can help support entrepreneurial culture among youth.

Women are willing to take up business and contribute to the nation's growth. Their role is being recognized and steps are taken to promote women entrepreneurship. Resurgence of entrepreneurship is the need of the hour. Women entrepreneurs must be molded properly with entrepreneurial traits and skills to meet changing trends and challenging global markets, and also be competent enough to sustain and strive in the local economic arena.

### References

- [www.usatoday.com](http://www.usatoday.com)
- <http://www.forbes.com/sites/work-in-progress/2012/06/08/entrepreneurship-is-the-new-womens-movement/> [http://en.wikipedia.org/wiki/Female\\_entrepreneur](http://en.wikipedia.org/wiki/Female_entrepreneur)
- <http://www.businessfightspoverty.org/profiles/blogs/my-journey-as-a-woman-entrepreneur-in-india-succeeding-with-some> <http://www.cbfwmentoring.org/apply-now> <http://www.publishyourarticles.net/eng/articles/what-are-the-MedhaDubhashiVinze> (1987) Women Entrepreneurs In India: A Socio-Economic Study of Delhi - 1975-76, Mittal Publications, New Delhi.
- Allen, s., and Truman, c., eds. (1993), "women in business: perspectives on women"
- Bowman, donald d. And robert d. Hisrich (1986), "the female entrepreneur: a career development perspective", academy of management review. 11 (2), 393-407.
- Brush, c. (1992), "research on women business owners: past trends a new perspective and future directions", entrepreneurship theory and practice 16 (4), 5-30.



VOLUME - VI, ISSUE - I, Part - VII  
AUGUST - 2017 to JANUARY - 2018

# GENIUS

Peer Reviewed and Referred  
UGC Listed Journal

Journal No. 47100

INTERNATIONAL MULTI DISCIPLINARY HALF  
YEARLY RESEARCH JOURNAL

GENIUS ISSN - 2279-0489

IMPACT FACTOR 4.248 ([www.sjifactor.com](http://www.sjifactor.com))

Ajanta Publication  
Amalgaon, (M.S.)



TRUE COPY

Principal

Shriparaka Educational & Medical Trust's  
M. B. Harris College of Arts & Management  
A. E. Kalsekar College of Commerce & Management  
Nallasopara (W); Tal. Vasal, Dist. Palghar - 401 203.



## CONTENTS OF PART - VII

Sr. No.	Name & Author Name	Page No
1	On General Insurance in India - A must for Every Individuals Socio-Economic Security <b>Prof. Nital Kothari</b>	1-3
2	Make in India Making the Impact on Tourism Sector <b>Prof. Ashutosh Saxena</b>	4-6
3	Women Entrepreneurs in India - Emerging Issues and Challenges <b>Mrs. Geeta Pal</b>	7-13
4	Margaret Sanger (The Pioneer of Birth Control Movement) <b>Ms. Anjum Sayyed</b>	14-18
5	Human Resource Accounting: Need of A Day <b>Mr. Ansari Zahid Husain I. H.</b>	19-23
6	Ahmed Ali: A Forgotten Literary Star <b>Dr. Syed Mohd Abbas Rizvi</b>	24-27
7	Brand Image Creation and Consumer Response <b>Dr. Preeti Tripathi</b>	28-33
8	A Study of Customers Level of Awareness about Green Banking with Reference to Banks in Thane Region <b>Mrs. Aarti Vyas Varma</b>	34-41
9	<b>Antecedence and Consequence of Forest Degradation</b> <b>Dipanwita Banerjee</b>	42-48
10	Management of Millennials: A Defy <b>Dr. (Mrs) Kanchan S. Fulmali</b> <b>Prof. Samrat A. Gangurde</b>	49-55
11	Agri - Commodity Derivatives Trading and its Implications on Farmers - A Way Towards Global Leadership <b>Prof. Shital Khadakkar-Rasal</b>	56-65
12	Indian Capital Market: Really having Appraisal of Corporate Governance in Present ERA?? <b>Adv. Vidhi Shah</b>	66-72
13	Issues, Challenges and Benefits of Corporate Social Responsibility in India <b>Sujata Ritesh Yadav</b>	73-77



9

## Antecedence and Consequence of Forest Degradation

Dipanwita Banerjee

Asst. Professor, Kalsekar College, Nalasopara West

### Abstract

This paper analyses the role of forest degradation in India. This discusses causes of forest degradation. It explains the role of forest in conservation of biodiversity and threats of biodiversity as well as effect of forest degradation on climate change. It also analyses the role of biological hotspot on environment in India by finding out few biological hotspot area in India namely **Himalaya, Indo-Burma, Sundalands** (Nicobar group of islands) **Western Ghats and Sri Lanka** (Gujarat, Maharashtra, Goa, Karnataka, Kerala and Tamil Nadu)

**Keywords:** Forest degradation, forest recovery, carbon cycle, Biodiversity biological hotspot

### Objectives Of The Study

- 1) To understand the performance of biodiversity hotspot.
- 2) To highlight role of forests in the conservation of biodiversity and the global carbon cycle.
- 3) To suggest way to reduce the direct pressure on biodiversity.
- 4) One of the primary purposes of the study is to investigate the factors leading to damage biological hotspot and improve the status of biodiversity

### Research Methodology

This paper is basically descriptive and analytical in nature. In this paper an attempt has been taken to analyze Antecedence & consequence of forest degradation. The data used in it is purely from secondary sources according to the need

### Introduction

- **Forest degradation:** Forest degradation is broadly defined as a reduction in the capacity of a forest to produce ecosystem services such as carbon storage and wood products as a result of anthropogenic and environmental changes.
- **Forest degradation** contributes to the emissions of greenhouse gases.
- **Biodiversity:** The biodiversity refers to the totality of genes species and ecosystem of a region.
- **Uses of biodiversity**
  - o Help agriculture





- Companies should develop mechanism to understand risk exposure and manage those risks.
- Greater collaboration is likely to take place between NGOs and business in order to more fully explore ways to reduce harmful trade-offs and identify positive synergies that could lead to more effective sustainable management practices.

### Bibliography

- 1) How can climate policy benefit from comprehensive land-use approaches-Thomas Knoke
- 2) Forest Conversion and Degradation in Papua New Guinea-Phil L. Shearman
- 3) Land Degradation in India Extent, Costs and Determinants-Ratna Reddy
- 4) Effects of large-scale Amazon forest degradation on climate and air quality through forest: carbon dioxide, water, energy, mineral dust and isoprene- Richard Betts
- 5) Diversity of Medicinal Plants among Different Forest-use Types of the Pakistani Himalaya- Muhammad Adnan.
- 6) Synopsis Deforestation in the Tropics: Reconciling Disparities in Estimates for India-Shaili Menon
- 7) Forest transition in Vietnam and displacement of deforestation abroad- Patrick Meyfroidt

TRUE COPY

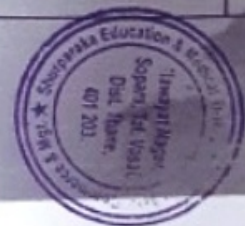
Principal

Shurparaka Educational & Medical Trust's  
M. B. Harris College of Arts &  
A. E. Kalsokar College of Commerce & Management  
Nallasopara (W), Tal. Vasai, Dist. Palghar - 401 203



## CONTENTS OF PART - IV

Sr. No.	Name & Author Name	Page No.
12	A Study on Effectiveness of Television Advertising on People <b>Vijayakumar Jadhav</b>	71-79
13	Mobile Marketing - An External Stimuli for Consumer Purchase Decision <b>Dhvani Rathod</b>	80-83
14	A Study of Non Performing Assets with Reference to Public Sector Banks in India <b>Dr. Vilas B. Zodage</b>	84-91
15	Effect of Remittances on Financial Inclusion: A Panel Data Analysis <b>Prarthna Agarwal Goel</b> <b>Ritika Bansal</b>	92-98
16	Enterpreneurship <b>Shaikh Sana Salim</b>	99-103
17	Organic Products: Consumer Awareness in Maharashtra <b>Poonam Chaudhari</b> <b>Dr. Sudhir A. Patil</b>	104-109
18	Bollywood Breaking Barriers: A Study with Reference to Three Bollywood Movies <b>Prof. Prajakta Raut</b>	110-114
19	A Study of Indian Banking: Problems and Prospects <b>Mr. Dayanand V. Thakur</b>	115-122
20	Impact of Technological Advancement on Rural Market in India <b>Sanjit Mondal</b>	123-128
21	Women Empowerment <b>Mona Nimesh Dedhia</b>	129-136
22	The Pride of Rajputs: Chittorgarh <b>Shagufta Choudhary</b>	137-139
23	Knowledge Management <b>Rulesar Rahim Khan</b>	140-146
24	Study of Non Performing Assets of Commercial Banks in India <b>Mr. Ashok P. More</b>	147-156





# Knowledge Management

**Ruksar Rahim Khan**

Assistant Professor, Shurparka Education & Medical Trust's, M.B.Harris College of Arts and  
A. E. Kalsekar College of Commerce And Management, Nawayat Nagar,  
Nallasopara West, Tal - Vasai, Dist - Palghar, Maharashtra

## Abstract

Today, knowledge management has come to be accepted and recognized as a source of competitive advantage in the private sector. It is vital for any organization to understand the concept of KM so as to align its KM strategy with the organization's strategy. Although Knowledge Management (KM) has been gaining attention all over the world, KM as a discipline is still in its infancy, and adoption of KM is still at its initial stage when it comes to the Public Sector. This is all the more important when it is the Public Sector because the impact of Public Sector directly affects the common man. This paper aims to bring a comprehensive understanding of KM application to the Public Sector. Without thorough understanding and awareness of KM, the Public Sector may not be able to reap true and full benefits.

**Keywords :** Knowledge sharing, New Public Management (NPM), public sector, strategies.

## Introduction

Most of the large companies in the private sector have been actively taking initiatives to adopt new management tool, techniques and philosophies. Examples include; enterprise resource planning (ERM), business process re-engineering (BPR), and total quality management (TQM). Now comes the turn of Knowledge Management (KM). We are living in a world of rapid change driven by globalization, the knowledge-based economy coupled by ever-fast development of information, communication and technology (ICT). And therefore it is opportune time for KM to devolve into the public sector. Governments are now realizing the importance of KM to its policy-making and service delivery to the public and some of the government departments are beginning to put KM high on its agenda. Strategies and plans for implementing KM must be carefully thought-out in advance in order to succeed in the attempt and effort. There are concrete issues for government to consider and address. While there are many issues that need to be addressed in the public sector, this paper concentrates on some key issues currently relating to KM.

## Definitions of Some Knowledge Management Technologies

1) **Online Discussion Forum** - A facility on the internet for holding discussions and providing user generated contents.





- 3) Establish an organization wide intranet with extensive communicating and collaboration capabilities to share explicit knowledge.
- 4) Build a knowledge portal, virtual knowledge platform that is accessible through the organization's wide intranet to share tacit knowledge without being face to face through means such as email, discussion groups, chat rooms, audio and videoconference.
- 5) Store the knowledge assets in an electronic medium so as to enable efficient and faster access and retrieval.
- 6) Provide customized access to knowledge resources by pull or push technology to facilitate interaction with citizens, customers, suppliers, partners and others.

### Conclusions and Further Research

KM as a discipline is still in its infancy, especially in the public sector, evidenced by little discussion in the current literature. Hence there are still many issues, which are not known. However, governments are realizing its importance for running the public sector and starting to practice it. Issues, challenges, and opportunities exist in the process. Public sectors have to face these by taking a proactive attitude and make it happen in order to reap the benefits. To succeed in the attempt, special considerations to lack of awareness, public and private sector difference, and the need for a generic KM framework to be developed must be taken into account. This paper proposes the key issues and initial stages for development of a conceptual KM framework for public sector. A pilot study of KM in the public sector is currently being undertaken, based on which an in-depth research and result will follow. It is considered that this paper will be of interest to the researchers, academics and practitioners of KM, and especially to everyone in public sector.

### References

- 1) CIO Council, (2001), "Managing Knowledge @ Work, an Overview of Knowledge Management", Knowledge Management Working Group of the Federal Chief Information Officers Council, August.
- 2) OECD, (2003) "Conclusions from the Results of the Survey of Knowledge Management Practices for Ministries/Departments/Agencies of Central Government in OECD Member Countries", February 3-4, 2003, GOV/PUMA/HRM(2003)2
- 3) The State of Knowledge Management, KM Magazine, May 2001.
- 4) U.S. Department of the Navy, (2001), "Metrics Guide for KM Initiatives", Version 1.0. Draft 9 May 2001.





ISSN 2279-0489

AN INTERNATIONAL MULTIDISCIPLINARY  
HALF YEARLY RESEARCH JOURNAL

# GENIUS

Volume -VI Issue - I Part - III August-2017 to January-2018

Peer Reviewed and Referred  
UGC Listed Journal

(Journal No. 47100)



ज्ञान-विज्ञान विमुक्तये

IMPACT FACTOR / INDEXING

2016 - 4.248

[www.sjifactor.com](http://www.sjifactor.com)

❖ EDITOR ❖

Assit. Prof. Vinay Shankarrao Hatole

M.Sc (Math's), M.B.A. (Mkt), M.B.A (H.R),

M.Drama (Acting), M.Drama (Prod & Dir), M.Ed.

❖ PUBLISHED BY ❖

**Ajanta Prakashan**  
Aurangabad. (M.S.)

TRUE COPY

Principal



Shrihari Educational & Medical Trust's  
M. B. Harris College of Arts &  
A. E. Kalsekar College of Commerce & Management  
Nallasopara (W); Tal. Vasai, Dist. Palghar - 401 203.

## CONTENTS OF PART - III

Sr. No.	Name & Author Name	Page No.
1	A Comparative Study of Financial Performance of State Bank of India and ICICI Bank Ltd Miss. Naziya Maldar Miss. Meenal Khandake	1-16
2	Service Quality Dimensions of A Beauty Parlour and their Contribution to Customer Loyalty among Urban Women Consumers in India Vidya B. Panicker Dr. Khalil Ahmad Mohammad Dr. Anjum Ara Ahmed	17-27
3	Gender Equality and Women Dr. Bindu Variath	28-32
4	Role of Collaborative Project Leader and the Key Skills for Project Success Dr. Mrs. Saumitra S. Sawant	33-38
5	Population Growth and its Impact in A Planned City Ms. Soniya Jhunjhunwala	39-44
6	A Major Tourist Places in Raigad District and Suggestions for its Development Prof (Dr.) Vishwas B. Chavan	45-50
7	Women Empowerment in India Dr. Suresh M. Surve	51-55
8	A Study of Technology Up-Gradation Fund Scheme Related to Power Loom Industry in Ichalkaranji, Dist. Kolhapur (Maharashtra) Smt. Sampada S. Lavekar	56-61
9	A Study on Passenger's Satisfaction with Regard to Local Trains in Mumbai Region Dr. Reshma R. More Dr. Varsh S. Mallab	62-68
10	A Study of Self Efficacy of Pupil Teachers in Relation to Self-Esteem Asst. Prof. Chandrashekher Ashok Chakradeo	69-73
11	A Study on Consumer Buying Behaviour Towards Organized Retail Stores in Mumbai Prof. Ms. Laila Dias	74-84
12	Elements of Consumer Behavior Nazneen Ghulam Dastgeermomin	85-89





## Service Quality Dimensions of A Beauty Parlour and their Contribution to Customer Loyalty among Urban Women Consumers in India

2

**Vidya B. Panicker**

Research Scholar, Department of Commerce (Business Policy and Administration),  
University of Mumbai, India. (Corresponding Author)

**Dr. Khalil Ahmad Mohammad**

Principal, Kalsekar College of Commerce and Management & Registered Ph.D. Guide, University of  
Mumbai, India.

**Dr. Anjum Ara Ahmed**

Associate Professor, Dept. of Mathematics and Statistics, Rizvi College of Arts, Science & Commerce.

### Abstract

Customer satisfaction derived out of any particular service depends on five service dimensions also called the RATER Model consisting of aspects such as tangibles, reliability, responsiveness, service assurance and empathy. Any service industry designs its service processes based on these five determinants. Service quality is of utmost important for the success of service industries. The service quality of a particular service station is measured with the help of an instrument called SERVQUAL. A Servqual is a questionnaire that consists of questions pertaining to the five service determinants/ dimensions as mentioned above. In this study we shall be focussing on the service quality determinants of a beauty parlour. Women visit beauty parlours for availing grooming services. Grooming services help women look good and feel confident. In this highly competitive era with women facing challenges on several fronts, it is important for them to carry themselves with confidence. A beauty parlour offers several services such as skin care, hair care, pedicure, manicure, facials and various types of beauty treatments. It has been seen that if the customers have a positive perception of the service experience, it results into customer satisfaction, eventually leading to customer loyalty. It also helps customers to develop a positive image for the service station leading to repeat business and thus ensures increased revenues. In this study we shall try to understand the importance of tangibility aspect of service quality dimension and we shall try to find out if there exists an association between variables of tangibility aspect and customer loyalty. Also, we shall try to find out the significance of frequency of parlour visits and its association with other variables.





- 3) C. Grönroos, (1990) "Service management and marketing: managing the moments of truth in service competition"
- 4) Parasuraman, A, Zeithaml, V A and Berry, L L (1985). "A Conceptual Model of Service Quality and Its Implications for Future Research," *Journal of Marketing*, 49 (Fall). 41-50.
- 5) Parasuraman, A, Zeithaml, V A and Berry, L L (1988). "SERVQUAL: A Multiple Item Scale for Measuring Consumer Perceptions of Service Quality," *Journal of Retailing*, 64(1), 12-40.
- 6) Gilmore, D. C., Beehr, T. A., & Love, K. G (1986). Effects of Applicant Sex, Applicant Physical Attractiveness, Type of Rater and Type of Job on Interview Decisions. *Journal of Occupational Psychology*, 59, 103-109.
- 7) Shahbazi S. S. et al, (2013), "Identifying the Decision Criterion for Choosing Beauty Parlor and Salon: A Marketing Communication Perspective", *International Journal of Business and Management Invention*, ISSN (Online): 2319 - 8028, ISSN (Print): 2319 - 801X, www.ijbmi.org Volume 2 Issue 10, October, 2013, PP.18-26
- 8) J de Jager & T du Plooy (2007), *Acta Commercii* 2007, "Measuring Tangibility and Assurance as determinants of service quality for public health care in South Africa" Pg. 96 - 111
- 9) Yingsheng Du, Youchun Tang (2014), "A Literature Review on the Relationship Between Service Quality and Customer Loyalty", *Business and Management Research* Vol. 3, No. 3; 2014, pg. 27 - 33.
- 10) Khan, P. I., & Tabassum, A. (2010- 2011), "Service Quality and Customer Satisfaction of the Beauty-Care Service Industry in Dhaka: A Study on High-End Women's Parlors", *Journal of Business in Developing Nations*, 12, Pg 33
- 11) Gupta, A., McDaniel, J.C., & Herath, S.K. (2005), "Quality Management in Service Firms: Sustaining Structures of Total Quality Service", *Managing Service Quality*, 15(4), 389-402
- 12) Shah Kalgi, Mamta Brahmhatt (2017) "Females' Preference for Local Beauty Parlours: A Study from Ahmedabad City", *Fountainhead* Volume 1, No.1, July 2017, pg. 9 - 14

**Online resources**

- [https://www.researchgate.net/publication/318503354\\_Measuring\\_Customer\\_Satisfaction\\_through\\_SERVQUAL\\_Model\\_A\\_Study\\_on\\_Beauty\\_Parlors\\_in\\_Chittagong](https://www.researchgate.net/publication/318503354_Measuring_Customer_Satisfaction_through_SERVQUAL_Model_A_Study_on_Beauty_Parlors_in_Chittagong) [accessed Jan 03 2018].
- [https://en.wikipedia.org/wiki/Service\\_quality](https://en.wikipedia.org/wiki/Service_quality)
- <https://en.wikipedia.org/wiki/SERVQUAL>



TRUE COPY

Principal  
Shurparaka Education & Medical Trust's  
M. B. H. College of Arts & Commerce  
A. E. Kalsekar College of Arts & Management  
Nallasopara (W); Tal. Vasal, Dist. Palghar - 401 203.



2018-19

### CONTENTS OF PART - I

Sr. No.	Name & Author Name	Page No.
1	Using for Internet Banking Services in Salem DT in Tamilnadu Dr. G. Anbalagan	1-14 15-19
2	Indian Nationalist Historiography Annjum Sayyed	20-23
3	Evolution of Quality Function and TQM Dr. Purushottam Wadje	24-36
4	Critical Analysis of Hazardous Waste Management in Electroplating Industry: A Case Study of M/S. Vinpla Plating (P) Ltd., Bommanahalli, Bangalore-68 Shiva Kumar S. M. Ms. Kumuda D.	37-41
5	Diversity of Fish Fauna at Chandani Dam (Pimpalwadi) (M.S.) Dr. Usha V. Gavhane	42-49
6	Growth and Challenges of Regional Rural Bank in India Prof. Rajeshkumar Yadav	50-55
7	Demonetisation - A Historical Perspective Syed Saleha Javed	56-62
8	Study on Influence of Medical Representative in Conversation of Doctor's Prescription in India Purvi Trivedi	63-68
9	Consumer Perception on Purchase of Electronic Items Dr. Bhavik Swadia Jaimin Patel	69-73
10	Introduction to Constructivism Mr. Shirish Choudankar	74-81
11	The CSR Initiative in Corporates and Holistic Impact Dr. Krupa B. Bhatt	82-87
12	A Study on the Impact of Internal Marketing on Employee Satisfaction with Reference to Software Employees in Hyderabad Dr. Sai Kalyan Kumar Sarvepalli	
13	Seven Habits of Highly Effective People and Transactional Analysis Gayatri Rupangudi	



Shri. G. K. Kalbekar's Medical Trust's  
M. G. Kalbekar College of Arts &  
A. E. Kalbekar College of Commerce & Management  
Nallasopara (W), Tal. Vasai, Dist. Palghar - 401 203.



## 2. Indian Nationalist Historiography

**Annjum Sayyed**

Asst. Professor, Department of History, M. B. Harris College of Arts and A. F. Kalsekar College of Commerce and Management, Nalasopara West

### Abstract

The Indian National Congress founded in 1885 by 72 members from different parts of India. This organization launched in a small hesitant and mild way but in an organized manner became instrumental in leading a powerful campaign against the British imperialism.<sup>2</sup> In the beginning, the Indian National Congress firmly believed in the moderation and loyalty to the British Crown. When this congress founded, it indicated the beginning of a national political life destined to produce far-reaching changes in the immediate future. The nationalist thinking became a voice of the educated Indians who started opposing the writings of British officials for disgracing the Indian culture and religion in the Western world. The Indian nationalists such as Gopal Krishna Gokhale, Surendra Nath Banerjea, A.C. Mazumdar, Dadabhai Naoroji, Bal Gangadhar Tilak, Bipan Chandrapal, Lala Lajpat Rai and others through their writings initiated and furthered the nationalist historiography in the real sense. This approach was further developed by the scholars such as R.C. Majumdar, R.G. Pradhan, Girija Kumar Mukerji, Parthabhi B. Sitaramayya, B.R. Nanda, Bisheshwar Prasad, Amlesh Tripathi, Tara Chand, S.N. Sen, K. K. Khullar, Virendra Sindhil, S.R. Bakshi, Kamlesh Mohan etc. Many Indian nationalists like Naoroji, Banerjea, R.C. Dutt, M.G. Ranade have tried to explain the western impact of British rule.

**Key Words:** Historiography, Nationalist Historiography, Nationalism.

Nationalist perspective on Indian historiography was an outcome of reinterpretation of her past by the leaders of freedom movement. This school emerged as a juxtaposition of Imperialist school. Social reformers like Raja Ram Mohan Roy, and counter reformer like Dayanand Saraswati were the prominent people who contributed in formation of nationalistic perspective in India. They played a major role in formation of pan-Indian identity of India. Early nationalist were trying to hegemonies over various regional and provincial identities and later nationalist were trying to hegemonies the whole south-east Asian identities and try to manipulate and subordinate those identities into pan-Indian identity. Post-colonial Scholar Gyanprakash in his famous article 'Orientalist Histories of Third World: Perspectives on Indian









St 2017-18

VOLUME - VI, ISSUE - I, Part - V  
AUGUST - 2017 to JANUARY - 2018

# GENIUS

Peer Reviewed and Referred  
UGC Listed Journal

Journal No. 47100

INTERNATIONAL MULTI DISCIPLINARY HALF  
YEARLY RESEARCH JOURNAL

GENIUS ISSN - 2279-0489

IMPACT FACTOR 4.248 ([www.sjifactor.com](http://www.sjifactor.com))

Alanta Prakashan  
Aurangabad, (M.S.)



TRUE COPY



Principal  
Shriparvati Education & Medical Trust's  
M. B. Harris College of Arts &  
A. E. Kalsekar College of Commerce & Management  
Nallasopara (W); Tal. Vasai, Dist. Palghar - 401 203.



## CONTENTS OF PART - V

Sr. No.	Name & Author Name	Page No.
1	Human Resource Accounting in Indian Corporate Arena Ms. Sahifa Moosa Muradbi Mazgaonkar	1-7
2	Critical Analysis of Impact of Corruption on Economic Development of India with Special Reference to Quality of Education and Research Mrs. Tejal Gade	8-12
3	To Study the Critical Factors that Leads to Shopping Decisions in Consumer Behaviour in Mall Culture Dr. Uma Durgude	13-17
4	Impact of Climate Change and Water Conservation in Agricultural Sustenance Smita R. Angane	18-22
5	Discrimination Against Senior Citizens at Public Places Aansh Arora CS Swapnil Shenvi	23-26
6	A Study on Medical Tourism in India Prof. Rajkumar Jaiswal	27-32
7	Demonetisation: Moving from Cash to Cashless Yadav Sunita Ramasare	33-37
8	Behavioural Economics and Relevance of Nudge Thoery Dr. Rajesh Harichandra Bhoite	38-41
9	The Role of Information Technology in Commerce Prof. Mrs. Kanchan Nag ✓	42-47
10	Biodiversity Miss. Khan Shaheen Moosa ✓	48-53
11	Performance Appraisal: Key to Organizational Success Prof. Shaikh Irfana Ahmed	54-56
12	A Study on Comparative Analysis Between Financial and Psychological Reasons for Attrition in Organisations Ms. Shabana Khan Dr. Parag Ajagaonkar	57-64
13	Regulating the Use of Social Media through Cyber Law - It's Challenges in Present, its Future Prof. Gopal Ramnarayan Mantri	65-76





9

## The Role of Information Technology in Commerce

Prof. Mrs. Kanchan Nag

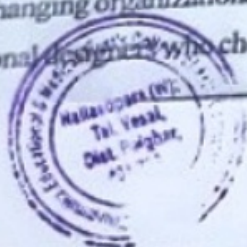
A. E. Kalsekar College of Commerce and Management, Nallasopara (W).

### Abstract

The growth of information technology is changing its roles day by day. No invention has ever influenced the human beings as computer has. In less than seven decades of its existence it has managed, materializing the Concept of a global village. Technologies like Computational Intelligence, Neural Networks, Genetic Algorithms, "Data Communication Networks, Telecommunication, "databases, and Evolutionary Computing etc. Information technology (IT) has become a vital and integral part of every business plan. From multi-national corporations who maintain mainframe systems and databases to small businesses that own a single computer, IT plays a role. The reasons for the universal use of computer technology in business can best be determined by looking at how it is being used across the business world.

Today's best technology to manage and process data is the Information technology. IT must be seen as an investment and not an expense. IT is laying a vital and expanding role in business. IT helps the manager to improve the efficiency and effectiveness of their business processes, managerial decision making, and workgroup collaboration, thus helping the managers to strengthen the positions of their company in a rapidly changing environment. IT has become a necessary ingredient for managers to succeed in today's dynamic global environment.

This paper reports on the importance and use of information technology in commerce and management. It provides the scope of information technology that can be applied in management organizations to show that the greater the use of IT, the higher the organization performance. Empirical evidence is presented to confirm that IT use is increasing, in general, year on year, and is being implemented as a management information tool. Finally, a profile is presented of the typical components of a young management information system, within the context of a management accounting framework. It is suggested that, given the proven importance of IT to the organizations management information system should be developed that takes advantage of the opportunities offered by new technology, and that this, in turn, should lead to enhanced performance. Advancements in management information technologies in the past half-decade are bringing to organizations forms and functions unanticipated even a few years ago. The revolution in personal communication and computation power is changing organizational roles and tasks and is offering increased effectiveness and productivity to organizational designers who choose to take advantage of technological innovations.





### Ethics

Some of the disadvantages related to technology link to the ethical standards of the employees, as pointed out by Gaebler Ventures. For instance, employees may choose to surf the Internet for personal reasons while on company time, or they may purposely ignore technology procedures because they have a personal dispute with management. Ethics training thus may reduce some of the disadvantages technology holds for managers.

### Conclusion

Information Technology helps businesses, governments, and individuals to increase their efficiency and effectiveness. Rapid improvement in hardware and processing ability forces consumers to purchase new, relevant technology. On a market level, this can rapid turnover creates demand. From a firm's perspective however, this can result in a lower customer retention rate. Regardless, organizations are continuing to demand innovative technological solution, leaving room for new entrants, particularly those with a unique concept. Firms who are able to find a niche market or one with low competition will find this industry attractive. Barriers to entry remain high when entering existing markets though, therefore most potential entrants will find the overall industry unattractive.

### References or Bibliography

- <https://en.wikipedia.org>
- <https://bizfluent.com>
- <https://google.com>



TRUE COPY

Principal  
Shurparaka Educational & Medical Trust's  
M. B. Harris College of Arts &  
A. E. Kalsekar College of Commerce & Management  
Kallaspore (W); Tal. Vasal, Dist. Palghar - 401 203.

## CONTENTS OF PART - V

Sr. No.	Name & Author Name	Page No.
1	Human Resource Accounting in Indian Corporate Arena Ms. Sahifa Moosa Muradbi Mazgaonkar	1-7
2	Critical Analysis of Impact of Corruption on Economic Development of India with Special Reference to Quality of Education and Research Mrs. Tejal Gade	8-12
3	To Study the Critical Factors that Leads to Shopping Decisions in Consumer Behaviour in Mall Culture Dr. Uma Durgude	13-17
4	Impact of Climate Change and Water Conservation in Agricultural Sustenance Smita R. Angane	18-22
5	Discrimination Against Senior Citizens at Public Places Aansh Arora CS Swapnil Shenvi	23-26
6	A Study on Medical Tourism in India Prof. Rajkumar Jaiswal	27-32
7	Demonetisation: Moving from Cash to Cashless Yadav Sunita Ramasare	33-37
8	Behavioural Economics and Relevance of Nudge Thoery Dr. Rajesh Harichandra Bhoite	38-41
9	The Role of Information Technology in Commerce Prof. Mrs. Kanchan Nag ✓	42-47
10	<b>Biodiversity</b> <b>Miss. Khan Shaheen Moosa</b> ✓	48-53
11	Performance Appraisal: Key to Organizational Success Prof. Shaikh Irfana Ahmed	54-56
12	A Study on Comparative Analysis Between Financial and Psychological Reasons for Attrition in Organisations Ms. Shabana Khan Dr. Parag Ajagaonkar	57-64
13	Regulating the Use of Social Media through Cyber Law - It's Challenges in Present, its Future Prof. Gopal Ramnarayan Mantri	65-76



Principal  
 Bhurparaka Educational & Medical Trust's  
 M. B. Harris College of Arts &  
 A. E. Kalsekar College of Commerce & Management  
 Nallasopara (W); Tal. Versal, Dist. Palghar - 401 200.



## Biodiversity

Miss. Khan Shaheen Moosa

Asst. Professor, A. E. Kalsekar College of Arts, Commerce & Management, Nallasopara (W).

### Abstract

Biodiversity is the variability among living organisms, including genetic and structural difference between individual and within and between species. Biodiversity plays a direct role in climate regulation. Biodiversity conservation will lead to strengthening of ecosystem resilience and will improve the ability of ecosystem to provide important services during increasing climate pressures.

This review basically focuses on the importance of biodiversity, the consequences faced by the plants, animals, humans and ecosystem owing to the global warming and climate change and the possible mitigation and adaptation strategies in terms of biodiversity conservation which can protect the planet from the consequences of climate change.

**Keywords:** Biodiversity, Ecology

### Introduction

For much of the time man lived in a hunter-gather society and thus depended entirely on biodiversity for sustenance. But, with the increased dependence on agriculture and industrialization, the emphasis on biodiversity has decreased. Indeed, the biodiversity, in wild and domesticated forms, is the source for most of humanity, food, medicine, clothing and housing, much of the cultural diversity and most of the intellectual and spiritual inspiration. It is, without doubt, the very basis of life. Further that, a quarter of the earth's total biological diversity amounting to 1.7 million species, which might be useful to mankind in one way or other would be in serious risk of existence over the next 2-3 decades. On realization that the erosion of biodiversity may threaten the very existence of life has awakened man to take steps to conserve it. In this paper, the overview of biodiversity status of India, its importance, threats to it and various approaches for biodiversity conservation, action plan and current status have been discuss.

### Importance of Biodiversity

#### 1) The Benefits Of Biodiversity To Mankind Are

Ecological role of biodiversity all species provide some kind of function to an ecosystem. They can capture and store energy, produce organic material, decompose organic material, help to recycle water and nutrients through the ecosystem, control erosion or pests, fix atmospheric gases, and help regulate climate. These physical processes are important for ecosystem function and human survival.





Diverse is the ecosystem better able to withstand environmental stress and consequently is more productive. The loss of a species is thus likely to decrease the ability of the system to maintain itself or to recover from damage or disturbance. Just like a species with high genetic diversity, an ecosystem with high biodiversity may have a greater chance of adapting to environmental change. In other words, the more species comprising an ecosystem, the more stable the ecosystem is likely to be.

## 2) Economic Role Of Biodiversity

For all humans, biodiversity is first a resource for daily life. One important part of biodiversity is crop diversity, which is also called agro biodiversity.

Most people see biodiversity as a reservoir of resources to be drawn upon for the manufacture of food, pharmaceutical, and cosmetic products.

Some of the important economic commodities that biodiversity supplies to humankind are:

Modern agriculture: Biodiversity is used as a source of material for breeding improved varieties, and as bio pesticides, bio fertilizers etc.

Food: Crops, livestock, forestry and fish. Mangroves and coral reefs in coastal zone support fisheries.

Medical drugs: Wild plant species have been used for medicinal purposes since before the

beginning of recorded history. For example, quinine comes from the cinchona tree (used to treat malaria), digitalis from the foxglove plant (chronic heart trouble), and morphine from the poppy plant (pain relief). According to the National cancer Institute, over 70% of the promising anticancer drugs come from plants in the tropical rainforests. It is estimated that of the 2, 50,000 known plants species, only 5,000 have been investigated for possible medical applications.

Industry: Fibres are used for clothing, wood for shelter, energy and various other uses Biodiversity may be a source of energy (such as biomass). Other industrial products are oils, fragrances, dyes paper, waxes, rubber, latexes, resins, poisons, and cork, which all can be derived from various plant species. Supplies from animal origin include wool, silk, fur, leather, lubricants and waxes. Animals may also be used as a mode of transport. Aesthetic and cultural benefits Biodiversity have great aesthetic value. Examples of aesthetic value include eco-tourism, bird watching, wildlife, gardening, etc. Eco-tourism is a source of economical wealth for many areas, such as many parks and forests, where wild nature and animals are a source of beauty and joy for many people. Biodiversity is also part of many cultural and religious beliefs. In many Indian villages and towns, plants like *Osmium sanctum* (Tulsi), *Ficus religious* (Pipal), and *Prosopis cineraria* (Khejri) and various other trees are considered sacred and worshipped by the people. Several birds, animals and even snake have been considered sacred. Also, we recognize several animals as symbols of national and heritage.





More flexible frameworks for biodiversity monitoring and data collection schemes are needed that contribute to and integrate advances in theory development and that are driven by the search for deductive or causal laws and empirical generalizations. Beyond the search for empirical patterns, they should include data collection on functional features, integrate experiments and modelling efforts related to theory testing and refinement, and allow for flexible funding allocation and feedbacks between the combined approaches.

A giant leap toward an integration-oriented and theory-driven biodiversity science would be the critical evaluation of research proposals: panels should check whether research questions and hypotheses clearly relate to biodiversity theory, and, importantly, how the expected results will feed back into theory advancement. Moreover, future funding frameworks in the field of biodiversity research should explicitly integrate or even focus on theory testing and development and on the education and training of young researchers in this field. A first obstacle to overcome here is the fact that some funding agencies may work with too simplistic concepts of what constitutes theory.

Theory, with its demand for conceptual clarity, its provision of models of how biological systems are put together and how they work, is likely to be the most promising tool to prepare biodiversity science for the challenges of the coming decades. There might be a general "theory-aversion" among biodiversity researchers, because theories are thought to oversimplify the real world, different rules seem to operate at different scales, and most biodiversity theories are stochastic rather than deterministic. To overcome this aversion we all need a bit more of the spirit of Darwin combined with Humboldt.

#### References

- The Convention on Biological Diversity (CBD) [www.cbd.int](http://www.cbd.int) Pullin, Andrew S. (2002). Conservation Biology. ISBN: 0521642841.
- Rao, R.R. (1994). Biodiversity in India: Florical Aspects. Bishan Singh Mahendra Pal Singh, Dehradun
- Rawat, G.S. (1994). Protected areas and conservation of rare endemic plants in the Himalaya, pp.
- Biodiversity Conservation in India (PDF Download Available). Available from: [https://www.researchgate.net/publication/277124537\\_Biodiversity\\_Conservation\\_in\\_India](https://www.researchgate.net/publication/277124537_Biodiversity_Conservation_in_India) [accessed Jan 2018].



TRUE COPY

Principal

Shurparaka Education & Medical Trust's  
M. D. Heris College of Arts &  
A. E. Kalsekar College of Commerce & Management  
Nallasopara (W); Tal. Vesal, Dist. Palghar - 401 203.



VOLUME - VI, ISSUE - I, Part - V  
AUGUST - 2017 to JANUARY - 2018

# GENIUS

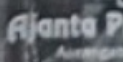
Peer Reviewed and Referred  
UGC Listed Journal

Journal No. 47100

AN INTERNATIONAL MULTI DISCIPLINARY HALF  
YEARLY RESEARCH JOURNAL

GENIUS ISSN - 2279-0489

IMPACT FACTOR 4.248 ([www.sjifactor.com](http://www.sjifactor.com))

 Ajanta Prakashan  
Aurangabad, (M.S.)



TRUE COPY

Principal  
Shriparvati Education Society's Medical Trust's  
M. D. Harris College of Arts &  
A. E. Kalsekar College of Commerce & Management  
Nallasopara (W); Tal. Morad, Dist. Palghar - 401 203.



## CONTENTS OF PART - V

Sr. No.	Name & Author Name	Page No.
14	A Study on the Performance of Micro, Small and Medium Enterprises Pre-Liberalisation and Post Liberalisation in India <b>Prof. Ms. Laila Dias</b>	77-87
15	A Study on Occupational Stress of Teachers Working in Self Financing Programs in Colleges Affiliated to University of Mumbai <b>Dr. Shubbada Apte</b> <b>Mr. Ishtiyag Chiplunkar</b>	88-90
16	A Study of Non-Performing Assets in Indian Banking Sector <b>Laila Ahmed Patel</b>	91-97
17	Direct Selling from Farmers to Consumers - The Need of the Hour <b>Prof. Rupa Shah</b>	98-103
18	Impact of Motivation on Employees Job Performances: A Case Study of Managers and Non-Managers in Banks and Industries <b>Dr. Mohammad Khalil Ahmad</b>	104-111
19	A Study on the Perception of Job Satisfaction at Higher Education in Maharashtra <b>Dr. Anjum Ara M. K. Ahmad</b>	112-121
20	Brand Building Model for B-Schools <b>Leena Muralidharan</b> <b>Surekha Gupta</b>	122-128
21	Tourism Sector in India: A Case Study of Goa <b>Mrs. Kalpana P. Nayar</b>	129-132
22	Transactional Analysis Among Faculties of the Management Colleges in Mumbai <b>Gayatri Rupangudi</b>	133-138
23	Impact of GST on Automobile Sector <b>Prof. CA Monica Lodha</b>	139-144
24	Zero Rated Supplies and Refunds in Goods and Services Tax <b>CA. Hrishikesh Wandrekar</b>	145-152
25	Emerging CSR Practices in National Thermal Power Corporation in Odisha: A New Way of Journey for Corporate Sustainability <b>Dr. K. Palani</b>	153-159
26	عورت اور صنفی مساوات کی عملی صورت حال <b>Professor. Nasreen Kolhar</b>	160-164





18

## Impact of Motivation on Employees Job Performances: A Case Study of Managers and Non- Managers in Banks and Industries

Dr. Mohammad Khalil Ahmad

Principal, M. B. Harris College of Arts & A. E. Kalsekar College of  
Commerce & Management, Nallasopara.

### Introduction

In most companies and organizations, the differences between management and non-management are quite clear. Although the specifics may vary depending on where you work, there are some typical distinctions between managerial and non-managerial positions. Differences include pay and responsibilities, as well as the workload each type of position entails. What makes the employees of any organization "go the extra mile" to provide excellent service? The answer to this question lies in this self-conducted research paper. Motivation is actually a combination of factors that operate within each individual and requires a combination of approaches. In general sense, motivation can be referred as a combination of motive and action. Vroom has suggested that performance can be thought of a multiplicative function of motivation and ability.  $(P=F(MA))$ . The model of motivation is based upon a definition of motivation as "a process governing choices made by persons or lower organisms among alternative form of voluntary activity". Also, research reveals that an employee's ability only partially determines his output or productivity. The other major determinant is his motivation level. "Psychological forces that determine the direction of a person's behaviour in an organization, a person's level of effort and a person's level of persistence". Jones and George from the book "Contemporary Management" Employee motivation plays a vital role in the management field; both theoretically and practically. It is said that one of the important functions of human resource manager is to ensure job commitment at the workplace, which can only be achieved through motivation. There is general agreement that people are motivated in situations where (1) they can participate, (2) they can feel accomplishment and receive recognition for their work, where the communication is frequent and there are opportunities for career and knowledge growth. "A central concern of industrial relations is the identification and measurement of factors associated with individual differences in employee job performance." And this identification and measurement are the basic function of motivational factors or tools. Motivation crucial for good performance and therefore it is increasingly important to study what motivates employees for better performance, so the author of this journal urges that more and more research should be conducted to find out the factors that affects employee performance significantly.





- 12) D. K. Lahiri, "Motivation of Managers - What Indian Managers want from Their Jobs", *A. S. C. I. Journal of Management* (September, 1973).
- 13) A. H. Maslow, *Motivation and Personality*. (New Yoik : Harper & Row, 1954).
- 14) ----, *Motivation and Personality*. 2nd Edition (New York, Harper & Row, 1970).
- 15) S. Nirmal, "Executive Motivation - A Public Sector Expe-rience", *Lok Udyog* 19(9), (1985), 19-22.
- 16) T. V. Rao, "Psychology of Work - A Survey of Research Psychology", Part. II, I.C.S.S.R., New Delhi, pp. 476-576.
- 17) M. S. Saiyadain, "Organizational levels and Job Satisfisction," *Vikalpa*, 2, (1977), p. 29-40.
- 18) B. R. Sharma, *Occupational Values and Business: A Cross-Cultural Comparison* (New Delhi: Indian Academy of Social Science, 1971).
- 19) P. Singh, *Occupational Values and Style of Indian Managers*, (New Delhi: Wiley Eastern Limited, 1979).
- 20) T. N. Singh and Howard Baumgartel, "Background Factors in Airline Mechanics' Work Motivation: A Research Note," *Journal of Applied Psychology*; vol. 50(50), p.p. 337-359.



TRUE COPY

Principal

Shurparaka Educational Trust's  
M. B. Harb College of Arts &  
A. E. Kalsekar College of Commerce & Management  
Nallasopara (W); Tal. Vasal, Dist. Palghar - 401 203.

Shurparaka Educational Trust's College of Arts & Management  
Nallasopara (W); Tal. Vasal, Dist. Palghar - 401 203.



VOLUME - VI, ISSUE - I, Part - IV  
AUGUST - 2017 to JANUARY - 2018

# GENIUS

Peer Reviewed and Referred  
UGC-Listed Journal

Journal No. 47100

Ajanta Prakashan  
Aurangabad, (M.S.)

INTERNATIONAL MULTI DISCIPLINARY HALF  
YEARLY RESEARCH JOURNAL

GENIUS ISSN - 2279-0489

IMPACT FACTOR 4.248 ([www.sjifactor.com](http://www.sjifactor.com))



TRUE COPY

Principal

Shurparaka Education Medical Trust's  
M. B. Harris College of Arts &

A. E. Kalsekar College of Commerce & Management  
Nallasopara (W); Tal. Vasai, Dist. Palghar - 401 203.



## CONTENTS OF PART - IV

Sr. No.	Name & Author Name	Page No.
12	A Study on Effectiveness of Television Advertising on People <b>Vijayakumar Jadhav</b>	71-79
13	Mobile Marketing - An External Stimuli for Consumer Purchase Decision <b>Dhvani Rathod</b>	80-83
14	A Study of Non Performing Assets with Reference to Public Sector Banks in India <b>Dr. Vilas B. Zodage</b>	84-91
15	Effect of Remittances on Financial Inclusion: A Panel Data Analysis <b>Prarthna Agarwal Goel</b> <b>Ritika Bansal</b>	92-98
16	Entrepreneurship <b>Shaikh Sana Salim</b> ✓	99-103
17	Organic Products: Consumer Awareness in Maharashtra <b>Poonam Chaudhari</b> <b>Dr. Sudhir A. Patil</b>	104-109
18	Bollywood Breaking Barriers: A Study with Reference to Three Bollywood Movies <b>Prof. Prajakta Raut</b>	110-114
19	A Study of Indian Banking: Problems and Prospects <b>Mr. Dayanand V. Thakur</b>	115-122
20	Impact of Technological Advancement on Rural Market in India <b>Sanjit Mondal</b>	123-128
21	<b>Women Empowerment</b> <b>Mona Nimesh Dedhia</b> ✓	129-136
22	The Pride of Rajputs: Chittorgarh <b>Shagufta Choudhary</b>	137-139
23	Knowledge Management <b>Ruksar Rahim Khan</b> ✓	140-146
24	Study of Non Performing Assets of Commercial Banks in India <b>Mr. Ashok P. More</b>	147-156



## Women Empowerment

Mona Nimesh Dedhia

Asst. Professor, A. E. Kalsekar College of Commerce and Management..

### Abstract

Women's Empowerment has been an issue of immense discussions and contemplation over the last few decades world-wide. This as an agenda has been on top of the lists of most government plans & programs well. Efforts have been made on a regular basis across nations to address this issue and enhance the socio-economic status of women. However, it has been observed that most of the policies and programs view empowerment in the economic sense only working in the belief that economic self-reliance empowers women. Looking at other variables like health, education, literacy etc. It further aims towards understanding the linkages between SHGs & women empowerment and proposing suggestions to accelerate the empowerment drive paying due attention to the local level area specific factors for a developing country like India which have a crucial impact upon region specific women empowerment process and thereby point the way for further research in the area.

**Keywords:** Women Empowerment, Socio-economic status, income, economic self reliance.

### Introduction

The strength of chain is the strength of its weakest link. In a society, women are the weakest links, so that they may be strengthened for strengthening the society as a whole and that is possible only by empowering women. Nehru said, "Women should be uplifted for the upliftment of the nation, if a woman is uplifted, society as a whole is uplifted." Women empowerment is critical to the process of development of the community. Empowerment of women is essential to harness the women labour in the mainstream of economic development. According to Swami Vivekanand, "..... there is no chance for the welfare of the world unless the condition of the women is improved. It is not possible for a bird to fly on one wing" (Yojana, Aug. 2001). Women have played an important role in the building up of every economy. Women who form almost one half of the world's population constitute the visible majority of the poor. Women either solely or largely support an increasing number of families. Women experience poverty more than man. When money is given to men, it may not benefit the family but when women manage money, it is found to be better utilized. Projects aiming to improve the living conditions of the poor cannot, therefore be effective unless women participate in their formulation and implementation as contributors as well as beneficiaries. "Increasing women's capabilities and empowering them is the surest way to economic growth and overall development."





to declare a state of emergency to "rule by decree". To the end she has also been the only prime minister to have been placed in prison for her decisions. Her arrest gained her great sympathy and popularity of many people.

Her life was cut short by her very own bodyguards in retaliation for ordering the army to enter the most famous Golden Temple to remove insurgents inside the temple. Women Who Became Role Models of Empowerment.

### Conclusion

Empowering women socially, economically, educationally politically and legally is going to be a Herculean task. It is not going to be easy to change the culture of disregard for women which are so deep-rooted in Indian society. But it does not mean that it is implausible. Only revolutions bring changes in a day, but reforms take their time. This one, in particular, will take its time as well. The idea of women empowerment might sound hard by the yard, but by the inch, it is just a cinch. All we need is a concentrated effort focused in the right direction that would rest only with the liberation of women from all forms of evil.

### References

1. <https://www.iaspaper.net/women-empowerment-in-india/>
- 2) N. Nikhade and A. Patwardhan, Economic contribution of home-makers through household production, *Maharashtra Journal of Extension Education*, 9(1990), 81-86.
- 3) R. Parekh and K. Mehta, Empowerment of rural women - A case study of Udwada, *Proceedings of the National Consultation on Gender Issues in Credit in the Rural Non-Farm Sector*, 14-15 September (1992), Organized by SNTD Women's University, Bombay
- 4) *Shodhganga research paper.*



TRUE COPY

Principal

Shurparaka Educational & Medical Trust's  
M. B. Harris College of Arts &  
A. E. Kalsekar College of Commerce & Management  
Nallasopara (W), Tal. Vasal, Dist. Palghar - 401 203.

Nallasopara (W)



VOLUME - VI, ISSUE - I, Part - IV  
AUGUST - 2017 to JANUARY - 2018

# GENIUS

Peer Reviewed and Referred  
UGC Listed Journal

Journal No. 47100

INTERNATIONAL MULTI DISCIPLINARY HALF  
YEARLY RESEARCH JOURNAL

GENIUS ISSN - 2279-0489

IMPACT FACTOR 4.248 ([www.sjifactor.com](http://www.sjifactor.com))

Ajanta Prakashan  
Surat, Gujarat, (M.S.)



TRUE COPY

Principal  
Shurparaka Educational & Medical Trust's  
M. B. Harro College of Arts &  
A. E. Kalsekar College of Commerce & Management  
Nallasopara (W); Tal. Vasal, Dist. Palghar - 401 203.



## CONTENTS OF PART - IV

Sr. No.	Name & Author Name	Page No.
12	A Study on Effectiveness of Television Advertising on People Vijayakumar Jadhav	71-79
13	Mobile Marketing - An External Stimuli for Consumer Purchase Decision Dhvani Rathod	80-83
14	A Study of Non Performing Assets with Reference to Public Sector Banks in India Dr. Vilas B. Zodage	84-91
15	Effect of Remittances on Financial Inclusion: A Panel Data Analysis Prarthna Agarwal Goel Ritika Bansal	92-98
16	Entrepreneurship Shaikh Sana Salim ✓	99-103
17	Organic Products: Consumer Awareness in Maharashtra Poonam Chaudhari Dr. Sudhir A. Patil	104-109
18	Bollywood Breaking Barriers: A Study with Reference to Three Bollywood Movies Prof. Prajakta Raut	110-114
19	A Study of Indian Banking: Problems and Prospects Mr. Dayanand V. Thakur	115-122
20	Impact of Technological Advancement on Rural Market in India Sanjit Mondal	123-128
21	Women Empowerment Mona Nimesh Dedhia ✓	129-136
22	The Pride of Rajputs: Chittorgarh Shagufta Choudhary	137-139
23	Knowledge Management Ruksar Rahim Khan ✓	140-146
24	Study of Non Performing Assets of Commercial Banks in India Mr. Ashok P. More	147-156



16

## Entrepreneurship

Shaikh Sana Salim

Asst. Prof., Smt's College, M.B Harris College of Arts, A. E. Kalsekar college of Commerce and Management, Nawayatnagar, Nallasopara West, Tal - Vasni, Dist- Palghar.

### Abstract

Entrepreneurship introduces a critical element of dynamism into an economic system. The process of globalization & liberalization has introduced a set of changes like the introduction of dynamism into the system through the process of globalization.

### Introduction

With the advent and swift developments in field of technology and the forces of globalization, world has become a global village, characterized by an explosive growth in international business and competition. Being a part of the global economy is posing innumerable and substantial challenges for organizations and industries throughout the world. On the one hand, to survive, keep pace with speed of advancements and lead in the challenging world is hard, at the same time, this opens up various new and unexplored doors of opportunities. Entrepreneurship, which is one the most powerful economic force known to humankind, is empowering individuals to seek opportunity where others find intractable problems. Entrepreneurship is the symbol of business tenacity and achievement; it is a vital source of change in all facets of society.

### Definition

Entrepreneurship: Although there is no official definition of entrepreneurship, the following one has been derived from work done at Harvard Business School and is now generally accepted by authors: "Entrepreneurship is the process of creating or seizing an opportunity and pursuing it regardless of the resources currently controlled" (Timmons, 1994). Drucker says "Entrepreneurship is "risky" mainly because so few of the so-called entrepreneurs know what they are doing."

### Objectives of the Study

- 1) To study the eminent entrepreneurs in Indian history and their journey towards entrepreneurship.
- 2) To elucidate the history of entrepreneurship in India.
- 3) To analyze the future of entrepreneurship in India.
- 4) To elucidate the role of Women Entrepreneurship in India

### Research Methodology





cannot be postponed, it has to be dealt with right away. And the existing operation demands high priority and deserves it. It thus takes special effort for the existing business to become entrepreneurial and innovative. As Drucker says, The enterprise that does not innovate inevitably ages and declines. And in a period of rapid change such as the present, an entrepreneurial period, the decline will be fast. Innovation requires major effort. It requires hard work on the part of performing, capable people—the scarcest resource in any organization.

### Future of Entrepreneurship

Technology plays a crucial role in the future of entrepreneurship. Entrepreneurs have the chance to do both strategic planning and administrative work for their business. They can get involved in all sides of their business because the Internet makes it possible to do so. The future of entrepreneurship could involve high-performing entrepreneurs rather than people working for huge, faceless organizations. The Internet and especially social media tools makes it possible to 'turning passion into a thriving business', and that anyone can create a personal brand and leverage it worldwide through technology.

### Conclusion

Entrepreneurship is one of the important segments of economic growth. Innovation is a key factor that an entrepreneur brings in an overall change through innovation for the maximum social good. The growth of entrepreneurship particularly in the small scale sector can be traced to the Second World War boom which brought many enterprising people from various walks of life.

### References

- Ely, R. T. and Hess, R. H. (1937). Outlines of Economics, 6th Ed. (New York: Mac Milan).
- Fernando A.C. Business Ethics and Corporate Governance", 2nd edition, Pearson education
- Ferrell O.C. ,Fraedrich John and Ferrell "Business Ethics: Ethical Decision Making & Cases", 10th edition , Cengage Learning Wikipedia, <http://en.wikipedia.org/wiki/Entrepreneur> & Ozgurzan, "Peter Drucker on Entrepreneurship"



TRUE COPY

Principal

Shurparaka Educational & Medical Trust's  
M. B. Harris College of Arts &  
A. E. Keshkar College of Commerce & Management  
Nallasopara (W); Tal. Vasal, Dist. Palghar - 401 203.