PROCEEDINGS OF THE
INTERNATIONAL
ACADEMIC RESEARCH CONFERENCE MYSORE 2018

Govt of India Approved International Conference
(MHA Vide F.No 42180123/CC-488, MEA Video No. F.No AA/162/01/2018-1373)

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Nov 02-03, 2018

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Editors
Dr. Tanmoy Rudra
Dr. Ratnakar D B

Jointly Organized by
International Multidisciplinary Research Foundation, India
Confederation of Indian Universities (CIU), New Delhi
PREFACE

Dear Readers

It gives me grand contentment to present you the Proceedings of the International Academic Research Conference Mysore 2018 jointly organized by International Multidisciplinary Research Foundation and Confederation of Indian Universities (CIU), New Delhi, comprising new ideas, the state-of-the-art research results and fundamental advances in all aspects of Social and Business Sciences.

Proceedings of the International Academic Research Conference Mysore 2018 intends to be of interest and utility to researchers and practitioners in the academic, industrial and all the sectors to which this rich knowledge of contributions witnessed in the proceedings are applicable. The proceedings aims at providing a platform for researchers, scientists, educators, young academicians, teachers and syllabus designers in the field and so forth with a pre-requisite mandate like all theoretical work contributed to this book should be original in its motivation or modeling structure.

The Proceedings is believed to make sure of rendering new teaching methods, assessment, validation and the impact of new technologies be practical in their purpose and function on the part of professionals and researchers concerned across the globe. Further, the book is destined to spread the open canvas consisting of latest trends and developments in the ever expanding subject stream of Social and Business Sciences.

IMRF considers it mandatory to make all the contributions, strictly adhering to the fundamentals of publication ethics and so the employs rapid blind peer review to justify the testified submissions for publication in this esteemed proceedings known for its referential validity in the circles concerned accordingly. To say, articles submitted herein are sent for reviews will have names of the authors deleted with a view towards enhancing the objectivity and fairness of the review process. While it encourages a broad spectrum of contribution in the Social and Business Sciences, its core interest lies in issues concerning material modeling and response. The primary goal of the editors on the board is known for their expertise in the field is to maintain high quality of publications.

I earnestly thank for IMRF its esteemed contributors, the distinguished Editorial Board and well-wishers on the ceremonial release of this book as ever duly placing on record virtuous regards to Ratna Prasad Multidisciplinary Research and Educational Society, Vijayawada, India for being borne as its entity. It is my privilege at this juncture to expand my thanks to Institutes of Higher Learning, Specially, Confederation of Indian Universities (CIU), New Delhi for their ever dynamic support and cooperation. Gratitude is attitude!

With greetings,

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Proceedings of the International Conference on Management, Business & Economics 2018

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MASS COMMUNICATION,
JOURNALISM & SOCIAL SCIENCES
MASS COMMUNICATION & PEACE JOURNALISM FOR PROMOTING PEACE & HARMONY IN THE 21ST CENTURY.

DR. SUBHASH CHANDRA

Abstract: The world has witnessed dramatic changes in the 20th Century. At present, we are living in an age of globalization. Globalization is having a major impact not only on the business world but also on the culture, society as well as the whole humanity. Culture is the belief system of a particular group, region or nation. Mass Communication and Culture percolate in all aspects of our life in the society and in the world. Mass communication content is circulated through Newspaper, Journalism, Films, TV or other important forms of the media can have both positive and negative impact on different segments of society as well as in the world. Mass Communication is a significant force in modern culture in shaping the society in modern digital age. Today we all are at the verge of atomic destruction and when everybody is busy in the mad rat race of materialistic pursuit and we are moving in the direction of division of humanity due to decreasing human values. The biggest agenda of 21st century is 'How to live peacefully and how to save the Humanity'? Every religion of the world desires for peace, unity & happiness. Basically, all religions believe in peace, equality and helping the less fortunate. The sense of differences & separateness is the fundamental problem in the minds of the people. Mass Communication & Peace Journalism has a prominent role to play in modern society. It can bring about radical changes and improve social situation as it influences our social, civil, cultural, economical, religious and political outlook. The main objective of my paper creating social awareness for promoting culture of peace & harmony through Mass Communication, Peace Journalism and Peace & Media Education in 21st century. The paper tries to explain the concept of Mass communication & Peace Journalism and its impact on Culture & Society in the age of Globalization. The paper also tries to explore the relationship between Mass Communication & Peace Journalism with Culture and its impact on the society & in the world. The paper also tries to explore the universal values of Religion - Respect, Tolerance, Love, Compassion & Forgiveness for creating social awareness in the society for living peacefully and building a peaceful & harmonious society.

Keywords: Globalization, Mass Communication, Peace Journalism, Culture & Society, Social Harmony & Human Unity.

***

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GUTENBERG TO ZUCKERBERG – THE CHANGING DYNAMICS
OF SHARING INFORMATION!

DR. BHARGAVI D HEMMIGE

Abstract: It is only appropriate to acknowledge the German goldsmith who invented the mechanical movable type printing press, perhaps the most important invention of the modern era because it profoundly impacted the transmission of knowledge. Until then, as we are aware books were only handwritten and hence very expensive. Gutenberg's invention of the printing press made it possible to spread, store, information; in short, it opened a gateway for mass literacy, which can be considered as a major landmark in the history of mass communication.

As Elizabeth Eisenstein in her book 'The Printing Press as an Agent of Change (1979)', argues, though printing had been in existence for centuries dating back to the Tang dynasty, there was no method to facilitate mass-production of books, until Gutenberg’s invention. The main contribution of this movable printing press on European society was the spread of ideas which gave birth to a new theory, philosophies and ideas which led them to people question the establishments, heralding the “Age of Enlightenment”.

Now if we map the evolution of mass communication from Gutenberg to Zuckerberg, we have to acknowledge Marshall McLuhan ‘the Canadian professor who laid the cornerstones for the understanding of media theories.

McLuhan likened the vast network of communications systems to one extended central nervous system, ultimately linking everyone in the world, and coined the phrase ‘Global Village’ in the 1960s. He envisaged the vast power of Mass Media and insisted that ‘Medium is the message’. When he made this statement first in 1958, at a Vancouver conference and wrote about it in his book "Understanding Media: The extensions of man 1964", he was subjected to unnecessary criticism. He argued that there would be a day when media channels would consume us. Today, in hindsight if we read his thought process we cannot agree more. The new media has totally consumed us in totality, from the way we book a ticket or travel, eat, communicate, entertain; media has indeed become the extension of our body and being.

As Claude Elwood Shannon, American mathematician and electrical engineer known as "the father of information theory" endorsing McLuhan’s views in an interview to Omni Magazine in 1987, said he visualized a time when the people will be to robots what dogs are to humans under the influence of communication channels. That time has indeed arrived.

Marshall McLuhan commented that ‘Gutenberg made everyone a reader. Xerox made everyone a publisher’ - today we can update this quote by adding Facebook and Twitter has made everyone a journalist.

Here is an attempt to critically examine this journey from Gutenburg to Zuckeburg and understand some of the key challenges and concerns laid down in the pathway. The mass media growth in the backdrop of globalisation and the all-pervasive role the media and communications are playing in our lives and our society with respect to democracy, social, political and cultural needs, are the focus of this keynote. Further, there is an effort to explore the personal and social consequences of social media on our society like decentralization of news, the dynamics of advertising, the emergence of fake news, social media campaigns, freedom of expression; are the issues further discussed in this talk address "Gutenberg to Zuckerberg – The changing dynamics of sharing information!

***

Dr. Bhargavi D Hemmige
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SPORTS AND POLITICS: CONSTRUCTING IDENTITIES OF MOHAMED SALAH’S WORLD CUP 2018 STORY IN THE BRITISH NEWSPAPERS

FEDAA MOHAMED ABDEL AZIZ

Abstract: Plenty of excitement was around Mohamed “Mo” Salah who led the Egyptian team “Pharaohs” to enter the 2018 FIFA World Cup in Russia. Mo who plays soccer for Egypt, as well as for Liverpool, England, is the Premier League’s top player this season and is the team’s best player and one of the most talked about stars entering the tournament. He faced a crisis because of Chechnya leader Ramzan Kadyrov. Mo Salah’s performance used to impress the British media identifying him previously in the Guardian as Liverpool’s savior, but questions are raised about their newspapers coverage after the circulation of the photos of Salah with Kadyrov. Sometimes, newspapers construct identity and that is a key area of investigation within this study.

In this context, and because this story attracted much news coverage at all, the present study attempted to examine how has the British newspapers websites covered Mo Salah in the 2018 FIFA World Cup? And whether the English press injected political assertions into its coverage constructing identities for Mo Salah, and if so, what are the types of constructed identities? Also, how has the newspapers differed from each other in the construction?

This paper will depend on two theories which are the Identity theory and the Social Responsibility theory. This paper will depend on the Discourse Analysis in order to measure and evaluate the ways in which identities have been constructed in the time frame.

The seven British newspapers websites that are included in this study are The Sun, Metro, Daily Mail, London Evening Standard, The Telegraph, The Guardian, The Independent.

Keywords: International News, News Coverage, Identity, World Cup 2018, Mohamed Salah, Ramzan Kadyrov, Egypt, Chechnya.

***

Fedaa Mohamed Abdel Aziz
Assistant Lecturer at Journalism Department, Faculty of Mass Communication, Ahram Canadian University, Giza, Egypt
Abstract: Late period of 20th century is qualified as a period where many developments effect societies. Societies started to come out initially in the developments of communication fields. The change can be also observed on perception of gender identity and gender roles. The situations of being “woman” and being “man” or the expectations of the society for the roles of men and women are also the parts of the change. It is discussed that there are many factors that trigger this change. Some try to express this change with the criticism that asserted by feminists for male-dominant idea, some try to express with the criticisms for gender patterns that exist with male and female situations that LGBTI (Lesbian-Gay-Bisexual-Trans-Intersexual) movement tries to redefine, some try to express with new production and consumption conditions that are imposed by changing and transforming economic system. In addition to this, discovery of man as a consumer has happened in late periods of previous century. This discovery has reflected on ads and male representations that are similar with female ones started to be seen. Can we discover the change of manhood situations over ads in the century where we live in? Is it possible to re-evaluate modern-day men who started to be used as an attraction element -like as use of women in ads- with the essence of them in ads?

In this study, postmodernism, men and ads issues tried to be discussed with the questions above and similar ones. This is a theoretical study which includes ideas and research of different philosophers and researchers. Discussions denote that there is change in men. This change can be relatively defined slow or rapid and can be observed in media and ads. This study try to discuss and understand men in gender issues in media and ads contexts.

***

Dr. Atihm Onay
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AN ANTIBIOTIC PRODUCING SOIL BACTERIA ISOLATED FROM SOIL OF DIBRUGARH DISTRICT, ASSAM.

ARADHANA PRIYAMBADA BHUYAN, RNS YADAV

Abstract: Naturally soil is rich in microorganisms capable of antibiotic synthesis but the frequency with which synthesis occurs at ecologically significant levels in has been much less clear. Over the past decade, however, genetic and molecular techniques, have been applied to demonstrate that microorganisms synthesize a variety of antibiotics. Antibiotics are the important secondary metabolites of almost all types of microbes. The process of antibiotic production by microbes is known as antibiosis where the metabolic products of one organism directly inhibit or kill other pathogenic organisms. North eastern region of India is well known for its biodiversity hotspot with so many unexplored economically important microorganisms. The aim of the current study is to detect the antimicrobial activity of soil isolates from Dibrugarh district, Assam. Soil samples from different parts of Dibrugarh district has been collected and screened for antibiotic producing microorganisms by agar sensitivity assay. Out of 160 isolates collected 148 were identified as bacteria and other 12 are fungi. Bacterial colonies were identified by their cellular characteristic and colonial morphology. Out of 160 isolates 50 isolates showed prominent activity against 4 test isolates viz. B. subtilis (MTCC 121), Pseudomonas aeruginosa (MTCC 4673), S. cerevisiae (MTCC 3090) and E. Coli (MTCC 40). From the 50 isolates 2 bacterial isolates showed strongest activity and were identified as Enterobacter cloaca strain and Klebsiella pneumonia strain on the basis of 16S rDNA sequencing and other biochemical tests on the basis of Bergey’s manual of systematic bacteriology. The antibiotic molecule produced by the isolate was identified as 4,4´-(2,2´,5,5´-tetramethyl-[1,1´-biphenyl]-4,4´-diyl)bis[5-acetoxy-2-methyltetrahydrofuran-3-carboxylic acid]. Identification was done after NMR and LC-MS study of the product which was purified with the help of TLC followed by Bioautography technique. These results indicate that the soil of Dibrugarh District could be an interesting source of microbes producing antibacterial bioactive substances.

Keywords: Klebsiella pneumonia, Enterobacter cloaca, antibiotic producing soil, 16S rDNA sequencing, North East India, Bioautography.

***

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RNS Yadav
Department of Life Sciences, Dibrugarh University
INTEGRATING ELT THROUGH ICT
IN THE TEACHING-LEARNING CONTEXT: AN OVERVIEW

DR. YEDDU VIJAYA BABU

Abstract: The present era of science and technology infuses numerous transformations in the pedagogy of ELT (English Language Teaching). It is a medium negotiator for promoting effective communication skills and soft skills for upcoming professional learners. ICT has prompted new possibilities of digital classroom in innovative teaching-learning methodologies such as CALL and MALL. Digital technology has influenced every field including English Language Teaching (ELT). It is evident that science and technology has brought tremendous changes in Educational Technology. This medium provides ample opportunities to utilize resources in order to obtain required skills and competencies for the learners by that they can land on skilled job platform. In fact, effective communication skills are recognized as the single most important element which can ‘make’ or ‘un-make’ an individual’s career. This present article throws light on how English language teaching has been facilitated with computer mediated language learning methodologies with emerging ICT technology in accelerating language skills and attempts to highlight the challenges faced in general to equip and setting up with emerging ICT components.

Keywords: ELT, ICT, Several Issues, Suggestions.

***

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LISTENER PERCEPTION OF SARATHI JHALAK COMMUNITY RADIO

SHILPA KALYAN

Abstract: Community Radio has been one of the most democratic platforms of communication ensuring participation at the grassroot level. It serves as the Voice of the voiceless and mouthpiece of the marginalised. Community Radio initiative intend to bring about empowerment of communities through its bottom up approach. It is seen as a catalyst of development. In India, 198 Community Radio stations in myriad dialects reflecting the cultural diversity of the country calls for appreciation. However, considering the landmine of opportunities that community Radio offers towards contributing to the process of development of the country, we may reflect whether CR has been underutilised. In this background, it is important for us to understand the stories behind each of the Community Radio initiatives – stories of their struggle for survival, success and failures, challenges, achievements, aspirations and motivation. This can provide some valuable insights towards strengthening CR initiatives. It is significant to comprehend the role of community radio in empowering societies thereby contributing to development. This research aims at studying the listener perception of Sarathi Jhalak Community Radio aired on 90.4 FM from Anugondanahalli, Hoskote Taluk, Bangalore Rural district. The objective of the Study is to understand the perceptions of members of the community towards the role of community radio in empowering them. The Study adopts quantitative methodology.

Keywords: Empowerment Marginalized, Participation, Perceptions.

***

Shilpa Kalyan
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Presidency College, Kempapura, Bangalore
THE CONTINUITY OF JU-NE LAA: A COMMUNICATION APPROACH

ZAMMINLIEN

Abstract: The earliest known music or song of the Kuki community who lived across the Northeast India, Myanmar and Bangladesh is the *Ju-ne laa*. Their technique of singing and dancing developed much before they designated themselves as Kukis. Their poetic songs reveal their rich cultural heritage, customs and traditions. The *Ju-ne laa* is an artwork pregnant with values whose ‘truth’ cannot be comprehended by direct demonstration. The primal Kukis used their poems as a mode of presenting meanings though retaining some enigmatic because of its indeterminacy. This paper seeks to recreate the cultural history, identity, life and lore of the Kukis through the work of art in the form of *Ju-ne laa*.

The history of the Kuki people is predominantly studied based on the colonial historiography, especially the Christian missionaries’ account. The ethnic identity ‘Kuki’ is no doubt a colonial construct, but to completely rely on the colonial perspectives could be misleading since the colonial given identity in all its sense could not reflect the Kuki’s cosmology and worldview. The absence of written record makes it quite difficult to trace the being of the Kuki society, therefore making *Ju-ne laa* becomes the most important source for understanding their historical past. This paper is an attempt to look at the performative arts of the Kuki society through the lens of philosophical hermeneutics by employing Gadamer’s concept of play, ritual and festival. These concepts of Gadamer deals with the ontological understanding of the work of art. The Kuki society in the past made no distinction between the sacred and the secular. Their social and religious practices were closely tied together. No aspects of the Kuki life are neither only sacred, nor only secular. Sacred and secular go hand in hand in both the social and religious lives of the Kuki people. Christianity and modernity begin to divide the Kuki world between the sacred and the secular, which so far had been existing together without any distinctions. The new found faith had altered the Kuki community by introducing the sacred and the profane, which for Durkheim is “the central to the social order... around which social life is organized.” This distinction led to a great change in the cultural behavior of the Kuki society, allowing the old tradition to make way for the new ones. Heidegger also agreed that cultural practices do not remain static, but changes across space and time. However, he argued that the foundations for the new traditions are laid down on the old traditions and cultures. This calls for understanding critical reflection and study of the past in order to understand the present, and it is the intention of this paper to make an attempt to understand this phenomenon through the work of art and analyze it from mass communication perspective by employing James W Carey’s ‘ritual view of communication’.

***

Zamminlien
Research Scholar, Dept. of Communication
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WOMEN’S EMPOWERMENT, DIGNITY & PEACE VALUES
FOR CREATING A PEACEFUL WORLD

ASHOK BALA

Abstract: Our modern society is driven by a culture of violence & materialism while the whole of human life is in a state of turmoil due to conflicts, violence & intolerance in the society. At present, we are living in fast changing, modernizing and globalizing society with mix population – different religions, race, culture, faith, etc. in modern age which is known as age of materialism in 21st century. Gender inequality in education, economic and political inequalities between men and women in India is increasing & women’s dignity is decreasing rapidly because of culture of materialism and decreasing of human values. The well-being of humanity and the earth planet ultimately depend upon the gender equality, empowering all women for creating global peaceful & harmonious society. Women are the born peace makers & leaders for developing culture of peace and human dignity in the families & society. Peace values & Women’s Empowerment can initiate social changes and hence social development by bringing about a change in attitude of the individual human being and also for creating a peaceful world in 21st century. The main objective of my Paper on “Women’s Empowerment & Peace Values for creating a peaceful world” is creating a social awareness for Women’s Empowerment and Human Dignity for social transformation as well as cultural transformation in 21st century.

Keywords: Women’s Empowerment, Human Dignity, Peace Values Social And Cultural Transformation.

***

Ashok Bala
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THE HYPERREALITY OF FEMVERTISING:
A CRITICAL UNDERSTANDING

MEGHA MARIK

Abstract: The internet revolution has transformed the format of media and how it approaches the masses. Along with the old media, social media has also proved to be an impactful platform. Social media in particular has been able to connect people all over the world thereby leading to a general rise in awareness about people’s lives. Additionally, in order to tap the consumer market, through innovative improvisation, producers are using these platforms to sustain the interest of the consumer in the product. Among such concepts is Femvertising or what is identified as feminist advertising, created to promote women’s empowerment in addition to product advertising. This paper explores the conceptual understanding of femvertising and the role it plays in marketing strategies of different consumer products. Through examples of femvertisements the paper critically analyses the role of the media in developing gender roles. Finally, the paper discusses how alternative feminist media are critiquing and questioning the concept of femvertising and its mode of empowerment thereby opening up future discussions on the role of the media as a mediator between gender and consumption.

Keywords: Advertising, Consumerism, Feminism, Femvertising, Gender Roles, Media.

***

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CONSTITUTIONAL PROVISIONS FOR EMPOWERING
THE WEAKER SECTIONS IN INDIA

P M N SHANKAR

Abstract: Objective of reservations to the scheduled castes (SCS), Scheduled tribes (STS) and other Backward Classes (OBCs) in services is not only to give jobs to some persons belonging to these communities. It basically aims at empowering them and ensuring their participation in the decision making process of the state. The constitution of India has therefore, taken special care to declare equality of opportunity in the matter of public employment. A number of constitutional provisions exist for protection and promotion of the interests of the weaker sections. During the last six decades of planning, a variety of programmes were launched with the objectives of improving the socio-economic condition of Vulnerable groups.

Keywords: Vulnerable Groups, Backwoods Classes, Agricultural Labourers, Structural Discrimination, Stand Up India Scheme, Vanjeewan.

***

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Abstract: To elevate the marginalized and vulnerable community of poor, to protect the natural resources of the world, to provide proper food and shelter to all, to provide equal opportunity for quality education and healthcare, to sustain the life on this planet, development is necessary on all the frontiers. Sustainable development is the development of present by keeping the needs of future in mind. It's about meeting the diverse need of all the people who exist coherently in the society by promoting personal wellbeing, social cohesiveness and inclusiveness, and creating equal opportunities. To make sure this happens, UN has come up with “2030 agenda for sustainable development” which has 17 goals for all the countries to be achieved by 2030. In India, gap between idea and practice is widened because of lack of finance and human centric, capitalist mindset of people. This paper deals with the concept of sustainable development, what are the major goals set by the International Body, how different set of countries (Developed, Developing and Under-Developed) are taking up this challenge and coming up with ways to fulfil the goals with the help of case studies collected through secondary research and finally, why, despite the policies, initiatives and regulations by the government, there are gaps in ideas and implementation. The paper concludes with the focus on the means of implementation for the SGDs.

Keywords: Human System. Sustainability. Sustainable Development. Sustainability Management, Methods and Tools.
FINANCIAL INCLUSION IN INDIA – AN EXPLORATORY STUDY

 SHRUTI VERMA

 Abstract: India as a country presents great diversity in its geography, history, and culture and population demography. This diversity makes it extremely difficult to suitably categorize the country on economic, political, religious or demographic grounds. Post-Independence growth has led to overall development of the country as a whole but it has also divided it into two distinct segments thus providing a suitable basis of categorization in the form of Rural and Urban India. As per the census of 2001 only 27.78% population of the country lives in the urban segment while the rest are still residing in the inherently characteristic Rural India. This paper deals with the challenges the diverse nature of India poses to the overall development of the country and attempts to examine the relationship between financial inclusion and development by identifying the empirical factors that are associated to the various levels of financial inclusion. Based on the review of literature to find the best methods to deliver financial education for financial inclusion, this paper highlights the results of the survey conducted to understand the inclusion better, solutions found, discusses the main lessons learnt and the potential way forward. The overall analysis to see how a country is developing would push forward to a path much needed by people of rural India as it would highlight the changes in the various variables included in this study and will give feedback and direction to policy makers.

 Keywords: Finance, Financial Inclusion, Government Policies and Regulations, Multi-Dimensional Index.

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CAPITAL PUNISHMENT: A NEW TESTAMENT DISCOURSE
AND SOCIAL SOLIDARITY.

JANGKHOSEI TOUTHANG

Abstract: Capital Punishment (Death Penalty), as criminal punishment mechanism ever since before human society could make a written history in constant debate within Theologica academia, as in secular. The Bible—in the first book of the Pentateuch, (Genesis 4:7-15), recorded its first ever case of murder and its consequence revolving around Cain and his brother Abel over the rejection and acceptance of altar and the interference of God in the aftermath.

In the tradition of Judaeo-Christianity, God, in his own authority, without human intervention, had given capital punishment to erring humans, for instances, enraged over human for immorality, destroyed human kind by great flood in Noah’s time, (Genesis 7:21-24); thrust Nabal, the husband of Abigail for not showing kindness to David (1st Samuel 25:38)

Also, through human agency, like Moses in the case of Golden calf (Exodus 32); ) Israel man in the camp for having gentile women as wife, killed Israel men so that the plague stopped ( Number 24: 5-8), Achan in the days of Joshua over Jericho’s booty (Joshua 7), etc. instances goes on.

And, Ananias and Shapphira, who cheated the holy spirit in the days of apostle were killed instantly before the apostles’ feet (Acts 5:1-11), and the death of King Herod- eaten by worm alive to death (Acts 12:23)

These episodes engendered debate and throws question in the Christian era i.e., New Testament too. The question is “is the law of capital punishment switch over or transcended to New Testament”? This article would like to assert that, yes, it is, but also, depends. Meaning to say, it is okay to put an individual criminal deserving death if done with due procedure established by law without predisposition. The debate is moving around the fallacy of human judgment and invite attacks from different quarters in delivering human being under capital punishment subjection in executing judiciary matter. Christianity is without exception instead, a kind of worst inconclusive. Here it is to be concluded that it depends on the government who God established power according to the context significance.

The article would like to argue from the point of submission to the governing authority from the text of Roman 13: 1-7 (NKJV) which says, “…Let everyone be subject to the governing authorities, for there is no authority except that which God has established…” If government is established by God, then the authority and the power equivalently is God’s institution, must be venerated. Citizen must be submissive to the authority.

The study also would like to testify if capital punishment holds true to Durkheim social solidarity. This invariably would be a theoretical study.

Keywords: Old Testament and New Testament Interpretation Death penalty, Submission to Governing authority, Durkheimian Solidarity.

***

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ANALYSIS ON ENHANCING HEALTHY LIFESTYLE AMONG ADOLESCENTS

JAISRI. M

Abstract: Healthy habits among adolescents lay the foundations for healthy adult development. They promote positive emotions and over all well-being of an individual. As adolescence is a period of rapid change in mental, physical, cognitive and social development it is important that they practice healthy habits of adequate sleep, diet and exercise. The main objective was to examine whether there were differences in positive and negative affect among the different groups of adolescents categorized on the basis of their sleep pattern, physical exercise habits and eating habits. The sample comprised of 801 adolescents (boys = 403; girls = 398) belonging to the age range of 11 to 20 years. The main variables were examined using Positive and Negative Affect Schedule. The statistical techniques employed for analysis of the data were Descriptive statistics and Student’s t-test. The results showed that adolescents did not differ in their levels of positive affect with regard to their sleep. However, there was significant difference in negative affect among the adolescents with different patterns of sleep. The adolescents who do not have adequate sleep have higher negative affect than those adolescents how have adequate sleep. The early adolescents had higher levels of negative affect than late adolescents. The adolescents who have adequate exercise have higher positive affect than those adolescents who have no adequate exercise. There was no significant difference in the adolescents in their affect with regard to their diet habits. These findings have implications for future research in the promotion of healthy practices among the adolescents for enhancing positive emotions in them.

Keywords: Healthy Habits, Positive Affect, Negative Affect, Adolescents.
ADR MECHANISM IN MEDIATION WITH REFERENCE TO FAMILY DISPUTES IN INDIA

JAYANTHI BAI H L

Abstract: In present day society the understanding of the institute of marriage and its importance has changed, marriage is no longer assumed to be a commitment for a lifetime. As the principle of equality has replaced hierarchy as the guiding principle of family law it gave more grounds for family disputes and it became socially acceptable to leave marriages that are intolerable or merely unfulfilling. The aim of this article is to suggest an alternative dispute resolution method through mediation as a worthy option for resolving family disputes.

This paper promotes ADR as more appropriate way of resolving disputes in the era of technological advancement. It looks into the advantages and disadvantages of traditional method of resolving dispute. The paper gives highlight to primitive methods of dispute resolution and advent of ADR in India. It suggests the loopholes in adversarial method of dispute resolution. Further it suggests different methods of dispute resolution through ADR and analytically discus indispensable method of dispute resolution in the age of technological era.

The following article gives insightful information as to why mediation is necessary in cases concerning matrimonial matters. Given the fact that, a marriage irrespective of the religion its union between two families and that a crack in the marriage has a trickledown effect, down to the lower most individual of the chain, mediation can save the emotional trauma of many. Hence parties often use mediation, arbitration and private judging. Norms of lawyers’ professional roles have emphasized the importance of Collaborative and Cooperative Law.

Keywords: Mediation, Matrimonial disputes, Alternative Dispute Resolution.

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LEGAL FRAMEWORK FOR PROTECTING CLIMATE CHANGE
INDUCED POPULATION DISPLACEMENT AT
THE NATIONAL AND INTERNATIONAL LEVEL

SINCY WILSON

Abstract: In recent decades, changes in climate have caused impacts on natural and human systems on all continents. According to the 4th Assessment Report of IPCC there is definite increase in the global average temperatures, this is further expected to aggravate the already grave situation and will lead to increased frequency and intensity of current extreme weather events and give rise to new vulnerability with differential socio-economic impacts on communities. This would lead to displacement of large number people with-in the national as well as world-wide.

Though there is no universally agreed definition of climate induced human mobility but broadly, it refers to movement of people driven by sudden or progressive changes in the weather or climate. This can include temporary and permanent, seasonal and singular, as well as voluntary and forced movement.

Climate change is likely to expose hundreds of millions of people to increasing environmental risks displacing a large number of people and forcing them to migrate. There is an emerging view that these people should be recognized as climate refugees by international laws and proper institutional arrangements should be made to address their problems. There is no consensus on the definition and the status of climate refugees owing to the distinct meaning the term refugees carry under international law. There are still gaps in understanding how climate change will work as the root cause of migration. Even if there is recognition of climate refugees, who is going to take the responsibility to provide protection and assistance? More emphasis has been given to international migration due to climate change. But the people may also move to other places within the countries. There is a need to recognize the displacement of people within the countries so that proper action can be taken to address their problems.

Keywords: Climate Change, Induced Population, International Law, National Law, Sustainable Development.

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PUBLIC PARTICIPATION AND WATERSHED MANAGEMENT PROGRAMMES – AN ANALYSIS

A. GANESH BHAT

Abstract: Effective management of natural resources through watershed management programmes delivers sustainable ecological benefits and drives community development. This includes increasing crop production, recharging groundwater levels, rejuvenating dried-up rivers and ponds, improving livelihoods, reversing the process of migration, protecting the environment, boosting women's empowerment and ensuring food, fodder and fuel security. In fact, all political power in democracy stems from people involving the local people actively in managing water resources of their locality could help them out of the syndrome of dependency on Government for anything and everything. Involvement confer the people some community responsibility and personal dignity. This paper analyses the importance of public participation and methods and approaches developed in watershed programmes in Indian context.

Keywords: Bottom-Up Approach, Conservation, Participatory Approach, PRI’s, WSD.

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THE NEED OF COUNSELLING & COUNSELLORS IN POST GRADUATE COLLEGES
– A CASE STUDY IN MYSORE

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Abstract: Need for counselling in PG setting is overlooked in today’s scenario. This research is conducted to check the need of counselling for PG students. This is exploratory research study drew a random sample (N=384) Males (N= 286) Females who were administered a student perception questionnaire on Need of counselling in PG colleges. Where 83.88% are depression and 16.11% of them are not in which 77.46% of them were comfortable expressing their problems to their closed ones and 22.53% were not comfortable. So counselling helps PG students in resolving their adjustments issues and provide intervention to the students, so that their social and emotional problems did not interfere with their academic performances, for the current study.

Keywords: Counselling, Students, Depression.

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SOCIAL SCIENCES AND THE SOCIETY

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Abstract: The very purpose of this paper is to put forth the importance of Social Sciences in a society for its existence. No doubt Social Science is one of the important categories of academic disciplines. Social Science deals with society and the role of individuals in a society. It also deals with the relationships among individuals within a society. As a whole there are various branches in Social Science such as: economics, history, human geography, linguistics, political science, psychology, anthropology, archaeology and sociology. Each one of these is considered a social science. Sometimes the term ‘Social Science’ is also referred specifically to the field of Sociology.

In recent times sciences like technology, engineering, maths, physical sciences and natural sciences have been given much importance and support by universities, governments and other organizations. These disciplines are, no doubt, have their importance in present scenario but the importance of social sciences should not be ignored. In fact social sciences are very important and necessary in various areas like the judicial system, business, social and primary care etc. Hence, more importance and support should also be given to Social Sciences along with the above sciences.

Keywords: Social Sciences, Society, Importance, Branches And Support.

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LYNCHING THROUGH WHATSAPP - IMPENDING TERROR

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Abstract: Dictionary meaning of Lynch says, “Kill someone for an alleged offence without a legal trial.” India does not maintain a separate data for lynching cases. Reports of lynching have become more common in recent times in India. The Supreme Court has termed lynching as "horrendous acts of mobocracy". The Indian Whatsapp lynchings are a spate of mob-related violence and killings following the spread of fake news, primarily relating to child-abduction and organ harvesting, via the Whatsapp message service. Fake messages customized with locally specific details are circulated along with real videos attached to fake messages or claims. The chief targets of the lynchings have been manual laborers, outsiders and the mentally disabled, however it has included software engineers, academics, businessmen and middle-class families. Mob violence, vigilante justice and outbreaks of mass panics have a long history in India; however they have tended to be localized events. The incidents of mob lynching are as painful as stabbing a dagger in the heart of the country. The attacks to which several lives have succumbed are deeply condemned. In a country where exclusionary politics and violent wars form the core of many of its stories, ranging from ancient myths to modern political discourses, there may not be a magic bullet to solve this problem. Technology is feeding sectarian divides, posing real and immediate threats to the hinterlands, and local administrators are struggling. The extent to which they could contain conflicts is debatable, but some have realized that it is not a choice any longer to be inert.

Media has been playing the blame game back and forth and waiting for the ball in the court to be colored by the accusations launched by one party against another. With no sufficient proof, with a severely deficient background check, and a largely biased lobby, how can one expect the truth to be delivered, the way it is. fake news in India travels extensively through Apps such as ‘Whatsapp’ and these become the fulcrum of mob violence. The authors of the present paper have tried to depict the violence or the terror called lynching that is being seeded in the country in the most tech savvy way with the use of instant messaging applications like WhatsApp. In a country like ours wherein people have become highly dependent upon such applications and have started to believe anything and everything being shared through it, it is necessary to take active steps in monitoring, regulating and controlling the same. Therefore, in the present paper the authors have also tried to throw light upon the regulatory framework and legal sanctions in such cases.

Keywords: Lynching, Mob Violence, Vigilante Justice, Whatsapp.

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POLITICS OF MEDIA AND CASTE DYNAMICS THEIR INFLUENCE IN THE STATE OF ANDHRA PRADESH

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RAMESH BABU PARA

Abstract: The present paper focuses extensively on the politics of Media and Andhra Pradesh as a political community. The significance of this paper is to evaluate the development process of the residual Andhra Pradesh as projected sun rising state of Andhra Pradesh under the present Telugu Desam government through the medium of media. The development agenda as articulated by the government has been perceived by the common people is the same as projected by the state. The argumentative enquiry is that how far the present development issues of the Andhra as a political community in southern part of India is contributing to the federal government? The conception of the political community by the people is happening or not happening can be evaluated by studying the media reports and compared these reports with the people's aspirations. There is an extensive response to this question. Political leaders expressed that the federal government has been changing their views according to the deadlock given by the local leadership on the issue of development of the region. Few others like intellectuals, peer groups are powerfully expressed their views about the development has been expressed through the print and electronic mediums. This has created a situation of existing scenario of development from the people's point of view has been studied through the media representations of public opinion.

Keywords: Media, Political Community, Government and Governance, Peoples Development.

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METACOGNITIVE READING 
TO ENHANCE EMOTIONAL INTELLIGENCE

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Abstract: In the current scenario, the focus on the human being is changing from the physical aspects towards the totality of physical, cognitive and affective variables. This kind of change is being noticed and slowly brings the change in the educational system. According to Goleman (1995), the emotional mind is far quicker than the rational mind, springing into action without even pausing to consider what it is doing. Earlier the emotions of human beings are not expressed and neglected. But now the emotions of human beings are given importance and valued. The changing scenario clearly indicates that emotional intelligence must be prioritized. To enhance emotional intelligence various strategies have been adapted among which metacognitive reading is one of the methods to enhance emotional intelligence. The focus of this paper is to explore the metacognitive reading strategies to enhance Emotional Intelligence as it helps to take up the individual responsibilities and accept the differences of others.

Keywords: Metacognition, Emotional Intelligence, Affective Variables, Rational Mind.

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SELF-IDENTITY IN PREETI SHENOY’S TEA FOR TWO AND A PIECE OF CAKE

M. MANJURIA, DR. J. RAJINI

Abstract: The image of women in fiction has undergone a drastic change during the last four decades. Women writers have transformed the characters of women from traditional portrayals of enduring, self-sacrificing women to independent and self-determining women. In many novels, Indian women novelists have explored female subjectivity in order to establish an identity for the characters. This paper throws light on the protagonist Nisha’s painful life and her struggles to attain self-identity in her family and also in the society.

Keywords: Agony, Frustration, Self-Identity, Struggle.
**RURAL EMPOWERMENT AND EDUCATION**

**ANAGH**

**Abstract:** Though various kinds education and training enhances the agriculture and ultimately rural society. Gopalappa and Deshpande in 2002 said that education enables the farmers to produce larger quantities of inputs, to allocate resources in a cost efficient manner, choosing which and how much of each output to produce, and in what proportions to use inputs in production. The physical effects of education on agricultural productivity of workers include a few distinct ones: (Gopalappa and Deshpande, 2002)

(a) Innovative effects such as the ability o decode new information, know what, why, where, and how; ability to establish quicker access to newly available economically useful information

(b) Allocative effects such as ability to choose optimum combinations of crops and agricultural practices in least no of trails and optimum time for marketing, transportation, etc.,

(c) Worker effects such as ability to perform agricultural operations more effectively in the economic sense

(d) Externalities

They also says that worker effect is related to the enhanced capacity of production with a given set of inputs, and the allocative effect has to be with the farmer’s ability to acquire and decode information about costs and productive characteristics of other inputs. The capacity to evaluate and adopt profitable new technology is an effect of the core of the allocation.

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THE PALLAVAS ORIGIN AND THEIR DESCENDANTS OF TODAY

NAGARATHNA

Abstract: The Pallavas constitute one of the Mysteries of Indian histories. The Conjecture that they were Pahlavas that is to say Parthians or Persians from the north-west was suggested solely by superficial verbal similarity dismissed as baseless. Everything known about them indicates that they were a peninsular race, tribe or clan probably either identical or closely connected with the Kurumbas an originally pastoral people, who play a prominent part in early Tamil tradition. The pallvas are sometimes described as the foresters and seem to have been of the same blood as the Kallars, who were reckoned as belonging to the formidable predatory classes, and were credited up to quite recenttimes with ‘bold, indomitable and martial habits’. The Raja of Pudukottai, the small state which lay between the Trichinopoly, Tanjore, and Madura Districts, is Kallar and claims the honour of descent from the Pallava princes.(i) The history of the Pallavas, although alluded in some vernacular writings, by everbody, and was absolutely 1840, when inscriptions Since that date the patient labours haverecovered much of the outline have restored the dynasty to its rightful a place by no means insignificant.

Keyword: Conjecture Descendats Formidable Pudukottai

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IMPACT OF MODERNIZATION ON SOCIALIZATION ROLE OF FAMILY

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Abstract: Modernization process although helped in the transformation of Indian economy from agriculture to industrial economy has increased the per capita income of people. The increase in the income has helped the social mobility of the people in the society. The traditional structure of family system associated with traditional social values and customs have transformed into modern family system with changing custom and social values. The family which plays an important role in the socialization process of younger generation in earlier times has been taken over by the private agencies. In the traditional family system, the family was considered as an important institution of socialization for younger generation. The traditional family mostly help in developing the moral and social values among the children, which are acceptable in the society. In the modern family i.e. nuclear family the parents remain mostly busy with their professional life, are not able to give maximum attention to the children, by sharing their experience of life and make them aware about their responsibility towards society in the future. The parent's role in the modern families to a greater extent has remained limited only to full fill the economic needs of the children. The traditional socialization role of parents / elders in the family has been replaced by the private institutions, like electronic media, social media etc. Both electronic and social media has played a greater role in modern families in socialization process rather than their own family members. The younger generation are heavily influenced by both mediums i.e. electronic and social media, they copy the actions and develops the same perception as being projected by the external private institutions like electronic media, social media etc. The study has been carried out to ascertain the impact of modernization on socialization role of family in Srinagar city of Kashmir valley by the modernization process.

Keywords: Electronic Media, Joint Family, Modernization, Nuclear Family, Social Media.

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EMERGENCE, GROWTH AND APPLICABILITY OF LANGUAGE POLICY IN KARNATAKA

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Abstract: English educational policies were tailored to suit the Indian students during the British Empire. As it has already been mention in the beginning of this chapter, Lord Macaulay and Raja Ram Mohan Roy were the two stalwarts who initiated the motivational roots in the minds of the Indians for the uplift of their not only educational but also political economic progress. 1835, Lord Macaulay's Policy, 1954, Wood’s Dispatch, 1882, Hunter Commission, System of Education in Karnataka, The corporate world has fixed its norms of communicative English. Those who want to explore the MNCs (Multi-national Companies) has to be good at English. A recent report in the Indian Express, dated 10 August, 2018, quotes the statements by the political leaders and authorities regarding English education in Karnataka. In 2016, the Government of Karnataka established a wing called Karnataka Knowledge Commission which is otherwise named as: Karnataka Jnana Aayoga, KJA for short, to look after the all-round development of education in Karnataka.

Keywords: History, Growth and development of language policy in India as well as in Karnataka, Macaulay’s Minute... various commissions.. NPE.. Corporate attractions in Karnataka...Essentiality of English.. A new approach.

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WOMEN & HEALTH– PRE AND POST COLONIAL INDIA: IMPACT OF CHILD MARRIAGE AND SECLUSION

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Abstract: Position and role of women in our society have undergone various changes through ages. In a country like India where the majority lives in poverty, women bear the maximum brunt of these poor living conditions. She suffers in health and mind. Situations become worse when poor financial conditions are coupled with socio-religious restrictions. This results in deteriorating health conditions of women. Two such factors from time immemorial are child marriage and seclusion. Even in the 21st century, we as a nation could not eradicate these social evils completely. Here in this paper an attempt has been made to portray the continuity of sufferings of women due to these above mentioned factors. How the joint family structure supplemented the practice of child marriage has been given due importance in the writing. From the Rig-Vedic times to the present day, the manner in which customs destroyed the physical vivacity and mental faculty of womenfolk has been furnished in some detail. Attempts of social reformers to raise social awareness as well as legal sanctions against such practices have also been highlighted. Emphasis has been put on the impact of social restrictions on the mental health of women. Till today, the concept of well-being of mental health has not been given due recognition. Through this paper an appeal is made to the conscience of people at large to take up the issue of not only women’s physical but also their mental health.

Keywords: Child-Marriage, Joint Family, Mental-Health, Seclusion, Social-Reforms, Women.

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HARNESSING THE POTENTIALS OF COMMUNITY RADIO IN DEVELOPMENT OF RURAL WOMEN

MANPREET KAUR, AKSHIMA SHARMA

Abstract: Community radio, as a media for communication, can be one of the most motivating ways for the development of women. The paper highlights on the fact that community radio has the potential to empower women and change their lives by providing them with valuable information about various issues concerning their lives such as health, nutrition, violence etc. It can also be an effective way of reaching out to the women regarding the rights, rules and laws initiated by the government for them. This paper is based on secondary data and aims to document various community radio initiatives in India ad highlights the issues they focus and how these radio stations are catering the need of the community. Community radio, having its own distinct potentials. can have a powerful impact in providing better and improved livelihood to rural communities and hence help in overall development of women.

Keywords: Community Radio, Women, Rural India, Development.
TRANSCENDING THE MARGINS: NEW DIRECTIONS IN POSTCOLONIAL WOMEN’S WRITING

DR. SYED HAJIRA BEGUM

Abstract: Transgression is a manifestation of a revolt against the societal norms, its codes and ideologies, a contestation and a refusal of the social taboos and values to achieve liberation. The female resistance against a patriarchally maintained culture found in various Postcolonial women writings irrespective of the countries these women belong to. This study focuses on contemporary fictional writings of Indian Women writers and Women writers of African countries like Nigeria, Ghana, and Diaspora writers of these countries to interpret their works using deconstruction and subversion bringing out their feminist points of view. The arrival of the ‘new woman’ in these works, who views herself as the object of cultural/social oppressions attempts to rebel against them, consciously or unconsciously, within her ‘living space’. However, at times, she reflects the inability to reject her cultural/social background totally and hence fails to transcend the horizon depicting a revolutionary spirit. She therefore stands at crossroads, caught between tradition and modernity. However, writers like Manju Kapur, Shobha De, Arundhati Roy, Anita Nair from India, Buchi Emecheta, Chimamanda Ngozi Adichie from Nigeria, and Ama Ata Aidoo from Ghana have shown that contemporary women are not at cross roads, but are capable of living their life going against to the so called traditions and customs which are detrimental to their self-realization.

Keywords: Cultural/Social Oppression, Diaspora, Female Resistance, Living Space, Subversion.

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EXPLORING SCOPE OF MOST SIGNIFICANT CHANGE TECHNIQUE
IN BRINGING POSITIVE BEHAVIORAL CHANGES
IN VULNERABLE YOUTH OF DELHI

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Abstract: Development of any nation needs multipronged strategies to curb its inherent social issues and many developed nations have successfully done it. Similarly developing nation like India has also put a lot of effective measures curbing the cause and effects of various existing social problems persistent in the country. Drug addiction is one of the most predominant social problems that curbing the potential of reproductive youth, the drivers of development of India and other developing countries. Around 20 million children are becoming addicts yearly in India. Society for Promotion of Youth and Masses (SPYM) runs a 90-day rehabilitation program of the Juvenile Justice Board for drug addict youth in conflict with law. The present study was undertaken to get an in-depth understanding of the different aspects of this program in rehabilitation of the drug addict youth and what is its impact on their lives. The study method included Most Significant Change Story technique (MSC) conducted with the youth participants and various stakeholders. A total of 122 stories collected and were content analyzed.

Keywords: Participatory, Behavior Change, Rehabilitation, Most Significant Change.

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GAUGING THE OPINION OF MEN ON MARITAL RAPE IN DELHI USING VOX POP AS A TOOL

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Abstract: Marital Rape is an unquestionable reality in India. The National Health Family Survey in 2005-06 published a report that explicitly mentioned figures of sexual violence, faced by married women from their husbands. More than 60,000 women were surveyed, a mean average of 10.4% of married women across different age groups, confided about sexual violence/harassment inflicted by their husbands. Rural women faced more violence (11.2%) than urban women (7.3%). According to a 2018 National Family Health Survey, more than 80 percent of married women who have experienced sexual violence named their current spouse as the perpetrator. In a 2014 survey of more than 9,200 men across seven Indian states, one-third admitted to having forced a sexual act on their wives.

Such incidents occur every day. The patriarchal notion continues to occupy the mindset of our society, even after six decades of us being a republic nation. The emancipation of women hasn’t yet been completely achieved in independent India. Marital rape is still a widespread problem in India. It is thus important to understand the perceptions and opinions of public on this grave problem.

The vox pop is a tool used in many forms of media to provide a snapshot of public opinion. A vox pop is the ‘Voice of the People’. They are made up of many responses to the same question. Vox pops are a quick and easy way to gauge public opinion on an issue. A ‘vox pop’ is an interview with members of the public to gather opinions on different issues. Vox pop allows participants to explore the ideas and opinions of others in a fun, active and engaging manner.

A study was conducted to know the opinion of men in Delhi-NCR about marital rape. Vox Pop audio interviews were used as a tool for data collection in the seven zones of Delhi. Sampling was done based on age and socio-economic status. The questions for vox pop interview scheduled were designed to encourage reflection on public opinions about marital rape. The original approved interview schedule composed of five compulsory question topics for each participant, and a number of additional optional questions depending on requirements regarding how talkative each participant was. Selected participants were encouraged to share their opinions about marital rape, its prevalence and need for law. The ‘vox pop’ audio interviews were used to produce a short DVD of participants’ views. A total of 84 members of the public completed the Vox Pop interviews. The vox pop audio interviews were analysed using thematic analysis. Each vox pop audio interview was examined and the key opinions raised within it noted.

The study concludes that Vox pop audio interviews are an effective and powerful tool to gauge opinions of men about prevalence of marital rape in an informed and developing metropolitan city of Delhi. It uses the participatory approach and provides scope to analyse level of negligence of this sensitive topic in our patriarchal society.

Keywords: Interview, Marital Rape, Public Opinion, Vox Pop.
TRIBAL FEMINISM: A CASE STUDY OF VAZHACHAL TRIBAL SOCIETY

DEVIKA JAYSSELL

Abstract: Feminism has faced a wide range of changes when it is analysed from its initial stage to the present situation. Though feminist attitudes and perspectives brought changes to the status of women, it has degraded the status of men too. At the same time many valuable contributions are made in solving the problems of women by uplifting them from ill-treatment and atrocities. This is too the case of tribal society. As they are alienated from the outside world and their culture, a large scale deterioration is witnessed especially among tribal women. Thus this study is about the vazhachal tribal society which is in Trissur district of Kerala. This is a very famous tourist spot with all essence of nature. Here the majority of population is woman and they are very active and confident too. In all sectors of vazhachal tribal society active participation of women community is visible. Thus a new form of feminism can be initiated by this women which only stands for the upliftment of status of women without disregarding the position and contributions of men. This study can also create a positive attitude about what has to be learnt from the tribal life than creating stories on their problems and ill-treatments making them again as uncivilized ones. Therefore this work provides relevant answers and interpretations regarding the following queries:-

Whether the modern feminist approaches deteriorate the actual concept of Feminism?
Is there a true feminism exist among Kadar tribes in the midst of their socio-economic conditions?
How can the tribal women in vazhachal can create a new phase for feminism?

Keywords: Community, Feminism, Kadar, Society, Tribe, Women.

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APPROACHES TO EMOTIONAL APPEALS IN ADVERTISING

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Abstract: An appeal can be termed as a persuasive attempt made by the advertisers to attract and lure the customers to buy the products. It is a connection between the emotions or logic of the advertisements that creates a bond which decides the customer’s reaction to advertisements. It also deals with the way the audiences perceive and react to these advertisements. It is therefore evident that the use of appeals that contribute to the taste and preferences of the customers can contribute directly to the effectiveness of advertisements. Thus, this paper attempts to analyze the different types of emotional appeals that are largely determined by the customers.

Keywords: Appeals, Emotional Appeals, Customers, Products, Advertisements.

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THE VALUE OF LIFE: WAR AND ITS EFFECT ON HUMAN BEING IN AFGHANISTAN WITH SPECIAL REFERENCE TO KHALED HOSEINI’S NOVELS

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Abstract: Khaled Hosseini was born on March 4, 1965 in Kabul, Afghanistan. He is an Afghan-born American novelist and physician. He is a witness to the defeat of the two hundred years old Afghan monarchy that ended with King Zahir Shah being overthrown in 1973. Hosseini had to move to Paris in France along with his parents in 1976 where his father held a diplomatic post. It happened that two years after their arrival in Paris Daoud Khan, the president of the new republic too was killed by a communist group which became the hindrance on their way back to Afghanistan. In addition to that the communist coup and the Soviet invasion of December 1979 complicated the problem all the more. As a result of his first hand experience of the historical facts of Afghanistan, Hosseini’s major works depict the socio-political set up of Afghanistan during the years from the late 1970s to the Taliban government of the 1990s. In his first and second novels The Kite Runner and A Thousand Splendid Suns respectively, the author has shown the fall of Taliban government and the ascend of the regime of Hamid Karzai as the Prime Minister of a new Afghan government in the wake of the WTC incident of September 11, 2001. Hence, the major discussion of this research paper will focus on the value of life; how it was affected during and after the reign of Taliban government in Afghanistan.

Keywords: Afghanistan, Monarchy, Communist, Socio-Political, Taliban, Government.

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THE LEXICAL INNOVATION OF ENGLISH LANGUAGE SUPPLEMENTED BY WORDS FROM INDIAN CONTINENT

DR. PRAJEESH TOMY

Abstract: India is a land of diversity, continuity and geographically unique with rich cultural heritage and extensive language variations. Since the inhabitants of India are originally immigrated to the continent, it is obvious that there are considerable differences and variations exist in the dialect of the people. Cultural integration has taken place rapidly and led to the intermixing of languages and dialects of the nation. In 1835, the English Education Act was passed by Council of India to spend on education and literature in India from British Parliament. “It is well known that the potential open-endedness of the English lexicon invites innovation and regional variation around the English speaking world [1].” This lexical innovation has widened, enriched and has encouraged the extensive use of English language worldwide. Such lexical innovations are a necessity since a newly loaned word can better describe the contextual meaning or can serve a particular purpose which is non-existent in borrower's language. Many words have been borrowed/loaned from Indian languages (from both Aryan and Dravidian) to English language. This paper explains in detail the words that originated from Indian languages and their position and usages in English language.

Keywords: Cultural Integration, Indian English, Languages and Dialects, Lexical Innovation.
A STUDY ON THE PORTRAYAL OF FAMILY STRUCTURE AND VALUES IN TELUGU FILM SHATHAMANAM BHAVATHI – 2017

P. ANJU

**Abstract:** Films are a very powerful weapon of communication, as they have a large impact on the society. And this influence of films in our society is Bi-Directional as society reflects in films and in turn films influence society, which is a thread reflection of both. Keeping aside the negatives of film industry like masala movies and item songs for a moment, we need to take in to account the good movies with positive content and messages for the audience. Such good movies definitely influence even the illiterates, were they have stood for betterment of society in various aspects. The present study is in Telugu film – Shathamanam Bhavathi 2017 which has won national award in the category of “Best wholesome entertainment award”. Directed by “vegesna sathish” it gave a clear picture and understanding about relationships, the concept of love in a broadly accepted manner, and our culture like celebration of festivals. Here, the researcher is decoding the film content through qualitative content analysis method. The scope of the study is relevant and the review of literature shows comparatively less research done on this movie and regarding such content or area.

**Keywords:** Telugu Film, Shathamanam Bhavathi, Relationships, Family Structure, Values, National Award, Positive Content.

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NEEDS OF ADOLESCENT GIRLS: REPRODUCTIVE AND SEXUAL HEALTH

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Abstract: India has one of the fastest growing youth populations in the world with an estimated 225 million adolescents. There are an estimated 105 million adolescent girls in the age group of 10-19 in India as per 2001 census. These adolescent girls are uniquely capable of raising the standard of living of our country. Adolescence is the stage where a number of physical changes take place rapidly in an individual. This is accompanied by mental anxieties, emotional drives and passions which makes generation increases their capacity to work, but at a personal level they are confused about these changes. Society expects them to behave ‘differently’, while they experience future uncertainties, which they themselves are unable to express. Despite, an intimate part of the everyday life of most people, sexuality is referred to hush hush topic-it is never talked about directly but only referred to indirectly. These challenges need to be addressed in dealing with day to day life challenges.

The paper aims to assess the information need of adolescent girls about reproductive and sexual health in rural as well as urban area. It also assess the gain in knowledge levels of adolescent girls after providing the sessions of sexuality education sessions and to ascertain the significant change perceived by adolescent girls.

Keywords: Sexual Health, Adolescents, Health Communication.

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MEDIA AND SEDITION: REVISITING SOME INTERESTING TRIALS UNDER SECTION 124.

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Abstract: The arrest of editor R R Gopal, editor of Tamil Magazine Nakkeeran, on 9th October 2018, in Chennai under the charges of sedition, under section 124 of Indian Penal Code for publishing three articles - two on April and one in September - has once again brought into focus this contentious law under the IPC. There is always a conflicts when one exercises Article 19 (1)(a), more so with men in Media. Keeping this case as a reference, here is an attempt to revisit some classical trials under section 124 of our IPC.

Keywords: Article 19 (1)(a), Conflict, Indian Penal Code, Sedition.

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NON FORMAL EDUCATION: A COMMUNICATION PARADIGM TO BRIDGE MASSES THROUGH EXTENSION

SUJATA MUKHOPADHYAY, TANMOY RUDRA

Abstract: “The highest education is that which does not merely give us information but makes our life in harmony with all existence.”  –Rabindranath Tagore

While conventional education is equated with a factory churning out thousands of graduates and post-graduates every year, people have remained mostly ‘educated’ illiterates. They see education as the source of making money and leading a good life. Important factors like discipline, moral values and culture are almost forgotten. This pitiable picture can be attributed to the educational system and its widespread commercialization.

Fortunately, some people in India have become conscious of this problem when they foresaw how detrimental it would be to the growth of the country. It has been rightly said that a country’s future lies in the hands of the citizens. It was for the improvement of these very citizens that the concept of ‘non-formal education’ was born.

Keywords: Illiterates, Commercialization, Citizens.

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RELIABILITY OF RESEARCH METHODS
USED IN NEW MEDIA: A STUDY OF BLOGS, FB AND TWITTER

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Abstract: Over the last decade, research in new media has grown at a lightning speed. It is easy, inexpensive, and fast and samples can be quickly replaced in case of non-availability unlike the traditional field survey that involves leg work and a great amount of time. Increasing number of urbanites using social networking sites to consume news has made new media research crucial. But the fact that there are neither any formal methodologies nor pre-conceived theories set by communication researchers such as Roger Wimmer and Joseph R Dominick rises questions about reliability. The purpose of this paper is to seek answers to two research questions: which are the statistical tools available for researchers to conduct studies on new media? Are these measurements authentic enough to make studies reliable for other researchers and readers? I have examined the statistical research techniques that are in vogue for measuring contents published on blogs, YouTube, Facebook and Twitter.

Keywords: New Media, New Media Research Methods, New Media Tools.

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ROLE OF POLITICAL CARTOONS IN DARKEST PERIOD OF INDEPENDENT INDIA’S HISTORY

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Abstract: Forty three have passed since the imposition of Internal Emergency in India by the late Prime Minister Indira Gandhi. The emergency period from 25th June, 1975 to 21st March, 1977 is referred to as the “darkest period” of independent India as all civil rights were suspended and the freedom of speech and expression suppressed. Media enjoy and exercise its freedom within a given legal framework as long as that given legal framework works. But, if such given legal framework either fails or is made to fail by any democratically elected authority by taking advantage of the law then that legal framework cannot ensure and protect that freedom of the media in that democratic political system. This period became a great time for the upsurge of ‘Cartoons’ rather ‘Political Cartoons’. The political cartoon can be defined as a satirical comment (using humor and caricature) about a political person, institution or event reflecting the cartoonist’s own values and opinions on that issue. India has had a strong tradition of political cartooning. Thus, this study aims to understand the role of political cartoons during the time of emergency in 1975. For the purpose of the study the study, the amplitude of editorial cartoons taken as a medium to political communication was analyzed. As a part of the study, various cartoons published in different media during and post Emergency of 1975 were selected and analyzed.

Keywords: Emergency of 1975, India, Media, Political Cartoons.

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MARITAL STATUS AND JOB SATISFACTION AMONG NURSES IN KASHMIR VALLEY

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Abstract: Objective: To investigate marital status in relation to job satisfaction among nurses working in Government hospitals in Kashmir. Methods: The study was examined with a sample of (N=100; age=24-45 years) nurses in Kashmir. The job satisfaction was assessed using Dubey's Job Satisfaction Scales (JSS) with 25 items (Dubey, 2009). Marital status was measured by using demographic data sheet. Results: Data were analysed by descriptive statistics, and Independent Samples t-test using SPSS. The results showed a significant means difference on job satisfaction among married and unmarried nurses. The observations indicated that the level of job satisfaction among married nurses was higher than the unmarried nurses. Conclusion: The findings of the present study suggest that marital status interact in important ways in influencing the job satisfaction of nurses working under challenging health care work field. Implications: The observations of this study support the multidimensional operationalization of job satisfaction. With such research findings, health professionals having challenging work culture could be specifically supported by taking their job satisfaction into consideration. It helps in understanding the diverse no. of factors influencing job satisfaction. Also intervention programs can be conducted to identify the negative factors associated to job satisfaction and therefore, training programs can be provided to improve level of job satisfaction as well.

Keywords: Job Satisfaction, Marital Status, Occupation, And Health.
SELF-EFFICACY AMONG JAMMU & KASHMIR POLICE OFFICERS IN KASHMIR VALLEY: A COMPARATIVE STUDY WITH REFERENCE TO MARITAL STATUS

ANSARULLAH TANTRY, DR. ANITA PURI SINGH
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Abstract: Present study made an effort to investigate marital status in relation to self-efficacy among Jammu & Kashmir police officers in Kashmir Valley. The study was examined with a sample of 100 participants (50 married and 50 unmarried) selected by purposive sampling method. The self-efficacy was assessed using General Self Efficacy Scale of Jerusalem and Schwarzer (1995). Marital status was measured by using demographic data sheet. Results: Data were analysed by descriptive statistics, and Independent Samples t-test using SPSS. The results showed a significant means difference on self-efficacy among married and unmarried Jammu & Kashmir police officers. The observations indicated that the level of self-efficacy among married police officers is higher than the unmarried police officers. Conclusion: The findings of the present study suggest that marital status interact in important ways in influencing the self-efficacy among Jammu & Kashmir police officers working in stressful situations in Kashmir.

Keywords: Self-Efficacy, Marital Status, Efficacy Beliefs, Performance, and Police.

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REGULATION OF ORGAN TRADING IN INDIA: AN ANALYSIS

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Abstract: “Of all the things that it is possible to donate, to donate your own body is infinitely more worthwhile.” - The Manusmriti

Organ transplantation refers to a procedure that is performed on patients to replace a failed organ with a functioning and healthy organ. These organs are donated by other healthy individuals or by the family members of a deceased person. Organs such as kidney, partial liver, pancreas and intestines can be donated by a live donor whereas organs such as heart, lungs, the cornea has to be donated from a cadaver. In India, the number of recipients exceeds the number of donors by a massive number. This causes a tremendous hike in the demand for organs as opposed to the supply. Commercial organ trading is a result of such scarce organ donor availability. The Transplantation of Human Organ Act, 1994 was enacted to establish strict guidelines of organ transplantation and to curb commercial organ trading. The problems of organ trading still remain irrespective of the legislation introduced. This paper will enumerate the problems of organ transplantation in India with regard to human rights, both practically and ethically. It will further analyze the legislation and bodies regulating organ donation and provide suitable suggestions and recommendations in light of the challenges enumerated.

Keywords: Commercial Organ Trading, Human Rights, Organ Transplantation, The Transplantation Of Human Organ Act, 1994

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GLOBAL FINANCIAL CRISIS – WHERE INDIA STANDS?

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Abstract: This year marks the tenth anniversary of the great financial crisis that originated in the US and caused recessionary pressure across the globe. The collapse of the Lehman brothers and the subsequent collapse of many banks and conglomerates have left an ever-lasting scar on output, employment, investment, etc both in developed and emerging economies. Hundreds of thousands of people lost their jobs, their homes and livelihoods across the globe. The world economy is again revisiting the financial crisis in the form of trade war between US and China with its economic ripples felt across the globe. The emerging economies have very high levels of dollar denominated debt, high current account deficit, reliance on foreign capital for investment coupled with huge dependence on imported crude oil and falling exchange rate. The external shock combined with weak public sector companies and mis-governance in many corporate has resulted in stock piling of NPA’s in many public sector banks which has to be recapitalized by the government using tax payers money. To over-come the internal and external shock, the government has to take the corrective measures quickly and innovatively by strengthening Indian rupee and attracting big companies which are moving out of China.

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MANAGING REPUTATION ONLINE
A CASE STUDY ON CAFÉ COFFEE DAY

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Abstract: Through the past decade and so, the Social media marketing has been considered as the biggest paradigm shift since the Industrial revolution because the present generation marketers care more about how their social media graph ranks their product and services rather than how Google ranks them. Social media has given marketers a voice and a way to communicate with peers, customers and potential consumers. It personalizes the marketer's brand and helps them to spread their message in a relaxed and conversational way. This case study focuses on reputation management by business houses by using social media as an effective forum. Special focus is given to the online reputation of Café Coffee Day and the negative tweets that it received from its customers for not allowing a group of twitterers to use its premises for ‘tweetup’. The incident caused Café Coffee Day its reputation and proved that a “lot can happen over coffee”.

Social media marketing is so diversified that it can be used in whatever way best suits the interest and the needs of business and the consumer. The main objective of this case study is to portray the utility of social media marketing for business because in the present market place consumers no longer search for products and services, but products reach them via a social media network.

Keywords: Café Coffee Day, Online Reputation Management, Social Media, Social Media Marketing, Twitter, Tweets.

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ANALYSIS OF THE ADVANTAGES
AND DISADVANTAGES OF CASHLESS ECONOMY IN INDIA

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**Abstract:** In a barter economy one must both someone who wants what one has and has what one wants, while in a monetary economy one only needs to someone who has what one wants. This insight has been used in a spate of recent papers that analyze the transition from a barter economy to a monetary economy. Earlier it was in form of gold and silver then it go translated into copper and bronze and eventually into paper currency. Paper currency has its own advantages and disadvantages. One of the main disadvantages which has emerged is of black money and fake currency. The recent demonetization was a step towards curtailing these disadvantages. One can say that cash less transaction get momentum after the demonetization.

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INTEGRATED APPROACHES IN COMMERCE AND MANAGEMENT EDUCATION IN INDIA

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Abstract: This paper emphasizes that Business and Commerce are performing arts requiring inculcation of professional operative skills. However, every art and skill requires scientific knowledge as basic foundation in theory. Acquisition of theoretical knowledge sharpens human faculties of mind and intellect. Thus, a system of business and commerce education should equip the student with the knowledge of theory which he should apply in performing and practicing art, and getting knowledge from experience. A person should be made capable of thinking independently and should not depend on borrowed concepts or thorough. Similarly, he should develop a problem-oriented approach based on experience and not on a study of hypothetical situation. The paper stresses that training in applied business-science is a part of social responsibility of business. Business and Commerce education should be oriented to the practical problematic micro and macro situation. This orientation would enable a commerce graduate or a business graduate to meet several challenging situations in managerial decision-making. The paper emphasizes that commerce and business graduates must imbibe the fundamentals of language, logic, simple mathematics and business communication skills which create the power to think logically and present the problem in a lucid language. It is necessary to adopt an integrated approach which assumes that management of business and commerce should not be increasingly divided. The paper concludes that emphasis in business and commerce education should be on total personality against the Government policies creating uncertainty and difficulties created by bureaucracy. Education in business and commerce should create a personality which is not only adaptable but of a high moral character. While keeping in line with the developments in technology and computerization, basic social and Indian values, Indian culture and tradition and typical problematic situations which are Indian should never be lost sight of, while imparting business and commerce education in India.

Keywords: Business And Commerce Education, Managerial Economics, Performing Art, Skill, Employability, HRD, ICT, Research, Training, Extension Work, Performance Appraisal.

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EMPIRICAL STUDIES ON PHILLIPS CURVE
IN USA DURING 1948-2016

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Abstract: In this paper, the author tested to estimate Phillips curve from classical to modified new Keynesian Phillips curve in USA during 1948-2016 where long term Phillips curve is not significant in most cases in USA except in new Keynesian Phillips curve.

Keywords: Cointegration, Employment Gap, Inflation Rate, Inflation Expectation, Output Gap, Natural Rate Of Unemployment, Phillips Curve, Unemployment Rate, Vector Error Correction


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LIBRARIANSHIP- THE LEADERSHIP WAY
A STRATEGIC STUDY OF SKILL DEVELOPMENT AND COMPETENCY

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Abstract: Leadership over human beings is exercised when persons with certain motives and purposes, mobilize, in competition or conflict with others institutional, political, psychological and other resources to arouse, engage and satisfy the motivates of followers. Library managers tend to work with in defined bounds of known quantities using well-established techniques to accomplish pre-determined ends, the manager tends to stress means and neglect ends. On the other hand, library leader’s task is to hold, before all persons connected with the library, some vision of what its mission is and how it can be reached effectively. This paper in albeit is a study on the different aspects that a librarian has to adhere to in the process of becoming a great librarian while being competent and an effective leader.

Keywords: Leadership, Creativity, Innovation, Swadharma, Strategic planning, Community Service.

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BUSINESS ETHICS AND VALUES BASED LEADERSHIP: A NEW PARADIGM IN 21ST CENTURY

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Abstract: The world economic order is changing rapidly due to advancement of science and technology. The world has been transformed into a global village. The recent financial crisis has highlighted the challenge of establishing stability and growth in the face of global recession. It has also brought into focus the critical importance of the "Business Ethics & Values based leadership a new dimension in leadership styles and strategies Manpower/People Management in 21st century. In this turbulent and globalized corporate environment of increased complexity and global competition, what is required most is ‘Business Ethics & Values based leadership for sustainable future and for surviving, growth stability and managing 3Ps - profit, people & planet in 21st century. The paper is an effort to explore the importance of Business Ethics and need for Values based leadership in the age of globalization in 21st century. The paper also tries to explain what are the Business Ethics and Values? And why values are important in the modern business management in present age of globalization? The paper also tries to explore how values & ethics can best contribute to holistic human development and developing an organizational sustainability. What are the principles are required for Values based leadership to achieve the objective of Triple Bottom Line- ‘Managing People, Planet & Profit’ in 21st century?

Keywords: Globalization, Business Ethics & Values Based Leadership And ‘Managing 3Ps People, Planet & Profit’ In 21st Century?

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ANALYSING THE INTERPLAY BETWEEN EQUALITY AND DISCRETION IN DEATH SENTENCING WITH SPECIAL REFERENCE TO JUDICIAL PRECEDENTS

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**Abstract:** The death sentencing in India is carried out in accordance with the doctrine of ‘rarest of rare’. In administering this principle, maintaining consistency/equality is of utmost importance. At the same time, instances have proved that, where lot of mitigating and aggravating circumstances need to be taken into account, stiff adherence to equality principle while awarding death penalty, would create unbecoming consequences. Hence, introducing perfect equality in such cases would be an idealistic one. It is where the application of judicial discretion becomes relevant. However, arbitrary or irrational exercise of judicial discretion will lead to uncontrolled power and absolute arbitrariness thus creating an unjust and inconsistent result. This paper, in the process, critically analyses the judicial precedents and exposes instances of the heavy reliance on judicial discretion in awarding death sentencing which has resulted in inconsistent administration of the guidelines put forth to the application of ‘rarest of rare’ doctrine. Yet, a reluctance to impose the penalty in deserving cases will also be fatal. Henceforth, while pointing out the glaring discrepancy in balancing two persistent and immutable factors in sentencing, this paper proposes certain suggestions in balancing these two factors in awarding death sentence, such that undesirable consequences are averted.

**Keyword:** Death Sentence, Equality, Discretion, Rarest of Rare.

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LEGAL VALIDITY AND RELIABILITY OF ELECTRONIC SIGNATURE IN INTERNATIONAL COMMERCE

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Abstract: Nowadays with the technological advancement approximately all organization around the world are replacing paper-based manual process with alternative electronic document. One of the impacts of such replacement is the adoption of electronic signature. An electronic signature is a string of data is attached to an electronic message or documents in order to express his/her intention and satisfaction with the contents; guarantee its authenticity and identify the signatory. Electronic signature has opened up a new way under which people can transact. The use of electronic signature has proved to be significant in many ways. It increases efficiency, save time and reduce the costs and thus gaining competitive advantage and eliminating the need for most offline steps in handwritten signature. However, the use of such signature has not been smooth. Various legal and practical challenges are encountered. This paper mainly questions the validity and legality of the electronic signature in international commercial transaction. The question is whether in international commercial transaction e-signatures are valid and legally binding. Comparisons are made with the traditional pen-and-paper signatures. In this paper first I discuss the definition and type of electronic signature under international law. Second, challenges of electronic signature in international trade law. Finally, analysis of international law and practice on electronic signature.

Keywords: Electronic Signature, Challenges Of Electronic Signature, Validity And Reliability Of Electronic Signature.

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A FINANCIAL PERCEPTION OF PUBLIC PRIVATE PARTNERSHIP IN INDIA

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Abstract: Indian economy is growing at a very fast pace and it has a dynamic and robust financial system. The concept of Public Private Partnerships (“P.P.P.s”) has emerged as a viable option for infrastructure development especially in the context of developing countries. It is an innovative policy tool that serves as a remedy for the lack of enthusiasm in traditional public service delivery. Public Private Partnerships (“P.P.P.s”) was adapted to auger growth in infrastructure development in the country and thereby giving a positive thrust to the Indian economy.

Public Private Partnership Project means a project based on a contract or concession agreement, between a Government or statutory entity on the one side and a private sector company on the other side, for delivering an infrastructure service on payment of user charges. Governments embarking on “P.P.P.s” programs have often developed new policy, legal and institutional frameworks to provide the required organizational and individual capacities. They broadly refer to long-term contractual partnerships between the public and private sector agencies, specifically targeted towards financing, designing, implementing, and operating infrastructure facilities and services that were traditionally provided by the public sector and represent a claim on public resources that needs to be understood and assessed. They are often complex transactions, needing a clear specification of the services to be provided and an understanding of the way risks are allocated between the public and private sector. In the context of developing countries, the recent increase in “P.P.P.s” has been attributed to several reasons such as the desire to improve the performance of the public sector by employing innovative operation and maintenance methods, reducing and stabilizing costs of providing services, reinforcing competition, and reducing government budgetary constraints by accessing private capital for infrastructure investments.

The Government of India has therefore focused on developing several enabling tools and activities to spur private sector investments into the country through public-private partnerships. The Government has adopted the “P.P.P.s” route for implementation of projects in roads, ports, airports, railways, power and urban utilities as well as in social sectors. Thus the contribution of “P.P.P.s” in the infrastructure development across the country has been immense. These are vital for catalysing investments in new infrastructure, and for efficient operation and maintenance of assets, and ensuring focus on service delivery. This paper strives to explore the concept of public private partnership, forms of “P.P.P.s”, positive and negative impacts of “P.P.P.s” on overall development of the nation, outcomes of “P.P.P.s”, Government policies central to attracting “P.P.P.s”, “P.P.P.s” in e-governance and finally the current status of “P.P.P.s” projects in India at the central and state level as well as in various sectors. The research methodology of the current study is relied on the review of literature, internet based investigation, and judgements.

Keywords: Budgetary Constraints, Catalysing, Contractual Partnerships, E-Governance, Institutional Framework, Infrastructural Investments.
CSR– A TACTICAL MANAGING TOOL FOR THE PROGRESS OF THE NATION

SWAPNA JANGAMASHETTI, SUHAS M. S

Abstract: “A company should have in its DNA, a sense to work for the welfare of the community. CSR is an extension of individual sense of social responsibility. Active participation in CSR projects is important for a company” - Ratan Tata

With the enactment of the Companies Act, 2013, the Ministry of Corporate Affairs, Government of India has extended the Companies Act to include provisions of Corporate Social Responsibility mandating companies having a net worth of rupees 500 crores, or a turnover of rupees 1000 crores or a net profit of rupees 5 crores, to constitute a Corporate Social Responsibility committee to formulate policies to undertake societal oriented activities for the benefit of the society in which the company is based in and from where its factors have been endowed for its development. Corporate Social Responsibility in India has traditionally been seen as a philanthropic activity. Corporate Social Responsibility in business is essentially an integrated approach towards achieving economic success and competitive advantage by building reputation and gaining the trust of people. It is an integral part of corporate strategy, management practices, business operations and product development.

The Companies Act, 2013 has enlisted a number of activities in the schedule VII which may be adopted by companies in their Corporate Social Responsibility policy. The activities enlisted in the schedule are directly related to the core public issues. The integration of the companies’ economic, social and environmental concerns helps in addressing these issues which may be a strong supplement to the development of the nation alongside the governmental initiatives. It is highly essential to have an inclusive growth to address socio-economic interests by creating employment, reducing poverty, and ensuring environmental sustainability. Thus, the importance of inclusive growth is widely recognized as an essential part of India’s quest for development. It reiterates the firm commitment to include those sections of the society in the growth process, which had hitherto remained excluded from the mainstream of development. In line with this national endeavour, Corporate Social Responsibility was conceived as an instrument for integrating social, environmental and human development concerns in the entire value chain of corporate business.

Ministry of Corporate Affairs had issued ‘Voluntary Guidelines on Corporate Social Responsibility, 2009’ as a first step towards mainstreaming the concept of Business Responsibilities. This was further refined subsequently, as ‘National Voluntary Guidelines on Social, Environmental and Economic Responsibilities of Business, 2011’.

This paper particularly deliberates on the legal, economic, social and environmental dimensions of the Corporate Social Responsibility and the need of Corporate Social Responsibility in the overall development of the nation and further strives to include the challenges and drawbacks in the practicality of the Corporate Social Responsibility in India.

Keywords: Business Strategy, Corporate Social Responsibility, Environmental Sustainability, Philanthropic Activity.
WORK AND HEALTHY LIFE BALANCE OF WORKING WOMEN OF JODHPUR CITY

CHITRA SARUPARIA

Abstract: The concept of Work life balance has become a buzzword in different organizational set up of the globalised world. Economic world has presented many opportunities as well as challenges for the working women. As women steps in economic landscape it becomes difficult to balance her personal and professional life and live in harmony. This paper is a modest attempt to explore the factors which causes imbalance between the work and personal life. The author tries to explore whether working women gets sufficient leisure time so that her productivity gets enhanced and eventually she may contribute maximum in the overall productivity of the organization. Do they understand the significance of good health and healthy life style in their career? Whether they practice yoga, meditation, exercise, swimming and morning walks? Any investment made for maintaining good health and healthy lifestyle would enhance their productivity and that of organization. To address these questions the present study has been conducted based on primary data collected from 100 women working in schools, colleges, financial institutions, hospitals and handicraft industries. The selection of working women is made through simple random sampling from the working women of Jodhpur city. The structured questionnaires and interviews were employed for the study. The results of the study would provide sufficient solutions for the organizations so that they can eliminate the constraints and facilitate the smooth work life whereas working women also recognize the real value of healthy lifestyle in their life which can pay good dividends in their career too.

Keywords: Leisure, Lifestyle, Productivity.

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CONSUMER PERCEPTION AND WILLINGNESS TO PAY FOR ORGANIC VEGETABLES IN BANGALURU

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Abstract: “As is the food so is body and mind”, the food intake should be good which is whole and complete, without chemical residues. The pollution in general and poisoning of food, that we eat with harmful chemicals and their effect on human health and environment is making people to look for organic food. Indian organic food market is anticipated to grow at a significant growth rate of around 19% during 2012-2017 (India Organic Food Market Forecast & Opportunities, 2017). In India, majority of the demand for organic foods is originating from Tier I cities such as Mumbai, Delhi, Chennai, Bangalore, Gurgaon and Pune. The present study analyzed consumer preference and willingness to pay for organic vegetables In Bengaluru city of Karnataka. The data for the study was collected through random sampling. Further, Maximum willingness to pay was captured with the help of double bound contingent valuation. Result of the study revealed that consumers are willing to pay Rs. 56 per kg of Tomato, which is nearly double the price of conventionally grown tomato mainly due to perceived benefit of health and nutritional status.

Keywords: Consumer Awareness, Willingness To Pay, Principal Component Analysis, Logit Model.

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DEMONETIZATION IMPACT A PATH WAY TO REMONETIZATION

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Abstract: Demonetization is a process by which a series of currency will not be legal tender. The series of currency will not acceptable as valid currency. The same thing happens with the Rs. 500 and Rs. 1000 note. On 8th November 2016, Government of India had announced that from today onward rupees 500 and 1000 rupee note will not be a legal tender. This means that 500 and 1000 rupee note will be accepted by anyone except the organisation declared by government. They can change the currency from the banks and post offices till 30th December 2016. The ‘demon’ in demonetization is in the beginning. On November 8, Indian Prime Minister Narendra Modi announced in a broadcast to the nation that Rs500 ($7.40) and Rs1,000 currency notes would no longer be recognized legally as currency. “Great,” said Corporate India, economic commentators, foreign investors, international think tanks and global rating agencies. “Masterstroke,” echoed the Confederation of Indian Industry (CII).

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STUDENTS’ PERCEPTIONS ON USE OF MOBILE WALLETS
AT RESTAURANTS IN MANIPAL, INDIA

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Abstract: Digital India campaign promotes cashless transactions and encourages use of cashless modes of payments over the traditional modes of payment. The purpose of the study is to seek awareness about mobile wallets among the students of Manipal. The study also emphasizes on the factors that may influence users’ acceptance and preferences on using mobile wallets in their day to day transactions. Awareness, preferences and impact of various benefits received by the respondents were collected using a structured questionnaire. The results show that there is a significant relation between respondent’s gender and their choice of payment methods. The study shows that confidentiality in transaction details and the people’s trust on mobile payment systems is strongly correlated. Paytm was ranked first by respondents as most preferred wallet. Industry professionals can use these findings to attract the trendy, tech-friendly generation who want to do everything with the click of a button.

Keywords: Mobile Wallets, Perceptions, Preferences, Cashless Payments, Awareness.

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FEASIBILITY OF LAUNCHING TIMBER EXCHANGE TRADED FUND IN INDIA

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Abstract: Given the fact that timber is neither traded as commodity nor is any timber Exchange Traded Fund (ETF) available in India the objectives of this paper are to examine the feasibility of making use of the wood resources of India in the form of ETFs, e.g. timber ETF, and the nature of the legal and policy frames in India as implemented in timber business with reference to their suitability for opening ways to construction of timber ETF. India has a timber industry whose stocks are traded in the bourses and amenable to analysis for ETF construction purposes. The major finding is that despite having more than 20% of India’s total lands as forests India’s timber industry could not take off to be suitable for launching ETF because of absence appropriate policy framework and their sporadic locations across the stages of development. As a result India is not yet ready for launching timber-based ETF.

Keywords: Exchange Traded Fund, Portfolio, Sharpe Ratio, Timber.

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‘ZAKAT’ AS A MEASURE OF SOCIAL JUSTICE
IN ISLAMIC FINANCE: A STUDY

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Abstract: Zakat is an important form of religiously-mandated charity under Islam. It is considered to the third pillar of Islam. Giving of Zakat is important for Muslims, as this leads to purification of their wealth from all sin. This paper examines its impact on social justice and poverty eradication of the society. Each Muslim calculates his or her own Zakat individually. For most purposes this involves the payment each year of two and a half percent of one's capital, after the needs of the family have been met. One can donate additional amount as an act of voluntary charity but Zakat is fundamental to every Muslim. Zakat is the Islamic contribution to social justice: those who have to give charity so that those who don't have enough money can share in the benefit of their neighbor's prosperity. This is the Islamic way to remove greed and envy and to purify one's soul based on good intentions. This is the institution of Zakat (charity) in Islam. The institution of zakat serves to eradicate poverty in the community and uphold the light of Islam. Allah says “whatever is paid as zakat for the sake of Allah shall be rewarded in manifolds”.

Keywords: Zakat, Islam, Social Justice.

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THE SURVEY OF HEALTH TOURISM PROVIDERS 
IN SERVICE POTENTIAL IN THAILAND

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Abstract: Nowadays, the number of tourists around the world has increased and there are different forms of tourism. Health tourism is a popular form of tourism because of the current trend of health care today. Many countries in Asia including Thailand are promoting the expansion of health tourism to increase profit own country. For Thailand, health tourism is an important channel that can increase revenue in the country and have the opportunity to expand the market including extensive investment in rehabilitation after treatment including beauty services to enhance the personality. To create an advantage in the efficiency service and sustainability by surveying the potential of health tourism operators using the McKinsey 7s Model found that operators have developed a comprehensive marketing strategy to meet the needs of their customers. Locations are close to the community and the infrastructure is well placed while the business model still is a single business model and limits to expanding the business to cover the increasing of demand. The service system has been set to firstly think about the benefits of customers such as customer caring, security. In term of human resources management, individual specialist has been selected specialized knowledge especially in the field of medicine. In service skills and service minded, staffs understand customer requirement and response with fast and standard and the government plays an important role in creating common values to be unity. However, third language limitation such as Japanese or German seems to be the obstacles for communication for target from both countries. Based on the survey of health tourism providers can set up the strategies by increasing competitiveness by developing more infrastructure and facilities. Promote the development of Thai traditional medicine and alternative medicine services to the international level. Develop the natural attractions for use as health promotion facilities such as hot springs. Focus on the medical academic and research center by supporting professional continue development and education. Develop staff communication ability by educating English and third languages such as Japanese. Promote marketing and public relations in global.

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DOES FOREIGN DIRECT INVESTMENT BOOST UP WOMEN EMPOWERMENT: A PANEL DATA ANALYSIS OF DEVELOPED AND DEVELOPING COUNTRIES

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Abstract: Women empowerment is a key factor for sustainable economic growth, social development and environmental sustainability. It is only by providing equal opportunities to women and men that a sustainable path of development can be achieved. This paper assesses the impact of Foreign Direct Investment on the Women Empowerment. Women Empowerment Index (WEI) has been constructed to measure women empowerment on the basis of scores provided by the World Bank. Using a panel data set for 163 countries: East Asia and Pacific – 22 Countries, Europe and Central Asia – 19 Countries, High Income OECD Countries -27 Countries, Latin America and Caribbean – 27 Countries, Middle East and North Africa -17 Countries, South Asia -8 Countries, Sub Saharan Africa - 43 Countries, for the period 2016 to 2018, the study focuses on key legal and regulatory areas which are directly controlled by policy makers. The fixed effect regression has been used to study the impact of Foreign Direct Investment on Women Empowerment. The data with respect to main explanatory variable Foreign Direct Investment Inflows has been collected from UNCTAD’s World Investment Report. The data in respect of other control variables: Openness of Trade, GDP Growth Rate, Government Expenditure as a percentage of GDP and Women Labour Force as a percentage of Total Labour Force have been collected from World Development Indicators. This paper shows that FDI inflows are positively associated with Women Empowerment. Thus FDI inflows increase women’s welfare.

Keywords: Foreign Direct Investment, Women Empowerment, Gender Disparity, Growth, Labour.

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**SOCIO-ECONOMIC STATUS AND PSYCHOLOGICAL WELL-BEING**

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**AZRA ROOMI**

**Abstract:** Objective: To investigate socio-economic status in relation to well-being among university students. Methods: The question was examined with a cross-sectional sample (n=100; age=22-33 years) of university students of Kashmir. The well-being was assessed using Ryff’s Psychological Well-Being Scales (PWB) with 42 items and socio-economic status was measured by using B.G. Prasad’s modified socio-economic status scale (Prasad, 2001, as cited in Singh, Sharma & Nagesh 2017). Results: Data were analysed by descriptive statistics, ANOVA, and Post Hoc test using SPSS. The Post Hoc analysis showed that individuals with middle class of socio-economic status have higher levels of well-being. While as, individuals with lower class of socio-economic status have lower levels of well-being. Conclusion: The results suggest that socio-economic status interact in important ways in influencing the well-being.

**Keywords:** Well-Being, Socio-Economic Status, Occupation, and Income.

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