Proceedings of the
International Conference on Global History, Governance & Trends in Economics, Commerce – Andhra Loyola 2019

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Organized by

Andhra Loyola College (Autonomous) Vijayawada, Andhra Pradesh, India
IMRF Institute of Higher Education & Research, India
PREFACE

Dear Associates

Welcome to each and every one of you congregated for the prestigious Proceedings of the International Conference on Global History, Governance & Trends in Economics, Commerce – Andhra Loyola 2019, Andhra Pradesh, India in collaboration with IMRF Institute of Higher Education & Research, India.

We know that an academic conference is a symposium for inventive academicians and imaginative researchers to give academics an opportunity to present their academic works, concepts and new discoveries and to exchange their ideas and develop their works and also to share idea in presenting for development in the new research and topics and so forth. Together with academic or scientific journals, conferences plausibly provide a central channel for exchange of information among earnest researchers.

IMRF with its Academic Chapters in many Countries, since inception, has a great academic, research and social priorities to promote the spirit of values and orientations in multidisciplinary research functions of education by working out in dexterity required by the integrity of a sophisticated social world order duly transmitting central heritage with scientific bent of mind forming socialization process in respect of reformation of attitudes to confer a serene status for a rational being called man on this civilized planet, of course, from the threshold of Ratna Prasad Multidisciplinary Research and Educational Society.

While presenting you with this sonata of latest academics and research findings, I humbly place on record my loyal acknowledgement of sincere appreciation, due recognition and heart-felt thanks to all intellectual paper presenters, article contributors, members on the esteemed Editorial Board, centres of higher learning in collaboration with IMRF, foreign-national delegates, erudite plenary speakers, scholarly participants and all those who are directly or indirectly in conformity with IMRF conferences from home and abroad for their righteous everlasting support in one and all aspects and my sincere thanks to Andhra Loyola College (Autonomous), Vijayawada, Andhra Pradesh, India for their ever dynamic support and cooperation. Gratitude is attitude!

With effusive thanks,

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Year of Establishment 1953-53

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Department of Commerce

The Department of commerce is one the earliest faculties to have been established (1954). Since its inception, the department of commerce has been in the forefront of innovation and dedication in the service of the stakeholders. It has continuously expanded the liminal boundaries of knowledge dissipation among the students. It has grown from its humble beginnings and now comprises of thirteen faculties, a group that blends experience with dynamism. They ably oversee the all-round development of the 440 students enrolled in the department for their graduate studies. We pride ourselves with the fact that we have been able to attract students from countries afar like Tanzania, Nigeria, Kuwait, Iran, Nepal and Tibet and about ten states in the country.

The Department of Commerce lays special emphasis on professional approach, leadership qualities that blend the development of intellectual ability along with analytical skills that will enable our student’s to thrive in a highly competitive Globalised knowledge society. This is attested by the success of the illustrious alumni of the department. A cursory glance of some of our alumni is in order. They include Shri. VepaKamesam (Former Deputy Governor, RBI); Justice T. SunilChoudary, Hon'ble Retired Judge of AP High court; Mr. Ch. Kiran M.D Enadu; Mr. KunalDasgupta, Former CEO, Sony Entertainment(India) Limited and Mr. C. MuraliKrishna, M.D. Brahmayya& Co.; Shri PSRVK Ranga Rao, Wholesome Director of Andhra Sugars Ltd; Shri I Rama Rao, Income Tax Appellate Tribunal Member, Bangalore; Shri AchutaRamayya, Executive Director, Andhra Sugars Ltd and Shri Subba Rao, Advisor, Ministry of Petroliam.

Faculty:
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2. Dr. N.A Francis Xavier, M.Com, M.Phil, Ph.D, P.G.D.C.A., - Specialization; Cost Accounting & Income tax
3. Dr. B. ShyamSundar M.Com, M.Phil, Ph.D, NET, SET - Specialization E-commerce and Accounting Information System
4. Fr. N. Bujji Bunu, M.Com, - Specialization; Banking and Business law
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6. Ms. K. Mahalakshmi, M.Com - Specialization; Financial Accounting and Business law
7. Ms. A. Sree Lakshmi, M.Com, ICWA Inter, PGDCA, SET - Specialization; Financial Accounting & Business law
8. Ms. A. Saritha, M.Com - Specialization; Financial Accounting and Taxation
9. Dr. P. Ramalinga Prasad, M.Com, M.Phil, MBA, Ph.D. - Specialization; Financial Management & GST
10. Mr. Srima Srikanth, M.Com, MBA, SET - Specialization; Banking and HRM
11. Ms. Ch. Patabh Kuamari, M.Com, SET - Specialization; Business Management and Marketing
12. Ms. N. Sivabharathi, M.Com, - Specialization; Business Statistics and Taxation

Curriculum:
The department is proactive in its attempt to update the curriculum to help students remain competitive in a globalised market place. Our course content has been updated with a view to imbibe professionalism by introducing new subjects we have pioneered the introduction of innovative new courses like e-commerce computerized financial accounting marketing and sales management among others in Andhra Pradesh at the under graduate level.

Streams Offered:
B.Com (General) with specialization of Accounting and Finance, Marketing and Human Resource Management
B.Com (Computers) with specialization of Accounting Information System, e Commerce and Data Base Management System
B.Com (Professionals) with specialization of Accounting and Finance, Marketing and Management
Department of Economics

Department of Economics was established in 1954. The Department of Economics has been committed to promote high quality teaching & Research. It offers subjects namely Micro and Macro Economics, Indian Economy, Public Finance, International Economics, Rural Development and Basic Statistics at UG. The Department guides undergraduate students projects in various emerging fields of Economics. The faculty are dedicated and also made several research based contributions in National and International seminars.

Department has organizes two UGC sponsored National Seminars to it's credit along with many invited talks, workshops, extension activities.

Faculty:
Dr B Baby Rani, HOD
Mrs N Satyavedam
Ms Ragini
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ARCHAEOLOGICAL AND HISTORICAL HERITAGE MANAGEMENT AND CULTURAL TOURISM IN INDIA: VIGNETTES ON GLOBAL ISSUES AND PROSPECTS FOR DEVELOPMENT

PROF.DR.G.KUPPURAM

Abstract: Conservation and management of heritage structures and its protection is an interdisciplinary effort, wherein traditional knowledge on building materials, techniques and specifications are brought to the realm of current practitioners of conservation engineering, with the intent of merging them with modern tools and practices. Indigenous traditional ethnic and tribal practices are a continuous chain to the historical and archaeological heritage wherein Government of India has been giving a fillip to ethno, Eco and Cultural heritage tourism. Internationally, it is established practice that structural safety cannot be compromised in any conservation effort. The conservation of heritage structures as an interdisciplinary engineering effort, with structural safety infrastructures has now been installed in India. With one of the largest stocks of heritage structures in the world, lack of adequate quality and quantity of manpower is a serious bottleneck in India in addressing the task of understanding and protecting heritage structures from natural hazards, ageing and weathering effects. Sadly speaking the magnificent monuments (Petra in Jordan) of the Middle East region and the ancient Tigris–Euphrates delta are being ransacked and destroyed by terrorists and wars. More importantly, in a country with strong spiritual roots, the approach to conservation of built heritage is a big promise for archaeo and cultural tourism which in turn leads to sustainable development, has to explore the basis of the ancient building system, the centrality of the spirit in the building activity and the philosophy of non-permanence of the material. Such an approach may be in contrast to established, internationally accepted approaches to conservation. Hence, capacity building in structural safety-centric conservation engineering is a major challenge for India, with an urgent need to identify the existing diffused expertise in relevant sub-areas within conservation and forming a consortium for a holistic approach to the national grand challenge of protecting heritage structures. This paper focuses on the challenges and the need for developing new paradigms in the heritage conservation and management scenario at the global level and in India.

***

Prof.Dr.G.Kuppuram
Visiting Professor, Department Of Human Evolutionary Biology
Turkana University, Lodwar, Kenya.
MAKE IN INDIA – PROGRAMME FOR TRANSFORMING

DR. K. NAGESWARA RAO

Abstract: Make in India is an international marketing strategy, Conceptualized by the Prime Minister of India Narendra Modi on 25 September 2014 attract investment from business around the world and make India the manufacturing hub, the aim is a share of manufacturing in country’s gross domestic product from stagnant 16% currently to 25% by October 20200, as stated in National manufacturing policy, and to create 100 million jobs by 200. The major objective behind the initiative is to focus on 25 sectors of the economy for job creation and skill enhancement. Make in India is the key to revitalization of Indian economy. It is one of the schemes to pull back the economy from clutches of recession. Make in India initiative aims to correct the composition of Indian GDP which is the root cause of recession. Currently India’s GDP is heavily tilted in favor of service sector, Secondary research is used for the purpose of the study and this paper discuss about Make in India scheme, its opportunities, challenges, changes needed and some examples of different investors, invested so far. Make in India campaign surely makes India an investment destination and global hub for manufacturing and innovation.

***

Dr. K. Nageswara Rao
Professor H.O.D. of Commerce,
S.R.V.B.S.J.B.M.R.College, Peddapuram, AP
THE EFFECT OF SOCIAL NETWORK ADVERTISMENTS ON PURCHASE INTENTION IN ATTAINMENT OF WELLNESS: AN EMPIRICAL ANALYSIS

A SAI MANIDEEP, DR. P SRINIVASA REDDY, DR. M SIVA KOTI REDDY

Abstract: It is must to a marketer to indulge his self to identify that what consumers percept about the companies advertisement message credibility and as well as what factor in that message would influences them most. By intensive literature review the three higher order factors as part of message source credibility are considered in the present study they are message trustworthiness, message expertness and message attractiveness. An empirical examination was performed through a survey by considering the sample size of 139 respondents who purchase apparels. Descriptive and inferential statistical techniques are performed such as factor analysis and multiple regressions and also consumer’s educational qualification was determined as control variable. Observations are presented and discussions are made as per the results.

Keywords: Wellness, Message Trustworthiness, Expertness, Attractiveness, Purchase Intention.

***

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EFFECTS OF LEADERSHIP BEHAVIOR ON THE ORGANIZATIONAL COMMITMENT AND JOB SATISFACTION: A PUBLIC SECTOR RESEARCH

S. ANIL KUMAR, DR.CHETALI AGARWAL

Abstract: This study arisen from the basic hypothesis that employees with high job satisfaction also have high organizational commitment analyzed the importance of leadership behavior for institutions through different sub-dimensions. For that purpose, while analyzing the effects of leadership behavior upon organizational commitment and job satisfaction, effects of commitment level upon employee satisfaction were also evaluated. Within the scope of the study, 50 valid questionnaires were collected from different public institutions, and the data obtained from these questionnaires were evaluated through multiple regression analyses. The analysis results indicated that leadership behaviors had a significant effect upon organizational commitment and job satisfaction; however, this effect was lower than expected. Practicing this research to the public sector where employees have been accepted as a mechanical factor of the state both provided a contribution upon the relevant literature and offered important suggestions for the practitioners.

Keywords: Job satisfaction, Organizational commitment, Leadership, Institutional commitment.

***

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Chittorgarh, Rajasthan, India
IMPACT OF E-COMMERCE ON TRADITIONAL RETAIL BUSINESS

M. NIRMALA RANI

Abstract: In this paper an attempt has been made to highlight the impact of the increasing trend of online shopping over the various fixed shop retailers. Retailers comprise of a large section of the population and a larger population is dependent upon these retailers. But the advent of e-stores with their attractive incentives and wide varieties has slapped on their face the fear of uncertainty and helplessness. This paper looks into the various advantages of e-commerce over traditional business and the negative impact of e-commerce over traditional retail business and also various recovery mechanisms they are coming up with to counter those e-stores in their race of survival.

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ROLE OF E-COMMERCE ON HR ACTIVITIES

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Abstract: E-commerce technologies are changing the way work tasks are conducted and thus have significant implications for the way organizations manage their human resource functions. Although the impact of IT on work and employment has been the subject of research, little attention has been paid to e-commerce and its effect on work organization and HR management. At the point when a business first chooses to actualize e-business methodologies and operations, it regularly utilizes the personnel it has for doing so. However, as the strategy increases in magnitude, the organization will need to change in order to better embrace and ‘live’ a more efficient and productive organizational restructuring for maximum desired results. In doing as such, the human resource for the organization can turn out to be critically imperative to achievement. The quantity of required experts expected to cooperate with a specific result to expand capability turns into a great test.

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THE HISTORY OF SPANISH AND PORTUGUESE COLONIES GOLD PRODUCTION TREND FROM 1492-1810

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Abstract: Gold has possessed a unique social rank of human race for millennia which has a long history as a costly metal and its history is far from over. Gold was first brought to light in its natural state. Admittedly it was the first metal familiar to early hominids. It became a part of each human culture. Its natural beauty, luster, brilliance, resistance to tarnish and high malleability made it enjoyable to work and play with. So, production of gold have been started long years ago by human race. The current article aims to study the history of Spanish and Portuguese colonies gold production trend statistically. The present paper has focused the probabilistic model of Spanish and Portuguese colonies gold production trend curve from 1492 to 1810. It has been identified that the response Spanish and Portuguese colonies gold production quantity is heterogeneous and non-normally distributed. It is derived herein that mean gold production trend is non-linear with degree four of transformed time (t), while its dispersion is also non-linear of third degree of transformed time t. The derived models can forecast the mean Spanish and Portuguese colonies gold production quantity at any time during the period from 1492-1810, and its before and after.

Keywords: Ancient History of Gold, Gamma & Log-Normal Models, Gold Production Trend, Joint Generalized Linear Models, Spanish and Portuguese Colonies.

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RIGHTS OF MIGRANT WORKERS UNDER INDIAN LAWS
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Abstract: It is the responsibility of a welfare state to ensure that no citizen of this country is denied his right to live with dignity. Part III (Articles 14, 15, 16, 19, 21, 23 and 24) and Part IV (Article 38, 39, 41, 42, 43, 43A, 54) of the constitution of India protect and safeguard the interest of migrant labour. Labour is a subject in the concurrent list under the constitution of India. Both the Central and State Governments are competent to enact laws. As a result, a large number of labour laws have been enacted. There are many labour laws which are applicable to both migrant workmen as well as other workers. These laws include the Minimum Wages Act 1948; the Contract Labour (Regulation and Abolition) Act 1970; the Equal Remuneration Act, 1976; the Building and other Construction Workers (Regulation of Employment and conditions of services) Act 1996; the Workmen's Compensation Act 1923; the Payment of Wages Act 1936; the Child Labour (Prohibition & Regulation) Act, 1986; the Bonded Labour Act 1976; the Employees State Insurance Act, 1952; and the Maternity Benefit Act, 1961. The last three Acts cover only organized sector workers and thus preclude temporary migrants. Above laws were not sufficient to protect migrant workmen, therefore, Parliament passed a separate law for the protection of migrant workmen. Inter-State Migrant Workmen (Regulation and Condition of Services) Act, 1979 specially deals with malpractices associated with the recruitment and employment of workers who migrated across state boundaries.

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AN ANALYSIS OF WORKING CAPITAL MANAGEMENT
WITH SPECIAL REFERENCE TO SRIKALAHASTHI PIPES LIMITED,
CHITTOOR DISTRICT OF ANDHRA PRADESH

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Abstract: Around the globe, Micro, Small and Medium Enterprises have been playing a key role in employment and income generation with comparatively small amounts of capital. Developed and Transition economies are attaching much importance for the development of MSMEs as an alternative sub-sector of their economies for boosting the rate of their economic growth. In India also, MSMEs have been considered as the main source of significant contribution to the expansion of entrepreneurial activities, which produce a diverse range of products and services to meet demands of domestic as well as global markets. The Ministry of MSMEs estimated that 634 lakhs enterprises are in operation, contributing 31.83% share to Gross Value Added during the year 2016-17, a share of 28.90 per cent of the GDP and providing employment to 11.10 crore persons, of which 2.65 crore were females. The economic history of countries around the globe reveal that the main goal of regional or local economic development is to stimulate local employment opportunities in areas that create prosperity for the community using existing human, natural, and institutional resources. MSMEs can be developed as one of the dominant agents towards this goal. To achieve this goal, an analysis of capital structure, access to capital and management of capital in general and working capital in particular is highly necessary. Many research reports revealed that they are credit-constrained and lack adequate funds to survive in a competitive ecosystem. It is observed that MSMEs do not have dedicated financial managers to ensure an optimal flow of working capital and often do not have the bandwidth to handle the vital financial metric.

It is in this context, an efficient management of working is highly important and it is necessary for MSMEs to attach top priority for bringing in working capital efficiencies in day-to-day operations. The reports of CRISIL also revealed that 84% of MSMEs feel financial discipline is the key determinant of their success, while 47% see working capital management as the most important component of financial discipline. An efficient working capital management fosters the capacity of MSMEs to employment generation, regional development, export growth and development of manufacturing base, as envisioned by our Hon’ble PM’s “Make in India” initiative. Keeping the economic philosophy of India in view and the necessity of developing entrepreneurial spirit in India, the present paper make a modest attempt to analyses the necessity of managing the working capital, as a strategy of industrial development. The present paper is analytical in nature, based on collection and analysis of secondary data collected from Srikalahasthi Pipes Limited, one of the leading players in the DI pipe industry in India. Generally to measure the efficiency of working capital in an enterprise, certain ratios are employed, which include current ratio, days of payables outstanding, days of inventory outstanding, days of sales outstanding etc., Working capital is the difference between resources in cash or readily convertible into cash (current assets) and organizational commitments for which cash to be required (current liabilities). With specific attention towards necessity of maintaining the optimum balance of each of the working capital components, particular focus was laid on estimations of current ratio, quick ratio, cash to current assets ratio, inventory turnover ratio, and net working capital ratio were analysed to measure the efficiency of working capital management of the Srikalahasthi Pipes Limited. To facilitate the analysis, required secondary data to calculate these ratios was collected for a period of 5 year period i.e from 2015-16 to 2018-19.

The analysis reveals that Srikalahasthi Pipes Limited has a good current ratio ranging from 1.12:1 to 2.12:1, indicating an ideal ratio of more than 2:1 particularly during the years 2017-18 and 2018-19. 1:1 is the ideal position of quick ratio and the analysis reveals that this ratio ranged from 1.59:1 in 2017-18 and 1.54:1 for the year 2018-19, indicating a satisfactory condition for the enterprise. The results of the Quick Ratio show that the company was able to meets its short term obligations in time. The Cash to Current Assets ratio revealed that the proportion of cash to current assets has been found increasing during the reference period. The calculations of Inventory Turnover Ratio indicate that the inventory velocity of
the Company has been declining, indicating the inability of the company to convert the inventory into revenue. However, the Debtors Turnover Ratio indicates prompt payments of trade receivables. An analysis of Net Working Capital Ratio shows an increasing trend, indicating the situation of the company has sufficient current assets to cover current liabilities.

**Keywords:** Working Capital Management, Position Statement Ratios, Current Assets, Liabilities, Cash, Inventories, Net Working Capital.

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INDUSTRY 4.0: THE EMERGING FOURTH INDUSTRIAL REVOLUTION
ROLE OF BIG DATA ANALYTICS

DR B. SYAM SUNDAR

Abstract: Schumpeter’s Theory hypothesizes that innovation in business is the major reason for increased investments and business fluctuations. By innovation he means, the changes in the methods of production and transportation, production of a new product, change in the industrial organization, opening up of a new market, etc. The innovation does not mean invention rather it refers to the commercial applications of new technology, new material, new methods and new sources of energy. Technology has always played a major role in creating the wealth of nations and influencing standards of living and quality of life. It has had such a profound effect on human lives that progress of civilizations is frequently identified by the dominant technology of the age right from Stone Age → Bronze Age → Iron Age → Steam Age → Electricity Age → Nuclear Age → Electronics Age → Space Age → Information Age → Biotech Age.

First Industrial Revolution: First Industrial revolution is the transition from manual labor to steam engine where the mechanical advantage of steam engines was leveraged to lessen the human labor.

Second Industrial Revolution: Advent of electricity into industries marks the second Industrial revolution. Electrical motors and analog systems replaced the steam engine. There was little to no manual labor involved. Mass production assembly lines were introduced during this period.

Third Industrial Revolution: Computers and Electronics in factories and industries made it possible for humans to program the electrified machines and third industrial revolution was born. It eventually paved way for automation.

This paper seeks to look into the emerging Fourth Industrial Revolution under the name Industry 4.0, which collaborates with several innovative technologies by setting up new norms, standards, practices and procedures on the competitive landscape, challenging the industrial sector with the mantra of survival of the fittest. It also seeks to highlight the role of big data analytics in Industry 4.0

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A STUDY ON THE IMPACT OF MOTIVATION AND COMPENSATION BENEFITS ON EMPLOYEE PERFORMANCE IN IT PROFESSIONALS

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Abstract: People are the most important asset and organizational success comes from managing people effectively. With a highly driven performance and result oriented culture in IT industry, continual innovation of technologies and development of the human resources has become the prime concern. Performance assessment in IT industry is not setting goals and targets, closely followed by supervision, but is a product of competency development and empowerment. Motivating employees to perform better is the best way to ensure that employees put the maximum effort to achieve the results within the stipulated time. Organisational performance is the accumulated result of deliverables at each level and every supervisor has to ensure on continuous performance improvement whereby making performance a daily commitment. In this paper, an attempt has been made to identify the relationship between the factors like motivation, compensation benefits, job stress and performance of the IT employees of Hyderabad, India. This research has adopted an exploratory approach by collecting primary data from 584 employees. The regression model created suggests a relationship between compensation benefits, motivation, stress, and job performance. The model indicates a positive impact of compensation and motivation on performance, while stress has a significant negative impact.

Keywords: Compensation benefits, Motivation, Employee Motivation, Performance, IT Industry.

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MYSORE MOVEMENT
- AN EXPERIMENT ON ADULT EDUCATION IN PRINCELY MYSORE

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Abstract: The Mysore movement was one of the important movement in princely Mysore in the field of Adult education Mysore Experiment was a brain child of The teachers of the University of Mysore The Mysore University Was one of the premier universities in India it was established by Krishnarajawodeyar IV in 1916. It was the First University in India was established by Princely rulers. The university did yeomen service for development of education in Mysore. An attempt is made in this paper discuss about The Mysore movement in princely Mysore

Keywords: Mysore Movement, Mysore Experiment, Extension Movement, University Teacher’s Association.

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Abstract: Make in India is an international marketing campaigning slogan coined by the Prime Minister of India, on September 25, 2014 to attract business from around the world to invest and manufacture in India. India is one of the world’s fastest growing economies. India has been recording sustained trade deficits since 1980 mainly due to high growth of imports, particularly of crude oil, silver, and gold. Make in India has identified 25 sectors to promote with the detailed information being shared through an interactive web portal. The Government has allowed 100% foreign Direct Investment (FDI) in Railway and has removed restriction in Construction. It has also recently increased the cap of FDI to 100% in defence and Pharmaceutical. Zero defect zero effect is a key phrase which has come to be associated with the make in India campaign. The campaign, “Make in India” is aimed at making India a manufacturing hub and economic transformation in India while eliminating the unnecessary laws and regulations, making bureaucratic processes easier and shorter, and make government more transparent, responsive and accountable. Make in India will do five things namely to guide foreign investors, assistance to foreign investors, promote response, provide relevant information and probative approach. This is not the first time India is focusing on its manufacturing sector. In 2006, the UPA government put out a national strategy for manufacturing. It even dubbed 2006-15 as the “decade of manufacturing in India.” The main objective of this paper is to analyse the Make in India and its inclusive Growth.

Keywords: Make in India Inclusive Growth, Manufacturing Sector, Proactive Approach, Foreign Direct Investment and Zero Defects Zero Effect.
UNEMPLOYMENT IN INDIAN ECONOMY

G. NIRMALA JYOTHI

Abstract: The nature of unemployment in an underdeveloped country is different from that of a developed country. In a developed country, unemployment is a cyclical nature. It is caused by business cycles during a depression phase of a business cycle, there will be unemployment and it is due to deficiency of aggregate demand.
Cyclical unemployment is not a very important factor in underdeveloped countries. (1) Business cycles do not occur frequently. Under developed countries are mostly agriculture based. Production in agriculture is comparatively stable. (2) There is some evidence to show that in fact agricultural production increases in a depression. (3) A large portion of the people in the underdeveloped countries are self-employed. Business cycles therefore affect real incomes and not employment. (4) Most of the workers in Industries can go back to their villages in a depression and share agricultural employment. (5) Cyclical unemployment in the developed countries may cause unemployment in the underdeveloped countries because their exports to the developed countries may fall during a depression. Even then, it will not be severe due to the peculiar nature of the economy of underdeveloped countries which are primarily agricultural.

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FINANCIAL UPLIFTMENT OF BANK LINKED SCHEMES TO SC'S FOR
APSC CORPORATION-IN OVERVIEW

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Abstract: The Andhra Pradesh Scheduled Castes Cooperative Finance Corporation Ltd. Hyderabad was established in the year 1974 with a view to take up programmes for the economic development of Scheduled Caste families in the State. The Corporation was registered under the A.P. Co-operative Societies Act, 1964.

APSCCFC has been taking up economic support schemes which include Purchase of Agricultural Lands, Bore Wells, Pump sets, Milch Animals, Energization of Minor Irrigation Schemes, Schemes under ISB sector and various training programmes and special emphasis is on Vulnerable sections like Flayers & Tanners, Bonded Labour, Jogins.

Self-employment schemes with loan under Non-Bank linked Sector from the Apex Corporations i.e. National Scheduled Castes Finance and Development Corporation (NSFDC) & National SafaiKarmcharis Finance and Development Corporation (NSKFDC), New Delhi are implemented.

Pursuant to the Andhra Pradesh Reorganization Act, 2014, Andhra Pradesh Schedule Castes Coop. Finance Corporation Ltd has been bifurcated into two entities and APSCCFC Ltd has been created for the State of Andhra Pradesh with 13 Dist SC Societies, w.e.f. 02-06-2014.

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MAPPING THE RURAL LIVELIHOODS AND MARGINALIZED GROUPS: A CASE OF GUNTUR DISTRICT IN ANDHRA PRADESH

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Abstract: The present paper is to understand the centrally sponsored scheme of the National Rural Employment Guarantee Act, 2005, a Government of India has passed (Central Act No.42 of 2005). This Act gives legal guarantee of at least one hundred days of wage employment in a financial year to a rural household, whose adult members volunteer to do unskilled and manual work. The Act is applicable in the Districts notified by the Government of India. This scheme shall be called as National Rural Employment Guarantee Scheme in Andhra Pradesh. This Scheme has come into force with effect from 01.04.2007 Guntur in Phase-II. Since the program was started almost 10 years back there is a need to conduct the study whether all entitlements and infrastructure was created or not to the marginalized groups in the rural areas i.e. SC,ST,BC and Minority people.

Keywords: Rural Livelihoods, MGNREGA, Marginalised Sections, Economic Development.

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A STUDY ON CUSTOMER RELATIONSHIP MANAGEMENT TOWARDS ONLINE SHOPPING

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Abstract: The rapid development of internet user has made it easy and improved the online marketing in the global market, as a result the number of customer shopping online are increasing more than the number of customer using internet for others purposes, customer participations are the basic of every business success, because with customer, no business can survive or adapt with change that has been brought by new technology. Customer Relationship Management (CRM) can be understood as a revolving process during which companies interact with their customers, there by generate, aggregate, and analyze customer data, and employ the results for service and marketing activities, the purpose of this paper is to figure out the influence of Customer relationship management as motivational factor on online shopping in e-business environment.

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A STUDY ON CUSTOMER RELATIONSHIP MANAGEMENT PRACTICES IN INDIA INC.

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Abstract: There is universal pressure on companies than ever to improve business performance, and India is no exception. Indian companies are hard-pressed to compete on cost and to achieve high performance by attaining similar or greater levels of efficiency compared to their competitors. A well-designed customer relationship management system can help Indian companies reach their cost reduction goals and ensure their competitive positioning in the race to high performance as well retain and restore relationships with their valued customers for quite a long period. Customer Relationship Management (CRM) is a powerful strategy that enables companies to provide excellent real-time customer service by developing a relationship with each treasured customer through effective use of individual account information. In light of the above discussed scenario, the present article aims to explore few customer relationship management practices in various sectors of Indian corporate.

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WOMEN ENTREPRENEURSHIP WITH SPECIAL REFERENCE
THE STUDY OF THE SOCIAL PLATFORM THROUGH SOCIAL INNOVATIONS
– A COALITION WITH WOMEN IN THE INFORMAL SECTOR

DR. G VENKATA RAO

Abstract: Unleashing an empowerment process at the grassroots working women’s forum (India) emancipates women from class exploitation, caste inferiority, physical weakness, male dominance and brought poor women out of their closed worlds, as asocial movement, it organizes and mobilizes women on trade lines, promoting social and financial independence of poor women in India through small enterprise development. Working Women’s Forum (WWF) enables poor women to emerge as leaders in their own right to influence public policy through collective action improving their social standing. Economic independence of women is brought about through provision of financial services and enhancement of entrepreneurial skills. Strengthening of their productive role is attempted through reproductive and child health care programs. The service programs such as night classes for child workers and vocational training centers for adolescent school dropouts, provide alternate life options and integrate them into mainstream society. WWF undertakes protest marches, rallies voicing the needs of the poorest, Mass inter caste weddings organized by WWF break strong barriers of caste, which is still a bane on the Indian Society.

It has promoted an autonomous legally registered yet informal banking system the Indian Cooperative Network for Women that is run and managed by poor women themselves. The health care advocacy through reproductive and child health program at the grassroots has given poor women informed choice of services on contraception and voluntary acceptance of safe health care practices impacting about 1 million poor families. Children’s home in the urban & rural areas have given child workers and school dropouts a new lease of life. The union wing of the WWF promoted & registered as the National Union of working women has unionized over 5,91,000 exploited working class in 15 geographic areas giving them visibility and status as a ‘worker’.

Keywords: Empowerment, Exploitation, Entrepreneur.
MEGA BANK MERGER AND ITS MOTIVE, IMPACT AND SIGNIFICANCE

FR N.BUJJI BABU, DR N.A.FRNCIS XAVIER, FR S. MELCHIOR

Abstract: This paper is dealing with the aftermath effect of merger of ten public sector banks (PSBs) into four entities, which will have bearing on the entire financial sector. The merger of banks was announced under the Bank Consolidation plan among other major initiatives and steps to accelerate the economic growth of India. The new scheme was being rolled out for “making the path clear to reach the $5 trillion economy” mark in next five years. The announcement on bank mergers is a cohesive and a clear recognition that bigger banks have that much more ability to absorb shocks, reap economies of scale as well as the capacity to raise resources without depending unduly on the exchequer. These mergers could impact almost every other individual who has a savings account or FD with a PSU bank. The bank mergers announced will set a number of changes in motion that the account holder will have to be prepared for and the decision to have separate mechanism for sanctioning and monitoring of big loans would ring-fence the banks against potential frauds.

Key words: Merger, Motive, Impact, Downsizing and Amalgamation.

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CONTEMPORARY PUBLIC HEALTH POLICIES OF TELANGANA AND ANDHRA PRADESH-STRATEGIES AND CHALLENGES

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Abstract: The developing economies have invariably experienced poor health standards and crippling health issues. India is no exception. The physical quality of life is in fact reflected in high incidence of morbidity in the country. The government of India has adopted a National Health Policy with major health programmes to provide extensive and qualitative health services. The erstwhile Andhra Pradesh government had taken many novel steps to shape the future of the health services. The aim of the government was “Health for all”. Many innovative programmes were introduced by the government with ArogyaSree at the helm of it. The bifurcation of the state into Telangana and Andhra Pradesh has necessitated an in- depth study of the health policies of these states which were united earlier. The Chief Ministers of both the states have initiated health policies for their respective states. It envisages a comparative study of the health policies of the states. Each of these policies may have their positive aspects and gaps. Identification of these gaps will act as a catalyst for all the future endeavors in the health services and help making it more effective, efficient, affordable and equitable. The study also envisions the challenges which the newly formed states of Telangana and AP may face in the arena of health facilities and services.

Keywords: ArogyaSree, Bifurcation, Health for All, Health Policies and Morbidity.

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FACTORS THAT INFLUENCE THE LOYALTY OF EMPLOYEES IN ORGANISATION

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Abstract: Retention of highly skilled and loyal employees enable improving the organizational performance that significantly contributes to maintaining its competitiveness in the market and competitive advantages. Therefore, one of the key aspects of employee retention is improving employee satisfaction for sustaining high organizational performances. Studying the factors influencing employee satisfaction and their impacts are essential for addressing numerous issues like organizational development, corporate policy formulation, organizational performance and organizational competitiveness. The current paper aims at researching how the employee satisfaction has an impact employee retention, loyalty as well as organizational financial and non-financial performances of the organization. The research results indicate that satisfied employees tend to be loyal and committed to the organization and contributed positively on the organizational non-financial performances. However, no correlation is indicated between employee retention and organizational financial performance.

Keywords: Job Satisfaction, Employee Loyalty, Employee Retention, Organizational Performance-Financial, Organizational Performance-Non Financial

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DALITS AND HIGHER EDUCATION IN ANDHRA PRADESH: SOCIO-ECONOMIC TRANSFORMATION

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Abstract: The present paper mainly focuses challenges to the Dalit education and the policy of reservation in private sector. Secondly what could be the emerging trends in education and its impact on Dalits would be the major concerns. Globalization has virtually made the reservation policy irrelevant as a matter of fact the new economic policy in 1991 cults the very roots of the reservation policy. The native impact of the globalization is already visible through unemployment and poverty. The education is supposed to be the important factor for enhancing one's status in society. As started welfare oriented policies of the government have certainly helped the Dalits to climb the education ladder. Historically formal education, be it literacy or higher education, was never accessible to all the sections of the Indian society. It remained a privilege and prerogative of the propertied and socially influential.

Keywords: Dalits, Globalisation, Socio-Economic transformation, Welfare State, Development.

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LOCAL GOVERNMENT AND YOUTH IN ANDHRA PRADESH

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Abstract: This paper is an examination of the welfare state and local government in the light of the globalization, privatization, and corporatization which were brought tremendous changes in the phase of rural life. Due to these changes the youth and youth related issues are not studies systematically. The main focus of the paper is to estimate the government initiated welfare schemes and how the youth are involved in contributing the rural life in general and development of the families in particular. Village Panchayat within which ‘Grama Sabha’ meetings were initiated for direct participation of the youth in the village development programs. How did all Agricultural Skills (Rural Agricultural Marketing) techniques being compared between the educated youth and illiterates parents. What were the major changes that the present generation brought through educated youth in the phase of technology would be captured through the empirical evidences.

Keywords: Local Government, Gram Sabha, Agricultural Skills, Youth, Globalisation, Technology.

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