Proceedings of the
International Conference on Women Entrepreneurship,
E Commerce, Management, Law, Gender Studies, Humanities &
Social Sciences 2017
Govt., of India Approved Conference
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March 30-April 01, 2017
IMRF Goa Chapter, India


Editor – in Chief
Dr. Ratnakar D Bala

IMRF International Publications
INTERNATIONAL MULTIDISCIPLINARY RESEARCH FOUNDATION
RATNA PRASAD MULTIDISCIPLINARY RESEARCH & EDUCATIONAL
SOCIETY ANDHRA PRADESH, INDIA
EDITORIAL

Dear Associates

Welcome to each and every one of you congregated for the prestigious IMRF's 51st International Gathering - Proceedings of the International Conference on Women Entrepreneurship, E Commerce, Management, Law, Gender Studies, Humanities & Social Sciences 2017 organized by International Multidisciplinary Research Foundation (IMRF), India which is considered to be one of the premier events for the distinguished academic and research cult.

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, India and beyond (with its Academic Chapters in 8 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, Vijayawada, India.

IMRF has left no stone unturned for the accomplishment of its vision and mission catering its influential services in the academic and research disciplines comprising the streams of Human Rights, Social Sciences, Arts and Education, English Studies, Business Sciences, Engineering Sciences, Mathematical Sciences Life Sciences, organizing International Conferences humbly witnessing the virtuous presence and innovative presentations of investigating pioneers, potential leaders, promising researchers, intellectual academicians, working faculty, industry magnates, advanced educationists, eminent scientists, rational thinkers, earnest scholars and superior students with their bonafide work of discovery from as many as 50 and more countries in the world (with their recurring presence) including home towards showcasing their professional performance with excellent communication skills based on their accumulated experience in the fields concerned successfully.

Globalization is a fact. Its internalization process integrates multidisciplinary fields to embark on an adventure in the realm of academics and research. As such, this conference by International Multidisciplinary Research Foundation (IMRF). I am pleased to unveil the fact that this Copy of Proceedings marked with ISBN No 978-93-86435-03-3 presents an educative network of research with strength of quality, originality and contribution to knowledge of significant fields of multidisciplinary realms duly identified by the solemn research portals and academic destinations in the world.

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 this IMRF conferences from home and abroad for their righteous everlasting support in one and all aspects.

With effusive thanks,

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Conference Chairman
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3. Delegates can present by Power Point Presentation (PPT) 12 min including queries.
4. Systems & Projectors will be made available.
5. Foreign Delegates are requested to come on Conference VISA to India, Foreign Delegates are requested to write to the Conference Chairman for Govt of India Approvals for Conference VISA.
6. Foreign Students & Scholars studying in India has to submit their Valid Visa before Conference itself.
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PLENARY TALKS
SAFE GUARDING AND EMPOWERING THE GIRL CHILD
AND WOMEN OF INDIA - THE WAY FORWARD

DAVID SWEENEY

Abstract: With a lifelong interest in sport and physical activity, David Sweeney is a former UK professional footballer and UEFA Coach who combined this sporting passion with qualifying as a Chartered Accountant following articleship with Grant Thornton, one of the world's largest professional services networks. David applied forensic accounting skills to develop a Financial Reporting and Valuation Service for financial institutions lending to UK businesses, while being drawn to how the acquisition of physical education and sporting skills can be used to enhance the personal, moral, social and physical development of every child and young person, regardless of mainstream or differentiated ability. David's entirely voluntary work in physical education and sport, including the use of ICT in PE, was monitored, evaluated and endorsed for 13-14 years by AfPE, the world lead subject association for Physical Education and School Sport, involving work with specialist and nonspecialist teachers, school inspectors, NGOs, professional coaches and players and presentations to, and workshops with, global delegates attending numerous International Conferences, together with training programmes in Canada and USA.

In March 2010, David made the first of 18 visits to India, and now has a base in Goa from which he travels around the Country, returning to the UK only to renew his Visa. Background to Abused Angels of India (www.facebook.com/abusedangelsofindia)

Very few people on this planet would stand back and let anyone verbally or physically abuse his or her Mother. So, knowing that the vast majority of girls born will one day become Mothers, why does a patriarchal society like India hide behind man-made culture and deny the glorious girl child of that Country her God-given (by all religions) right to the equal, fair, respectful and opportunistic life it grants to males simply by virtue of them not being female? The wonderful Hindi film, Bol (Talk), posed a magnificent question raised by a Muslim girl forced by desperation to kill a bullying Father who terrorised, failed to feed, educate or give any sort of life to her and her 9 Sisters. She asked: "Why is it a crime to take a life, but not to give birth to a child yet deny her food, education, opportunity, respect or acknowledgement that she is an equal human being?" Another Hindi film, Pink, deals magnificently with 'double standards' of societal attitude to males and females and suggests a 'Girls Safety Manual' based on the misguided patriarchal and misogynistic plot of the film. The sheer stupidity of many Indian males whom this project has met is exemplified by a quote from a politician asked about gang rapes of girls and young women. He opined that it was the Mother's job to teach the boy child how to behave!! If it wasn’t so serious it would be laughable...it never occurred to him that he should do that by virtue of how he respected, supported, helped, cared for and loved his wife.

So, right from teaching boys and men in the slums that they should give up seats to even very young girls watching our Bollywood Film Shows each week, to telling men they were welcome to Christmas, Holi, New Year and other Festival parties so long as they were well-behaved and had not been drinking, this project lives the life of the poor in the slums of UP, Tamil Nadu, Goa and Karnataka. In Mumbai, we are involved with the distressed girls given homes and futures in Vasai and Thane, Mumbai, by The Poor Sisters of Our Lady, and also the 5,000 girls at Divine Child High School, Mumbai. We are also becoming practically involved with the new Divya Prabha (Ray of Peace) Girls’ Home here in Colva, 6kms from Margao.

The majority of the poor supported by this project are Dalits and Lamani (gypsy) families, the latter originating from Karnataka but who travel India in search of income from adhoc jobs and other opportunities. Visits to their Thandas (camps) to get food for the most troubled is a glorious privilege due to the welcome and genuine friendship and love exchanged. Having mentioned giving up seats in the slums, males on the transport system are told to give up their seat to a lady (ek mahila ko seat de kripya). Usually met with silence and a blank look, staring at these guys until they stand out of embarrassment, then see them getting others to stand, is fun!! But it has a serious point: if the very basic manners of either giving up a seat or carrying heavy bags is not even considered, is it any wonder India has this problem?

Many males (this project refuses to call them men) hate the work this project does and often hide to throw bricks, rocks and coconuts, together with riding bikes or cars at its founder, also shouting threats. It is emotional, dramatic and dangerous at times in these areas, but common sense has enabled safe practice to be adopted since 2010. Put simply, this project is of course about helping to feed and educate the poor but, much more importantly, it is about standing up for, and speaking loudly through actions, to give the girl child of India her God-given rights.
These Angels are often regarded and treated as slaves and baby-production machines, and are pressurised to keep producing until they give families their dream of a boy child. Annually, Brothers pledge their eternal love and care for their Sisters at Raksha Bhandan but they, like the parents who often choose a poor husband for their daughter, are nowhere to be seen when the poor girl is deserted and has to be everything to the children. All of the above is compounded by the continued existence of the dowry system, where the Angels are expected to give the boys’ families very sizeable gifts in gratitude for the life of misery and servitude that will follow. Is it too much for these Angels to have some genuine care, compassion and love in their lives? Abused Angels of India thinks not, and is forcefully behind the girl child and Mothers of India. Are our views and opinions very firm and direct? Yes. Are they likely to upset some who prefer things to remain unchanged? Yes. Do we care? No!!

David Sweeney
Founder/Coordinator – AAoI; Chartered Accountant, UK
Abstract: In business organizations, everyone's success depends on specific Strategy. In particular, a new market space has to be earned. There are 2 kinds of markets in business: Red oceans and blue oceans. Red oceans are those where there are many competitors and cutthroat competition the market place like a bloody ocean. But blue oceans are uncharted market space, where one business man gets in and stays for a long time with a tremendous scope for profitable growth. In blue ocean strategy, being purely innovative, has no competitors. For example, the TATAS were the pioneers in Steel Industry...this is a blue ocean strategy...a new market space with no competitors. The blue oceans are new and unexplored. Hence there is hardly any guidelines how to move through blue ocean. In this talk, we provide a framework and analytics for designing and creating a blue-oceans.

1. How to create Blue oceans?
2. The impact of creating Blue oceans.
3. The rising Imperative of creating Blue oceans.
5. Formulating and Executing Blue ocean strategy.

Dr. S.A. Mariadoss
Sahyadri college of engineering, And management, Mangalore.
Abstract: The term "monetize" has different meanings depending on the context. To monetize is to convert an asset or any object into money or legal tender. Governments monetize debt to keep interest rates on borrowed money low and to avoid financial crisis, while businesses monetize products and services to generate profit. Demonetization is the act of stripping a currency unit of its status as legal tender. It is a process of removing a currency from general usage or circulation of money in a country. Demonetization is an act where the old unit of currency gets retired and replaced with a new currency unit. It can also be considered as withdrawal of a specific currency from market.

Demonetization occurs whenever there is a change of national currency: The current form or forms of money is pulled from circulation and retired, often to be replaced with new notes or coins. The act of demonetization 2016 is not happening for the first time in India, but before it, has happened twice, first in the year of 1946 and then in the year of 1978. In January 1946, Rs1,000 and Rs10,000 banknotes were withdrawn but the same Rs1,000, Rs5,000 and Rs10,000 notes were reintroduced in 1954, and were again demonetized in January 1978. The second demonetization has taken place in the year of 1978 by the Janata Party government. It had decided to withdraw Rs1,000, Rs5,000 and Rs10,000 notes by issuing an ordinance on the morning of 16 January that year.

The objective behind the all the acts of demonetization happened in past and happened recently is common reduction of black money, corruption and removal of fake currency. On Tuesday, 8th of November, 2016 Prime Minister of India Narendra Modi announced the demonetization of Rs. 500 and Rs. 1000 notes with effect from midnight, making these notes invalid. Systemic and deep rooted social issues cannot be fixed without big bold reforms. However, is India's demonetization a big bold reform? Will it clean out black money; or is black money sitting in other assets such as property, jewelry, etc.? Or is it political fluff like our ever so clean Swaach Bharat, creating hope, promising change, but lacking in execution? It has created interesting trends – barter, credit, tolerance, community and fear – all hinting towards an unexpected outcome of demonetization creating both positive and negative impacts.

Remonetization is the restoration of some commodity such as silver or coins or bank notes that are not money as money. It is the reverse of demonetization. Demonetization will be followed by remonitization.

Key words: demonetization, monetize, remonitization.

DR S Jeyarani,
Associate Professor in Economics, The American College, Madurai
BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY : 
CASE STUDIES IN INDIA.

MRINALINI B. CHAVAN

Abstract: Though Adam Smith’s Free market economy encourages profit oriented business strategies; Business Ethics, a vitally important management discipline, which stands for the social responsibility of business, and adheres to the notion that businessmen to be responsible to work to improve society, e.g. environment problem, equal rights, public health, and improving education etc. in the society. Social responsibility approach leads to apply business ethics to four of its stakeholders i.e, manager, customer, investors and employees. However, J.D. Hopkins claims that the concept of Corporate Social Responsibility goes much further than mere Business Ethics as it also considers the Natural Environment, Community and its Suppliers, as, there is always thin line between performance, profitability and “doing the right thing”; hence, CSR practice is perceived as the landmark practice in the time of globalization. It is CSR that encompasses good ethics, both with in the wall of the company and outside, eventually, developing healthy relationship between community and professional business ventures. The researcher deals with the interrelation between Business Ethics and CSR. The researcher has studied exhaustively, the literature survey and secondary data (qualitative and quantitative) have been collected from the various sources like websites, research papers, magazines etc. The researcher, while discussing the scope of Business Ethics, attempts to answer further research questions: What is the vitality of business ethics/professional ethics in an organization? If there is an ideal Social responsibility model? How to reinforce ethical reasoning to deal with ethical dilemma and creating capacity responsibility in managers to encourage value driven management? The researcher focuses on the practical implication of Business ethics by explored it through the discussion of case studies from the Indian Advertising Industry, focusing on the food product: Maggi and the cosmetic product: Fair and Lovely. Further, while analyzing the scope and concept of CSR, the researcher, initially attempts the answer further questions: What are the principles of CSR? What are the social responsibilities and strategies in the business? How different groups are affected by social responsibilities of business? To explore the practical implementation of CSR policies, the researcher concentrates only on External Stakeholders and, further a case study (Coca-Cola) has been discussed. The researcher concludes that any resourceful company with strong business ethics will always improve managerial ethical decisions making and moral preference can lead to both increased profitability and desirable organization order, thus, ultimately, leading to healthy relationship between business and the society in real sense. A company that takes “full ownership” of its social responsibility, will always attract goodwill of its stakeholders.

Keywords: Business Ethics, Corporate Social Responsibility, Indian Advertising Industry, Maggi, Fair and Lovely, Coca-Cola.

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SPIRITUAL INTELLIGENCE ENABLED CORPORATE SOCIAL RESPONSIBILITY

DR. CHAI CHING TAN

Abstract: A spiritual intelligence enabled model, which exploits the “Four Mindfulness Foundations” in the conception of phenomenological intelligence, is introduced and empirically validated with numerous cases from the tourism, hotel and social enterprising industry. The purpose of the spiritual theme is to suggest a more flexible mindset to study CSR. The phenomenological richness and competency, which embraces contemporary CSR1, CSR2 and CSR3, and CSP concepts, as analogically similar to cognitive virtue, behavioral virtue, and virtue-outcome, as well the three strategic elements of spiritual intelligence, provides the flexible base to strategically apply CSR. Business model concept is also incorporated, and numerous facets of the derivative models of the phenomenological intelligence based CSR are derived and empirically demonstrated for their practicality and validity. The three dominant theories of business competition, namely institutional theory, RBV and market positioning, are supplemented with the spiritual intelligence competency to enable the creative and phenomenologically enriched design of CSR strategies.

Keywords: Spiritual Intelligence, Phenomenological Intelligence, CSR, RBV, business model.

Introduction: Corporate social responsibility (CSR), once a do-gooding sideshow, window-dressing tool (Gond, Palazzo and Basu, 2009), a public relation matter (Clark, 2000), or ancillary in nature, has now shifted its gear as an essential element of corporate strategy (Bhattacharya, Sen and Korschun, 2008). Thus, CSR has earned a mantra that is “doing better at doing good,” which is not a result of treating CSR as add-on (Vasquez-Parraga, 2013), but by its seamless roles that prevail in every nature of business activity. The latter theme is taken up by Tan (2016) in the CSR-spirited services such as by manifesting empathic caring in servicing customers, and as such, CSR is inferred by Tan (2016) as involving compassionate spirits and acts, righteous conducts which serves the ethical foundation, i.e. conscientiousness and cooperative spirit, that delivers positive impacts and valuable benefits to customers, societies and the organization. Towards this end, Tan (2016) advocates that CSR, similar to engagement concept, must simultaneously deliver cognitive virtue, behavioral virtue and virtue-outcome that also shares the concepts of CSR1 (Corporate Social Responsibility), CSR2 and CSR 3 (Corporate Social Responsiveness and Corporate Social Rectitude) and CSP (Corporate Social Performance), so that it can help create a moral image and identity that further becomes the base of trust. For further details, one can refer to Wood (2010).

CSR has been widely acknowledged for its ability to complement the civil role of government in delivering economic, social and environmental values (Copenhagen Consensus, 2015). For instance, the Government of India has adopted “an inclusive growth strategy to implement CSR through corporate sector” (Khandelwal and Bakshi, 2014, p.62). Nevertheless, evidences that show CSR implementation can impact positively on societies and communities are not significantly obvious, partly because CSR is implemented in a “constricted fashion consistent with corporate goals of shareholder wealth maximization” (O’Dwyer, 2003, p. 523). A further analysis may shed light on the influence of a prevailing mindset, which argues that the pursuit of other objectives may reduce the total welfare, essentially a risk-adverse approach to CSR in an attempt to manage corporate risk and protect corporate reputation (Ararat, 2008), may actually prevent CSR to have significant impacts, both internally to organization and externally to societies and environment. Indeed, sticking to a mindset of CSR may become a stumbling block in the implementation. Towards this end, numerous research efforts are made to address mindset issues, such as Knez-Riedl, Mulej and Dyck (2006) exploit systems thinking which requires “humans to think, decide, and act on a very broad basis rather than to focus only on profits” (p. 442).

Thus, the purpose of this present study is to suggest a more flexible mindset to study CSR – by introducing a “phenomenological intelligence” concept, rooted in spirituality intelligence, and which takes advantages of different existent theories of business competition, namely the Institutional Theory, Resource-based View (RBV), and theory of market positioning, in broadening the capability of CSR towards a more inclusive and compassionate conception in CSR-driven business strategy design and implementation, which includes innovating into newer ways of reaching holistic corporate sustainability as evidenced in Kulkarni and Rao (2014). In this way, the CSR framework of this research exploits creativities and the intelligent application of competencies, implying skillfulness or skill-in-means themes, and compassionate means through phenomenological sensitivity (Tan, 2016) in the study and applications of CSR in businesses.
Literature Review

Theories of Business Competition Adapted for CSR: Theories of business competition is important. As Porter and Kramer (2011, p. 99) articulated, “to advance CSR, we must root it in a broad understanding of the interrelationship between a corporate and society while at the same time anchoring it in the strategies and activities of specific companies.” Three theories of business competition are particularly important, which organizations can use them to structure their analyses and understanding of competitive scenarios in order to gain advantages over alternative offerings, namely: Institutional Theory, Resource-based View (RBV), and Marketing Positioning. Institutional theory is vital, for instance, institutional environments can significantly influence firm decision making through various mechanisms (Yang and Su, 2014). Resource-based view stresses the roles and attributes of resources and capabilities, for instance, characterized by VRIO (Valuable, Rare, Imitable, and Organized) to drive firm’s sustainable competitive advantage (Barney, 1991). In short, organizational performance is seen as arising from the skillful exploration and exploitation of opportunities and threats. However, from the perspective of spirituality, these different theories of business competition can be interpreted as conscious seeing of opportunities and threats being bounded by their corresponding organized knowledge frameworks – that is, organizations, by the use of spiritual intelligence in CSR, recognize that reality is mind-constructed and thus organization needs to be phenomenologically conscious in the process of understanding. Phenomenology, as discussed in Schroeder and Vallverdu (2015, p. 530), “was born with the mission to give foundations for science of experience and to open consciousness to scientific study.” In Market Positioning Theory, firms must make analytical efforts to exploit given industry structure for differentiated positioning benefits in the markets (Porter, 1985).

From the fact that business has significant power, whether financially, influence wise, or through its externality reach, CSR is an effective institutional means to catalyze national and international development agenda, for instance relating to: “air pollution, biodiversity, climate change, violence, data for development, education, food security, gender equality, governance and institutions, health, infrastructure, illicit financial flows, nutrition, poverty, science and technology, trade and water and sanitation” – a theme advocated by the United Nations and other NGOs and private sectors (Copenhagen Consensus, 2015). Nevertheless, use of CSR for national development is not straightforward and partly, according to the Institutional Theory of business competition or community development, the insufficient resources being committed, whether in terms of policy of a nation (i.e. a shift in the nation towards Economic Liberalization or the implementation of policy, Khandelwal and Bakshi, 2014) or monitoring, may render CSR ineffective or sub-optimal, given the “magnitude of population and gravity of needs” (Khandelwal and Bakshi, 2014, p. 62).

From the spirituality perspective, a change or alteration of mindset, even in seeing the same theories of competition, is needed. For instance, a shift from the rule-or-law compliance aspect of the traditionalist institutional theory to stimulate the positive changes in social values, technological advancements and regulations, can be effectively used to affect decisions regarding CSR such as in areas of “green” sustainable activities (Glover, Champion, Daniels and Dainty, 2014). In this way, Institutional Theory, in its new interpretation, can be used to advance CSR – a theme borrowed from the Neo-Institutionalism Theory as advocated in Ball and Craig (2010). Along this view, Nanda and Tan (2015) empirically tested the roles played by awareness in CSR values and perceived performances achieved in influencing the tourism industry behaviors in Myanmar.

In addition, the skillful use of the theories of business competition, including the additionally supplemental role of the spiritual intelligence argument of this research, can avoid the ad-hoc implementation nature of CSR by shifting into the frontier in which CSR is integrated into the core strategy of organizations – Essentially, it is a “Strategic CSR” theme advocated in Porter and Kramer (2011), which has proven to yield superior position in the market (Kulkarni and Rao, 2014).

Spirituality Aspects of CSR: There are numerous important spiritual attributes of CSR which, although not purposefully identified in the extant literature, can be inferred and explained. Examples are abundant, but the awareness of the public and organizations has not been prioritized on the domain of spirituality. Spirituality knows about balancing and the possible causal effects of actions taken. By overburdening other resources or relevant stakeholders such as the communities, societies, and the planets, for the benefits of financial performances of organizations, it would not only create liability to others but to the firm itself. As such, it is important organizations behave responsibly, by taking a corporate citizenship role to societies and the general environment, to perform efficiently while at the same time aim for game changes.

In addition, high self-awareness (Upadhyay and Upadhyay, 2016), for instance about the importance of a more socially responsible managing processes
that involve the community and the employees, in co-creative manner, is a core spiritual intelligence dimension, which must be gradually formed and developed (Moon, 2002). Without awareness of the different facets of phenomenon possibly induced by CSR, nothing of positive and sustainable consequences would be possible.

Another important spiritual intelligence element is sense and response that takes roots in spirituality strength. For instance, Upadhyay and Upadhyay (2016) exploit sense-and-response related measurements of spiritual intelligence, i.e. high self-awareness, field independence, compassion, and ability to reframe, and other measures, to evaluate the overall intelligence of the academicians. A positive spiritual use of sense and response acknowledges a holistic view which centralizes on intelligence and spiritual resources to access deepest meanings, values, purposes, and highest motivations (Zohar and Marshall, 2000) and to solve problems (Emmons, 2000).

Towards this end, a phenomenological intelligence driven approach to CSR is developed, as shown in Figure 1, which exploits the phenomenological (Dharma) mindfulness in the development of understanding of CSR driven issues, challenges and benefits, and domains of influences. The key feature of the phenomenological intelligence cultivation process is the acknowledgement of the conditioning effects of both materialistic and mental objects that lead to arise of certain patterns of perceptions, feeling, mental cognitions and behaviors, and outcomes. Figure 1 is also a systematic phenomenological analytics of CSR issues, which can be reckoned as practical approach to phenomenology (Tan, 2016), known as a science of phenomenon and interpretative approach to business research study (Kaivo-Oja, 2017), by acknowledging the process of Figure 1, for instance, as a process of perception and cognition – That is, in the context of the process of perception, cognition is closely related to the arising of feeling, both depending on stimulation through the six senses by ways of contact (Analayo, 2003).

To be specific, three elements of spiritual intelligence enabled CSR are focused, as shown in Figure 2, known as CSR1 (Corporate Social Responsibility) which aims to establish a spirituality driven identity or mission, and CSR2 and CSR3 (Corporate Social Responsiveness and Rectitude) that represents the efforts of phenomenological intelligence, and CSP which aims to gain competitiveness or competitive advantages – such as in competitive, cooperative, ethical and sustainable manner. To implement CSR2 and CSR3, Figure 2 is modified to incorporate resources and partnerships as inputs and the target market as the direct outcome, which reveals the configuration of a so-called business model (Aung and Tan, 2016), as shown in Figure 3.
When Figures 1, 2 and 3 are intercepted and merged, a phenomenological intelligence-driven CSR strategy framework under the influence of different theories of business competition and spiritual intelligence-enabled CSR, takes the shape, as depicted in Figure 4, which explains how, by acknowledging the positive attitude and awareness of consumers towards traceability technology (Kim and Woo, 2016), through the theory of planned behavior (Jafarkarimi, Saadatdoost, Sim and Hee, 2016), it can ultimately influence the organizational commitment and further investments of traceability technology and systems of the food manufacturers. Figure 4 clearly explains the advantage of a phenomenological intelligence approach to CSR, which studies how an organization can advance the influence of organizational behaviors, or consumer behaviors, through a better or thorough understanding of the key phenomena i.e. customer intention and behaviors, that impact on the competitive advantage or competitiveness of the food manufacturers.
Figure 4: A Phenomenological Intelligence-driven CSR Strategy Framework Under the Influence of Different Theories of Business Competition and Spiritual Intelligence-Enabled CSR

**Research Methods:** Previous studies have generally examined CSR from either exploiting the given normative principles, as means for guidance, or descriptive approaches which relies on surveys to have a descriptive picture of CSR and its impacts. The strategic management discipline would tend to be more strategically oriented in approaches. Nevertheless, research is lacking in incorporating spiritual intelligence knowledge in advancing CSR, which this research aims to fill. To accomplish this grand goal, this research exploits an organized approach to literature review that centralizes on identifying the spiritual intelligence characteristics, although not all embracing and inclusiveness, on CSR, and exploits the “Four Mindfulness Foundations” (Pali: Satipatthana, Analayo, 2003; Bodhi, 2000) to suggest a phenomenological intelligence framework for CSR. Numerous facets of the derivative models of the phenomenological intelligence based CSR are derived, which is strategic management oriented that aims, for instance, to design and implement business model. For empirical validation, questionnaire-based approach to data collection is employed, which relies, in particular, on the author’s research partnerships with the Ministry of Hotels and Tourism, and the Ministry of State Counselor Office of Myanmar. Reliability measures as well as various aspects of validity, in particular, construct validity and content validity, are secured throughout the research efforts, such as in the conceptualization and operationalization of variables or abstract constructs such as employee engagements (cf. Tan, 2016). All the details are skipped for space purpose as the statistical evidences are robustly revealed by a strong R-Squared in the multiple regression and structural equation modeling, as shown in the next section.

**Data Analysis and Results Discussion:** Numerous outcomes of questionnaire-based surveys are presented to illustrate the usefulness of phenomenological intelligence model of CSR. All the research processes strictly follow the research quality requirements in terms of validity and reliability (Tan, 2016).

Social enterprise is “an organizational form with primarily social drivers that undertakes innovative business operations in order to be auto-sustainable and guarantees the creation, sustainment, distribution and/or dissemination of social or environmental value” (Granados, Hlupic, Coakes, and Mohamed, 2011, pp. 198-199). Nevertheless, few have been able to demonstrate how and where is the brand value of social enterprise. A questionnaire-based survey that seeks the perceptions of the donors to Rumah Zakat in Indonesia (Tan, 2016), a very successful commercial scale of social enterprise, reveals the interrelationship structure among CSR1, CSR2 and CSR3 and CSP, which validates the merged concepts of the phenomenological intelligence model of CSR in Figure 1 and the three spiritual intelligence elements delineated in Figure 2 and Figure 3.
Tourism industry has faced increasing pressure from many fronts and diverse stakeholders (Fatma, Rahman, and Khan 2016), and Figure 6 is an empirical validation of the Phenomenological Intelligence Model of CSR, which measures the perceptions of the undergraduate tourism students towards CSR behaviors in the tourism industry that is contingent upon the influences of stakeholder awareness on CSR values and the perceived performances as evidenced in the tourism industry. The perceived CSP embraces the perceptions relating to economic impact, cultural, community and environmental impact, community impact, cultural impact and environmental impact of CSR in the tourism industry in Chiang Rai, Thailand (Tan, 2016).

Employee is an important stakeholder which CSR strategies should not ignore otherwise the organizations would lose the “sustainable” advantage. The significant role of CSR in this aspect can be reckoned from the fact that CSR is enacted through HRM (Garavan, Heraty, Rock and Dalton) and equally HRM is enacted through CSR (Bhattacharya, Sen and Korschun, 2008). Figure 7 reveals that employees’ perceptions along the business model, such as the favorable provisions of job resources and the service and quality relationship with the customers, together with the perceived ethical leadership evidences, can significantly influence the employee satisfaction, employee motivation and thus employee engagement. Figure 7 takes a snapshot of the views of the hotel industry situated in Bagan and Nay Pyi Taw, Myanmar (Tan, Pornpimol and Aung, 2016).
As Yang (2012) illustrated, hoteliers are constantly in the search to offer unique value to customers while at the same time they need to be cost conscious in order to keep with the competitiveness requirement and survival in the context of the turbulent business environment of the hotel industry. In this way, service innovation plays a crucial role. In Figure 8, the structural equation modeling of the questionnaire-based surveys of the perceptions of employees of the hotels located in Bagan, Mandalay and Tachileik of Myanmar, reveals the significant roles of performance feedback (as manifesting consciousness, in Figure 1) in influencing the investment and commitment of resources, service innovation behaviors as well as the service outcomes. Figure 8 also depicts the Uncertainty Principles of Quantum Mechanisms – that is, while measures induce behaviors of the employees, the behaviors of the employees equally induce and mold reality which changes the measures (Tan, 2002). The Goodness-of-fit (GOF), which indicates how well a specified model reproduces the covariance matrix among the indicator variables, is determined at 0.998, and the Normed Fit Index (NFI), which is a ratio of the difference in the Chi-Square value for the fitted model and a null model divided by the Chi-squared value for the null model, is 0.998, leading to conclude a model with perfect fit (Hair et al. 2006).

In addition, Figure 8 extends the works of Srivastava, Sharma and Singh (2012) which use measurement and fuzzy control mechanisms as soft computing diagnostic system to help patients with diabetes, by realizing that “diabetes is a medical disorder characterized by varying or persistent high blood sugar level, caused by either lack of or resistance to insulin” (p. 22). Thus, Figure 8, again, like the other empirical cases presented, provides a validated evidence of the significant value of phenomenological intelligence facilitation that centralizes on the awareness arising through performance measurements to enable the hotels to structure their experiences and strategic focuses systematically.

**Conclusion:** To be specific, the phenomenological intelligence concept and framework of this research exploits the “Foundations of Mindfulness” advocated by the Buddha (Analayo, 2030), which explains that one must be mindful of what one senses and experiences (through the five sense channels and the mind) (Walshe, 1987), as the perceived, the felt and the sensed will influence one's views, thoughts, behaviors, and most importantly, the realities of the mind and the corporeal phenomena. From the understanding of Professor C. Otto Scharmer (2009), MIT, when one starts to suspend his or her assumptions and views (avoiding straight-the-way downloading that reenacts the patterns of the past, which views the world through one's habits of thought, ibid, p. 39), and redirect that senses in the actual field (which allows seeing reality with fresh eyes, and connecting to the field and attending to the
situation from the whole, ibid, p. 39), it allows the “presencing” to occur so that one can base on the understanding to form a more effective knowledge and conception (i.e. view), and start to enact and crystallize the vision and intention into actions that performs, as shown in Figure 9. To facilitate the sequential flows of view and thoughts (cognitions), behaviors and performances, indicated by either the phenomenological model of CSR or Figure 8, in terms of the Theory U model (Scharmer, 2009), Professor Scharmer advises the organizations to establish three different kinds of infrastructures and places (ibid, p. 44): “Places and infrastructures that facilitate a shared seeing and sense-making of what is actually going on in the larger surrounding ecosystem (co-sensing). Places and cocoons of deep reflection and silence that facilitate deep listening and connection to the source of authentic presence and creativity, both individual and collectively (co-presencing). Places and infrastructures for hands-on prototyping of new forms of operating in order to explore the future by doing (co-creating).” These three suggestions provide a practical implementation of the individual mindfulness practice at the group and organizational level, and prevent the organization from being constrained by the habitual ways of operating and attention.

Most importantly, the phenomenological model of CSR captures the four bases of the so-called spiritual accomplishment (Bodhi, 2000), as shown in Figure 10, which centralizes on the use of phenomenological intelligence in the efforts (Pali: Viriya) of CSR, as well as wisdom-based investigation of states of mind and performances, through a purposive and motivational thrust. In addition, the research also skillfully exploits the different theories of business competition, by merging and complementing with the phenomenological intelligence model of CSR, to different CSR cases, involving social enterprise, hotels, and tourism industry, as shown in Figure 11.
In sum, this research is transformative in nature, and the spiritual intelligence-enabled CSR concept skillfully embraces the interpretative-phenomenological approach to knowledge generation and applications in the positivistic nature of research approach. And, through its unique framework and concept, this research has laid an exemplary groundwork as a premise for further spiritual intelligence-enabled theory development of CSR concepts, strategies and business models. In addition, the concepts such as the phenomenological intelligence model, which exploits the Four Applications of Mindfulness that pertain to the development of understanding of realities in the issues, i.e., CSR, faced by the organization, can be used to structure the leadership training to intrinsically motivate employees so that, as according to Fry (2003), and according to the path-goal theory of leadership (Evans, 1970), organization would have a sense of spiritual survival through calling and membership, that clearly sees the organizational path to available rewards underpinned on the phenomenological understanding. Essentially, spirituality, as such, grounds people in their work, for instance, on religiousness, interconnectedness (i.e. business model structure and the phenomenological dynamics of people-social psychology), sense of mission, and wholeness (holistic mindsets), as advocated in Mitroff and Denton (1999), and gravitates people towards social responsibility in creative and compassionate manner that is based on a caring and authentic attitude in handling of issues and problems.

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PAPER
PRESENTATIONS
STUDY ON CONTRACTUAL CLAIMS AND STAKEHOLDER’S DISPUTE LEADING TO ARBITRATION IN CONSTRUCTION INDUSTRY

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Abstract: The construction industry worldwide is about to grow approximately 85% by 2030 to 15.5 trillion with India, China and US accounts for up to 57% of the increase in total growth among one of the major contributors for India’s GDP and expecting to be the engine for overall development. Time is money and the delay in any construction project distresses time and hence money, which is must for any economy. The timely completion of construction projects is well-thought to be one of the most imperative factors bringing to various project success, as well as the safety and the quality. Disputes have become a prevalent feature in Indian construction industry. If the resolutions of disputes are not done quickly they can escalate the project causing schedule delays which lead to claims and that require litigation proceedings for resolution and destroy business relationships. It is very important to understand the root cause of disputes as early as possible so that disputes can be resolved in an optimum time. This paper deals with the issues that construction professional should address while countering claims and how arbitration is used as a dispute resolution mechanism in Indian construction projects.

Keywords: Construction Industry, contractual claims, disputes, arbitration

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TRANSNATIONAL PAEDOPHILIA AND INDIA ANALYSING THE EMERGING TRENDS IN SEXUAL EXPLOITATION OF CHILDREN

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Abstract: The raison d'être of all states is to protect the most vulnerable and defenceless segments of its society, which obviously includes the children. Despite unremitting, unanimous and persistent efforts by states and other organizations, strong mitigation against sexual abuse of children has not been possible. The three main aims of this paper are firstly, to analyse why certain states, though they have the ability to restrict outsiders to intrude within their sovereign territory, are unable to protect their own minor citizens from exploitation by paedophiles? Secondly, this paper analyses the emergence of Goa and Kovalam (Kerala) as new centres of sexual exploitation of children in India. These changing trends clearly reflects the influence of market demands which creates a nexus of power, wealth and control. Finally, it examines the power asymmetries that emerge when developing economies are unable to curb this menace and ensure protection to young children vis-à-vis the developed western economies.

Keywords: Transnational Paedophilia, Globalisation, Power Asymmetries and State

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WOMEN ENTREPRENEURSHIP IN INDIAN AGRICULTURE

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Abstract: The incorporation of gender-based perspective into development issues is a recent phenomenon in India. It has established the significance of empowering women through income generating activities. Enabling rural women, especially poor to benefit from the development process is one of the key concerns in the policy. It has been realized that promotion of entrepreneurship among women can play a major role in economic development and poverty reduction in rural areas. Women empowerment can be better achieved through entrepreneurship. Entrepreneurship is an adventure to do something new or a strong desire to pursue an independent occupation. It may be an inner urge to make use of skills and talents in a positive and profitable way. Women are associated with agriculture sector are facing the problems of poverty and exploitation which is impacting the total productivity of the Indian agriculture. Yet, women all over the world continue to work hard to make a difference to alter their lives and the lives for others. Woman as a force of development can change the shape of global economy. Women Entrepreneurs have to experience lot of problems in terms of growth challenges to balance the family and career obligations. For the woman entrepreneur, the process of starting and operating a new enterprise can be tremendously difficult in both the formal and informal sectors because she often lacks the skills, education, and societal support system to facilitate her efforts. Rural women constitute the invisible work force, which keeps the family and the rural economy alive. Women represent half of the world’s population and one third of the official labour force, but they receive only 1% of the world income and own less than 1% of the world’s property. Agriculture is the backbone for any country’s economic development and it creates and for the opportunities of employment and business for the women also as it is a labour intensive industry. Women are the axis of the economy and their values govern the rural market. The aim is to build the country with the development potential so to give the value of growth to the Indian economy. The rate of female labour force participation in rural areas and the importance of women in the agricultural labour force are important because it generates employment and growth with better efficiency and growth options. Commitment and wholehearted support are crucial for any initiative intended to emancipate Indian women. Concerted effort must be put in to raise the level of women entrepreneurship, Government agencies and corporate sector should play an active role in the transformation of women and in driving the women to explore entrepreneurial opportunities in small scale industries.

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ROLE OF RURAL WOMEN IN AGRICULTURE

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Abstract: Women are the backbone of the development of rural and national economies. They comprise 43% of the world’s agricultural labor force, which rises to 70% in some countries. Lack of appreciation of the role of rural women in agriculture is harmful and gives rise to a lack of specific policies, policies which are misdirected, high levels of poverty, illiteracy and non-involvement in the design and planning of programs and policies, which involves a process of mutual learning that reflects the real and specific needs of rural women. Women guarantee livelihoods, especially in rural areas. As a result of their great efforts in agricultural production, women’s production helps to guarantee their self-sustenance. This is still not enough, however, to cover other needs, such as health care, paying for the education of their children or the acquisition of other products and goods which are necessary on a day-to-day basis since they have a limited financial capacity caused by an inefficient supply chain and poor conservation of their surpluses. Connected with these problems there is also the issue of climate change, which includes irregular rainfall, floods, droughts and cyclones, whose effects have a greater impact on rural women and make their life difficult. Rural Women form the most important productive work force in the economy of majority of the developing nations including India. Rural women often manage complex households and pursue multiple livelihood strategies. Their activities typically include producing agricultural crops, tending animals, processing and preparing food, working for wages in agricultural or other rural enterprises, collecting fuel and water, engaging in trade and marketing, caring for family members and maintaining their homes. Many of these activities are not defined as “economically active employment” in national accounts but they are essential to the wellbeing of rural households. Statistical data are available regarding their participation in the agricultural sector and allied activities but their impact on the home environment has been completely ignored. Variations in women’s participation in agricultural work depend on supply and demand factors linked to economic growth and agricultural modernization. Agriculture is the main alternative for Rural Women, and it should come with better access to land and resources for the prevention, adaptation and mitigation of climate change, combined with rural women learning how to deal with cultural resistance and adapting to various manifestations of this phenomenon. Realizing the importance of rural women in agriculture is an important aspect of gender relations. In many countries, the role of women in agriculture is considered just to be a “help” and not an important economic contribution to agricultural production. Agricultural extension efforts should help women improve food production while allowing them to shift more of their labor to export production. Similarly, changes in legal, financial, and educational systems must be undertaken in order to enhance women’s social and economic contributions to rural development in the long term. And educational policies and funding must be changed to reflect the very high social and economic returns to women’s primary education and literacy.

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ERUDITION OF MANAGEMENT STUDIES THROUGH TRADITIONAL STORIES IN LITERATURE

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Abstract: Creative writings since the beginning of civilization, men of letters have been composing poems, short stories, essays, dramas and other forms of literature to express their feelings as well as to communicate their ideas about the world. Invariably, these pieces of writing contained words of wisdom sugar-coated with the entertainment of the arts. No serious attempt has been made in integrating Management studies with literature. This research fills this gap under the garb of the most serious issues related to life. However, in modern times the study of Management has not been able to utilize these vast and time tested resources of creative literature. Used with proper understanding, literature can play a very vital role in enriching Management studies. In the present paper we have explored the possibilities of usefulness of folktales (stories from different regions, a heritage of India as folklore) in appropriating them towards managing an organization and a new source of learning for the Entrepreneurs. The motivation behind this paper is the book Panchantantra written by Vishnu Sharma and major findings includes great lessons of wisdom and Management for any organization. These stories have powerful writings which can motivate, inspire, and lead entrepreneurs in managing their entrepreneurship.

Keywords: Entrepreneur, Folktales, Literature, Management, Organization

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PHASE OF EXOTICISM AND INDIGENEITY IN THE LOWLAND

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Abstract: Subhash and Udayan were siblings in Tollygunge, Calcutta. Both were contradictory to each other, like, Udayan was a courageous man, whereas Subhash is hesitant and afraid of problems. Subhash finally decided to study abroad and soon he moved away from Udayan leaving him alone in the Lowland. Another major character is Gauri, Udayan’s wife who was responsible for some important twists in the novel. Udayan married Gauri against his parents’ wish. Gauri was expecting a child, When Udayan died. Subhash pitied on Gauri and married her. He took her to America with him where she delivered her girl child named Bela. Subhash was a good father to Bela, whom he considered as his own daughter. At this point, the readers come to the conclusion that Subhash and Gauri were making a happy home for little Bela. But Lahiri the novelist made a terrible twist which turned Bela’s life upside down. Home represents affection and security, and that’s the reason people who migrate, returns to their home no matter how far they go. Subhash being a step-father made a fine home for Bela and Gauri beyond all the controversies in his life.

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WHERE SHALL I GO? DUBIETY OF SITA

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Abstract: Where Shall We Go This Summer? is Desai’s fourth novel which is shorter in size but deeper in meaning and it is this novel that artistically unifies two journeys. One is an immediate escape from surroundings and the other is towards the futures. The novel deals with the inner-outer world of its protagonist Sita and her fatigue for life. Sita is stuck between the mysterious past and uncertain future. She experienced a painful situation of being tossed between reality and uncertainty. Anita Desai is one of the most significant contemporary Indian novelists, who majorly focus on the inner life of the female characters in her writings rather than the superficial social, economic or political problems. Desai takes us on a journey into the minds of her characters that are sensitive, brooding and complex. What they all have, in common is their sense of unease with their immediate world and their consequent efforts to withdraw from it.

Keywords: Hypersensitivity, Uncertainty, Relationship, Illusion

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EMPOWERING WOMEN THROUGH EFFECTIVE SOCIO–LEGAL REFORMS

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Abstract: “Beti Bachao Beti Padhao (save the daughter, educate the daughter)” why we need this kind of awareness catchphrases to protect and empower the girl child? This research paper is an attempt to examine the prestige of women in India on the basis of different signs such as uppermost standing in various administrative positions in academics, politics and corporate sectors, fiscal independence, political involvement, decision making power in domestic matters, acceptance of challenging roles equally, access and exposure to education & media etc. based on collected primary and secondary data from different sources. Findings of the research mainly focus on the influential status of women in India. In India from very ancient time we worship women and there is a renowned proverb “yatra naryastu pujyante ramante tatra devta” means where women are respected, Gods make their home, nevertheless, the poor condition and backwardness of woman is also identical because of some major social apprehensions, hitches and lots of constraints against women. The research concludes by an observation that to remove these kinds of social abuses and for women empowerment, the nation is stepping out with new and effective socio-legal reforms like new constitutional amendments, judicial activism and amendments in laws related to women.

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A ANALYTICAL STUDY ON THE STATUS OF WOMEN WORKERS IN UNORGANIZED SECTOR IN INDIA

ANGEL D

Abstract: Unorganised Sector is key part of the Indian economy. More than 90% of Workforce and about half of the national product are accounted for by the informal economy. Informal employment is generally a larger source of employment for women than for men in the developing world. In unorganised sector, the share of women worker are more than half in term of working hours but they get less remuneration/wage as compared to their counterpart. In informal sector female workers work as piece rate workers, self-employed workers, unpaid family workers, casual worker and regular workers etc. In our country out of total population 48.46% is shared by female, in which 25.67% female are working.1 The 94% of total working female are engaged in informal.2 On the contrary, of this woman in this sector is highly dependent. They are working at very low wages for the same work and duration of working as compared to male workers. Many of these women workers are primary earners of their family. The objective of this paper is to study the status of female workers in unorganised sectors and to identify the factors behind it. In this study secondary data is extracted from various sources like Report of NCEUS (2004-13) have used. This paper also discuss the measures taken by government for improving the Conditions of these workers in this sector.

Keywords: Unorganised Sector, Employment, Labour Input, Women Status, Government Schemes

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EFFECT OF WORKING CAPITAL MANAGEMENT POLICY ON FMCG FIRMS’ PROFITABILITY

RUQSANA ANJUM

Abstract: In today’s compelling environment business houses encounter ever proliferating strain on costs and burgeoning financing needs, due to heightened competition in globalised world. Firms are pressing hard and deliberating measures of making themselves more competent. For this reason it is not copious to focus absolutely on the gains and losses or incomes and expenses items, it is equally important to consider balance sheet items also. The study evaluates the impact of working capital management on FMCG firm’s profitability in India for the period 2007-2016. For the said purpose the study has taken into account balanced panel data of 48 FMCG firms Listed on BSE -500 (based on market capitalization). The results of the study point towards the fact that most of the variables significantly modify the profitability of FMCG firms. The FMCG firms are in general facing issues with their payment and collection practices. The other control variables used on the study also significantly influence profitability.

Keywords: Working Capital, Fast Moving Consumer Goods (FMCG), Inventory Conversion Period, Receivables Collection Period, Payment Deferral Period, Cash Conversion Cycle.

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ARMED CONFLICT'S AND SEXUAL VIOLENCE AGAINST WOMEN

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Abstract: Popular culture often referred to conflict as war. Yet the expression ‘war’ has become obsolete in modern warfare – there have been no formal declarations of war since the soviet declaration of war on Japan in August 1945, what is commonly referred to as war in armed conflicts. This shift in terminology is down to the adoption of the UN Charter and various International legal documents since then – most notably the Geneva Convention 1949 and its Additional Protocols I and II. The main reason for this shift was due to the nature of war and declaratory nature of its existence; it was required that states declare war on another state in order for it to exist, so states would fail to make a declaration of war in order to avoid being bound by the law regulating it. Equally, the term ‘armed conflict’ was preferable as it is a purely factual description of a situation. Crime (or) war crimes is a serious violation of International Humanitarian law committed against civilians or enemy combatants during an international or domestic armed conflict, for which the perpetrators may be held criminally liable on an individual basis. Crimes committed including but not limited such as torture, rape, destroying civilian population, child soldier etc. Sexual violence is considered to be an instrument of genocide, crime against humanity and crimes of war. In the contemporary scenario armed conflicts Gender based violence has become a major source of crime. Women become the primary victims of sexual violence during armed conflicts. While this remains extremely difficult to quantify because of its invisible nature, available estimate indicates that the acts of sexual violence are perpetrated on a large scale in various regions of the world today. Studies have demonstrated that all types of actors in armed conflict, be they State armed forces, non-State armed groups and/or multinational forces, have committed sexual violence against women which is an alarming issue. This Paper will elaborate its wings into the violence against women during armed conflicts, its legal protection during armed conflicts especially on women.

Keywords - International Humanitarian Law, Geneva Convention and Additional Protocol, women and sexual violence, Armed conflicts etc

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‘LEGAL CHECK’ ON E-COMMERCE – DIGITAL INDIA PERSPECTIVE

ANUSMITA PAL CHOWDHURY, RAJLAKSHMI SINGH

Abstract: Online business is ever so booming since its inception and now at the peak as the Government decides to allow 100% FDI in online retail of goods and services in automatic route. Contributing significantly to the Indian economy though, mechanism behind electronic commerce or e-commerce is hardly understood explicitly by a large number of people. These attract hackers, crackers and every individual with the knowledge of exploiting loopholes in an arrangement. Briefly defined as a method of business through electronic platform, it’s rising very fast and so does the need of robust system to regulate and protect. The regulatory framework governing e-commerce is evolving, albeit not at the desired pace. Previously the Government tried to address the issues involved in e-commerce with the prevailing commercial laws which regulate the offline world of commerce. Now the situation certainly has changed with its enormous growth and intervening nature to intersect with FDI norms, Competition Act, IT Act, consumer protection laws, investment laws, taxation and intellectual property issues. This Article aims at finding an exhaustive understanding towards the legal regime to regulate e-commerce and indicate the best possible approach to govern the same.

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A PRAGMATIC STUDY: WOMEN FARMER EMPOWERMENT AND CIVIC ENGAGEMENT

VILAS BALGAONKAR, DR. RAMESH JARE

Abstract: The empowerment of the women is a highly significant issue in today’s scenario for the gender equity and nations development. Several schemes and government policies are designed to take step ahead of the situation and prepare grounds for the empowerment of women in all walks of human life. The empowerment of women is a multi-dimensional aspect which demands active participation of various stakeholders in a developing nation. In the present times women studies has become an important branch of academic mainstream in India. Recently series of innovative approaches are adopted to ensure equality of opportunity and empowerment of women in all respects. Gender justice is considered as a vital necessity in India. According to last census, India had a total women population of 45.2 per cent of the total population. Out of this population, about 70 per cent were rural and the remaining 30 per cent were urban. In rural India, the percentage of women who depend on agriculture for their livelihood is as high as 84%. Women make up about 33% of cultivators and about 47% percent of agricultural laborers as, majority of the women come from rural areas, they are considered as the nation builders of tomorrow. This important section of the rural population is women farmers and they can respond to the needs of country only if they are offered fruitful opportunities for growing up as useful citizens. Women farmers have been playing quite a significant role in almost every country of the world as they possess the zeal and vigor necessary to create opportunities for national development. At present, the women farmers are having civic engagement, different needs, aspirations, attitudes, habits and values of life. The development of personal, social, economical and spiritual aspects of rural women are possible, only when they will empowered and their needs, aspirations, health, habits and values of life are recognized early and guided properly. Women farmers also played very vital role in poverty reduction and coping with draught. Therefore, the development and harnessing of the participation and energies of women farmers towards constructive channels has always engaged the attention of a country’s planners and policy makers. One of the most effective ways of development and channeling the potentials of women farmers’ creative purpose is through the civic engagement. They help themselves to develop physically, mentally, socially and economically and prepare them to meet effectively the future challenges of life. Therefore, in this study some of these aspects are considered and which would be useful to the agencies involved in the development of rural youth. There is less number of studies in this area of research in Maharashtra. Hence, an attempt will be made in this study to know the significance of civic engagement for economic and social empowerment of women farmers.

Keywords: civic engagement, Women farmers, Socio-economic empowerment, Spiritual, Aspirations

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GENDER ANALYSIS - AN EFFECTIVE TOOL TO IDENTIFY HUMAN RIGHTS VIOLATIONS AMONG SOCIAL GROUPS

NIHAR PRADEEP SINGH

Abstract: Human rights are those minimum rights which an individual acquire from birth as a member of human family. The Constitution of India also provides equality among individual in Article 14 and Article 15 but in reality there exist a wide gulf between theory and reality. The complex architecture of human rights creates opportunities as well as obstacle. This can be seen among a social group which include women, children, lesbian, gay, bisexual, and transgender (LGBT). Today, there is serious need to introduce human rights unto combating discrimination based on sexual orientation and gender identity. Some say that sexual orientation and gender identity are sensitive issues. I understand and address the challenges before it and giving it on test of litmus paper. Many states have made a determined effort to strengthen human rights protection for various social groups. Universal Human rights declaration is been adopted but still there are loopholes, where over half a million women continue to die each year from various diseases. Gender based violence kills and disables as many humans and it’s a cancer addicted to our society. This reality is been challenged herein this paper. This paper has talked about how after many laws still rights of many of social groups are at stake and even basic livelihood rights are not addressed to them.

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GENDER EQUALITY: INDISPENSIBLE ELEMENT OF ENTREPRENEURSHIP

ANKLESH KUMAR, SUKRITI MUKTI

Abstract: Mainstream economic analysis assumes that economic opportunity and outcome are equally and evenly distributed across social segments, including the gender. The reality is, however, not so. There are various factors which inhibit equality oriented outcomes e.g. patriarchy and masculinity engender gender discrimination and injustice and, thereby, inhibit growth of women capacity building and empowerment, including entrepreneurship. Gender inequality, in turn, remains a serious limitation of economic growth and development and keeps women powerless and backward. Women own only a little of economic assets, have less consumption entitlements, lack access to economic opportunities, and lag far behind in social and political arena. The issue of gender equality can be solved to a great extent through considerate policy regimes favouring women empowerment and entrepreneurship. The paper, while discussing the issue from various angles like entrepreneurship, empowerment, and feminism, ends with policy suggestions aimed at development of mass level women entrepreneurship in the developing societies like ours.

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CONSENT: RECOGNITION OF MARITAL RAPE

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Abstract: “Consent” a word that fades away with women in India when she gets married. A girl from her childhood is consistently monitored and instructed by her family, she is made like a trained animal who doesn’t know anything else other than what she is told, and then one day she is married, a person who is told for her entire life that her husband is not a man but an equivalent of god, man who provides for her, can have her as he wants and whenever he wants, “consent” here doesn’t matter. Our country where talking about sex is taboo is booming with population, why? Because Women don’t have right to choose when to have sex, the law doesn’t recognize their dignity, but our country speaks about equal rights of women, it sounds contradictory because right to equality shall mean equal right on body. Rape is an unlawful sexual intercourse without “consent” of a women as a result of physical force or threats, or because of fraudulent act of perpetuator. In India rape by a stranger is a penal-offence under section 375 and 376 of IPC but surprisingly, it explicitly excludes marital rape from ambit of conviction. Marital-rape is a concept of sexual intercourse by husband with his wife without her consent or by force or threat. Social-practices and legal codes in India enforces this mentality of man. She has to do everything even mutually enforce the denial of women’s sexual agency and bodily integrity, which lie at the heart of women’s human rights. Researchers estimate that between 10 and 14 percent of married women experience rape in their marital relationships at least once. Based on findings from the largest study on violence against women in the United States, it is estimated that 7.7 million women have been raped by their intimate partners. When the time is itself urging to change not only through laws but also on grounds of uplifting thoughts of caging the individual human rights of women because for many, rape in marriage is not perceived as “real-rape.”

Keywords: Consent, Marital rape, Sexual intercourse, Conviction, Real rape

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COST OF IMPLEMENTING “PURCHASE FOR PROGRESS” CONTRACTS IN CONFLICT PRONE REGIONS

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Abstract: In order to meet humanitarian assistance programs, donor organizations like World Food Program (WFP) need to procure food either locally or through imports. To measure the impact of different food assistance programs, policy makers need to have proper estimate of expected cost and benefit of the envisaged programs. Purchase for Progress (P4P) is one innovative method that is currently being used by WFP to procure food from local sources. However, internal conflict may pose significant barriers to local and regional P4P programs. Hence, at the planning and policy making stage there is severe uncertainty while implementing a program like P4P. A methodology is developed to estimate the cost of conflict using a microeconomic setup. Principal-agent setup is used to determine a) what price should be paid for local procurement, b) how should contracts be designed so that agents relinquish conflict and sign P4P contracts. Estimate of cost of conflict is a pre-requisite for efficient policy decision on whether or not P4P contracts can be implemented in conflict prone areas.

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Abstract: The mode of payment for hospital services vary in government and private hospitals. Cash is the major mode of payment in Government institutions whereas cash & card are the major mode in private. SGPGIMS is an autonomous institute providing tertiary care services to the people of Uttar Pradesh and surrounding states. Even though SGPGIMS is providing swipe facilities the utilisation of these facilities in the hospital was very less. Government of India’s decision on 8th November, 2016 about demonetization has brought a wave of change in the usage of electrical transfer of money. The change in the usage pattern was huge to be missed by the healthcare sector. Objectives: The objective of the study is to assess the impact of demonetization on 1. Cash payments received 2. Usage of card swipe facilities by patients 3. The problems faced by patients at a tertiary care hospital. Methodology: The study was conducted retrospectively from 8th September, 2016 to 7th November, 2016. The Card usage data during the period was studied. The prospective study was conducted from 8th November till 7th January 2017. The prospective card usage data was collected & studied. The structured questionnaire was used to collect the problems faced by the patients in the hospital due to demonetisation and also the usage pattern of card for hospital services. Results: The card usage during the period of demonetisation has increased by five fold (total 2179 swipes for the study period before demonetization to 10132 swipes for the study period after demonetization). 67% of the people never encountered any problem with payment in the hospital as the Hospital continued accepting old notes during the study period. 81% of the people were aware of the acceptance of old notes in the hospital. Out of the study population who paid new currency notes for treatment, 47% of them arranged new currency by exchanging old currency notes in the bank. 54% of patients never used card for hospital services before demonetization, they used it for the first time during study period. Conclusion: Demonetisation brought huge increase in the digital payments in Hospital. Patients did not suffer much in search of new currency as hospital continued to accept the old. Recommendations: This study emphasises the need to provide facilities for digital transactions in hospitals where such facilities are not available. The patients should be educated about digital payment facilities available in the hospital and encouraged to utilise the same to realise the Government of India’s dream of complete cashless transactions.
ROLE OF NGO'S IN PREVENTION OF VIOLENCE AGAINST WOMEN

SOUNALYA.B.SUNKAD

Abstract: Since the ancient times women have been pronounced as a weaker section in the society. They have been symbolized as Goddesses on one side while on the other end their life is consumed with the darkness of cruel treatment. The violence that is directed against women are of different kinds like foeticide, rape, sexual assaults, domestic violence, dowry deaths and many more. The contributing factors for these forms of violence may be sociological, psychological, economic and environmental. This present status of women makes it evident that there is a dire need to secure and make their existence peaceful and provide them a violence free and habitable social status. While family is always the foundation stone for creating a safe and fearless environment, for women in many instances family members themselves turn predators, therefore some external institutions have to intervene and help keep a check not just on the violence that a woman suffers but also work on how these can be prevented and spread the awareness about the defences that a woman can resort to safeguard herself. This role is effectively played by the Non-Governmental Organizations, when the governmental systems fails to track the enforcement of laws already in place.

This study provides an overview about the role of NGO’S on a national and international level in prevention of violence against women and the relationship between NGO’S, government, society and women. The information is based on secondary sources like journals, news articles and other online and offline documents.

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DEALING WITH GENDER INEQUALITY; SOME POLICY OPTIONS

SOUNALYA.B.SUNKAD

Abstract: Since from ancient civilization there is a strong reckoning of gender inequality in a society. The women's are always having a pang of conscience in their routine life. One of the causes for the gender inequality is by showing a lure to the women, which are always fantasising in reality. Therefore, it is important to create awareness among them about their basic rights, which already exist in reality. There are many women related legislation developed in an international and national context but the lack of efficacy can be seen due to poor implementation. The cause for this is lack of knowledge regarding the special legislation and the persistence of gender inequality in law enforcement, judiciary, police, prosecution etc.

This study emphasize on the streams in which more gender inequality can be seen, the policies that are dealing with the gender inequality in international and national contexts and the importance of policy options in dealing with gender inequality. The information is based on secondary sources like journals, news articles and other online and offline documents.

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WOMEN EMPOWERMENT AND PANCHAYAT RAJ SYSTEM

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Abstract: Women contribute more than half a world’s population yet the way of empowerment was a difficult task in the root level of society. Therefore, the government took a step forward to initiate the women empowerment in rural level by the 73rd and 74th constitutional Amendment which was a milestone in Indian constitution, where the three tier panchayat raj system was established and important aspect that was observed by having 33% women reservation in local self government. It was an important mode of transition in society for women empowerment. In present day scenario, we can observe one of the important factor that made a way for women empowerment was panchayat raj system. Since it has many of the functions and duties, it provides administration experience, knowledge about system, financial management, coping with new trends. Exposure for participation in problem solving strategies in society. It helps to adopt the social change and building up personality of women's. The above all aspects contribute to the women empowerment. The important aspect is the panchayat raj system, which is known to be as a local self-government is the basic institution for governance and important one, since it is established in rural area. The women is rural area can participate and gain the basic rights, equality. The 33% reservation actually is one-step forward to abolish the gender inequality and make women empowered.

This paper attempts to establish the significant relation between women empowerment and panchayat raj system; The functions and duties of panchayat raj system by which women get pathway for empowerment and the important changes observed after establishment of panchayat raj system. The information is based on secondary sources like journals, news articles and other online and offline documents.

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GENDER INEQUALITIES IN DIFFERENT SCHOOL OF THOUGHTS: ISLAMIC PERSPECTIVE

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Abstract: This paper is intent to study that how Muslim women are discriminated in Islam and this is not a new issue. This paper will focus on the study of Islamic scholar’s literature on gender roles. The Islamic scholars discourse thus takes up the traditional defense of oppressive gender code by basing it on biological determinism and attacking the feminist logic of gender equality. The scholars discourse on gender roles at that time was represented women as housewives and their important responsibility was spreading Islamic principles to her children. Also, women should observe Purdah (hijab) and assume external work only if their household duties were fulfill. Similarly, the revivalist trends today take inspiration from its recent past as well as responds to other challenges. One of the challenges is the Islamophobia in the world and targeting of the community as barbaric mainly on the plank of Islam as oppressive religion for women. The Islamic revivalist wants to women come to household duties and to be educated in order for them to become good wives and mothers, create state and community.

Keywords: Gender, Inequality, Islamic, Muslim women, Scholars, Purdah, Islamophiobia, Community, Revivalist.

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PROSPECTS AND CHALLENGES IN MAKING SUBSTANTIAL EFFORTS TO ELIMINATE DISPARITIES AND ENSURE QUALITY WITH EQUITY WITH REFERENCE TO CHILD RIGHTS

AMIT KUMAR

Abstract: Child rights refer to the basic rights of all child irrespective of their ability, citizenship, ethnicity, gender, language, nationality or race. These rights play an important role in promoting all-round development of an individual as well as nation.

Child Labour is a serious blot on our efforts to project India as a dynamic country on the move. According to International Labour Organisation (ILO) statistics, India has perhaps the largest child labour force in the world, which is around 16.5 million. Unofficially, however the estimate is around 45 million of which around 20 % are in urban areas and the rest in rural areas.

Children need to be protected against exploitation and abuse. They need to be given rights of education, nutrition and a healthy lifestyle. In 1959, United Nations Organization (UNO) organised Convention on the Rights of Child which was joined by more than 191 countries.

In India, a number of labour legislations have been enacted to promote the condition of the child labour keeping in view the development of nation and national economy. But for industrial regeneration it is necessary that the partners of the industry must care their respective defects. Since independence both legislation and public opinion have done a lot to improve the conditions of the children but unfortunately the employers have not responded very appreciably.

The objective of this research-article are three fold, first-to study the various aspects of Child Rights in present scenario with special reference to Human Rights and Indian Labour Laws, second- to study the impact of Child Rights on Indian Labour Laws and lastly- the implementation aspect of Child Rights in accordance with Human Rights and Indian Labour Laws. The emphasis has been given to the objectives and challenges of Child Rights. It is an endeavour to demonstrate the connectivity between Child Rights and Indian Labour Laws. It is also sought to be demonstrated how Child Rights contributes towards building healthy nation. Finally, this research-article discusses various dimensions of Child Rights and Indian Labour Laws.

Through this research-article, I tried my level best to highlight the present condition of Indian children with special emphasis on Human Rights and Indian Labour Laws. Our policy-makers even now fail to recognize their responsibility and obligation towards the overall development of society as well as state.


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SOCIO ECONOMIC LABOUR WELFARE MEASURES IN INDIAN MARKET

AMIT KUMAR

Abstract: In India, a number of labour legislations have been enacted to promote the condition of the labour keeping in view the development of industry and national economy. But for industrial regeneration, it is necessary that the partners of the industry must care their respective defects. Since independence both legislation and public opinion have done a lot to better the conditions of the workers but unfortunately the employers have not responded very appreciably. The present article is related to the study of Labor Welfare Practices in India. It also includes its present scenario and the study ends with conclusion.

The objective of this article are three fold, first - to study the various aspects which includes concept, necessity and scope of Indian Labor Welfare Practices in present scenario with special reference to Indian Labour Laws, second - to study about the various agencies of Labour Welfare Practices in India and lastly - the conclusion drawn from the above study. The emphasis has been given to the necessity and scope of Labour Welfare Practices. It is an endeavour to demonstrate the connectivity between Labour Welfare Practices and Indian Labour Laws. It is also sought to be demonstrated how Labour Welfare Practices contribute towards building healthy industrial relation. Finally, this research-article discusses various dimensions of Labour Welfare Work and Indian Labour Laws.

Through this paper, I tried my level best to highlight the present condition of Indian Labour Welfare Activities with special emphasis on Indian Labour Laws. Our policy - makers even now fail to recognize their responsibility and obligation towards the overall development of society as well as state.

Keywords: Indian Labour Laws, Industrial Regeneration, Labour Legislations, Labor Welfare Practices, National Economy

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ENTREPRISES ENVIRONMENT OPERATIONAL ENHANCEMENT IN SME THROUGH 5S EFFECTUATION

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Abstract: SME today play a crucial role in any country’s economy. With the overall increase in the number of SME in the past decade, competitiveness among various SME has taken a major turn. SME now-a-days practice and implement certain methodologies to gain attraction from large scale manufactures and customers. 5s is one such methodology that a manufacturing enterprise can procure to enhance operations. In this paper, the authors have conducted various surveys in SME and analysis was done on the data collected. The effectiveness of 5s implementation has been understood and better ways to conquer the daily challenges faced by SME has surfaced.

Keywords: 5S, Continuous improvement process, Small and Medium Enterprises, Enterprise performance, Manufacturing Enterprises.

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INFLUENCE OF LOW TEMPERATURE, HIGH RELATIVE HUMIDITY AND FEEBLE WIND ON ACCUMULATION OF DEFENCE RELATED COMPOUNDS IN RELATION TO MALFORMATION DISORDER OF MANGO (MANGIFERA INDICA L.)

V. RANI, G. BAINS

Abstract: Low temperature, high relative humidity and feeble wind during flower initiation to flowering period leads to malformation disorder of mango in northern states of India. These weather parameters lead to production of surge of stress ethylene in plants. Following this defence related compounds like Total phenols, polyphenol oxidase and lipoxygenase accumulate in plant parts. In malformed tissue samples of five commercial mango varieties collected from different states recorded an increase in Total phenol content and a reduced polyphenol oxidase and lipoxygenase activity.

Keywords: Mango malformation, Total phenols, polyphenol oxidase, lipoxygenase, ethylene, low temperature

A STUDY ON COPING STRATEGIES USED BY WORKING WOMEN AND HOMEMAKERS

SHATABDI DAS

Abstract: The empirical paper focusses on the various coping strategies used by the working women and homemakers to deal with crucial life circumstances. For the purpose of the study a sample of 30 working women and 30 homemakers within the age range of 25-35 years and minimum qualification of Graduation were selected from the city of Hyderabad. A test named ‘Coping Strategies Scale’, developed by A. K. Srivastava, (2001) that studies coping strategies on five dimensions namely; Behavioural approach, Cognitive approach, Cognitive-behavioural approach, Behavioural avoidance and Cognitive avoidance was administered on the sample. The results shows that there is no significant difference between working women & homemakers in their use of coping strategies to overcome various life conditions and other situational problems. However, it was found that there is difference in the types of coping strategies used by the sample.

Keywords: Working women, Homemakers, Coping strategies.

THE STUDY OF CHANGING DYNAMICS OF CENTRE-STATE FINANCIAL RELATION, THE NEED OF THE HOUR

M. JAI GANESH

Abstract: Quasi Federal System in India is considered to be the best form of Government in the World as it combines the strength of a unitary as well the decentralized form of Government, Co-federalism. While drafting the Constitution, chairman of the Committee B.R. Ambedkar, observed that “In normal times, it is framed to work as federal system. But in times of war it is so designed as to make it work though it was a unitary system”.

The true essence of working of federalism lies with the proper division of powers and responsibilities. Article 246 provides for the division of legislative powers between the Parliament and State Legislatures. Schedule VII of the Constitution provides three lists, under which the subject matter to legislate and levy tax is broadly and elaborately discussed.

The present federal system has changed over the period of time, from the concept of centralized federalism to the relative new concept of Cooperative federalism. The success and failure of any Government in Delhi, largely depends upon its ability to manage the federal system. Over the past two decades, however, India has been witness to a changing relationship between New Delhi and the states. This has been attributed to a myriad of factors: the end of single-party rule, rise of coalition politics, increasing influence of regional parties as a consequence of the same, and last but not least, the state governments have become key contributors to India’s growth story, especially in the post liberalization era.

The current phase is especially interesting because it is only for the second time that a Chief Minister of a state has risen to the position of Prime Minister. He has brought the significance changes in the reconstructing Centre Relations and promoting the Cooperative federalism. The first step was announcement of scrapping the Planning Commission, a body of Centralized planning and replacing with NITI Aayog (National Institutional for Transforming India), it facilities the working together of Centre and State together, to make stronger India. In addition to granting greater autonomy to the states, it has also given better position for the Indian states to deal with a market-economy approach, than reserved socialist approach.

The other major changes brought are, the recommendation of 14th Finance Commission for the devolution of 42% of central taxes to the states, is accepted which in turn strengthens its fiscal status. While this may seem to be a good beginning, there is still a long way to go to overcome the several challenges facing Centre-state relations.

This paper would study the evolution of Centre State relations and working under Constitution setup. The paper also highlights some of the important events pertaining to Co-federalism.

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MUSICAL STRESS MANAGEMENT FOR WOMEN ENTREPRENEURS

DR. SHVEATA MISRA, PROF. INA SHASTRI

Abstract: Today’s global economic development has brought many changes in the lives of women. The women in today’s time have broken away from the beaten track and are exploring new vistas of economic participation as entrepreneurs. They at times get largely discouraged by their own family members and peers who cannot see a woman’s worth. In the last few decades there have been many extensive literatures on work stress but among women entrepreneurs, knowledge about coping with work stress is still inadequate in comparison. The present study is designed to extend the influential sources on stress among women entrepreneurs and how music can help to heal stress amongst them.

Keywords: Music, Responsibilities, Stress Management, Women Entrepreneurs

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GENDER STEREOTYPES: PREVAILING GENDER ROLES IN CONTEMPORARY SOCIETY

MOHD NADEEM KHAN

Abstract: Gender stereotypes are simplifications about the roles of each gender. Gender roles are usually neither positive nor negative; they are simply inaccurate generalizations of the male and female features. Since each person has their own desires, thoughts, and feelings, irrespective of their gender, these stereotypes are incredibly simplistic and do not at all describe the attributes of every person of each gender. While most people do not recognize stereotypes, many still make assumptions based on gender. There are many stereotypes we may all be guilty of, such as assuming that all women want to marry and have children, or that all men love sports. The following paper will list some of the most common gender stereotypes as they refer to either men or women. Recall that these are stereotypes because they claim to apply to all men or women.

Key words: gender, gender roles, stereotypes

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ASSSESSMENT OF LEAN MANUFACTURING PROCESS
Enterprises Environment Operational Enhancement in SME through 5S Effectuation

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Abstract: Lean Manufacturing is a systematic method for eliminating waste in any manufacturing industry. Muda a Japanese word meaning “wastefulness” is eliminated when Lean manufacturing techniques are implemented. Muda refers to the waste produced from overburden. There are various ways to implement lean manufacturing in industries to increase competency of the product substantially in the market. About 80% of the manufacturing time is spent on non-value added activity (doesn't attract the eyes of the customer) and the remaining 20% is spent on value added activity (attracts customers). It focuses more on expanding value added activity. It reduces cycle time (the total amount of time a production material is in the system) by diminishing non-value added activity consequently increasing revenue of the industry. However, Lean Manufacturing faces certain limits. It lacks relevant indicators to evaluate the process. Also, applying lean manufacturing methods by isolating it to various departments of the industry doesn't prove effective. It is important to implement it to the entire system. Most industries use visual aids to identify problems easily. Documentation at each workstation also aids in increasing efficiency of lean manufacturing process. To make lean manufacturing work effectively the entire workforce of the company needs to be aware of what lean manufacturing means and the company’s goals and work towards it. A production manager’s perception of lean manufacturing is lower inventory (Just in time manufacturing). For a production team, it means high productivity. It is impossible to achieve high productivity with low inventory. Thus, it is important for all sectors of the company to work hand in hand to improve efficiency.

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REPRODUCTIVE RIGHTS OF WOMEN: LAW AND JUDICIAL RESPONSE

SHALLY VICTOR

Abstract: Reproductive rights may include some or all of the following: the right to legal and safe abortion; the right to birth control; freedom from coerced sterilization and contraception; the right to access good-quality reproductive healthcare and informed reproductive choices. Reproductive rights may also include the right to receive education about sexually transmitted infections and other aspects of sexuality, and protection from practices. The courts in India through various decisions had made it clear that though women enjoy a right to reproductive choice, subjected to other laws depending on the circumstances. This research paper discusses the existing laws and the extent of the rights of women to reproduce under such laws and the judicial response on the aforesaid rights of women are analysed.

Keywords: Reproductive rights, sterilisation, diagnostic, pre-natal, abortion.

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MAINTENANCE TO DIVORCEES, GENDER JUSTICE AND UNIFORM CIVIL CODE IN INDIA: DANGERS OF JUDICIAL ACTION AND GOVERNMENT INACTION

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Abstract: Indian Constitution declares ‘Justice’ in unambiguous terms within the Preamble of the constitution and promises to ensure justice-social, economic and political to all its citizens. Uniform Civil Code as the objective of state is enshrined in Article 44 of the Indian Constitution and the Stateshall endeavor to secure for the citizens a uniform civil code throughout the territory of India. However, the government has not taken up the task of preparing the draft code in furtherance of the objective but has delegated the task to Indian Judiciary. This inaction on the part of government appears to be a threat to ‘Justice – social, economic and political’ and this danger becomes more pertinent when male-female ratio in the highest court is 28:1. As regards award of maintenance to divorcees under section 125 of Cr.P.C., the Supreme Court has demonstrated the insensitive approach by giving judgments which fails to cater the needs of the society and awarding arbitrary maintenance which are not based on cogent reasons and thus posing threat to justice. In this background, the researcher has studied the cases decided under section 125 of Cr.P.C. from 2000 to 2016 and highlights the need of proper guidelines and a positive step from state.

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RIGHTS OF WOMEN IN OUR SOCIETY- A CRITIQUE OF THE GANDHIAN PERSPECTIVE AND ITS CURRENT-DAY RELEVANCE

SHIVA PRIYAMVADA

Abstract: Mahatma Gandhi, in his role as a feminist, has been considered a champion of women’s rights and issues. While one appreciates the positive changes which were an offspring of his efforts, there is no denying the fact that a fair amount of critique of his ideology can be done as far as women’s rights as human beings are concerned. In a world that we have inherited, it is important to question what was envisaged by the Mahatma in good faith for the emancipation of women but had more flaws than what could be overlooked and test it on the touchstone of achievements of the women’s rights movement.

Key words: Gandhi, women, right, family, work

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FEMINISM IN THE ARAB WORLD. EXPLORING WOMEN’S LIBERATION MOVEMENT IN THE WEST ASIAN COUNTRIES

RIDA AFREEN

Abstract: Feminism is a loaded term. It has a variety of definitions and can refer to a wide variety of different social movements. Originally, it evolved in a particular historical context and as such carries with it a certain amount of definitional baggage. It was introduced in a French journal in the 1880s to criticize male predominance. The women using the term sought to make claims for rights women had been promised in the rhetoric of the French Revolution. Since then, it has evolved into a complex ideology that encompasses a variety of different social, cultural, and religious movements, all claiming to represent the true identity of a woman. However, for the purpose of this paper, feminism will refer to the body of work concerned with the social, political, and economic equality of women.

The Egyptian invasion of Napoleon in 1798 provided the native society a platform to learn western ideas and lifestyles in the Arab World. The western education, economic growth and culture were seen as variables of modern day development. The emergence of western feminism created a new direction in promoting women’s voices in public domain. The Arab society took western feminism as a mode of rejecting their own patriarchal structures and religious dogmatic system. Women through the mode of literature very well express their sublimity in the midst of western and Arab culturalism. The feminist discourses in the Arab world gave a rise to the concept of Arab Feminism as well as Islamic Feminism. The paper will highlight the genesis of feminist movement in the Arab world and will also try to highlight some important writers in this literary genre.

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THEME OF VEIL IN THE WORKS OF ARAB WOMEN WRITERS: A CRITICAL ASSESSMENT

NAVNEET SAMUEL

Abstract: Since the realization of Western education, culture and technology accounted for the European strength in the Western world, it lead to the modernizing reforms among the women of the Arab World. The fall of the Ottoman Empire and the colonization by the British and the French, the Arab World was under the realm of Western ideas. Women’s education became a corner stone in making Arab women stand up for their equal rights and status in the society. By the late nineteenth century women launched journals and articles advocating new women’s role. The debates on women’s issues, which started in Egypt and spread all across the Arab countries where voices of modern Arab Feminism began to grow. Women started participating in arts, poetry, press and most importantly in the National Liberation Movement. The proliferation of womens’ discourses were maintained by a large number of books and magazines. They wrote on issues of education, work, suffrage, gender equality etc... This paper will study the use of theme of veil in the works of Arab women writers. The literary history of the Arab has always been a moving force in the emancipation of women in this region. This paper will argue on the literary themes of Arab women writers as being the guiding light for women empowerment, justice, freedom and national struggle. Activist and writers like Nawal Al Sadaawi and Assia Djebar put enormous efforts in creating a paradigm for women development through their literary theme of veil and religion.

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FEMALE GENITAL MUTILATION – THE SURREPTITIOUS CLOSET OF INDIA

SHAMBHAVI SINHA

Abstract: We hold these truths to be self-evident that all men and women are created equal. Elizabeth Cady Stanton. Some great words by great minds often thought about, many a times stated and fought for since the existence of Adam and Eve. From then to now we have come a long way but have we really? Time and change has brought about progress but are we still fighting some demons hidden in dark closets. We have heard some words ringing to our ears in a while – Feminism. What is it that first comes to our mind when we hear this word? Unlike popular belief feminism is not anti-man, it is not a mere fashionable theory we study and raise slogans for. Then what is that we are talking about. Feminism when understood in the right sense of the words is not always about always giving special rights to women. It is all about treating a woman as you would treat a man or let us say treating all humans as equal. It is the act of not discriminating against a woman because of her gender and avoiding stereotyping gender roles in society. The law of the land and judicial interpretation has vehemently in all these years established the Right to Life (Article 21 of the Constitution of India), in a magnificent way. The right to live and to live with good health, security and dignity are manifestations to this this right to life, irrespective of gender among other things. The body and mind can be destroyed by acts that than could be physical or mental or both. This act of destruction or the intention per se broadly constitutes violence. This is a dynamic concept that has changed in form and meaning over the years. When we use the word violence against women in particular we mean those cumulative acts that are directed in particular towards women, the gender of the victim being the prime motive for the act. Among the obvious and several forms; dusted beneath the carpets in the name of customary practices, there exist certain acts of violence against women, the lesser known evils like Female genital mutilation (FGM). The aim and objective of this piece of work is to understand the basis concept of FGM, the geographical distribution, physiology, methods and techniques, the practice and consequences, the drawbacks, factors and reasoning's on why we consider FGM as an act of violence and what should be done towards curbing and eventually working towards putting such practices to an end. The Research Methodology followed is by far Empirical in nature.

Keywords: Female Genital Mutilation, Feminism, Violence against women

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MICROFINANCE: AN IMPORTANT TOOL FOR VITALIZING SELF HELP GROUPS

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Abstract: A Self –Help Group is a socially and economically homogenous group of 10 to 15 people who voluntarily come together to achieve common goals. Up to 2006 in India 22 million SHGs were financed by the banks. A total of 165 million poor people have gained access to bank credit. More than 90% of members involved are women. SBI has given credit to 11 lakh SHGs, most of them are women SHGs. Micro finance has emerged as an important tool for improving and vitalizing the economy by reducing the poverty. SHGs help the poor households to realize their dreams by engaging them in some economic activities which can give some return on investments. This paper gives a brief idea of SHGs, their role in empowering women and elimination of poverty, despite the out-dated technology used by the SHGS.

Keywords: SHGs, Microfinance, Women.
COMPULSIVE BUYING AMONG COLLEGE GIRL STUDENTS: AN INVESTIGATION OF ITS ANTECEDENTS, CONSEQUENCES AND IMPLICATIONS FOR PUBLIC POLICY

TEJWINDER KAUR SHARMA

Abstract: Compulsive buying has been described as chronic, repetitive purchasing that becomes a primary response to negative events or feelings. This study is an investigation of the incidence, consequences and public policy implication of compulsive buying among college going girl students. Using Faber & O’Guinn’s(1992) clinical screener for compulsive buying, around six percent of the sample girl students termed as compulsive buyers. Factors such as psychological, sociological, and demographic influences on the sample were studied. Also hierarchical regression found that the factor driving compulsive buying was credit card use with \( \beta = .58; p < .01 \), wherein \( R^2 = .57 \). ‘t’ test confirmed that age is not correlated significantly with compulsive buying with ‘t’ value=2.28, p=.023. Consumer policy implications are discussed, and suggestions are offered.

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A STUDY OF INTERNAL ENVIRONMENT AT WORK PLACE FOR WOMEN IN BANK: AN EMPIRICAL STUDY

TEJWINDER KAUR SHARMA

Abstract: This scientific investigation attempts to find the factors related to motivation of women related to internal environment at work place in the banking industry. The objective of the study is to study the correlation between work environment and motivation of women executives. The design was a causal survey based design and sample of 90 women was collected randomly from 2 banks. The factors studied were- Peers support, Job Satisfaction and Development opportunities for the working women in bank. The results indicate that the highest correlation of motivation was with peers support. \( r = .781, p < .05 \). Although there is a positive correlation among all the factors. Thus peer support is the factor among all the 3 factors which effects the motivation level in the internal working environment of the women the most. The study has implications for organizations as well as social policy framers.

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RIGHT TO SURROGACY: A CRITICAL APPRAISAL OF THE SURROGACY (REGULATION) BILL, 2016

ANUBHAV KUMAR

Abstract: Law relating to surrogacy in India is debated and is under the initial stages of its formation. Commercial surrogacy in India started in 2002. There has been a continuous demand to regulate the sector as it was a nascent field altogether and there is no law in existence. The demand was more so because of several instances reported in the print and electronic media about the abuse of this scientific advancement. Anand in the state of Gujarat became the hub of surrogacy and several IVF clinics have come into existence which has given an opportunity to several women to become surrogates and earn their part. However it cannot be denied that the same has witnessed lot of instances of misuse and at times has resulted in lot of complications in the absence of any regulation or law as such. Recently the union health minister has introduced the Surrogacy Regulation Bill, 2016 in the Lok Sabha which is now under the scrutiny of the standing committee of the Lok Sabha. This paper is a critical appraisal of the present bill which puts a blanket ban on commercial surrogacy in India.

Keywords: Commercial Surrogacy, Reproductive Rights, Surrogacy Regulation Bill 2016

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DIMENSIONS MEASURING CUSTOMERS’ SATISFACTION FROM E-RETAILING

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Abstract: Retail industry is an important example of customer driven industry. It involves delivery of value proposition to the customers by creating valuable customer satisfaction. From the past few decades retail industry is facing shift from an unorganized format to an organized format. There is shift from small scale retail industry to the era of internet retailing or E-Retailing. E-retailers these days are focusing more on delivery of appropriate services desired by the customers so as to gain customers’ satisfaction. There are various dimensions on which customers’ satisfaction depends. Analyzing these dimensions make E-Retailers understand about customers’ needs and thus help them to cater them appropriately. This paper will review the past contribution of the scholars in identifying the dimensions for measuring customers’ satisfaction from E-Retailing.

Keywords: Retailing, Customer Satisfaction, E-Retailing, E-Retailing Services

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CULTURAL ECOLOGY: A STUDY OF DIVISION OF LABOR AND GENDER DISPARITY AMONG JAUNSAR-BAWAR TRIBE OF UTTARAKHAND

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Abstract: Ecology is the key factor in the patterning of human culture and it has been established that ecology is characterized by multidimensional function oriented strategies. Man interacts directly with the natural environment and as a result of which there develops a close-set bio-cultural behavioral patterns which is seen to be integrated with the daily mode of the life of people concerned. The interrelationships between cultural behavior and habitat or physical environment are different in every society depending upon the area where a society has been living since ages. This study represents an attempt to explore the reciprocal relationship between some aspects of ecology like regional topography, settlement patterns, patterns of land utilization, and certain agricultural practices on one hand and some aspects of cultural and social life division of labor among males and females, and inter-intra village organization and also caste relations in the village. The study area of the present work was Thana village of Jaunsar-Bawar tribe of Chakrata district, and a total of 384 subjects participated in this study, which included both males and females. Gender specific roles were observed among males and females, and work performed by females described that they play a subordinate role in the society. The most striking feature of this tribal community is polyandry, and many cases of the same were observed during field work, which indirectly contributed towards subordination of women. Female population was less than male population, and prevalence of female feticide was observed. The social structures prevalent in the Jaunsar-Bawar society, explain different roles men and women play, and how local distribution of power and management of local resources are interrelated to the environment of this region.

Keywords: Cultural Ecology, Division of Labor, Gender, Jaunsar-Bawar tribe

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DEMONITIZATION: IT'S LEGITIMACY AND CONCERNS WITH BANKING SECTOR

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Abstract: It was a remarkable day to our nation, 8th of November 2016 which stood as a ground-breaking change in our developing economy. Our honourable Prime Minister Narendra Modi made an unexpected announcement that 500- and 1,000-rupee notes were no longer a matter of legal tender. The country’s citizens were given 50 days of time to deposit all of the illegal notes in their respective bank accounts or were asked to exchange them for new notes at convenient banks. The Prime Minister also asserted that the removal of black money was sole aim behind this revolutionary process. While the economic consequences of demonetization have been extensively debated, the legal validity needs a detailed deliberation. The legitimacy of demonetization of high denomination bank notes is being interrogated in legal and political circles. The Madras High Court dismissed a petition and observed that demonisation was good for India. The PIL filed in the High Court of Karnataka. Will Removing 84% Currency Help Curb Black Money?

Keywords: Currency-Changes-Petitions-Public-Corruption-Legitimacy

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LOCUS OF CONTROL, PERSONAL EFFICACY AND FINANCIAL AFFLUENCE: DO THEY MAKE WOMEN ENTREPRENEURS SUCCESSFUL?

DAISY GOHAIN, DR. TANUSREE CHAKRABORTY

Abstract: Globalization and diversity of workforce has perceived an economic transition when women have been seen to engage themselves in economic activities besides their household responsibilities and other obstacles coming into their way. Women entrepreneurship has thrived in multiples. Women joining business have been supplying a more instant contribution to the economy. Yet women have faced varied hassles to sustain themselves in the business. Therefore it becomes necessary to understand that in spite of hurdles what pulls women entrepreneurs to be successful in their business. Three very important psychological dispositions that has made women entrepreneurs firm, rigid and sustainable initiates with the first step towards believing in their capacities (personal efficacy), locus of control (LOC) in their personality and affluence. The present study has attempted to explore these variables pertaining to women entrepreneurship and study the relation of these variables to success and failure of their ventures.

Keywords: Personal Efficacy, Locus of Control, Women Entrepreneurs, Success Failure, Affluence

RUSAGARA JEAN BOSCO, T.N. SREEDHARA

Abstract: This study attempts to examine determinants of participation in community development programmes based on a study carried out in Gasabo District of Kigali City of Rwanda in its three sectors which are Jali, Jabana and Gatsata in October, 2015. Primary data were randomly gathered using structure questionnaire from 322 household heads. Data employed both descriptive statistics and Regression Model to analyze the data respectively. The findings from descriptive statistics show that households aged 18 years and above most of them (males) were more literacy than (females). Results from Regression analysis revealed that household size land, education, total annual expenses, own land, main occupation, and were statistically significant and influence households of participating in community development programmes. Based on findings, the study concluded that probability of participating in community development programes boosting better conditions of living, educational attainment level and improving stability of residents.

Keywords: Community Development Programmes, Participation, Regression Model, Rwanda.
CASH TRANSFERS PROGRAMME AND ECONOMIC EMPOWERMENT OF RURAL HOUSEHOLDS IN RWANDA: EMPIRICAL ASSESSMENT

MUTAMULIZA EURARIE, VISHWANATHA

Abstract: This paper sought to analyze the effect of cash transfers programme on rural household empowerment and to assess the factors that influence rural household to use cash transfers programmes. The research study was carried out in 3 sectors of Nyamagabe District located in Southern Province of Rwanda. Structured questionnaire was developed and key informant interviews were used in gathering data from 240 rural households. Both descriptive statistics analysis and Probit regression model were used to analyze the data. The findings show that 115 (47.9%) of sampled rural household have used cash transfers programmes and 125 (52.1%) have never used any form of cash transfers programmes. The results shows also that the cash transfers programmes has a positive effect on rural households’ empowerment such as in better education of their children, access to health services and high living standards, better food nutrition, poverty reduction, increased income, investment in business and increase in savings. The findings from Probit regression show that age, education, size of land, distance, savings, household size and total annual assets, influenced rural households to use cash transfers programmes. Therefore, the Government of Rwanda should promote cash transfers programme in rural areas in order to reduce poverty.

Keywords: Cash transfers, Economic Empowerment, Probit Model, Rwanda

Globalisation and the Issues in Goa’s Economy

DR. ANSELMO SUBASH FERNANDES

Abstract: The movement towards the expansion of economic and social ties between countries through the spread of corporate institutions and the philosophy of capitalism leads to the shrinking of the world in economic terms, this integration of Economies is made possible by technology, Communication networks, internet access, growth of economic cooperation (EU, NAFTA, etc.), Collapse of ‘communism’, movement to free trade etc. leading to the new revolution called globalisation. With the influx of globalisation escort to massive increase in the trade relations between the countries which further led to increased choice of the consumers, Greater potential for growth, Increase international economies of scale, Greater employment opportunities thus trade has led to massive increases in wealth for many countries.

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THE INCREASING CRAZE FOR SHORT FILMS AMONG PEOPLE: A PLATFORM FOR CREATIVE EXPRESSION OR GAINING FAME

RAMANI DHANARAJ, DR. T.BHASKARA SUDHA

Abstract: Short films have come to stay! A cursory glance at the chronology of how short films are emerging as a viable and easier alternative to mainstream cinema reveals interesting facts. Mainstream cinema with its high budget format, tactical marketing drives to surge ahead of rivals (in production, music and acting) has proved to be ‘sour grapes’ for many newbies who wish to try their luck.

A short film is the most viable option for young people who wish to have alternative careers alongside their main careers, thus emerging as an alternative media career. Besides today there are many socio political or socio economic issues that can be interestingly depicted and easily watched by viewers at their convenience at home or at film festivals. Commercial films or mainstream cinema however is beyond the budget of a young budding media entrepreneur who wishes to exhibit his or her creativity through the platform of social media. Media entrepreneurship is gaining popularity as engineers and other professionals too are considering it a platform to exploit their latent talent which was untapped earlier. The patronage for short films has increased among youth. Short films have affected the youth and their life styles too, as they play a great role on impacting the behavior and life styles of the youth. Besides it gives them satisfaction when they are able to make short films with an educational purpose (girl child education) or with a public service message. These films then become transformational media for NGO’s and professionals who are involved in advocacy building for social issues.

This study attempts to closely examine the increasing popularity among people. It studies the productive connect between the ambitions of young people and optimizing their creativity through intelligent ideation and production of a sensible short film. A survey questionnaire was used to measure the interest of young people in colleges in the city of Visakhapatnam.

Keywords: alternative media career, media entrepreneurship, advocacy building

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THE IMPACT OF GENERATION GAP ON SOCIO, CULTURAL AND LIFESTYLE ADAPTATIONS

RAMANI DHANARAJ, DR. T.BHASKARA SUDHA

Abstract: “Every generation wants to be the last. Every generation hates the next trend in music they can’t understand. We hate to give up those reins of our culture....We find our generation’s clothes and hair suddenly retro”. Anonymous.

Conflict of the generations or namely the ‘generation gap’ has been taken as an inevitable barrier for the communications between the young and the old ones. These conflicts are commonly taken as a consequence of urbanization, industrializations and family mobility (Bengtson and Achenbaum, 1993). The physical separation of the young and the old due to increasing career mobility has resulted in a lack of consistent intergenerational contact and a growth of misperceptions and misunderstanding between the young and old (Newman 1997, 56). Intergenerational conflicts were observed by researchers since the 1960s. Children shouting back at their parents, parents not being able to keep up with their children, teachers frustrated with students’ dependence on technology and students tired of the outdated teacher, old citizens astonished at the outrageous mannerisms of the teens, teens repulsed by the preventive hands of the elders. The impact of generation gap is seen in the socio cultural patterns of living and lifestyle adaptations. The present study was undertaken in order to understand the impact of generation gap on the socio, cultural and lifestyle adaptation of an individual. The findings were interesting as they indicated a trend which will be here to stay among the various generations of people.

Keywords: generation gap, intergenerational conflicts, misperceptions, socio cultural lifestyles

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SIGNIFICANCE OF PRAKRIT EPIGRAPHS WITH REGARD TO THE HISTORIOGRAPHY OF PALLAVAS

NAGARATHNA

Abstract: The origin of the dynasty of the Pallavas and that of their name has been a subject of controversy for a long time, and the attempts made to throw light on it have not made the mystery less impenetrable. That the Pallavas became a great power in South India in the sixth and seventh centuries, and that they contributed a great deal to the growth first of Buddhism and then of Hinduism, and to South Indian architecture and sculpture. The Pallava kingdom is one of the most fascinating chapters in Indian History. The Pallavas started almost simultaneously with the Guptas in the north and in spite of several crises that they had to encounter were able to endure longer. In the face of frequent calukya invasions and great menace from the south and the west the Pallava rulers found time to register their name in history by their pursuit of the arts of architecture, sculpture and painting. The inheritors of an essentially non-Tamil culture, the Pallavas soon adopted themselves to the language of the land of their domicile and from at least the last quarter of the sixth century, Tamil figures in their official transaction. Their period also synchronized with an era of intense creative and religious activity to which they contributed in no small measure.

Keyword: Architecture and Culture, Menace, Inheritors

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FIVE THINKING PATTERNS TO DEVELOP AS EFFECTIVE LEADERS IN AN ORGANIZATION BY HUMAN RESOURCE MANAGEMENT

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Abstract: Developing leadership has been subject of management for a long time and subsequent research are made on this context but identifying leadership evolved with scope of inclusion of cognitive thinking process. It can best answered by understanding ingredients for thinking process for true leaders' alias effective leader. Identifying leaders by their mode of thinking predicts their behaviour in activities and hence confirmatory test for situational analysis. It imbibes all the features of employee oriented leaders to contingent leaders. This research has attempted to explore the trend of thinking which lead to high performer leader by finding the relationship between five patterns of thinking and high performers described with respect to effective leadership. In the research twenty senior management level executives have been rated on scale of five pattern of think. The reliability test has been made by self-assessment, consideration of view point of Human Resource Assessment and e-interview. Five thinking patters have been found positively correlated with higher performance. The thinking patterns are incident on perseverance, self-esteem, determination, patient and adaptive. These factors or patterns of thinking have involvement in dealing with any situation for an effective leader. Among these some pattern are directly catalytic agents for intrinsic motivation. This scope of behavioural modification can be considered under need of any training and development interventions for leadership programs. The thinking patterns can be developed in any executives to foresee them as effective leader. All these have occupancy in an individual as skills which they inculcate as competency for leadership.

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AN INVESTIGATE OF CUSTOMER BEHAVIORS TO BEAUTY CLINICS BEHAVIORS: THE CASE OF BIG CITY IN THAILAND: BANGKOK SONGKLA CHAINGMAI

WORAKAMOL WISETSRI

Abstract: This research has been conducted in terms of forecasting consumer behaviour in their purchasing decisions in relation to skin product buying behaviour, especially in Thailand. Some of the issues which influence purchasing decisions regarding skin's skin cosmetics include value and lifestyle, preference for brand, reference groups, advertising and promotion, marketing mix, and demographics of respondents. The theory of consumer’s behaviour and the consumer behaves in a certain way. The theory of consumer purchasing behaviour was then discussed along with a discussion of the factors that influence the consumer. The decision making process was then discussed. Demographics were then considered with a detailed look at the demographic characteristics of respondents (gender, age, marital status, education, occupation, and average monthly income). Four types of buying behaviour were reviewed. Firstly, complex buying occurs when the buyer is highly involved with very expensive and highly self-expressive products. Secondly, dissonance-reducing buying occurs when the buyer is involved with risky purchases. Thirdly, habitual buying occurs when the buyer has low involvement with product information. Lastly variety-seeking buying occurs in situations when the buyer has low involvement but the buyer seems to perceiving brand differentiation in the market. Skin product has been considered to be a high-involvement shopping item which consumers often buy for its symbolic meanings, image reinforcement or psychological satisfaction. The chapter covers a few types of buyer characteristics and consumer decisions making styles and finally addresses what factors influence the purchasing decision in relation to cosmetics. The process of how consumers recognize their preference for brands and differentiate the information on skin’s skin products through different sources of information was explored.

Keywords: Customer Behavior, Buying behavior, Skin Products

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PLACE OF WOMEN IN ENGLISH LITERATURE WITH REFERENCE TO CHARLOTTE BRONTE’S JANE EYRE AND CHRISTINA ROSSETTI’S GOBLIN MARKET

ANUBHA RATURI

Abstract: In the earliest recorded history, the images of women figure as well as the role played by female writers in writing any particular history, in making poetry and fiction about human experiences, is still abstruse. Many factors are responsible for the perceived silence of women and the place assigned to them in the social hierarchy. As literacy became more pervasive in recent centuries, women used pen as a tool to spread their stories. The place of women in English literature as they create and influence literature will be explored. In this research paper several reasons such as the social, political and psychological elements encouraged many women writers will be covered. Women in literature can be seen through two different ways. Firstly, through a woman writer and secondly through female characters created by the female authors. Literary works by female writers such as Jane Eyre by Charlotte Bronte and Goblin Market, a poem by Christina Rossetti will be referred to in this research paper throwing a light on the place of women as a writer and character in English literature. The journey of female writers and female protagonists depicts the society offering her a subordinate position. Many women writers in order to publish their works wrote under the male pseudonym, one such writer was Mary Anne Evans from the Victorian Era popularly known by her male pseudonym name George Elliot. Thus, this research paper aims to throw light on the situations those were prevalent in the past for a woman writer to sustain in the society.

Keywords: Goblin Market, history, Jane Eyre, literacy, subordination, women in literature

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PROJECTION OF WOMEN IN VICTORIAN NOVELS WITH REFERENCE TO JANE AUSTEN’S PRIDE AND PREJUDICE

ARUNIMA RAYALU

Abstract: This paper is dedicated to the study of the social, psychological and economic reality of women in the Victorian Era portrayed in the novel Pride and Prejudice. Women in the 19th century were not just a product of the societal norms imposed on them, but also, of their emotional relationships. The approval of society, wealth and financial security were valued more than love or emotional stability. This research paper aims at bringing forward the female protagonist, Elizabeth Bennett’s relationships with the other prominent characters in the novel as well the prevalent social forces that moderated these relationships. I argue that Elizabeth Bennett’s character can be seen as a reaction to the prevalent societal norms that tried to crush the individuality in women. While the social system of Patriarchy and economic dependence inspired most women to adapt to the social conventions in order to enhance their odds of marriage, Elizabeth tenaciously refuses to cede and thus artfully challenges gender inequality. When society and a biased culture come together to turn marriage into an economic arrangement, a myriad of emotions emerge which shape the psychological aspect of the characters that help the readers understand the status of women in the 19th century. Thus, it is concluded that the confluence of norms and social relationships that dictated the portrayal of women in that era, can be understood only in relation to each other and not in isolation.

Keywords: Elizabeth Bennett, Gender inequality, marriage, norms, patriarchy, relationships.

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NEUROPSYCHOLOGICAL IMPAIRMENT OF STROKE PATIENTS:  
META-ANALYTICAL REVIEW  

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Abstract: The present study is about the higher order cognitive functions in relation to Neuropsychological impairment of stroke patients. One important factor that has to be considered here is pathology that has resulted in neuropsychological dysfunctions involving higher order cognitive functions and Meta-cognitions of Stroke patients. A number of search strategies were employed to identify published and unpublished studies. Several computerized databases were searched: PsycINFO, EBSCO, Crossref, Pubmed, Medline, Scopus database, Thomson Reuters (ISI) and Dissertation Abstracts International. The keywords used to search the databases were relevant to Meta-cognition and Frontal- prefrontal cortex with sub categories like Motor speed, Mental speed, attention, Executive Functions, Planning ability, Concept formation and set shifting, Response inhibition, Comprehension, Visual learning and Memory, Verbal Learning and Memory and visual discrimination task. In addition, the reference lists of published studies collected were scanned to locate further studies not found in the database searches. Many brain imaging techniques like fMRI, MRI, PET, CT and TMS have explored the neural correlates of Meta-cognitive functions. The literature search identified 25 articles that included 450 subjects. The results will be discussed in full paper of this article.

Keywords: fMRI, MRI, PET, CT, TMS, meta-cognition, meta-analysis, Neuropsychological impairment, cognitive functions, dementia, stroke.

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DIFFERENCE IN RECOLLECTING WORD LISTS AMONG DYSLEXIC AND NON DYSLEXIC CHILDREN

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Abstract: This present study aimed to study the difference in recollecting words from different word list among dyslexic and Non -dyslexic children. Study is descriptive in nature. The sample consisted of 60 children between the age group of 9 to 11 years. Respondents were taken from both the special schools (30 Dyslexic children) and normal schools (Non-dyslexic children). Probability sampling method was adopted to select the sample. The materials used were a stop watch, paper, pen and three lists of words namely ungrouped words, grouped words and gender specific words. The lists had 20 words each. The ungrouped words’ list consisted of four columns and five rows with words from various categories such as games, flowers, months and directions presented randomly. In the grouped words’ list, the words were categorised respectively. The gender specific word list consisted of words related to males and females. The experiment was conducted in three stages. In the first stage, the participants were shown the list of ungrouped words for 30 seconds and were asked to recall the words orally. In next two stages the same procedure was repeated for the grouped and gender specific word lists. The number of words which they could recall from each word list was then recorded for both non-dyslexic and dyslexic children. Statistical analysis such as mean, standard deviation, and t-test were performed. Results will be discussed in full paper.

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INFLUENCE OF EMOTIONAL INTELLIGENCE ON MARITAL ADJUSTMENT OF WORKING AND NON-WORKING MARRIED WOMEN

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Abstract: Marriage is a relationship of true commitment, for not only sharing love, but also sharing the tough times together by giving mutual support to each other, thereby making it easier to handle all sorts of situations. The role played by woman in the married life is irreplaceable. Marital adjustment plays an important part in overcoming the family conflicts, but the role of emotional intelligence is still one step ahead of it that guides in solving all sorts of problematic issues including marital conflicts and the different forms of stress that a woman undergoes. This study aimed at examining the influence of emotional intelligence on marital adjustment of working and non-working married women. For this purpose, survey method was adopted. A sample of 100 working and 100 non-working married women of age ranging from 25 to 45 years was chosen using stratified random sampling method. Locke Wallace Marital Adjustment Test (1959), and Emotional Quotient Inventory (1997) were the tools used to collect data and was analyzed using statistical techniques such as t-test, ANOVA and Regression. Results revealed that Marital adjustment was positively correlated with emotional intelligence. No significant difference was found in the marital adjustment levels of working and non-working women. Working women were found to have lower levels of emotional intelligence than non-working women. It was also observed that emotional intelligence influenced the marital adjustment of both working and non-working married women.

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DEPICTION OF GENDER POLITICS AND POSTCOLONIAL IDENTITY IN HANIF KUREISHI'S AND STEPHEN FREARS' MY BEAUTIFUL LAUNDRETTE

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Abstract: The study deals with problems of gender politics and postcolonial identity in Hanif Kureishi’s and Stephen Frears’ My Beautiful Laundrette (1985). Like most of the other works of the writer, Kureishi has given an authentic insight to the readers about the gender identity and postcolonial identity in the screenplay. Later on, Stephen Frear has chosen the story of the play as the script for making film and he left no stone unturned to do justice to the purpose of the author. Frears has maintained the storyline in the film version without making much change in the script. However, the director has depicted the story of the screenplay in the film in an innovative manner. In fact the gender issue and its related problems have become a burning issue in recent time. The art and prevailing culture of the society has always been a part of literature and in this case it’s not exceptional. Like his first novel The Buddha of Suburbia, Kureishi has presented an appealing illustration of gender and cultural aspects in addition to the revelation of the postcolonial identity highlighting the mix and varied nature of multicultural fiction.

Key Word: Gender, postcolonial, film, cultural, multicultural.

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CONSERVATION OF WORLD NATURAL HERITAGE SITES OF INDIA

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Abstract: The objective of the paper is to examine the legislative and administrative framework and their implementation for protection and conservation of the United Nations Educational, Scientific and Cultural Organization (UNESCO) World Natural Heritage sites of India. The paper concludes that India’s legal and administrative arrangements for the conservation of world heritage sites are very effective; however, the implementation part is very poor, due to the specific socio-economic and political context.

Keywords: Conservation, India, Natural Heritage, World Natural Heritage sites.

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TRADITIONALISM CHALLENGED DUE TO ACCELERATION OF MODERNIZATION AMONG TRIBAL WOMEN IN INDIA

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Abstract: Now a days, Empowerment of Women has become a fashionable concept. Especially in India the concept of empowerment has assumed different dimensions, which is commonly used in two ways: empowerment of Scheduled castes, scheduled tribes and women. Of course, the Panchayath Raj has given new powers to women at different levels. Inequality is the mark of society. In almost all societies, there are differences in power between persons. Power has become relevant today in the context of the upliftment of women. The present day women empowerment is largely based on biological and natural qualities. The beauty contests as we find today all over India promote the natural gist of women and carry the ideology of dominant class. The women all over the world have been fighting against inequality between men and women, male and female. Fundamental rights of freedom, justice, dignity and equality for women are considered as essential prerequisites for national building. Indeed, in India during the middle of eighties the women were put between tradition and modernity. In the tribal society there is no problem of dowry. Instead, they have pride price a system. Traditionalism in Hindu society is a great force. She has to be a chaste as fire. An analysis of women studies brings about the fact that the grass-root women are vibrant with power.

Keywords: Concept of empowerment, Gender discrimination between male and female, need of women’s studies. The empowerment of women in panchayath Raj

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When health is absent, wisdom cannot reveal itself, art cannot manifest, strength cannot fight, wealth becomes useless and intelligence cannot be applied.

Herophilus

Abstract: Indian women are prone to many diseases due to their cultural, social and economic status. Today's technocratic world has found various ways to cope up with many diseases. Use of many substances to treat oneself from common diseases has fascinated mankind (mostly women). Irrational use of drugs (here it is mainly use of allopathic drugs) without medical guidance may result in greater probability of missed diagnosis, delay in appropriate treatment, pathogen resistance and increased morbidity. Self medication with drugs is very common today. Over the counter (OTC) sales has drastically increased. What are the dire consequences which we are facing in healthcare due to self medication? Has self medication reduced the burden of Indian women or has it added on. This presentation tries to analyze the cause of self medication, ways in which self medication is taken, agents used in self medication. How effective is self medication? How disastrous is self medication.

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AHALYA’S PSYCHOLOGICAL INTERVENTION IN RAMAYANA

DR. SUNITA RANI

Abstract: The Ramayana is an ancient Sanskrit epic which follows Prince Rama's quest to rescue his beloved wife Sita from the clutches of Ravana with the help of an army of monkeys. It is traditionally attributed to the authorship of the sage Valmiki and dated to around 500 B.C to 100 B.C. Rama is the hero of the Ramayana epic, an incarnation of the God Vishnu. The eldest and favorite son of Dasaratha, King of Ayodhya, he is a virtuous prince and is much loved by the people. He is exiled from Ayodhya due to the plotting of his stepmother, Kaikeyi. Ram’s main characteristics are mortality, virtue, ideal son, ideal king, ideal student, ideal teacher, ideal husband, ideal man. Rama nature is helping everyone who need help. Ahalya is intervene by Rama psychologically. In Hindu mythology, Ahalya (Sanskrit: अहल्या, IAST Ahalya), also known as Ahilya, is the wife of the sage Gautama Maharishi. Many Hindu scriptures say that she was seduced by Indra (the king of Gods), cursed by her husband for infidelity, and liberated from the curse by Rama (an avatar of the God Vishnu). In this research paper we want to elaborate that Rama psychological heal or give psychological intervention to Ahalya. Psychological intervention is a form of treatment for problems of an emotional nature.

Key words: Ramayana, Psychological intervention, Ahalya cursed.

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IMPLEMENTATION OF POSITIVE DISCRIMINATION LAWS IN ADVANTAGE OF WOMEN AND CHILDREN

N. AMARESWARI, C. LATHA

Abstract: The term victim means a person who has suffered any loss or injury caused by reason of the act or omission for which the accused person is charged and victim includes his or her guardian or legal heir. Neglecting women and children is unjust and an economic blunder. Women and children are more vulnerable to the victimization, victimology is the Cinderella of criminology and from the point of view of legal literature and sociological research little attention has been paid to this branch of knowledge. After 70 years of FREEDOM & DEMOCRACY the Indian women and Children Still fail to enjoy full and equal citizenship that is the complete enjoyment of all basic rights. Equality liberty has not been realized and women continue to face discrimination, disadvantages and violence in the public and private lives.

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MODIMONETISATION ANY EFFECT ON THE BLACK ECONOMY?

OKEKE CHIZOBA GIDEON

Abstract: “There is no subtler, no surer means of overturning the existing basis of society than to debauch the currency.” John Maynard Keynes 1919.

On the 8th of November the Narendra Modi government announced in the late hours of the day that the day over 14 trillion rupees worth of 500 and 1,000-rupee notes which makes up about 86% of all the currency in circulation would no longer be legally acceptable as a medium of exchange throughout the nation. The government goal was to make good on his campaign pledge to fight “black money” the illicit proceeds often held as cash of tax evasion, crime, and corruption. it also hoped to render worthless the counterfeit notes reportedly printed by Pakistan to fuel terrorism against India. India economy holds an unparalleled record as an economy where unreported income is the norm. According to a 2010 World Bank estimate, the shadow economy in India makes up one-fifth of the country’s G.D.P. A 2013 study by McKinsey, the consulting firm, puts the figure at more than one quarter of the GDP. Reports by Central Bureau of Investigation said that Indians have US$500 billion of illegal funds in foreign more than any other country. The World Bank estimated India’s shadow economy to be 23.2% of India’s total economy in 2007, and eight years later one would expect it to have increased further both in percentage and in absolute amount. Note that that last decade has seen a fast pace of GDP growth in India. Therefore if the shadow economy is 25% of the total economy, this will be equal to over $2 trillion in PPP terms (India’s GDP in 2016 is $8.7 trillion in PPP terms or $2.3 trillion in nominal terms).

Usually as it is with most government policies, the demonetisation policy after its initiation has sparked off a huge dichotomy among the citizens of India. While some faction believed it was a “master stroke” as well as a “surgical strike” to rid the nation of black money and to counter terrorism, a huge number of the population has criticized the action as being ill conceived and poorly executed. This has led to various forms of protest the most notable being led by the west Bengal chief minister Mamata Banerjee. Opponents insist that the current demonetisation has adversely affected the poor, wage labourers, small businesses, farmers and other minorities. Often these small income earners save cash for a rainy day. The incidence of bank accounts and bank transactions will be extremely low among these groups. These are the communities who do not engage in the formal banking sector too much. Rather they save their daily or weekly wages in cash, often in large denominations. It is these groups who have been hit the most by the severe economic disruption caused by the demonetisation drive.

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INTENSIFYING PERFORMANCE OF INDIAN MANUFACTURING INDUSTRY

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Abstract: Industrialization has major role to play in the economic development of the under developed countries. The gap in per capita income between the developed and under developed countries is largely affected by industries while in the latter production is confined predominantly to agriculture clearly revealing the positive relationship between per capita income and the share of manufacturing output. Undoubtedly, some countries have achieved relatively high per capita income by virtue of their fortunate natural resources endowments.

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RURAL INFRASTRUCTURE IN INDIA: TRIBULATIONS AND INSINUATION

DR. P. ANITA

Abstract: India lives in Villages – Mahatma Gandhiji
Indian economy is mounting rapidly. Industries and big corporate are contemporarily going globalized. There is an imbalanced changes in rural development and other sectors like IT, Manufacturing and service sector. There is a need to study as to why this disproportional progress and development. The author intends to probe answers to the questions as to why rural areas lag behind cities by decades, why rural areas lag behind cities in growth, why lack of opportunities in rural area, why rising disconnect between cities and villages. Further, an attempt has been made to study a five fold impact on the economy which correspond to mechanism through which the rural infrastructure could be raised and economic growth can be facilitated. This article highlights the role of government to improve infrastructure and the mode of raising funds to have better rural infrastructure.

Key words: Rural Development, Disconnect, Government, Funding.

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RELATIONSHIP BETWEEN SEXUAL HARASSMENT, DEPRESSION AND ANXIETY AMONG COLLEGE GOING GIRLS IN MUMBAI

DR. ASHA MENON

Abstract: At least one out of every three women around the world has been beaten, coerced into sex, or otherwise abused in her lifetime with the abuser usually someone known to her. The objective of the study was to understand the relationship between experiences of Sexual Harassment, feelings of depression and anxiety in adolescent girls. It is a quantitative study and co-relational design was used. The study was conducted on women between the age group of 17 to 25 years studying in Mumbai. Snowball sampling method was adopted for the purpose of research. The tools used for this research were: Sexual Experiences Questionnaire, Beck Depression Inventory and Beck Anxiety Inventory. The results presented evidence that sexual harassment, even at relatively low frequencies, exerts a significant negative impact on girl's psychological well-being. The correlation seen between experiences of sexual harassment and depression and anxiety is 0.2673 and 0.2084 respectively. The low positive correlation between the variables could be due to respondent biases. The findings presented in this study have implications for the management of academic groups in which tension exists because of sexual harassment. Authorities should not dismiss claims of sexual harassment; even girls who have experienced relatively infrequent levels of harassment may be experiencing negative effects compared with those girls who have not experienced harassment.

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