

SRINIVAS UNIVERSITY

SRINIVAS INSTITUTE OF MANAGEMENT STUDIES

Accredited as 'A' Grade by NAAC

City Campus, Pandeshwar, Mangalore – 575 001

Karnataka State, India

www.srinivasuniversity.ac.in

Two Days National Conference on

QUALITY IN HIGHER EDUCATION CHALLENGES & OPPORTUNITIES

20/04/2018 and 21/04/2018



BOOK OF ABSTRACTS

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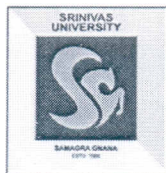
20/04/2018 and 21/04/2018

BOOK OF ABSTRACTS

NOTE

All papers presented in the conference will be published in the Proceeding Book after review with Specific ISBN Number.

SRINIVAS



UNIVERSITY

**COLLEGE OF SOCIAL SCIENCES & HUMANITIES
(M.S.W. DEPARTMENT)**

cordially invite you to

One day National Conference on

“QUALITY IN HIGHER EDUCATION : CHALLENGES AND OPPORTUNITIES”

Dr. A. Ramakrishna Shabaraya

(Principal, Srinivas College of Pharmacy, Valachil, Mangalore)

will be the Chief Guest of the function

Sri CA A. Raghavendra Rao

*(Chancellor, Srinivas University, Mangalore &
President, A. Shama Rao Foundation, Mangalore)*

will preside over the function

Dr. A. Srinivas Rao

*(Pro Chancellor, Srinivas University, Mangalore &
Vice-President, A. Shama Rao Foundation, Mangalore)*

&

Smt. Mitra S. Rao

(Secretary, A. Shama Rao Foundation, Mangalore)

will be the Guests of Honour

Date: 21.04.2018

Time: 10.00 a.m.

Venue : Srinivas Gallery Hall, Pandeshwar, Mangalore.

Dr. P.S. Aithal
Vice Chancellor

Dr. Suresh Kumar P.M.
Conference Convener

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Paper 1

A STUDY ON FUTURE OF ON-LINE EDUCATION IN INDIA

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ABSTRACT

India has a multilayered education system. . Formal education includes primary and secondary schools, graduation, post- graduation and diploma courses. Informal education includes pre-primary, coaching classes, vocational education and multi-media/technology based educational courses aiding as a supplement or substitute to formal education. India's informal education market is one of the largest in the world. Pre-primary market has low entry barriers and has witnessed large number of players in the last few years. Presence of a large working population and increasing requirement of skilled workers is instrumental in the prominent growth of vocational education in India. Test preparation contributes to a significant share of informal education in India. The online platform providers play a pivotal role in the online education ecosystem. Initially, the platform served as enablers by connecting prospective students and content providers. In recent times, the platform providers have increasingly played the role of content providers and curators. This paper is an attempt to identify the current trends of online education in India and identify indicators for the growth of the same Secondary Sources such as annual reports of leading players in the industry, reports published on the Indian education system, published by the MHRD and third party sources, industry journals and magazines company press releases have been a source for this paper

KEYWORDS: On-Line Education, Formal education, Informal education, content providers, future online education.

Paper 2

NEW CONCEPTS OF UNIVERSITY MODEL IN INDIA : ASHOKA UNIVERSITY & MIT WORLD PEACE UNIVERSITY

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ABSTRACT

The objective of higher education is boosting the confidence among the participants by enhancing the knowledge, skills, experience and improving the attitude to inculcate human values with maturity and dignity. This will allow them to think and act independently. To achieve this universities and other higher education institutions follow different programmes, pedagogy, course structure, teaching – learning methods, environments and infrastructural facilities. The innovations to be followed by universities and their effectiveness depend on their autonomy of implementation of their ideology and vision.

In this paper, we have studied and analysed the unique models of higher education system adopted by two universities called Focus Based Credit System (FBCS) instead of generally followed Choice Based Credit System (CBCS). The features of Focus Based Credit System developed and implemented in these two Private universities (Ashoka University, Sonapat, Haryana & MIT World Peace University, Pune, Maharashtra) using their autonomy in order to inculcate high human values among the students and teachers. The alternative strategy followed by these two universities to achieve their objective are also discussed.

Keywords : New model of higher education, Choice Based Credit System (CBCS), Focus Based Credit System (FBCS), Alternative strategy.

Paper 3

HIGHER EDUCATION IN INDIA: ISSUES AND CHALLENGES

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ABSTRACT

The vision of higher education in India is to realize the country's human resources potential to its fullest with equity and inclusion. The higher education sector, in recent decades, has witnessed a tremendous growth in many aspects in terms of institutional capacity, enrolment, teacher-student ratio, etc. The rapid expansion of the higher education system at the same time has brought several pertinent issues related to equity, efficiency, excellence and access to higher education in the country. The present paper holds an immediate significance of creating awareness of many issues of concern to be taken care of by the stakeholders in the national as well as the global levels. The study is also unique in the sense that it brings about better understanding of the present scenario in the higher education system in the country by highlighting the pattern of growth, opportunities and challenges of the system. The present study throws a gainful insight on financing schemes and enrolment aspects of higher education in India.

KEYWORDS: Higher education, Opportunities and challenges, Enrolment, Privatization.

Paper 4

QUALITY STANDARDS FOR ACCREDITATION : FACULTY STRATEGIES AS PER THE NEW NAAC PARAMETERS

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ABSTRACT

The National Assessment and Accreditation **Council** (NAAC) is an autonomous body established by the University Grants Commission (UGC) of India to assess and accredit institutions of higher education in the country. NAAC has developed a model for quality standards and redefines these standards time to time. With the Core Values including Contributing to National Development, Fostering Global Competencies among Students, Inculcating a Value System in Students, Promoting the Use of Technology, and Quest for Excellence, NAAC Accrediting the higher educational institutions with different grades in India. Recently, NAAC has improved and updated the assessment parameters and added Student satisfaction Survey (SSS) as a new initiative.

In this paper, we have discussed and developed a strategy to improve the quality initiatives and performance in higher education institutions using the seven assessment criteria and their key indicators. We have analysed each metric in assessment system and the strategies to be adopted by the faculty members to initiate and maintain quality standards in their institution to get better accreditation grade and also to satisfy the stakeholders of the Higher Education system.

Keywords : Quality standards, NAAC, Faculty strategies, Accreditation grades, Assessment criterions, Higher Education system. Key indicators, Metrics in quality system.

Paper 5

ONLINE OR E-CAMPUS RECRUITMENT PROCESS OF MUTHOOT FINANCE LTD.

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ABSTRACT

E-Campus or Online Hiring is now-a-days the most widely practiced and most preferred mode of student selection from the campus in current scenarios. With cutting edge automatic systems and process excellence methodologies applied in the business with renewed focus on delivery, even manpower selection process has also been structured presently as a online flow system for securing strong results. Popular Financial Services Company Muthoot Finance Ltd. India recently conducted MBA Campus Recruitment at Srinivas Institute of Management Studies through adopting a online electronic manpower selection model in their hiring process. Therefore through this case analysis, we have attempted to understand their system and process flow to determine what it means to our stakeholders, especially the online or e-recruitment function and also entire industry.

KEYWORDS: Online Campus Placement, E-Campus Placement, E-Recruitment Process Analysis, Online Staff Selection, E-Hiring Analysis.

Paper 6

HOW TO MEASURE THE PERFORMANCE LEVEL IN COMPETENCY BASED EDUCATION SYSTEM – SOME SUGGESTIONS

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ABSTRACT

Competence means ability or capability and performance is the proof of competence. The objective of higher education is to impart competency to the learners and the presumption is that those who undergo higher education have acquired competency. As opposed to this, is the credit based system where the grades directly speak what a student has earned through education. But the question is how to measure competency among the graduates who pass out. Various indicators are available. One is employability, i.e., the capability to take-up and performs a job with little of support. However, this is something that is decided by the employer and difficult to set a benchmark. Then there is the progression to higher studies. Eventually, many people drop out in the race for higher studies due to a variety of reasons, main among them being financial difficulty, family responsibilities etc. hence this is also not a dependable measure. Communication, proficiency in writing, generation of new ideas, preserving a vision in life, desire for learning, and improvement in life, attitude towards life, respect for fellow-beings, and such other qualities could be hugely a measure of competency acquired from education. It may be difficult to quantify, yet it is essential to be considered. In this discussion, an attempt has been made to identify such factors which contributes to competency based education and measuring their performance outcome.

Keywords : Competency based education, Outcome based education, Performance level.

Paper 7

WORKING WITH PROBLEMS AN INNOVATION IN TEACHING PROGRAMMING LANGUAGES

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ABSTRACT

Teaching any programming language requires high level of teaching skills. The teacher needs to have an in depth knowledge in the programming language. In addition to this he or she needs to develop many projects using the programming language before teaching. Today it has become a common practice in teaching environment that the teacher is giving more and more responsibilities to the programming language and the instructions and syntax than the actual implementations of the language. Today it's a common practice that the students find it difficult in developing any project using the skills and knowledge which he or she has learnt inside the class room. This is because every student is failing in working with the problems. The students fail in developing the logic before using any programming language for implementation. This paper introduces the new methodology to be adopted in teaching where all the students are active throughout the working hour. The model introduced here concentrates on the teaching faculty working more and more on problems than the solutions. This model forces the students to rigorously think on the solutions for the problems given by the teachers. This develops the thinking power of students and hence they will be able to work with the real time problems in the IT industries.

KEYWORDS: teaching environment, programming language, problem domain, methodology, programming logic.

KEYWORDS: Efficiency, Conventional, Non conventional, Renewable, energy, Solar plant.

Paper 8

A COMPREHENSIVE ANALYSIS ON BREAKTHROUGH TECHNOLOGIES OF 21ST CENTURY FOR RENEWABLE ENERGY AND SUSTAINABLE DEVELOPMENT

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ABSTRACT

Use of renewable energy from cosmic sources is the ideal solution for energy demand for the developed world. Realizing this through low-cost technology optimally is the challenge of scientists and engineers of this century. Energy is the backbone of everything from solving basic problems to reaching comfortable lifestyle. Providing clean, green and no-cost energy ubiquitously for everybody in any useful form for sustainable development is the objective of every technology. Nanotechnology, being anticipated general purpose breakthrough technology of 21st century, has potential to solve problems related to human civilizations pertaining to both basic needs and aspirations for comfort life. Out of basic needs of humans which include food, drinking water, energy, cloth, shelter, health and clean environment, perhaps, solving energy problem by providing a way to generating, storing, and converting it to required form at any time and any amount of time called 'ubiquitous energy' is the opportunity and the challenge for scientific world and for human prosperity.

In this paper, we propose the strategic management of some of most anticipated possible technology breakthroughs of the 21st century for renewable energy centred by nanotechnology as general purpose technology and sustainable development of human beings in terms of their improved lifestyle, mortality, and continued opportunity to live in the world. The applications of nanotechnology in different identified areas provide lots of sustainable business opportunities too. This includes Food, Medicine, Cleaner water, Better quality air, Electronics, Fuel Cells, Solar Cells, Batteries, Space Travels, Chemical sensors, Sporting goods, Fabrics, Cleaning products, Energy, Environment, Health, and Lifespan increase. The nanotechnology impact on various areas of energy sector including solar energy, wind energy, nuclear energy, artificial photosynthesis, energy storage and effective energy management to promote nanotechnology based energy as ubiquitous energy for sustainable development are discussed and reviewed. The paper also includes possible innovations and research opportunities in nano-modified solar cells, Nano-influenced Fuel storage cells, and nanotech-based artificial photosynthesis. We have also used ABCD analysis to discuss the business opportunities by studying the advantages, benefits, constraints, and disadvantages of nanotechnology-based energy solutions. Finally, a futuristic possible solution is proposed for the problem of how to solve ever demanding energy crisis using Molecular Nanotechnology model.

Keywords : Breakthrough Technologies of 21st Century, Ubiquitous energy, Nanotech based energy solutions, Renewable energy, Sustainable development, Nanotechnology as green technology.

Paper 9

A STUDY ON FINGERPRINT BIOMETRIC ATTENDANCE MAINTENANCE SYSTEM IN HIGHER EDUCATIONAL INSTITUTIONS

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ABSTRACT

The drastic developments in Information and Communication Technology enabled many types of technology-aided attendance maintenance system in Higher Educational Institutions. A fingerprint is one of the most common and popularly known biometric systems all over the world. The usage of fingerprints for authentication is a universally prevalent solution and a majority of the population has legible fingerprints. This is more than a number of humans who have passports, license and identification cards. It has fairly one of the maximum accurate forms of biometrics available. Fingerprint biometric has been utilized in numerous areas together with entry management and door-lock control, smart cards, vehicle ignition control framework and fingerprint controlled access control system. Because the superior technology allows even extra compact fingerprint sensor size, the variety of application is expanded to the cellular market. One of the important applications of the biometric system is in attendance maintenance and which is incorporated in many of the higher educational institutions. From olden days, three styles of fingerprints may be obtained, namely, exemplar prints, latent prints and plastic prints. In this paper, we study different higher educational institutions, which are incorporated fingerprint attendance maintenance system with its advantages, benefits, constraints, and disadvantages. We use focus group interaction method to gather information of fingerprint biometric attendance system. This paper also discusses some recommendations for fingerprint biometric attendance system. This paper could play an active and supportive role in fingerprint biometric attendance based researches.

KEYWORDS: Fingerprint Biometric, Higher Educational Institution, latent prints, ABCD Model, Fingerprint biometric-based attendance system.

Paper 10

UBIQUITOUS ONLINE BUSINESS AS IDEAL BUSINESS MODEL FOR GLOBAL SUSTAINABILITY

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ABSTRACT

Sustainability of practical businesses is a million dollar challenge for local, national, and international business players. Presently, global sustainability in business is possible to achieve by incorporating innovative technology both in production and service sector for intangible products and services using Internet and Information Communication Technology (ICT). In this regard, the present paper attempts to identify some of the important characteristics of an Ideal Business in terms of input conditions, system requirements, output conditions and market requirements to compare them with that of practical business both for tangible and intangible products or services.

The paper contains a discussion on various characteristics of any practical business, comparison of them with the ideal business model and how to superimpose ideal business characteristics on practical business using technology in order to get the advantages and benefits of the ideal business model on practical business. The paper suggests mobile business which is also called ubiquitous online business model for intangible products or services are perfectly fit to an ideal business model with stated ideal business characteristics. Thus ubiquitous online business for intangible products/services is a perfect example of ideal business. This also proves that global sustainability can be achieved in ICT enabled business model for intangible products and services. Based on ABCD analysis on both Ubiquitous Online Business model and Ideal Business model, it is found that both models are comparable for intangible products and hence self sustainable globally in any environment.

Keywords : Ubiquitous online business, Intangible products, Ideal business model, Global Sustainability.

Paper 11

STUDENT CENTERED LEARNING IN CLASSROOMS: A STRATEGY FOR INCREASING STUDENT MOTIVATION AND ACHIEVEMENT

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ABSTRACT

In facing challenges such as rapid globalization, tremendous impacts of information technology, international transformation towards knowledge-driven economy, strong demands for sustainable societal developments, and international competitions in the new century, numerous educational reforms and changes have been initiated in the different parts of the world. Policy-makers and educators in most countries have to think how to reform their education and prepare next generations for meeting challenges of the future (Cheng, 2003a, b; Hirsch & Weber, 1999; Kogan & Hanney, 2000;Mingle,2000).

Student-centered learning is an approach to learning in which learners choose not only what to study but also how and why. At the heart of the learning environment are learner responsibility and activity, in contrast to the emphasis on instructor control and coverage of academic content found in conventional, didactic teaching.

Student-centred learning, as the term suggests, is a method of learning or teaching that puts the learner at the centre (cf. Mac Hemer et al, 2007, p.9; Boyer, 1990). With the application of an SCL approach in higher education, there is necessarily a shift in focus from academic teaching staff to the learner. This approach has many implications for the design and flexibility of curriculum, course content, and interactivity of the learning process. The fact that conventional teaching predominantly places its focus on the design, organization and follow-through of the perspective of the academic teacher has made it difficult to determine what students see as constituting SCL, because often they have never been asked.

This paper elaborates why and how Student-centered learning is needed to re-conceptualize the practices of action learning to enhance multiple thinking and creativity in learning.

Keywords: Globalization, Knowledge-driven economy, Higher education, Policy makers and educators, Educational reforms etc.

Paper 12

NANOTECHNOLOGY BASED INNOVATIONS AND HUMAN LIFE COMFORTABILITY –ARE WE MARCHING TOWARDS IMMORTALITY ?

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ABSTRACT

Nanotechnology deals with understanding and control of matter at dimensions of roughly one to one hundred nanometers. It involves the creation and use of structures, devices and systems that have novel properties and functions because of their small size, and the ability to control or manipulate matter on an atomic scale. Being anticipated as one of the major breakthrough technology of 21st century, nanotechnology has solutions for all the problems of mankind and fulfills all necessary desires for human prosperity. The possible applications of nanotechnology in health sciences support and initiates tremendous progress in the medical field. Some of the nanotechnology applications in the arena will be inexpensive and rapid diagnostics, new methods of drug delivery, and faster development of new drugs. Some longer term and even more powerful nanotechnology solutions will repair DNA and cellular damage and customize drug therapy. Nanotechnology may have its biggest impact on the medical industry compared to other industries. Patients will drink fluids containing nanorobots programmed to attack and reconstruct the molecular structure of cancer cells and viruses. There's even speculation that nanorobots could slow or reverse the aging process, and life expectancy could increase significantly. Nanorobots could also be programmed to perform delicate surgeries such as nanosurgeons could work at a level a thousand times more precise than the sharpest scalpel. By working on such a small scale, a nanorobot could operate without leaving the scars that conventional surgery does. Additionally, nanorobots could change the physical appearance of human beings. They could be programmed to perform cosmetic surgery, rearranging the atoms of human body to change his/her ears, nose, eye color or any other physical feature he/she wish to alter. In the coming year's advancements in this field will lead to an improved form of drug delivery as well as other prospects of medicine and pharmacy. The paper anticipates and discusses the possibilities of how the health science progress driven by nanotechnology based innovations leading to predicted and most desired immortality of living beings in this world and reaching the expected ultimate state in human life comfortability.

Keywords : Nanotechnology based Innovations, Ultimate Human Life Comfortability, Immortality, Health science applications of nanotechnology.

Paper 13

CHANGING SCENARIO OF HIGHER EDUCATION IN INDIA

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ABSTRACT

The strength of any nation lies in its education system. An educated nation is a developed nation. The higher education system in India is the third largest in the world, next to the United States and China. The education system in India has undergone many changes in the past few decades. India is a developing nation and continuously progressing in the field of education. There are a number of new trends in the field of higher education and number of new ideas cropping up in the system. These ideas help to improve the existing system of learning and thus helping towards building a better nation. The government is responsible for the health of higher education in the nation. To ensure that every child in the India is educated, the higher education sector must be improvised. The focus must be on all diversified streams of education like agriculture, medicine, commerce, arts and engineering. This paper focuses on the various emerging trends along with the reason for their existence. The paper also aims at focusing on the factors that improve the efficiency of the present system by implementing the emerging trends.

Keywords: Higher education, Skill based development, outcome based education, interdisciplinary education, value-based education.

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Paper 14

BUSINESS INFORMATION SCIENCES WITH SPECIAL REFERENCE TO THE DIGITAL MARKETING AND SEO AS A FIELD OF STUDY

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ABSTRACT

Information Science is changing and increasing day by day. The applications and integration of Technologies and Computing components leads the nature of Information Science. In early days Information Science was mainly concentrated in the manual documentation and information management techniques and tools and gradually the concept has been changed and shifted towards automation systems. The application of IT and Computing including Information Management is simply Information Science. The increasing role of Information Science in different field leads the development of various other domains viz. Health Information Science, Geo Information Science, Business Information Science etc. The domain of Business Information Sciences is a large field and in terms of techniques and tools it is deals with Business Intelligence, Enterprise Resource Planning, Business and Data warehousing, Search Engine Optimization, Business Analytics etc. In smaller context it is called as Business Informatics. Hence it is also related with the areas of E Business, E Commerce, Digital/E Marketing etc. Among the areas of Business Information Science Search Engine Optimization and Digital Marketing are emerging rapidly and this study shows the emerging context of offering the area as a program of study. Moreover the paper provides an overview of other areas uses in Business Information Science including its nature.

Keywords : Business Informatics, Business IT, Information Science and Technology, Digital Marketing, SEO, Educational Programs, India, Development, Private Universities.

Paper 15

THE BUSINESS OUTLOOK OF IMPARTING QUALITY IN HIGHER EDUCATION

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ABSTRACT

Education has become one of the biggest instruments of transformation in India over the last few decades. In a country where more than 65 per cent of the population is below the age of 25 years, the field of education has become a well thought out shaper of the future generations. Quality in higher education has been an issue of utmost importance in the arena of education. It is faced with a lot of challenges due to increasing international competition and exposure, demand for value for money, drastic demographic and socio cultural changes, economic prosperity and diversity in the student body. We can remember the words of Swami Vivekananda who had said that education is the manifestation of the perfection already in man. In a nut shell, education is only a vehicle to bring forth the qualities in students and to shape up and shine them to perfection. Such being the outlook of India towards education, quality has always been of utmost importance and governing bodies such as University Grants Commission, the Ministry of Human Resource Development and the All India Council of Technical Education all draw up stringent norms for maintaining the highest levels of quality in education in India. The challenge then lies with the universities, colleges and the teaching bodies to draw out various norms, rules and regulations to adhere to and to keep striving for a continuous quest for quality in imparting education. This paper looks at various quality parameters' that institutions and temples of higher education can set for themselves to strive to maintain and leverage quality in all walks of the 'business' of education. Similar to the best practices in the area of management certain quality concepts are brought forward to impart quality in higher education.

Keywords: Challenges, education, transformation, quality.

Paper 16

CLASSTALK: A CLASSROOM COMMUNICATION SYSTEM FOR ACTIVE LEARNING

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ABSTRACT

TRADITIONAL METHODS for teaching science courses at the post-secondary level employ a lecture format of instruction in which the majority of students are passively listening to the instructor and jotting down notes. Current views of learning and instruction challenge the wisdom of this traditional pedagogic practice by stressing the need for the learner to play an active role in constructing knowledge. The emerging technology of classroom communication systems offers a promising tool for helping instructors create a more interactive, student-centered classroom, especially when teaching large courses. In this paper we describe our experiences teaching physics with a classroom communication system called *Classtalk*. *Classtalk* facilitated the presentation of questions for small group work as well as the collection of student answers and the display of histograms showing how the class answered, all of which fed into a class-wide discussion of students' reasoning. We found *Classtalk* to be a useful tool not only for engaging students in active learning during the lecture hour but also for enhancing the overall communication within the classroom. Equally important, students were very positive about *Classtalk*-facilitated instruction and believed that they learned more during class than they would have during a traditional lecture.

Keywords: Classroom communication systems active learning physics higher education interactive lectures cooperative learning science teaching lecture courses constructivism educational technologies.

CYBER SECURITY TO INFORMATION ASSURANCE: THE CHANGING WORLD OF CYBER SCIENCES

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ABSTRACT

Cyber is related to information technology. There are many objects/areas which are associated with cyber. Such as Cyber crime, Cybernetics, Cyber space, Cyber hygiene, Cyber warfare, Cyber organism, Cyber law, Cyber attack, Cyber culture, Cyber age, Cyber café, Cyber security, Cyber forensic. When crime involves with computer and network, it is called as cyber-crime. This kind of offence mainly undertake by an individual or group to an individual or group. Cyber-crime is mainly related with internet crime. In recent past cyber-crime is also has a different form, it is called cyber-crime. Cyber-crime may have different target tools and technologies Such as Individual computer, Group of computer, Server/s, Database, Network, Website, Intranet/ extranet system. Cybernetics is an important concept of controlling system using technology. It is very much associated with physical, biological, social systems. Cyber warfare is an important concept in cyber world. It is about the use of IT and cyber related technologies for the development of individuals or group or simply to the society. Cyber warfare is very much related with the ICT4D. Cyber culture is an important concept information/ society/ information age/ IT age/ Digital age or more clearly Digital society. The emerging concept of cyber areas lead this is as an important area of study. This paper highlighted the basic overview of different areas within 'Cyber' and also the emerging opportunities in this field as educational programs.

Keywords : Cyber Security, Information Security, Information Assurance, ICT4D, Information Systems, Digital Forensic.

Paper 18

COURSE DESIGN APPROACHES FOR OUT COME BASED LEARNING

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ABSTRACT

Course Design is the process by which the raw data about a specific knowledge domain needs to be communicated effectively to a learner and also he needs to be experienced with a given area of knowledge. The out come of any course design is to lead the learner to a particular state of knowledge. In practical terms this entails the use of the theoretical and empirical information available to produce a syllabus, to select, adapt or write materials in accordance with the syllabus, to develop a methodology for teaching those materials and to establish evaluation procedures by which progress towards the specified goals can be measured. In this context three major approaches for a course design can be adopted by teaching community like **Language-centered Course Design, Skills-centered Course Design, and Learning-centered Course Design**. This paper makes an comparison among these three approaches for course design.

Keywords: Language-centered Course Design, Skills-centered Course Design, Learning-centered Course Design.

Paper 19

PRODUCTIVITY & INNOVATION – AN EVERGREEN GENERAL PURPOSE COURSE MODEL FOR UNIVERSITY STUDENTS

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ABSTRACT

Productivity and Innovation is a general purpose evergreen topic highly in demand in all times in history, present, and future days. Increased productivity through innovations is the sole mantra of both production sector and service sector organizations so that every graduate if trained sufficiently can contribute for the development of chosen area in the society. Thus expanding knowledge, skills, and experience in the area of improving the productivity through sustainable innovations in society for creating successful policymakers, businesses, scientists, researchers, media specialists, marketers, energy experts, program designers, implementers, and evaluators is essential. This can be achieved by introducing Productivity and Innovations as a common subject in all University courses. Studying the essential concepts, theories, techniques, various models, and case studies in productivity and innovation gives confidence to the graduates to implement them in working place to get optimum results. Further the purpose of Productivity and Innovation course is to boost Social, Environmental, and Economic productivity (3 SEE productivity) thus of creating long-term, sustainable organisations and economies.

In this paper, based on our arguments, we feel that, out of 3 SSE productivities, social productivity has been the most neglected and we aim to help redress the balance by focusing on ways in which the benefits of productivity growth can be realised and shared in ways which meet the needs and aspirations of a range of stakeholders. Thus, the paper also emphasizes the importance and consequences of social productivity concepts in the curriculum of the course.

KEYWORDS : Productivity and Innovation, General purpose course, Social productivity, Environmental productivity, Economic productivity, Productivity in service sector.

Paper 20

EMERGENCE AND THE IMPACT OF BLOCKCHAIN TECHNOLOGY

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ABSTRACT

Blockchain, the foundation of Bitcoin, has received huge attentions recently. It is a decentralized registry used to securely exchange digital currency that perform deals and transactions. Blockchain registry is a collection of all Bitcoin transactions executed in the past. They rely on a secure distributed ledger data structure. However, there are still many challenges of blockchain technology such as scalability and security problems waiting to be overcome. This paper presents a comprehensive overview on blockchain technology. We provide an overview of blockchain architecture firstly and compare some typical consensus algorithms used in different blockchains.

Keywords : Blockchain, Bitcoin, Data Structure.

Paper 21

STRATEGIC MANAGEMENT RESEARCH IN INDIA : CONTRIBUTION OF IIMS DURING LAST 5 YEARS – A CRITICAL STUDY

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ABSTRACT

Strategic management is a subject added to business management area during 1960-1970 with an intention of supporting top level management of business organizations to suggest a method to fulfill the goals, purpose, and initiatives of the organization. This also includes the formulation and implementation of the objectives of the organization by means of optimum utilization of various resources and by analysing internal and external environment of the organization including its competitors. Number of strategic management models and frameworks are developed by many researchers and practitioners during last 50 years to which supports organizations to identify and face the challenges both internally and externally to the organizations by means of effective utilization of all possible resources in a systematic and smart manner to ensure winning in any situations. Various generic strategies at operational level, business level, and corporate level are identified/developed by many researchers and their effectiveness are tested by means of model development, empirical studies, and also through case analysis. Many institutions of business management are started strategic management division in their faculties and focussed on strategic management research. This paper focuses on the present status of strategic management research in some of top management research institutions in India including many Indian Institute of Managements. The contributions of research & publications of the strategic management divisions of these top business schools for the last 5 years are identified and analysed.

Keywords : Strategic Management Research in India, Strategic management divisions, Indian business schools, Research publications.

EXPLORING THE INFLUENCE OF AUGMENTED REALITY TECHNOLOGY IN EDUCATION

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ABSTRACT

In 2020 both virtual reality technology (VRT) and augmented reality technology (ART) are estimated to be inseparable in this present education scenario. In the very near future, both virtual technologies isn't determined yet and it might possibly come out completely different and in a more advanced way than how we're imagining it at this present moment. But Still , one thing is undeniable that is both the technologies may have a great impact in a variety of education organizations and will potentially change the way the present education to society, increase productivity of the education scenario internally as well as externally. Virtual reality separates people completely from their current and real life scenarios and recreates them in a whole new 'digital' environment through AR and VR technology. This technology is software-generated, which recreates a certain situation or environment in such way that one can feel like it's their actual real life reality. If developed properly, such simulation can become even or same intense like emotions or involvement as in their real world. This technology will surely give more important tools for different types of education organization which want to take their education to the next level. More and more future-oriented enterprises are looking for new and efficient ways to innovate and make their quality of education and services to the society as well as to the competitors. By adopting the upcoming technology can surely facilitate the education industry to improve more.

Keywords: Virtual Reality (VR), Augmented Reality (AR), Simulation.

PRIVATE INVESTMENT IN HIGHER EDUCATION IN INDIA

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ABSTRACT

The Indian Higher Education system is largest in the world in terms of number of institutes 863 Universities and 42322 colleges) and 3rd largest in terms of enrolment (34.5 million), just behind China and the USA. This development in the higher education has been pronounced since independence the number of universities has multiplied 28 times whereas the number of colleges have increased by over 77 times. with 34.5 million students enrolled in more than 54,000 degree and diploma institutions in the country. It has witnessed particularly high growth in the last decade, with enrollment of students increasing at a CAGR of 10.8% and institutions at a CAGR of 9%. The private sector has played an instrumental role in this growth, with private institutions now accounting for 64% of the total number of institutions and 59% of enrollment in the country, as compared to 43% and 33%, respectively, a decade ago. The Government has also given the required thrust to the sector in its Five Year Plans. During the Eleventh Plan period (2007–2012), India achieved a Gross Enrollment Ratio (GER) of 17.9%, up from 12.3% at the beginning of the Plan period. Various legislative actions were also taken during this period, including the introduction of the Higher Education and Research Bill, the Educational Tribunal Bill and the Foreign Educational Institutions Bill, to enhance transparency and quality in the sector. However, in spite of the significant progress made during the past few years, India's higher education sector is still plagued with several challenges, e.g., its relatively low GER, inequitable access to higher education by community, gender and geography, and lack of high-quality research and education institutions, resulting in sub-optimal outcomes. The Government has set an aggressive target of achieving a GER of 30% by 2020. Consequently, the Higher education in India is all set for an unprecedented expansion, marked by an explosion in student enrolment, a substantial growth in the number of institutions and a quantum leap in the level of investment in education. The enormous challenge of providing equal opportunities for quality higher education, to an ever-growing number of students, is also a historic opportunity for correcting social imbalances, strengthening institutional framework and surpassing international benchmarks of excellence. However according to a UGC report on Issues, Concerns and New directions in higher education (2003) "the system has many issues of concern at present, like financing and management including access, equity and relevance, reorientation of programmes laying emphasis on health consciousness, values and ethics and quality of high education together with the assessment of institutions and their accreditation. The issues are important for the country, as it is now engaged in the use of higher education as a powerful tool to build a knowledge-based information society of the new Century".

Paper 24

A ROLE OF SOFTWARE ENGINEERING IN EDUCATION

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ABSTRACT

Software engineering is an Application of quantifiable, systematic and disciplined approach of developing, operation and maintenance of software. It can also be defined as a systematic approach to analyse, design, assessment, implement, test, maintain and reengineering of software. Software engineering has grown continuous in identifying new methods and methodologies that have made vast improvement in developing software and maintaining the developed software to make them more reliable and efficient. Software development has various stages which are called as software development life cycle which includes different stages like software requirement, software design, software construction, and software testing and software maintenance. The major concerns in software industry are cost reduction, software quality and software flexibility. It's important to know how real life software's are developed which often deals with large and software intensive systems and it is influenced by effects of teamwork and distributed software development.

Keywords: Software Engineering, Software quality, Flexibility, Design.

Paper 25

STRATEGIC MANAGEMENT RESEARCH IN INDIA : CONTRIBUTION OF IIMS DURING LAST 5 YEARS – A CRITICAL STUDY

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ABSTRACT

Strategic management is a subject added to business management area during 1960-1970 with an intention of supporting top level management of business organizations to suggest a method to fulfill the goals, purpose, and initiatives of the organization. This also includes the formulation and implementation of the objectives of the organization by means of optimum utilization of various resources and by analysing internal and external environment of the organization including its competitors. Number of strategic management models and frameworks are developed by many researchers and practitioners during last 50 years to which supports organizations to identify and face the challenges both internally and externally to the organizations by means of effective utilization of all possible resources in a systematic and smart manner to ensure winning in any situations. Various generic strategies at operational level, business level, and corporate level are identified/developed by many researchers and their effectiveness are tested by means of model development, empirical studies, and also through case analysis. Many institutions of business management are started strategic management division in their faculties and focussed on strategic management research. This paper focuses on the present status of strategic management research in some of top management research institutions in India including many Indian Institute of Managements. The contributions of research & publications of the strategic management divisions of these top business schools for the last 5 years are identified and analysed.

Keywords : Strategic Management Research in India, Strategic management divisions, Indian business schools, Research publications.

Paper 26

A STUDY ON BEYOND CLASSROOM TEACHING : HOW A BLEND OF ONLINE AND OFFLINE EDUCATION BENEFITS STUDENTS

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ABSTRACT

Classroom or offline training is reminiscent of the Industrial age where the emphasis was on large scale production by deploying physical resources. Its final objective is to train a large number of students using a common and a standardized process. This obviates the need to tailor education as per the recipient's talent, aspirations, and needs. Here, it is pertinent to make a distinction between personal attention and personalized learning. A classroom may allow the tutor to interact with individual students, but the course content itself may not necessarily match the needs of individual students. One of the biggest problems of classroom training is its sluggishness in staying abreast with rapidly evolving technologies and industry trends. The rate of change in technology has far outstripped the pace of change in university curriculum. Given the centralized nature of education content creation and stipulated ways of delivering it to the students, gaps arise between what is taught and what is needed to be job ready. Hence, even after spending more than 20 years of life in the confines of various classrooms cramming formulae and chapters in the curriculum, a graduate student leaves the education system with a sense of apprehension about his/her job prospects. Today, there is a dire need for students and academicians to re-look at learning as a constant and democratic process rather than the monopoly of the varsity.

Online education market in India is set to double in near future. Clearly, there is a formidable demand for an alternative source of learning. Online learning has set students free from bounds of classrooms and the inflexibility of the curriculum. It offers an on-demand access to courses of their choice. This is leading to a big socio-cultural shift in the way learning is perceived and consumed by the youth. Large populations of students in remote locations now don't find themselves handicapped by geography. Young working professionals can now upgrade their skills and thus enhance their career prospects at their own convenience. This paper will study and analyze all the aspects of students curriculum in higher education and will compare the both traditional and innovative teaching method.

Keywords: Class room teaching, online education, student and technology

Paper 27

STRATEGY FOR SUSTAINABLE AND SCALABLE ORGANIZATIONAL GROWTH - THE COCKROACH THEORY

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ABSTRACT

In this paper we have developed a new Theory based on long time proven concept in the animal kingdom to suggest a new strategy the organizations may follow for their sustainability under various challenges for survival. The question of survival and sustenance is very critical for every organization. There are various factors that are essential for growth and sustenance of companies. There has been many research studies undertaken to gauge the success factors or to breakdown the components and study success in detail. Since Prahalad and Hart propounded the need for multinationals to serve the large base of the pyramid markets, which could be done profitably and need not be left only to government and aided agencies, many multinationals across the world have been made significant steps in reaching out to these markets especially in emerging economies. In these strategies, there have been some successes and many failures. In this papers we discuss an optimum strategy based on our proposed “theory of sustainable and scalable growth for organizations” also called the “Cockroach theory”.

Keywords: Strategy, Base of the pyramid, Cockroach theory, Scalable, Sustenance.

Paper 28

A STUDY ON IMPACT OF SOFT SKILLS TRAINING PROGRAMME ON MANAGEMENT STUDENTS

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ABSTRACT

The education sector as well as the market scenario is changing very fast and moving ahead due to competition. A decade ago, those individuals who had a brilliant academic record with added work experience were well sought after by most of the corporate institutions with a fixed range of pay as salary. But today hard skills and experience are not sufficient enough for the way in and growth in the corporate world. Employers prefer to hire and promote those persons who are resourceful, ethical, and self directed and motivated with good communication/ soft skills. Shortage of soft skills in the candidates has resulted in low hiring by corporate. Corporate giants have also made its point clear regarding soft skills training programme to be included in the management courses and will surely have a positive overall development in the course.

In spite of such immense significance of soft skills, many management colleges are hesitant to incorporate soft skills training in the curriculum of management courses. This paper is based on the impact soft skills programme has on the students regularly exposed to soft skills sessions and those who are deprived of the same.

Key words: Soft skills, Soft skills training programme.

Paper 29

THE BUSINESS OUTLOOK OF IMPARTING QUALITY IN HIGHER EDUCATION

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ABSTRACT

Education has become one of the biggest instruments of transformation in India over the last few decades. In a country where more than 65 per cent of the population is below the age of 25 years, the field of education has become a well thought out shaper of the future generations. Quality in higher education has been an issue of utmost importance in the arena of education. It is faced with a lot of challenges due to increasing international competition and exposure, demand for value for money, drastic demographic and socio cultural changes, economic prosperity and diversity in the student body. We can remember the words of Swami Vivekananda who had said that education is the manifestation of the perfection already in man. In a nut shell, education is only a vehicle to bring forth the qualities in students and to shape up and shine them to perfection. Such being the outlook of India towards education, quality has always been of utmost importance and governing bodies such as University Grants Commission, the Ministry of Human Resource Development and the All India Council of Technical Education all draw up stringent norms for maintaining the highest levels of quality in education in India. The challenge then lies with the universities, colleges and the teaching bodies to draw out various norms, rules and regulations to adhere to and to keep striving for a continuous quest for quality in imparting education. This paper looks at various quality parameters' that institutions and temples of higher education can set for themselves to strive to maintain and leverage quality in all walks of the 'business' of education. Similar to the best practices in the area of management certain quality concepts are brought forward to impart quality in higher education.

Keywords: Challenges, Education, Transformation, Quality.

Paper 30

A COMPARATIVE STUDY OF EDUCATION LOANS OFFERED BY PUBLIC AND PRIVATE SECTOR BANKS

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ABSTRACT

In 2001 the Indian Banks Association have come up with a model frame work for educational loans in the country. With the approval of the Central Government the public sector banks in India started to give education loans. The private and cooperative banks also joined the fray. Due to growing NPAs and the intervention of the Government these norms were modified in 2011. The budget allocation for the primary and higher secondary education is on the increase in India. However, higher education has been of late relegated or left to the mercy of the private players. There has been a steady growth of educational loans disbursed, private colleges and deemed universities started and enrolments of students in higher education during the years 2001 to 2018. This paper is a humble attempt to assess the growth of educational institutions and enrolment of students in higher education in India from secondary data and 4) to make suggestions based on the findings.

Keywords: education loan, students, private sector banks public sector banks

Paper 31

CHANGING ROLE OF INDUSTRY'S INTERFACE WITH EDUCATIONAL INSTITUTES

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ABSTRACT

Higher education serves several important functions in the society, the most important being production of knowledgeable individuals who will contribute to the society. However, many of the Indian universities do not fulfill this purpose. The demands of skilled and specialised manpower from the industry are not being met ,as majority of students lack the necessary skill sets required by the industry.

In recent years, a major concern of higher education planners and academics, the world over, has been linking universities and other research institutions with industries. Universities can enhance the value of products in the form of knowledge; industry can augment the university's value in the form of funds. In India, way back in 1986, the National Policy on Education (NPE) highlighted the need for university-industry interaction.

In my paper, I would be concentrating on this need of interface between the industry and education institutes. Also ways and means of improving and making the interface more effective.

Paper 32

A CONCEPTUAL STUDY ON EFFECT OF E-LEARNING RESOURCES IN HIGHER EDUCATION

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ABSTRACT

E-learning means, a learning via electronics such as the internet, video, audio or multimedia. E-learning is a hub of knowledge which can be accessed anytime or from anywhere in the world. It utilizes the knowledge of academicians in a way that academic courses can be delivered without time and place constraints. Indeed, by this way it enabled the universities to expand on their current geographical reach to serve its student in better way. There are many e-resources which are used by the teacher to enhance quality of teaching methods or teaching aids. This paper tries to explore the opportunities and challenges in adopting e-learning resources in current higher education system. And also, it tries to understand both teachers and students perception on different e-learning resources and impacts of e-learning resources on students learning and academicians' development.

Keywords: E-learning resources, Teaching aids, Higher education, students learning.

Paper 33

EMERGENCE AND THE IMPACT OF BLOCKCHAIN TECHNOLOGY

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ABSTRACT

Blockchain, the foundation of Bitcoin, has received huge attentions recently. It is a decentralized registry used to securely exchange digital currency that perform deals and transactions. Blockchain registry is a collection of all Bitcoin transactions executed in the past. They rely on a secure distributed ledger data structure. However, there are still many challenges of blockchain technology such as scalability and security problems waiting to be overcome. This paper presents a comprehensive overview on blockchain technology. We provide an overview of blockchain architecture firstly and compare some typical consensus algorithms used in different blockchains.

Keywords: Blockchain, Bitcoin, Data Structure.

Paper 34

A STUDY ON EFFECTIVENESS OF ONLINE LEARNING AND TEACHING IN HIGHER EDUCATION

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ABSTRACT

The Internet has made drastic change in the field of education and it made learning easier. The maturity of education technology has also enabled online education to become more manageable and accessible than ever before. All a prospective student needs is a computer, an internet connection and some basic IT skills. As for the loss of traditional classroom features, online education has been making up for this through its flexibility and low cost. Students have access to their “classroom” recordings whenever they want, allowing them to go over ideas and review lessons at their convenience. Some have also pointed out that far from being an inferior learning experience, the one-on-one lessons that are often part of online education have taken teacher-student interaction to a new level, where one student is getting all the attention and the interaction, and training can be so unique and valuable. Researchers, educators and students are interested in online learning to enhance and improve students skills with least resources. This study examines the evidence of the effectiveness of online learning by organizing and summarizing the findings and challenges of online learning, the factors that influence the effectiveness of online learning and teaching.

Keywords: Internet ,Education technology, Learning, one –on one lessons,training,

Paper 35

DEMONITISATION AND ITS EFFECTS IN INDIAN ECONOMY

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ABSTRACT

A sudden denomination of ₹500 and ₹1000 rupee notes. Instead of RBI Governor Urjit Patel, surprisingly Prime Minister announced the news of demonetization that these banknotes would not be legal tender after midnight of the 8th November. means the high value notes will not be legal for transaction. Although the old notes can be exchanged till 31st December 2016. There were set an upper limit of cash withdrawals from bank is ₹10,000 per day (up to ₹20,000 per week) per account and from ATM ₹2000 per day per account from 10 to 13 November which is changed from 14 Nov. to ₹24,000 per week from bank and ₹2,500 per day from ATM per account till 31st Dec., although a needy person can withdraw with valid reason.

The aim of this study is to study the previous instances of demonetization round the world. In these cases, what were the aims of the countries and what happened to them next, is also collected in the study to understand the possible outcomes of our demonetization to reduce the negatives and to maximize the positive ones by learning from the good decisions taken by the various countries as well as by the mistakes made by them. This study also takes the view of many other authors and collects them to make a perspective about the possible effects of the demonetization, explanation of them according the economics theories and suggestion made by them. One of the most important part of this paper is the one where broker's fee concept is used to explain the behavior of people at the time of demonetization, and the effect of it further on savings and investment.

Keywords: Demonetization, Effects, Objectives, Instances, Outcomes.

Paper 36

A CRITICAL ANALYSIS OF QUALITY STANDARDS OF HIGHER EDUCATION IN GOVERNMENT AND PRIVATE UNIVERSITIES IN INDIA

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ABSTRACT

Higher education is a irreplaceable but an optional final stage of formal learning that occurs after completion of secondary education which is provided by universities, academies, colleges seminaries, conservatories, and institutes of technology, higher education is also available through certain college-level institutions, including vocational schools, trade schools, and other career colleges that award academic degrees or professional certifications. The UN International Covenant on Economic, Social and Cultural Rights of 1966 declares, in Article 13, that "higher education shall be made equally accessible to all, on the basis of capacity, by every appropriate means, and in particular by the progressive introduction of free education". The paper discuss about the quality standards and education provided by government and private universities in our country. and how extend both play a role in the higher education of a human being.

Keywords: Higher education, Government University, Private University, High standard, Innovations, Challenges and Opportunities.

Paper 37

ROLE OF INFORMATION TECHNOLOGY IN HIGHER EDUCATION

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ABSTRACT

The rapid development of information technology made a paramount transmutation in the higher inculcation all over the world. Information technology plays its role throughout the process of higher inculcation. The quality inculcation plays a consequential role in building the competency and professional adeptness among the inculcated. To achieve this goal of quality inculcation its compulsory that the edifiers and students need to stay updated with all the information. In modern days it became facile to update germane information with the avail of information technology. Student and edifiers will be able to manipulate the prodigious number of data through the multimedia technology rather than the books and ebony board. Technology avail to shape the internalization of higher inculcation. Information technology avails the student of higher inculcation as well as to the Higher edification institutions reach the goal of student-centred learning, experimental learning, project-predicated learning, research-predicated learning, inquiry-predicated learning, virtual class learning and many more. Technology avail the learner to meet and chat under the single cyber space which avails them to exchange their conceptions, cognizance, aptitude, opportunities etc. In this paper, I made an endeavor to study the role of technology on higher edification and its influence on edifying and learning. The study shows that the technology plays a pivotal role in every step of higher inculcation and it made the traditional method of edifying and learning to techno-predicated edifying and learning.

Keywords: transmutation, prodigious, student-centred learning, project-predicated learning, research-predicated learning.

Paper 38

A REVIEW ON THE UNIVERSITY EDUCATION SYSTEM IN INDIA

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ABSTRACT

India has the great legacy of knowledge. From thousands of years, knowledge has been rolling through the centuries. The education system in India is one of the oldest systems in the world. The mass growth in the Higher Education sector is lead by Universities, which are the highest rostrum of learning. A university is an institution which offers higher education to the young generation after their high school. The existence of many broad Universities with diversified roles. The society mainly depends on their output. Today world is more complicated than it was fifty years ago. Knowledge, information and new ideas are the main drivers of economic growth. The university plays an important role to provide needed knowledge and skills to meet the current global demand. Research reported that, people with university education may earn up to two times over a lifetime than those without contributing to the economy. In universities there will be people from different cultures from diverse countries with different beliefs or religion and so on. At the university, every student learns to live and mingle, appreciate with each other. University is deemed to be the community of teachers and scholars. In India, "University" means a University established under a Central or State & Provincial Act recognized by the University Grants Commission (UGC) in accordance with the UGC Act, 1956. Every year, millions of students from different part of the country and abroad, enter this threshold mainly for their graduate, post graduate studies Higher Education is the shared responsibility of both the Centre and the States. The coordination and determination of standards in Universities & Colleges is entrusted to the UGC and other statutory regulatory bodies. This study review the multidimensional aspects of University education in India.

Keywords: Education, University, Research, Students, Teachers, Economic growth.

Paper 39

A STUDY ON MARKETING STRATEGY OF PRIVATE UNIVERSITIES IN HIGHER EDUCATION

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ABSTRACT

Marketing is a wide concept and it's a process through which goods and services move from one person to another. There are so many private universities in our country which uses these marketing strategies to increase the number of their admission and also provide quality services to the customer or students they serve. The main aim of the private universities are to provide quality education and also increase the admission by strong marketing strategy. In order to give quality education, the institution have to invest a lot on new technologies. For funding all these technologies they need a strong financial background. In order to achieve a strong financial background they need more students or admission which can be achieved through a satisfied marketing. The paper discusses on the marketing strategy followed by many of the Indian private universities in order to build a strong brand name.

Keywords : Marketing strategy, Private university, Innovation, Technology

Paper 40

MONSOON AND INDIAN STOCK MARKETS-A CASE STUDY

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ABSTRACT

The Indian economy and monsoon are interrelated and the effect of monsoon on Indian economy is most extensive factor. The farming area is most effectible segment from rainstorm change step by step. Yet, what is the really storms impact on the securities exchanges will enthusiasm to know the negative connection between's the two. Over the most recent one decade, there is not really enough relationship to propose that storm can have much bearing available conclusions. Truth be told, according to the information, the BSE-Sensex returns were the most elevated in the year when precipitation was most insufficient with respect to Long Period Average (LPA).However, it is part mental and part real. Monsoon is by all accounts the main reprieve that Indian organizations can anticipate following two nonstop awful rainstorm years. Falling rupee, high monetary shortfall, flight of remote assets and poor profit, these have been the main subjects in the India story for some quarters now. In any case, a great rainstorm may bring great news, at any rate for a few organizations.

Keywords-Monsoon, Risk and volatility, Stock Market.

Paper 41

SOCIO-ECONOMIC AND CULTURAL CONDITIONS OF LAMBANIS IN KARNATAKA

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ABSTRACT

Lambanis lead a gypsy life and mainly inhabit the western Indian states including Maharashtra and Andhra Pradesh. North Karnataka also is home to a few of this tribe people.

Rajasthan is believed to be the place where the original Lambani language was spoken. Once upon a time, these tribal people were the suppliers of food grains to the Indian army. In the days gone by, these tribals carried grain, salt, bamboos and firewood. This tribe is also known as Banjaras. They speak a language known as Gor Boli. It is also called Lambadi, and it belongs to the Indo-Aryan group of languages. Most Banjaras today are bilingual or multilingual having adopted the predominant language of the place of their dwelling.

Banjara art is rich and includes performance arts such as dance and music to folk and plastic arts such as rangoli, textile embroidery, tattooing and painting. Very popular of the art forms of this community, the Banjara embroidery and tattooing are well known and is one of the main identity of this tribe. Lepo embroidery is an art unique to the lambani tribal women. The art is unique in that mirror pieces, colourful beads and coins are stitched together on any type of cloth.

In a place called Sandur in Bellary District of the state of Karnataka, these tribals have developed a special type of textile embroidery known as the Sandur Lambaani Embroidery.

A GI tag has been given to it. Banjara people celebrate the festivals of singers known as Dadhis or Gajugonia. They are Muslim Banjaras who traditionally traveled from village to village singing songs to the accompaniment of sarangi. Karnataka, Telengana, Andhra, Karnataka, Rajasthan are some of the states where this tribe is in good numbers. They are also scattered all over the country.

Keywords :- Banjara tribes, Origin, culture, language, art, Festivals, Religion, Society and Distribution, and Classification

Paper 42

JOB SATISFACTION AND QUALITY OF WORK LIFE - A CASE STUDY OF WOMEN TEACHERS IN HIGHER EDUCATION

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ABSTRACT

The new description of employees in an organisation is that they are knowledge workers. Whatever knowledge they possess and their competence they exhibit at the work place is surely going to benefit the organisation. In view of the new description of an employee, the need to keep them satisfied and also in good temper seems to occupy a prime place in the HR policies of an organisation. In short, today, the quality of work life of the employee is being given importance in the organisations. Achieving growth in an organisation is dependent on the Job Satisfaction and the quality of work life that prevails in an organisation. This paper attempts to understand the finer aspects of Job satisfaction and the quality of work life of female employees serving in the educational arena and in particular, the teachers who work in colleges affiliated to the University of Mysore. Using the statistical technique of Stratified Random Sampling technique, 289 lady staff working as lecturers in the various colleges have been interviewed and information collected on the subject. The objective of the study was to study if there existed any relationship between Job Satisfaction of the employees and the quality of work life of the sample teachers. The result indicates that there is a positive relationship on the two parameters chosen for the study.

Keywords: Quality of Work Life, Job Satisfaction, Women Teachers, Working Environment.

Paper 43

A STUDY ON HEALTH PROBLEMS AMONG HALAKKI TRIBAL COMMUNITY IN UTTARA KANNADA DISTRICT

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ABSTRACT

The Halakki Vokkaliga is a group of vokkaligas, predominantly in Uttara Kannada district of Karnataka, India. Halakki Vokkaligas living in the foot of Western Ghats are known as the "Aboriginals of Uttara Kannada". Their way of living is still ancient. The women adorn themselves with beads and necklaces, heavy nose rings and distinctive ornaments. Their total population is about 1309. Most people presently residing in Torke are agriculturists. Others indulge in salt production, government jobs, contracting etc. Apart from a sizeable "Halakki-Vokkaliga" community in "Devana", a moderate sized "Harikantra" or fishermen community is also found in Hoskatt. Four population groups, namely, Halakkis, Siddis, Gonds and Havyak Brahmins of Uttara Kannada District of Karnataka state of South India. The term Halavakki is said to be derived from the Kannada term halu which means milk and akki means rice. Halakki Vakkals, also spelt as Halwakki Vakkal, are a major cultivating community and are confined to the coastal taluks of Uttara Kannada district of Karnataka. Having survived over the centuries carrying the hoary tradition of their ancestors, the aboriginal older generation, especially its womenfolk, is at their wits' end on how to perpetuate their rich legacy. A Halakki tribal Spread across scores of hamlets in Uttara Kannada district, about 470 km from Bangalore, the Halakki tribe is grappling with the challenge of preserving its rich culture, rituals, artifacts and rustic life in the face of resistance from generation next. Literacy and exposure to urban lifestyle in nearby towns alienated the tribal kin to abandon their colourful attire comprising distinct jewellery, colourful beads and bangles, long necklaces, heavy ear and nose rings and wearing a sari without a blouse. Halakki tribe is different from other tribes like Siddhis or Soligas. The researcher has made attempt to study the Halakki Vokkaliga tribes from Ankola, Uttara Kannada. The main aim is to study the health problems of Halakki Vokkaligas. And the objectives are the present practices and the life style of the people and find out the health conditions faced by the Halakki Vokkaligas. The study is exploratory in nature used primary and secondary data as case study.

Key Words: Halakki Tribe, Concept, Health Aspects, Findings & Suggestion.

Paper 44

SBI: RISK AND RETURNS, BEFORE AND AFTER MERGING

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ABSTRACT

The case study is on SBI and its associates merging as a whole big SBI. The case study mainly deals with the reasons for merger, the effects of merger and the risk and return aspect of SBI after being a whole big SBI. The differences in the volatility of the SBI before merger and after merger are also analyzed. The merger which took place on 1 April 2017 has become a major breakthrough in public banking sector. Merger was done under the chairmanship of Mrs Arundati Bhattacharya. The major reason for merger is additional capital requirement. Post merger, all the customers of its associate banks now enjoy the benefits of a wide array of digital products and services offered by SBI. SBI and its associates merging would be more than 5 times the balance sheet of India's second largest lender, ICICI bank ltd.

The bank will rationalize its branch network by relocating some of the branches to maximize reach and this will help optimize its operations and improve profitability.

Along with benefits there are few problems in the merging those are the NPA of all bank which are in good number which will effect the smooth functioning and the Indians need or borrow a small size of loan then why Indians need and a large banking entity like this. Suppose if a big deal goes wrong then SBI and its associates will be exposed to one wrong decision. **What if the Big Tree Falls?** Was the main question for all their customers, other banks as well as government, to analyze the impact of pre and post merger on SBI the case study was conducted. All the decision has 2 sides the positive and the negatives as of now the positive impact has been outplayed the negative impact. The reduction of NPA, increased customer base can be claimed as the positive impact. From the study conducted beta value has increased from pre merger to post merger, which means to that extent fluctuation can be expected in the SBI scrip value. The benefits of merger weigh more than the challenges so SBI merger with associate banks benefits Indian banking industry as well as Indian Economy.

KEYWORDS: Merge, BASEL 3 Norms, S&P BSE Sensex, Volatility

Paper 45

A STUDY ON SOCIO-ECONOMIC CONDITION OF BAIGA TRIBAL COMMUNITY

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ABSTRACT

The tribal Baigas are found in the states of Madhya Pradesh, Uttar Pradesh, Chhattisgarh and Jharkhand states of India with an approximate population of 2,50,000. But in Baiga-chuk in Mandla district and Balaghat district of Madhya Pradesh, Baigas are found in quite large numbers. Bijhwar, Narotia, Bharotiya, Nahar, RaiBhaina, and KadhBhaina are the sub-castes in the tribe. Many of this tribe people embraced Hinduism and their population came down due to this shifting of many people in this tribe. India Census figures for the ten-year period from 2001 to 11 showed the number of this tribe at 39, though this tribe had a population of 30,000 in 1911. This tribe shows their link with the primitives of the Dravidian tribe who lived in the north-east India and later shifted to Jharkhand.

The Baiga tribes practice shifting cultivation in the forest areas. They say they never ploughed the Earth, because it would be a sin to scratch the breast of their Mother, and they could never ask their Mother to produce food from the same patch of earth time and time again – she would have become weakened. It is believed that the ancestors of the Baigas spoke an Austroasiatic language; however no trace of it is left now this section's tone or style may not reflect the encyclopedic tone used on Wikipedia. The food of this tribe is quite coarse and does not reflect any modern taste at all.

Keywords: Tribal, Austroasiatic language, Baiga tribes, primitive Dravidian tribe.

Paper 46

CASE STUDY ON LINK DE-ADDICTION AND REHABILITATION CENTRE

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ABSTRACT

Various types of Herbs, Alcohol and certain drugs were some of the things used by people even in the olden days for the purpose of elevation of moods, and other intoxicating effects thus getting some sort of pleasurable sensations in their mind. Over time, many people became a slave to these things and found it difficult to get rid of the pernicious habit. They have fallen into a trap from which freedom was not in sight. This aspect of the human habit has been termed Addiction. The usage of these things starts with the first purpose of recreation and mood elevation and for simple enjoyment of the sensation these substances give on their consumption. It becomes a habit as it is overused and abused, and it has its harmful effect on the human body and mind. Not only is the individual who consumes these substances is affected in mind and body, the habit of the individual affects the society at large. The consumption of these substances by many people in the society is a slow poison which creates lot of social problems for all. To help overcome and quit these dangerous habits, some institution has to come forward to take up the responsibility. LINK De-addiction centre in Mangalore, in the district of D.K. has been started to eradicate or lessen the effect of such evils in the society. The institution helps the individual to come out of this fatal habit and come back to the society as a normal person. The pre-eminent goal of Link De addiction Centre is “life line to live life”.

Keywords: Addiction; de-addiction; human habits; drugs, substance abuse.

Paper 47

A CASE STUDY ON THE IMPLEMENTATION OF CUSTOMER PROFITABILITY ANALYSIS

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ABSTRACT

Today, organizations are very keen to understand the contribution of each customer or that segment to the profits of the firm. One approach to get to know this aspect is to use the Customer Profitability Analysis tool. CPA, as it is shortened, helps the organization to analyse the contribution by the customer or the segment and accordingly change its marketing strategy or others to increase the profits of the company. This study attempts to give a simple approach to implement this tool of CPA and help the organization to determine or study the profitability aspect. The company chosen for this study is a firm producing and selling professional cleaning products. The study focuses on specific issues in the implementation of a CPA process in an industrial environment. The results obtained reflects the benefits the firm reaps as a result of implementation of CPA by the firm.

KEYWORDS: CPA, CRM, Customer profitability.

Paper 48

EMPOWERING INDIAN BANKING INDUSTRY THROUGH NPA ANAGEMENT

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ABSTRACT

Managing an accounting framework assumes an vital part in the monetary management of a nation by gathering the funds available in the country, guiding them in to high speculation needs for better usage of accessible assets. The concept of garnering finance in India began in the most recent decade of the eighteenth century. Private and Public Sector banks play a noteworthy role in the management of accounts in India.

Post 1991, the period where changes like liberalisation happened, has changed the entire structure of managing accounts in India. The increasing rivalry has brought about new difficulties for the Indian Banks. Consequently parameters for assessing the banks have likewise changed with the stoppage of the Indian economy and various organizations/ventures are under pressure. Accordingly the Indian Banking framework has seen increment in NPA's and rebuilt accounts amid late years. The Public banks in general are perched on time bomb of Non-Performing Assets that is ticking endlessly and quickly. Along these lines there is a need to guarantee that the managing an accounting framework perceives money related misery early, finds a way to unravel it.

In this paper a sincere try has been made to examine the present position of NPA of Indian Banking Industry and how productively the Public and Private segment banks can oversee NPA. Here we are proposing the techniques that can be actualized with a specific end goal to limit the increasing Non-Performing assets of Indian banks. The present situation of the Indian banking has been studied in-depth and mulled over with a specific end goal to build up this contextual analysis.

Key words: Non-Performing Asset, Gross NPA, Net NPA, Profitability, Lending.

Paper 49

A CASE STUDY ON THE MARKETING STRATEGY OF MAHINDRA'S IN COMPARISON WITH ITS MAIN COMPETITORS

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Co-authored by Subrhmonya G.S. Associate Professor, SIMS Pandeshwar

ABSTRACT

One of the largest vehicle manufacturers and the largest manufacturer of tractors is the Indian multinational company, Mahindra and Mahindra Limited with its headquarters in Mumbai. Fortune India 500 in 2011 had ranked this giant as 21st in its List of top companies in India. Starting its business as dealers of steel with countries like U.S.A and England, they started the manufacture of Jeep vehicles in India. They gradually started production of LCVs for the Indian market and tractors for the agricultural sector in India. Mahindra entered the two-wheeler segment in India by acquiring controlling stake in Kinetic Engineering Limited from the Firodias. The recent agreement entered with Ford India Ltd for developing SUVs, to share electric power trains, vehicle architecture etc and leveraging the network of each other. REVA, the Bangalore-based electric car company is today a part of the Mahindra group. This gigantic group has in its fold 500 service points at 500 dealer networks, 600 stock points and 30 sales offices across the country, all connected by Intranet, Internet and Extranet, and the latest technology in the IT and communications field. Social networking platforms like Google Plus, You Tube, Linked in, Twitter, Facebook, are freely used by this giant to interact with customers. The group has an excellent market research team which supports the group in pricing of its varied products. An example of the market research findings being put to use by the group is in pricing of its products meant to cater to the higher segments like the urban and upper class customers. The group adopts a premium pricing policy for these segments as the research team has suggested in its findings. The group also has its advertising strategy on the use of Star Power. It has roped in celebrities in the cine world like Kareena Kapoor, and the Telegu celebrity, the young Rebel star, Prabhas for Mahindra TUV 300, the brand ambassador, bollywood celebrity, Varun Dhawan for Mahindra KUV 100. In conclusion, the group is climbing from one success story to another and still growing in the auto sector.

Keywords: Market Research: pricing policy: social networking platforms: celebrity endorsements

Paper 50

A STUDY ON THE MAJOR THREAT TO HUMAN RESOURCES IN AUTOMATION ESPECIALLY IN THE INFORMATION TECHNOLOGY INDUSTRY

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ABSTRACT

The IT Sector in India is undergoing a highly paradoxical difficulty today. The main objective of IT and its advancement is to help humans with convenience and comfort combined with speed and accuracy in its analysis of business data. But the same advancement in IT is a bane to the very industry which is developing the various softwares to help mankind. Today, the IT Companies are in the midst of the industries' largest retrenchment moves. Many companies in the sector have given the pink slip to many of its employees. Automation and digitization are the two words that have wreaking havoc on all companies including the developers of software and other analytical digitized tools. Artificial Intelligence, Robotics, Business Analytics, Cloud are some of the areas which are replacing human labour and intelligence with computer chips. The need in the world also is only of more innovative technologies and specific digital domain skills. Hence the need for manpower is fast plunging and jobs for humans are becoming scarce. Despite knowing the adverse impact of such advancement in IT and communications technology, the efficiency, effectiveness, reduced costs and improved performance are the factors that favour replacement of humans with technology. One of the main reasons for such favour of newer technologies by companies, including IT companies is that it gains competitive advantage of its competitors and tides over cost disadvantages without much difficulty. It was the IT industry which helps other industries in the manufacturing and service sectors to implement high degree of automation. Thus IT industry was providing employment opportunities to many engineers in Computer Science, Information Science etc. Paradoxically, the advancement in IT technologies has gone to the extent of making these engineers in IT companies superfluous. They do not have jobs any more. In fact, the lower end jobs have been completely wiped out and replaced by advanced technology. This study has taken 5 IT companies in India for its sample study and arrived at results which show that more than 50% staff retrenchment has happened in a span of three years.

Keywords: Information technology, Automation, Human resources, Employment opportunities

Paper 51

A CASE STUDY ON ‘STRIKE’ AND ITS IMPACT ON STAKEHOLDERS WITH SPECIAL REFERENCE TO MARUTI SUZUKI INDIA LTD.

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ABSTRACT

In the current business scenario, an employee plays a very important role in the success of the organization. In addition, an employee with skill sets is much needed in an organization, which cannot achieve growth or profitability without such people. Further it is very imperative to see that the employees are satisfied, so that they can work enthusiastically and offer their full contribution to the organisation. If the organization fails to satisfy the employee expectations, they use ‘strike’ as a very powerful weapon to get their demands accepted. It generally involves quitting of work by a group of workers for the purpose of bringing the pressure on their employer so that their demands get accepted. When workers collectively cease to work in a particular industry, they are said to be on strike. But strike negatively affects the organization as well employees. The case study is an emphasis on the effects of strike that happened in Maruti Suzuki plant and how it affected the different stakeholders (employees, government etc.) and this study also arrived at certain solutions given in the form of suggestions as how to overcome such delicate situations with the workers and prevent them from going on a ‘strike’.

Keywords: Employees’ satisfaction ; Strike; profitability

Paper 52

A CASE STUDY ON ACCENTURE'S PRODUCT AND SERVICES

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ABSTRACT

Accenture PLC is a global management consulting and professional services company that provides a strategy, consulting, digital, technology, operations services. The word "Accenture" is supposedly derived from "Accent of the future". Accenture felt that the name should represent its will to be a global consulting leader and high performer, and also intended that the name should not be offensive in any country in which Accenture operates. Accenture Strategy provides business strategy, technology strategy and operations strategy services. Accenture Consulting provides technology, business and management consulting. Accenture Digital provides digital marketing, analytics and mobility services. Accenture Technology focuses on technology solutions, implementation, delivery and research and development, including its Technology Labs for emerging technologies. Accenture Operations focuses on an "as-a-service" model of service delivery. This includes business process outsourcing, IT services, cloud services, managed operations, security and infrastructure services. The company also operates a "National Security Services" business. In this case study of Accenture we are going to analyse the various products of the company, analysing the HR strategy of the company, analysing the various services of the company, analyse the performance of the company with other companies, analysing the environmental strategy of the company, SWOT analysis of Accenture.

Keywords : Accenture, Accenture Company analysis, Accenture case study, Accenture business analysis, Accenture HR strategy

Paper 53

A CASE STUDY ON THE IT SOLUTIONS AT DELL EMC

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ABSTRACT

Dell EMC is an American multinational IT company that offers products and services across all areas of computing, networking and storage. Dell EMC seek to become the most technology industry advisor, providing capabilities for spanning strategy development, consultative services and support to help our customers and partners drive the digital transformation of their businesses field. Dell as flash storage solutions support a board range of demanding workloads while providing a robust choice of options including space efficient snapshots, data replication, advanced encryption and more to increase efficiency in networking and protect and secure data. Dell EMC enables its enterprise customers to the IT invocations and digital business transformation through trusted hybrid cloud computing and big-data solutions, built upon a modern data center infrastructure that incorporates industry-leading converged infrastructure for servers, storage, and cyber security technologies.[3] Dell EMC include customers like banks and other leading financial firms, manufacturers, healthcare departments and sciences organizations, Internet and broadcast services and telecommunications, airlines and transportation companies, educational institutions, and public and government sector.[3]

Keywords: Data Protection, Networking, Servers, Cloud computing, IT Transformation.

Paper 54

A STUDY ON THE QUALITY OF CONTENT IN HIGHER EDUCATION IN INDIA

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ABSTRACT

The quality content in Higher Education has to be in synchronisation with the rapid advancement in Information Technology and Communications Technology. Even the concept of brick and mortar classrooms has to give way for virtual classrooms. This paper has forayed into the modern areas of IT and Communications which can carry forward and improve the quality of the content in the higher educational needs of our people. The syllabi have to be in accordance with the latest in the respective areas of education. And revision of syllabi have to be done more frequently than before by an expert committee comprising faculties, Deans and industry persons. Pursuant to their higher education, a student should be able to easily switch over to an demanding industrial environment with very little training from the industries. The content in higher education should be able to prepare the student for this smooth transition from the academia to the industry. Thus the relevant quality contents of higher education will also serve as the gap-filler for the student. This paper has come out with several solutions to show how quality content in higher education can help the industry with competent manpower from the academic portals.

Keywords: quality content; revision of syllabi; higher education; advancement in IT;

Paper 55

CASE STUDY ON HCL PRODUCT AND SERVICES

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ABSTRACT

HCL Technologies Ltd. IT Software, service, and consulting company, headquartered in Noida, Uttar Pradesh, India. It is the part of HCL Enterprises Company. In 1976, a group of six engineers started a company that would make personal computers and the group was led by Shiv Nadar. Initially the company name was Micro Comp Ltd. The company started to sell tile digital calculators to gather capital for their main project. On 11 August 1976 the company was renamed to Hindustan Computer Limited (HCL). On 12 November 1991, another subsidiary company called HCL overseas limited was incorporated as a provider of technology development service. HCL company is one of the four companies comes under the company HCL enterprises. HCL developed an indigenous microcomputer in 1978, and a networking OS and client-server architecture in 1983. On 12 November 1991, HCL Technologies was distributed as a separate unit to provide software services. Hindustan Computer limited offers services offers including IT Consulting, Enterprise Transformation, remote infrastructure management, engineering and R&D, and business process outsourcing (BPO). HCL services include DRYiCE, Cyber security, and digital & analytics. The company has the branches in 34 countries including USA, CANADA, JAPAN, UK, FRANCE and GERMANY. It operates across sectors including aerospace and defence, automotive, consumer electronics energy and utilities, financial service and governments. HCL Technologies in Forbes Global 2000 list. As of September 2017, the company along with its subsidiaries had consolidated revenue of \$7.4 billion.

Keywords: Micro Comp Ltd., R&D Division, DRYiCE, Business Process Outsourcing, Forbes Global List.

SOCIAL SITUATION OF SOLIGA COMMUNITY IN SIRSI DISTRICT: A CASE STUDY

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ABSTRACT

Soliga, is an ethnic group of [India](#). Its members inhabit the [Biligiriranga Hills](#) and associated ranges in southern [Karnataka](#), mostly in the [Chamarajanagar](#) and [Erode](#) districts of [Tamil Nadu](#). Many are also concentrated in and around the [BR Hills](#) in [Yelandur](#) and [Kollegal](#) Taluks of Chamarajanagara District, Karnataka. The Soliga speak [Sholaga](#), which belongs to the [Dravidian](#) family. A [scheduled tribe](#), they have a population of around 20,000 individuals. The Soliga tribe trace their origin to Karayya, son of Lord Maleya Mahadeshwara, swamy of Maleya Mahadeshwara Hills, Karnataka. Legend says that on seeing Karayya's affinity towards wild animals, Lord Maleya Mahadeshwara swamy asked Karayya to reside in forests, whereas other fusion son Biliyayya resided in plains and became the forefather of Lingayats. The Soliga speak the [Sholaga language](#) (Soliganudi) as a mother tongue. A member of the [Dravidian](#) family, it is most closely related to [Kannada](#) with several [Tamil](#) influences. The soliga people have captured the imagination of early travellers. Their first mention in written history dates back to the early nineteenth century expeditions to the region nestled among the moist deciduous forests in the northern parts of BR Hills, recollects an old tale. Almost a legend now among the soliga people, the tale of a god-like man wearing bili batte (white clothes; could indicate morden clothing) who came on a horse followed by several people. Perhaps, this is the only remaining memory among the soliga people of a journey undertaken by a Scottish doctor around 200 years ago. Francis Buchanan left us a journal of his notice from passage through BR Hills in October 1800, perhaps the first ever written record (in English) of the soliga people. Soligas grow ragi and collect and sell non-timber forest produce such as honey and amla for their livelihoods. The soliga tribe presents a case of sticking hard to traditions while at the same time trying to come out of it with minimum of alterations to their traditions. Their numerical limitations have been a stumbling block to their getting rid of backwardness. This is a case for intense study and investigation.

Keywords : Soliga Community, Life Style, Customs and Traditions, Social Situation.

Paper 57

COMMUNITY INTERVENTION THROUGH WOMEN ENTREPRENEURSHIP: A CASE STUDY OF SKDRDP

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ABSTRACT

Shri Kshetra Dharmasthala Rural Development Project (SKDRDP) played a vital role in rural reconstruction, agricultural development, community development and rural development even during last three decades era in Karnataka state. Shree Kshethra Dharmasthala is a renowned hindu religious shrine having 700 years of history of conducting charity. The deity of Dharmasthala is Lord Manjunatha Swamy and the temple is run by the Heggades. To reach the benefits of the programme one worker each in a village would work with 500 families and motivate them to develop their assets wherever required with grant assistance from Dharmasthala. On the basis of this, the requirements needed for the families like tiles, agricultural plants, money for agriculture development, house repair, etc. was provided through the field workers. After the introduction of microfinance through Self-Help Groups (SHG), they penetrated into each and every corner in India and actually the NGOs are responsible for converting the pilot project of microfinance into a major programme and the NGOs are responsible for making the microfinance through SHG as the largest programme in the world. This paper analyses the role of SKDRDP in sustainable rural development through microfinance. The study reported that SKDRDP are playing vital role in the formation of SHGs and motivating women to join the groups and linking the groups with the banks for microfinance. But, SKDRDP played limited role in marketing the products of SHGs.

Keywords: Microfinance, Self-Help Group, Rural development

Paper 58

CHANGING SCENARIO OF KURICHIYA TRIBE OF KERALA: A CASE STUDY

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ABSTRACT

Kurichiyas are one of the most developed tribes in wayanad district. They live in scattered homesteads with a self-contained unit with its own hills and fields. They were said to be the first to settle in the wayanad hills as farmers. Later in the revolt against the British and Muslims they were defeated by the British. The Society of the Kurichiya tribes is complex as they maintain case hierarchy. The Kurichiya of Wayanad has a great martial tradition. They constituted the army of Pazhassi Raja who engaged the British forces in several battles. The descendants of those warriors are still expert arches. The excellence of Kurichiya archery has been exhibited recently at various centres. It is said that the name 'Kurichiya' is derived from the kuri or the sandalwood paste that they apply on their foreheads and chests as a custom. They are small land owners and largely depend on agriculture for a living. They have clean food habits and keep their houses, premises and dress always clean. Under the control of this chieftain, Kurichiyas live in harmony. Polyandry and breaking dietary laws are some of the offences for them and the offenders are excommunicated. The main concern of this work is concentrated on the Language/Dialect spoken by this tribal community. Hence the phonological analysis of this language has been done with the data elicited from the selected informants of the Kurichiya settlement in the Mananthavady Taluk of Wayanad District. The study is secondary and descriptive in nature. Attempts have been made to study in depth the changing scenario of the Kurichiya tribes.

Keywords: Kurichiya tribe, kerala, dialect, social system and tradition.

Paper 59

SOCIO-ECONOMIC AND CULTURAL CONDITIONS OF LAMBANI TRIBES IN HASSAN DISTRICT, KARNATAKA

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ABSTRACT

Lambani tribes lead a gypsy life and mainly inhabit the western Indian states including Maharashtra and Andhra Pradesh. A part of this tribal community is also found in the northern region of Karnataka. The Lambani tribe of India speak a language which is believed to have been originated in the state of Rajasthan. Earlier, Lambanis used to supply grains to armies. In the olden days, the Lambani people carried grain, salt, bamboos and fire wood. Banjaras speak Gor Boli; also called Lambadi, it belongs to the Indo-Aryan group of languages. Most Banjaras today are bilingual or multilingual adopting the predominant language of their surroundings. Banjara art is rich and includes performance arts such as dance and music to folk and plastic arts such as rangoli, textile embroidery, tattooing and painting. The Banjara embroidery and tattooing are especially prized and also form a significant aspect of the Banjara identity. Lambani women specialize in lepo embroidery which involves stitching pieces of mirror, decorative beads and coins onto clothes. The Sandur Lambani Embroidery is a type of textile embroidery unique to the tribe in Sanduru, Bellary district, Karnataka. The aim of the research paper is to give a detail information about Banjar tribes and the objectives are to study the socio-economic conditions and the cultural situation. Both primary and secondary data is collected and presented in the form of case study.

Keywords: Banjara tribes, Origin, culture, language, art, Festivals, and Religion.

Paper 60

STRESS MANAGEMENT IN INDUSTRIES:A CASE STUDY OF MANUFACTURING INDUSTRY

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ABSTRACT

Work and job insecurity are two major factors that create stress in an employee . Major job stress factors include high job demands, low job control, low social support, role ambiguity and conflict, the physical, chemical and ergonomics of the work environment, work patterns, and work schedule. Stress management plans should counteract the job stress factors mentioned above.It is essential to use an organizational approach in the work environment. For workers in the manufacturing industry, through this approach, it is important to promote more autonomy and activities with increasing job control, to give more clarified roles and responsibilities, to provide a more mutually supportive system with better ways to communicate and to introduce a system giving additional rewards, such as paid holidays for refreshment. Plans are also needed for individuals and groups, such as workers, managers, supervisors and workgroups, regarding education, skill training and mutual training according to the personnel characteristics of each target. In order to make these stress management plans successful in the long term, an actual system for stress management is required, with recognition and support by top management. It is also important to assess the effectiveness and method of each stress management plan with proper measurements.

Keywords: Stress Management, Manufacturing Industry.

Paper 61

A STUDY ON SOCIO-CULTURAL CONDITIONS OF GONDS TRIBES

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ABSTRACTS

The Gonds are among the largest tribal groups in South Asia and perhaps in the world. The term Gond refers to tribal peoples who live all over India's Deccan Peninsula. Most describe them as Gonds (hill people) or as Koi or Koitur. Scholars believe Gonds settled in Gondwana, now known as eastern [Madhya](#) Pradesh, between the ninth and thirteenth centuries AD. Muslim writers describe a rise of Gond states after the fourteenth century. Gond dynasties ruled in four kingdoms (Garha-Mandla, Deogarh, Chanda, and Kherla) in central India between the sixteenth and mid-eighteenth centuries. [Maratha](#) power swept into Gond land in the 1740s. They overthrew Gond *rajās* (princes) and seized most of their territory. Some Gond *zamindaris* (estates) survived until recently. However, Gonds are similar to many tribal groups today in that they face severe economic hardships. Although some Gond groups own a great deal of land, others are classified as Scheduled Tribes, which means they need special social and economic help. Many Gonds also speak Hindi, Marathi, or Telegu. The Gonds are the tribal community mostly found in the Gond forests of the central India. They are widely spread in the Chhindwara District of Madhya Pradesh, Bastar district and also in the parts of Maharashtra, Andhra Pradesh, and Orissa. The Gonds call themselves is Koi or Koitur which means unclear. This paper analyses on the Gond tribes and their socio-cultural based on the secondary data and presented in the form of Case study.

Keywords: Gonda tribes, lifestyle, socio-cultural, traditions and customs.

Paper 62

A STUDY ON SOCIO-CULTRAL ASPECTS OF KORAGA TRIBES

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ABSTRACT

The Koraga are a tribal community found mainly in the Dakshina kannada, Udupi districts of Karnataka and the Kasaragod district of Kerala, South India. These areas in Karnataka, are altogether often referred to as Tulu Nadu. They are also found in small numbers in adjoining districts of Uttara Kannada, Shimoga and Kodagu. The Koraga are classified by the Government of India as a Scheduled Tribe. The Koraga, who numbered 16,071 according to the 2001 census of India, have their own language, classified as an independent Dravidian language, which is strongly influenced by Tulu, Kannada, Malayalam, languages commonly found in their area. The Koragas are perhaps the poorest among the scheduled tribes in Karnataka and Kerala. Koraga is an aboriginal tribe at Dakshina Kannada and Udupi Districts in Karnataka. Though the Koragas are tribal's, they are regarded as untouchables by the main stream of social group. The Koragas are the most backward among the tribes of Karnataka State in every respect. A great majority of them lead on hard life and good proportion of them are engaged in their traditional occupations like basket making. In this paper the researcher wanted to study in depth the socio-cultural aspects of Koraga Tribes. Both primary and secondary information is collected. Case study method is used and the area covered is Dakshina Kannada District with Direct intervention and observation by the researcher.

Keywords: Koraga Tribes, Culture, Social aspects, Occupation and lifestyle.

Paper 63

A STUDY ON SOCIAL AND ECONOMIC SITUATIONS OF BANJARAS IN SIRSI DISTRICT

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Abstracts:

The Banjara are a community usually described as nomadic people from the northwestern belt of the Indian subcontinent now spread out all over India. According to J. J. Roy Burman, the name Laman was popular long before the name Banjara, and Laman Banjaras originally came from Afghanistan before settling in Rajasthan and other parts of India. The Lamans, according to him, are originally from the independent province called Goa in Afghanistan. Banjaras were traditionally suppliers of bullock and salt merchants. The word Banjara is said to be derived from Sanskrit word *vana chara*. The word *Lambani* or *Lamani* is derived from the Sanskrit word which was the principal product they transported across the country. Colourful is the one word that comes to mind when we think of this enthusiastic tribe of India. They live in settlements called Tandas. Urdu, Telugu, Kutni. Lambadi are amongst the popular languages spoken here. Ugadi, is the most [famous festivals](#) celebrated by Banjara tribes of India. Festivals like Holi and Diwali are also indulged in with added interest. Banjaras speak [Gor Boli](#); also called Lambadi, it belongs to the [Indo-Aryan](#) group of languages. Most Banjaras today are bilingual or multilingual adopting the predominant language of their surroundings. The Banjara people profess to be Hindus. They also worship gods like [Balaji](#), [Jagadamba Devi](#), [Mahadev](#), [Khandoba](#) and [Hanuman](#). They also hold [Guru Nanak](#) in great respect.

Keywords : Bangara Tribes, Social economic condition .

Paper 64

CHANGE IN SOCIO-CULTURAL CONDITIONS OF SANTALA TRIBES AT KODAGU DISTRICT: A CASE STUDY

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ABSTRACT

Santhals belong to the Pre Aryan period. They were the great fighters during the British regime in India. They waged war against the permanent settlement of Lord Cornwallis in 1855. During the late 1850 Santhals hero Sidhu had accumulated around 10 thousand Santhals to run parallel government against the British government. Baba Tilka Majhi was the first Santhal leader who raised weapons against the Britishers in 1789. Santhals speak Santhali, which belongs to the Austro- Asiatic language family. Santhals have their script called Olchiki, which was developed by Dr. Raghunath Murmu in 1925. According to the census their population is around 49,000. They are generally Bilingual. Apart from Santhali they also speak Bengali, Oriya and Hindi. Santhals have long head and flat nose. Their complexion varies from dark brown to black in colour. Santhals usually have curly hair. The livelihood of the Santhals revolves around the forests they live in. They fulfill their basic needs from the trees and plants of the forests. Apart from this they are also engaged in the hunting, fishing and cultivation for their livelihood. Santhals possess the unique skills in making the musical equipment, mats and baskets out of the plants. After the long day hard work, Santhals relax themselves with the light music and dance. Santhal women dress in the red bordered white sari and dance in the line sequence. This study will throw light on the Santhala tribes socio-cultural conditions at the present society. The study is secondary and descriptive in nature.

Keywords: socio- culture condition, Santhala tribe, Life style, skills and culture.

Paper 65

A STUDY ON THE TRANSFORMATION TO JIO NETWORK BY MAJORITY OF PEOPLE IN INDIA

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ABSTRACT

Reliance Jio Infocomm Limited or Jio is an LTE mobile network operator in India. It is a wholly owned subsidiary of Reliance Industries headquartered in Navy Mumbai, Maharashtra that provides wireless 4G LTE service network (without 2G/3G-based services) and is the only 'VOLTE-only' (Voice Over LTE) operator in the country which lacks legacy network support of 2G and 3G, with coverage across all 22 telecom circles in India. The services were first beta-launched to Jio's partners and employees on 27 December 2015 on the eve of 83rd birth anniversary of late Dhirubhai Ambani, founder of Reliance Industries, and later services were commercially launched on 5th September 2016. Reliance Jio is aiming to cover 99 per cent of India's population by October this year. The Mukesh Ambani-led firm in collaboration with Samsung Electronics has announced to a roll-out of Internet of Things (IoT) network across the country. The IoT network will support a variety of consumers and enterprises use cases which include vehicles tracking, smart appliances, smart metering, security, and surveillance. Besides, it is also exploring the possibility of working with third-party developers on IoT. According to an official statement by Reliance Jio Infocomm, the firm is deploying around 8,000 to 10,000 towers every month; and by coming September or October (Diwali), the company is hopeful to reach coverage of 99 per cent. The company's statement comes after the TRAI report, which said that the number of telecom subscribers has increased by 4.79 million to 1190.67 million (1.19 billion) in December 2017.

Keywords: Jio Net and WIFI, LTE, 4G, Network, Future Plan.

A STUDY ON RURAL MARKETING IN INDIA

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ABSTRACT

Rural marketing is generally understood as “marketing goods and services to villages.” Its scope is expanded by adding the term “agricultural marketing,” which takes into account millions of people who have little access to modern goods. Rural people lament that though a large number of people live in villages, many companies have been unable to tap this big opportunity. Rural marketing has become the latest mantra of most corporate. Companies like Hindustan Lever, Colgate Palmolive, Britannia and even Multinational Companies (MNCs) like Pepsi, Coca Cola, L.G., Philips, Cavin Kare are all eyeing rural markets to capture the large Indian market. Coming to the frame work of Rural Marketing, Rural Marketing broadly involves reaching the rural customer, understanding their needs and wants, supply of goods and services to meet their requirements, carrying out after sales service that leads to customer satisfaction and repeat purchase/sales. Earlier, the general impression was that the rural markets have potential only for agricultural inputs like seed, fertilizers, pesticides, cattle feed and agricultural machinery. There is a growing market for consumer goods as well. A village in Dakshina Kannada by name Kapu is rich in agricultural resources, people have enough purchasing power, many youngsters have lived in towns for long time and desires of making their life better by improving conditions of living. But they are still in the grip of authoritarian older generation. Eventually they could be compromised if they are convinced that improvements will benefit them. This is an interesting case of a transforming economy to be studied and discussed.

Keywords: Concept, Rural Marketing, Importance, Strategy.

Paper 67

A STUDY ON SOCIO-CULTRAL CONDITION OF KADUKURUBA TRIBES, AT MYSORE, KARNATAKA

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ABSTRACT

The term Kadu Kuruba has got an etymological importance. If one dissects the term, one can find that in the Kannada language, Kadu signifies forest and Kuruba stands for tribal community. Thus Kadu Kuruba constitutes of the people residing in forest areas. These Kadu Kuruba tribes are one of the sub castes of the famous Kuruba tribal community. The tribal communities of the Indian subcontinent, Kadu Kuruba tribes are the following Hinduism. The peculiar ritual of this Kadukuruba tribal community is that they revere almighty source in a stone, which has been identified as 'linga'. Maximum of these kuruba tribes had proved their excellence as great soldiers and had even flourished during the kingdoms of great Hoysala in Karnataka and Pallava kingdom of Tamilnadu. These indigenous peoples land ownership rights have been taken away and they are marginalized today. The Kadkkuruba live in Karantaka in India, they live in the forest regions and speak kannda language. The aim of the research paper is to give clear picture about Kadu kuruba tribes. And the objectives are to study the social and cultural situation of Kadu kuruba tribes of Mysore district. Both primary and secondary study is considered an interview and observation of the situation has done and presented in the form of case study.

Keywords: Kadukuruba tribes, Culture, social condition, heath, and life style.

Paper 68

SOCIO-ECONOMIC STATUS OF BAIGA TRIBE AT CHICKMANGALURU DISTRICT: A CASE STUDY

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ABSTRACT

Baiga is a tribe found in Karnataka, Madhya Pradesh and population 250,000, Uttar Pradesh, Chhattisgarh and Jharkhand states of India. The largest number of Baigas is found in Baiga-chuk in Mandla district and Balaghat district of Madhya Pradesh. They have sub-castes – Bijhwar, Narotia, Bharotiya, Nahar, RaiBhaina, and KadhBhaina. Baiga is a primitive Dravidian tribe whose initial homeland was in the north-east but now they have shifted from Bihar to Jharkhand. The major part of Baiga's income is spent on their food and clothing. The kinship is very strong and very strict in the rules related to marriage. Monogamy is followed and no inter caste marriages are allowed. They are very expert in special medicine and treatment. They live in forest and practice farming and shift cultivation. They themselves consider as the Boomiaraja or Boomijan. They claim that they are the son of the nature and enjoy living in natural environment. The study of social and economic condition of the tribes will give the picture about the tribes.

The aim of this paper is to study the socio-economic condition of Baiga tribe. The researcher used only secondary data to study in depth the condition of Baiga tribe through case study method.

Keywords: Socio-Economic Condition, Baiga, Tribe, Occupation and culture.

Paper 69

A STUDY ON HEALTH AND SAFETY MEASURES: A CASE STUDY OF T.V. SUNDRAM IYENGAR & SONS PRIVATE LIMITED, MANGALORE

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ABSTRACT

Due to rapid industrialization, industrial workers are exposed to several types of hazards and accidents. Every year lakhs of workers are injured due to mechanical, chemical, electrical and radiation hazards and it leads to partial or total disablement. So in recent years, greater attention is given to health and safety due to pressure from government, trade unions, labour laws and awareness of employers. The efficiency of workers depends to a great extent on the environment in which they work. Work environment consists of all the factors, which act and react on the body and mind of an employee. The primary aim is to create an environment, which ensures the greatest ease of work and removes all causes of worries. Since accident and illness not only disrupt output but also carry with them sizeable monetary costs. It becomes extremely important for industrial organization to take all possible steps to prevent or reduce accident & severity as well as to eliminate anything that might contribute to the onset or prolongation of an illness. T V Sundram Iyengar & Sons, established in 1911, is the holding company of the TVS group and is the largest automobile corporate dealer in India. The service focused company provides employment to over 10000 people with revenue of around INR 8000 Crores. This company deals with the health and safety issues of the employees. The researcher made an attempt to find and analyze the various measures by using primary as well as secondary data for this paper with the case study method.

Keywords: TVS and Sons, Health, safety, industry, and employee.

Paper 70

CHANGING SCENARIO OF MAVILAN TRIBE AT KASARGOD: A CASE STUDY

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ABSTRACT

Mavilan tribe community are inhabitants at the northern districts of Kerala especially in Kasaragod, in the Hosdurg taluk of Kasaragod district & eastern hill place of Thaliparamba Taluk of Kanur district. According to Gothra heads they are the inhabitants of forest depending on the forest products during the ancient time but now, they are living in the local society along with others. They are also distributed in some other place of south Canara district of Karnataka. They were leading their life by way of hunting, gathering and agriculture until the encroachment to their habitat by Janmi who are the Landlords. There exists number of opinions on the origin of the Mavilan Gothra. According to one belief some of the people residing in the forest were using the leaves of the plant known as 'mavu' as clothes hence they were called as 'Mavilan' which eventually turned to be the name for that community. The first description on Mavilan community was published by Edgar Thurstan in 1906, in his Ethnographic notes on southern India. According to him Mavilan were Thuluvar those who speak thulu language Now they engage in the occupation of basket making. This study is descriptive in nature and highlight the changing scenario of the living conditions of Mavilan Tribes.

Keywords: Mavilan tribe, Culture, social system, life style and tradition.