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Paper 1

A New Method of Scholarly Research - Patent Analysis

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As time progress, changes in human perception, thinking, and performance are inevitable and the same is true in research methods. There are many research methods accepted and adopted under qualitative and quantitative research umbrella and many new research methods are added by many researchers at different point of time. Such new systematic research methods provide or open a new avenue to succeeding researchers and provide an expanded opportunity to see things differently. The process of research always focuses on either development of new knowledge or analysing and interpreting the existing things in a newer way. In this paper, we are proposing and forwarding a new qualitative research method called „Patent Analysis“. This method focuses on analysis, description, and interpretation of a chosen patent in any area in a systematic way. Such analysis process of the patent might lead to the development of new concepts or theory. The procedure of patent analysis contains an evaluation of the patent in terms of its advantages, benefits, constraints, disadvantages, effectiveness, and future value. Further, the use and applications of patent analysis in the organizational strategic decisions on foreseeing the new technologies are also discussed.



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Paper 2

Innovation and Best Practices for Research Facilities and Resource Mobilization: A Case Study of Srinivas University

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Research is characterized as detailed consideration of some subject or concept utilizing logical techniques with an intention to provide useful knowledge to concerned department or society. Research usually uses inductive or deductive methods to verify or recognize the practical phenomenon. Inductive approaches are associated with qualitative research and deductive methods are more commonly associated with quantitative research. All the universities require some ratings in terms of their infrastructure and learning facilities, curriculum and teaching methods, Research, Innovation and Extensions, and services provided to its surrounding societies. This rating helps the parents to know and evaluate the universities before admitting their ward or children's to respective universities. In these connections, National Assessment and Accreditation Committee play a major role and it's one of most common ranking agency or organization in India. In higher educational institutions or universities the process of promoting research culture among faculties and students is very important and essential for the overall development and to enhance creative and innovative thinking. The institution or university should provide a substantial amount of support in terms of financial, academic and human resources to promote research activities. This paper discusses the different facilities currently available for promotion of research and resource mobilization in Srinivas University. This paper also discusses different questions answered under the promotion of research and facilities and resource mobilization for research key indicators. This paper explains what are the innovation and best practices adopted in universities to score good marks under research mobilization and research facilities-key indicators of Research, Innovation and Extension Criteria of NAAC.



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Paper 3

Information Sciences and Educational Methodologies with special reference to study on M.Ed. in this field: International Context

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The concept and field Information Science is growing rapidly. Initially Information Science only treated as a field of information and information affairs leading to collection, selection, organization, processing, management and dissemination with manual tools. But today, information science is a broad and advanced interdisciplinary field of study. This is applicable in diverse field. Information Science is about applications in different sectors ranging from Healthcare, Business, Hospitality and Tourism, Education and Training etc. In generally Information Science is available as a program of study with Bachelors, Masters, MPhil and PhD degrees. Though it is important and worthy to note that in recent past Information Science is also available as a concentration program of M.Ed. i.e. Master of Education. It is a fact that Information Science is growing with different branches and thus different way of methods are also suitable for this. This paper is on Information Science including its changes and modern affairs with reference to the lookout on the specialization of Information Sciences into M.Ed. degrees. Paper highlighted different possible programs also in Indian context, in brief manner. The paper can also act as a policy papers for the administrators, academicians and researchers in different context.



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Paper 4

Feedback Management System –A Study on the Opportunities and Challenges with reference to University Education System in India

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Universities in India are globally famous for providing quality education with low cost. The privatization has further developed formal education with advance technology, infrastructure and learning environment. Private players inevitably should compete well with State lead Institutions to prosper. It has become a matter of pride to show case the innovations they do in providing the best education. Sustainability can be attained only by detecting the defects in teaching, learning and evaluation system of education and finding proper solutions in this regard. The prime stakeholders in education comprises of the students, faculties, staffs, parents, employers, collaborative institutions, regulating bodies, banks, sponsoring bodies etc. The expectation from each set of stakeholder differs in magnitude. It is essentially required to meet every emerging aspiration of varied segments to build an ideal system. University shall establish and adopt Feedback Management System (FMS) to detect the best practices and defects existing in the educational system. This system helps to identify the stakeholder friendly practices and notify the existing problems in teaching, learning and evaluation processes. The feedback is generally sought from the students, parents, alumni and employers to invite open appraisal and criticisms on the aspects of practices, pedagogies, innovations, changes etc. Accreditations are mandatory for higher educational institutions to resume the title of a University. The National Assessment and Accreditation Council (NAAC) mandate the formation of Feedback Management Committees and deposes the responsibility of maintaining records of action taken on feedback. This paper describes the feedback system, regulatory norms, components, processes, opportunities, challenges and innovations practiced in the higher education institutions in our country.



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Paper 5

Information Assurance with reference to the Skilling and Industrial Components Requirements: The Contemporary Teaching & Learning Process

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The concept and area of Security is emerging and rising rapidly. Initially cryptography play a leading role in the field of security but gradually other areas also been emerged viz. Computer Security, Network Security. Gradually the development and rapid promotion of Web Technology and Database Technology lead the concepts of Web Security and Database Security. It is worthy to note that the advancement of Information Sciences lead the concept of Information Security; which is mainly talks about the applications of manual and computational/ technological security aspects. In recent past another term got popularity i.e. Information Assurance. In simple sense, Information Assurance is about the security affairs and additionally designing and development of rules, guidelines and framework for the information and content security, privacy etc. The field is full of applied and practice oriented and thus, it needs higher industrial collaboration for better and healthy output. Skills are the core and vital in the field of security with special reference to Information Security and Assurance. The teaching methodologies are emerging in this field and needs more sophisticated way to teach. This paper is talks about the current and most possible way to teach Information Technology Security and Specially Information Assurance in simple sense.



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Paper 6

Innovations, Extension and Services for adopted five villages with special focus on disadvantaged sectors

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Adopting villages means to identifying villages and communities in the locality and to work along with the community people at the grass root level, while enabling and empowering them so ultimately to become self sustaining community. The main activities is to collaborate and participate with all sister institutes, Government and Non Government Organizations, enable the faculty members and the students of social work, NSS units and the Red cross cell to do research and to strengthen the participation, linking the Government benefits etc. The village adoption provides an opportunity to academicians, students, policy makers and civil society, to get sensitised and understand the social problems which affect most to the disadvantage section of the society. The intervention service will assist in facilitating and catalysing the cohesive community through inspiring, igniting, motivating, education and enabling the people to develop by utilising the opportunities. It is very hard to develop more than six lakh villages in India. Hence we need to strengthen five villages in the neighbourhood to adopt and to move towards the model villages.



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Paper 7

Innovations and best practices in designing quality curricular aspects for Higher Education

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Curriculum is an essential ingredient of any higher education system regardless of what the education level is. All other aspects whether teaching, learning and evaluation or research and development, infrastructure and learning resources, student activities and support system revolve around it. Therefore, curricular aspects and the best practices connected to curriculum design and development play a very significant dimension of the quality of higher education since the curriculum has a decisive role in steering the other elements of quality. Reviewing and updating of the curriculum is the essential ingredient of any vibrant academic system. There ought to be a dynamic curriculum with necessary additions and changes introduced in it from time to time by the respective university with a prime objective to maintain updated curriculum and also providing their inputs to take care of fast paced development in the knowledge of the subject concerned. Designing of the curriculum to suit the clientele is important. Revising the curriculum should be a continuous process to provide an updated education to the students at large. Leaving a few, there have been many universities where this exercise has not been done for years together and it is not uncommon to find universities maintaining, practicing and teaching still on the curriculum as old as few years or even more than a decade. In order to overcome these lacunae NAAC has made efforts to compile the best practices in each of the criterion of quality and disseminate the same through publications, seminars, workshops and conferences across the country. This paper is an attempt to identify some of the best practices in curriculum design and enhance the quality of higher education in India



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Best Practices in Teaching, Learning and Evaluation

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Teaching, Learning and Evaluation is one of the major criteria while universities are getting accredited by the concern authorities. NAAC has given a weight age of 200 out of 1000 for this specific aspect and it shows the matter of its significance. Hence universities need to adopt some of the best practices under this criteria. Aspects like Student Satisfaction Survey(SSS), Student-Teacher Ratio, Retaining Experienced Faculties, Having an Effective Teaching with Learning Management System are the major areas to be addressed. Student Centric Learning Practices like Programs for fast and slow learners, Student Mentor assignments, Measuring the Outcome as well as usefulness of a given course are also some of the issues which needs to be considered. Best practices in Student Evaluation Process and automation of this process is also a matter of concern under this criteria. This paper will discuss some of the best practices adopted in Srinivas University under the NAAC accreditation process.



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Paper9

Innovation and Best Practices for Research, Innovations and Extension to fulfil Surfeit Scores in NAAC

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Research is characterized as detailed consideration of some subject or concept utilizing logical techniques with an intention to provide useful knowledge to concerned department or society. Research usually uses inductive or deductive methods to verify or recognize the practical phenomenon. Inductive approaches are associated with qualitative research and deductive methods are more commonly associated with quantitative research. All the universities require some ratings in terms of their infrastructure and learning facilities, curriculum and teaching methods, Research, Innovation and Extensions, and services provided to its surrounding societies. The quantity and quality of research publication and awards gives us an idea about the organizations growth and inclination towards research and learning. University should act as a central connector between its stake holders. This paper discusses the different facilities currently available for promotion of research and resource mobilization in Srinivas University. This paper also discusses different questions answered under Research, Innovation, and Extension Criteria involving key indicators as Promotion of Research and Facilities, Resource Mobilization, Innovation Ecosystem, Resource Publications and Awards, Consultancy, Extension Activity, and Collaboration. This paper focuses on how the university makes use of its resources-funding, mentoring and support. The university should create a good rapport with its alumni and have a strong alumni network. This paper explains what are the innovation and best practices adopted in universities to score good marks under Research Innovation and Extension criteria of National Assessment and Accreditation Committee (NAAC). This rating helps the parents to know and evaluate the universities before admitting their ward or children's to respective universities. In these connections, NAAC play a major role.



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Paper 10

Exploring the Avenues of Developing the Infrastructure for the Growth of Institute towards Quality Education

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Good infrastructure facilities is crucial for rapid growth and to maintain the quality standard in educational institute. Education institutes are substantially lagging behind. Equal importance has to be given to infrastructure including classroom, library, sports and games, yoga and cultural activities. Academic institutes need to invest in various divisions of infrastructure which should provide for the growth of young students graduating at the university level education which leads to the overall development of different departments of the university. The study then tries to identify key challenges to infrastructure development and discusses following the various criteria"s and possible ways in which these challenges can be addressed. This in turn helps the institute or university to increase its score under NAAC evaluation system.



Paper 11

Student Support and Progression

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The Institutions with student centric approach are deemed to progress in higher studies and/or to employment is dealt with under this Key Aspect. Identify the reasons for poor attainment and plan and implement remedial measures. It is expected that the management or teacher should instil some of the Scholarships to the meritorious students or economically or socially weaker sections of the society from their own funds. Student Support and Progression KEY ASPECTS Student Mentoring Facilitating mechanisms like guidance cell, placement cell, grievance redressal cell and welfare measures to support students. Specially designed inputs are provided to the needy students with learning difficulties. Provision is made for bridge and value added courses in relevant areas. Institution has a well structured, organized guidance and counselling system in place. Student Progression Sustainable good practices which effectively support the students facilitate optimal progression. The institutional provisions facilitate vertical movement of students from one level of education to the next higher level or towards gainful employment.



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Paper 12

Exploring the Possible Strategies for Promoting Good Policy for Governance, Leadership and Management for Influencing Higher Educational Institution

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Higher Education is one of the most essential pillars for the development of a nation. Education System of India is the 3rd largest in the world next to the United States and China. Since Independence, India is a developing nation, it's continuously progressing in the education field. There are lots of challenges ahead in the Higher Education system of India, The vision of higher education in India is to realize its Human Resources potential to its fullest with equity and inclusion. In recent decades, witnessed tremendous growth in many aspects such as Private University and Deemed-university capacity, teacher-student ratio, etc. The rapid expansion of Higher Education System brought several challenges to hurdle. To solve these challenges, it requires greater transparency and accountability, the role of colleges and universities in the 21st century. Good governance, leadership, and better management will strengthen the performance of Higher Education System. In this paper, we are going to highlight the possible strategies and suggestions for the development of Institution in the upcoming days.



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Exploring Institutional Values and Best Practices across select Srinivas University affiliate Colleges

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Assessment and Accreditation is deeply utilized for determining the “Quality Status” of a Higher Educational Institution (HEI). HEI denotes here in particular a College, a University, or any other recognised Unit therein. Meeting the standards of quality set by NAAC (National Assessment & Accreditation Council) is absolutely essential for the HEI in terms of its educational processes and outcomes, research, infrastructure, learning resources, organisation, governance, financial well-being and student services. NAAC is an autonomous body established by UGC (University Grants Commission) for the purpose. Therefore, with a view to understand the specific organization and governance aspects of select Srinivas university affiliate colleges, in relation to a particular NAAC Self Study process we have undertaken a study here to explore its institutional values & best practices followed. In this paper, we have researched social responsibilities, good practices, institutional distinctiveness and other relevant aspects to present before our stakeholders.



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Paper 14

Need for the Implementation of Choice Based Credit System (CBCS) In Higher Education

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The contribution by the Indian Scholars to the education is extraordinary. We have great history of renowned Universities like Nalanda University, Takshashila University, Kashi University offering the best of its value added education to the students. The Indian education system which was so called “GURUKULA” system transferring the knowledge to the needy students. In the course of time the aspirants who were called the disciples were living along with the teachers to learn both theoretical as well as practical knowledge from the teacher. But by the influence of Mechaly education system the teaching learning methodology got changed its style. Teacher centric teaching learning environment came into existance. This system which is still followed dos not give importance to learners to be active. They are just passive listeners. Looking into this sinario the MHRD department of central government is trying to introduce Choice Based Credit System in the higher education system. The main idea is to give the student an open choice to select the subjects of multiple desciplines for the study. This paper contain the idea about the CBCS system in Under Graduvate program and the need, benifits of the same. This paper contains the various criteria introduced in CBCS system to make a lerner an active learner. The paper suggests a platform to facilitate a learner to acquire knowledge in multiple domains.



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European Classification of Higher Education Institutions: A Birds view

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Higher Education takes important role in the national development of any country. According to this higher education authorities of the country makes rules and polices to be followed by universities and colleges. In related to the theme, this paper has been prepared as an overall view of European Classification of Higher Education Institutions. The rationale for developing a European classification of higher education institutions lies in the desire to better understand and use diversity as an important basis for the further development of European higher education andresearch systems. In order to reap the full benefits of increasing diversity, a tool is needed to describe this diversity. This is the aim of the European higher education classification – an instrument for mapping the European higher education landscape which enables various groups of stakeholders to comprehend the diverse institutional missions and profiles of European higher education institutions. A multidimensional classification system is intended to provide a series oflenses through which important similarities and differences among higher education institutions can be described and compared.





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Paper 1

IMPACT OF IDEAS AND INNOVATIONS ON MANAGEMENT, IT, EDUCATION AND SOCIAL SCIENCES

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Introduction of goods and services tax (GST) is a significant step in the reform of indirect taxation in India. Amalgamating several central and state taxes in to a single tax would mitigate cascading or double taxation, facilitating a common national market. The simplicity of the tax should lead to easier administration and enforcement. From the consumer point of view, the biggest advantage would be in terms of reduction in the overall tax burden on goods, which is currently estimated at 25%-30%, free movement of goods from on state to another without stopping at state border for hours for payments of state tax or entry tax and reduction in paperwork to large extent.

Paper 2

CLOUD COMPUTING: IS THE FUTURE NATURAL COMPUTING DOMAIN? AN INTERNATIONAL LOOK

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Cloud computing is actually mechanism used for virtualization IT resources software and hardware availability. Cloud computing is helps in using of less computer, hardware including IT Infrastructure delivery. Use of minimum software with utilization of applications is also important features of Cloud Computing and Applications. The development of research activities in Cloud and Higher Education results educational innovations around the world. Thus universities in developed countries are offering programs on Cloud Computing leading to MSc though few are offered BSc- Cloud Computing. However it is important to note that Cloud Computing programs are also offered by the corporate bodies and companies of international level. It is important to note that India is the largest educational system in the world with about 800 Universities and 40000+ institutes of higher education. Even around 5000 institutes are engineering colleges under AICTE. But it is difficult to find a large number of institutes offering Cloud as a Program. Hence we need to build Cloud Computing as a branch of Computing and Information Technology. Naturally in Faculty of Natural Sciences the program may be offered with assistance of other departments in Indian context to see other International Scenario. In this paper several affairs on Cloud Computing is illustrated briefly. Moreover the paper highlighted the emergence on education systems in the areas of Cloud Computing in India as well in the line of western countries.

Paper 3

STUDY ON VARIOUS ISSUES FACED BY THE RETAIL SHOWROOMS WITH SPECIAL REFERENCE TO MANGALURU CITY

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Retailing is useful for the satisfaction of human wants. There is a close relationship between retailer and his customers. The various processes, which help the customers to procure the desired merchandise from the retail stores for their end use, refer to retail management. Retail management includes all the steps required to bring the customers into the store and fulfil their buying needs. This paper deals with various type of various issues, which is faced by the retail management in currently scenario. The major problem in retail marketing management is to understand and work proactively to retain the customers. One of the important objective of this paper is to understand the major issues faced by the retail management and to give some suggestions to overcome from that problem. Online shopping sites been highly effecting the business so we have to try to convince the customer to shop with our showroom to get additional benefits like after sales service and extended warranty offer. With this survey, we can understand that major portion of the customers can be attracted by special promotions and offers. To manage the retail showroom effectively we have to make sure that the promoters from brand or company side should be monitored effectively so that any cross selling or giving wrong information to the customer can be controlled.

Paper 4

A STUDY ON MULTIFACTOR AUTHENTICATION MODEL USING FINGERPRINT HASH CODE AND IRIS RECOGNITION

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By definition, Authentication is using one or multiple mechanisms to show that you are who you claim to be. As soon as the identity of the human or machine is demonstrated, then human or machine is authorized to grant some services. The modern research study reveals that fingerprint is not so secured like secured a password which consists of alphanumeric characters, number and special characters. This model proposes instead of password iris of the user, which is also one of the strongest physiological biometrics recognition systems. The iris is absolutely fashioned by way of eighth month of adults, and remains stable through out the life span. Statistically extra accurate than even DNA matching since the opportunity of irises being same is 1 in 10^{78} . Iris is specific and pleasant biometrics that is mainly used for the established order of instant personal identification or verification systems as compared with different biometric technology, together with face, speech and fingerprint image and iris verification can without any problems be considered as the most dependable form of physiological biometric technology. In recent years, the usage of iris for human identification has substantially grown due to the tremendous advantages with traditional or usual or normal authentication techniques based on private identity numbers (PINs) or passwords. In fact, given that iris is intrinsically and uniquely related to a character, they can't be forgotten, without difficulty stolen or reproduced. But, the use of iris may additionally have some drawbacks related to viable safety breaches. On the grounds that iris traits are limited and immutable, if an attacker has get access to the database where they are saved, the system security may be irreparably compromised. To deal with this hassle, an iris structure with template protection becomes very much essential. In this paper the different methods of iris recognition are studied with its features. This paper also discusses about multifactor authentication model.

Paper 5

BRIDGING THE INDUSTRY- ACADEMIA SKILL GAP - A STUDY OF DAKSHINA KANNADA DISTRICT

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It was observed that –the system of higher education was producing a prototype of manpower, where as developing economy required wider capabilities; hence for many jobs, suitable persons were not available. There was a mismatch between types of capabilities demanded and the types of capabilities developed among students by the education system. The above statement holds good like other streams of university education also with commerce education in India. Commerce education is that area of education which develops the required knowledge, skills and attitudes for the successful handling of trade, commerce and industry. Enhancing employability skills of students in Commerce discipline is considered as an important task within higher education system. The main aim of this study is to investigate the perceptions of desirable graduate workplace skills for commerce graduates and to suggest an innovative solution to bridge the gap between the academia and industry i.e. Finishing School Programme. A cross-sectional research design was followed with data collected by means of surveys. A sample of 210 students of under graduate and 52 students of post graduate courses, 55 faculties in the field of commerce and 26 employers (who have previously employed our students)of Dakshina Kannada District of Karnataka participated in this study.

Paper 6

AUTONOMY FOR INNOVATIONS & PRIVATE UNIVERSITY SYSTEM IN INDIA – A CASE STUDY

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Innovation is the unique way of sustainability in higher education institutions. The universities which are authoritative institutions for cultivating higher education as research as a service are realizing this truth of sustainability. By adding innovative components to both their horizontal and vertical functions Universities can be competitive and contemporary in present international scenario. Private university systems are being popular world over due to their tremendous success in the USA. Many Countries in the globe have adopted private University system as a part of their higher education offering strategy. India, being second in the number of private universities in the World, has given exactly 50 % shares to privately governed Universities (Private & Deemed to be universities together) and remaining 50% are Govt. Funded universities (Central & State Govt. together). Presently in India, there are 264 private universities spread over 22 states. Due to non-availability of any financial support from the state and central governments, private universities are trying to sustain through their only strategy of service innovation and hence differentiation through 21st century curriculum and industry integrated programme design. In this paper, we have discussed how the autonomy given by the Govt. of India to the private universities are utilized to improve the quality of higher education through systematic innovations in all levels including, infrastructure, teaching – learning processes, Student and faculty research contribution, and industry integrated curriculum development so that the university responsibility of creating highly employable and innovative graduates to the society. The paper also deals with the systematic analysis of various private universities in India and comparing their innovations and best practices with other central and state funded universities in the process of creating innovators to the society.

Paper 7

FACTORS EFFECTING THE EFFICIENCY OF SOLAR PANEL AND CHALLENGES TO IMPROVE THE SAME

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The power requirement in India is satisfied using the conventional and non conventional methods. Using conventional methods the country is not in a position to fulfill the requirement of the power demand. The conventional method of power production causes environmental pollution which is another challenge. This led to the invention of the power production using non conventional methods. Today the country is promoting more and more power production through such non conventional methods like solar energy plants, wind energy plants, tidal energy plants etc. These energy production plants are eco friendly and they do not contribute to the environmental pollutions. The major renewable energy plant in India providing energy requirements is the solar energy. The solar plants use Photo voltaic cells which convert sunlight into electricity. The major problem faced in such solar plant are the panel efficiency. The solar panel efficiency is found to be in between 18% to 20%. This paper contains the reason for the low solar panel efficiency and the methods to be implemented to improve the solar panel efficiency. This paper also contains the methods to be followed in improving the solar panel efficiency at the manufacturing end, the cost involved in improving the efficiency of the solar panel and easy methods in improving the efficiency of solar panel at the installation site with the available panels.

BIG DATA MANAGEMENT AND CLOUD COMPUTING WITH POTENTIALITIES IN ACADEMIA: AN INDIAN SCENARIO

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Development and progress are truly depends on knowledge dissemination and cultivation. Emerging technologies are the key pillar for complete industrial solutions and ultimately for the building of solid industrial society. And it is important step for reaching knowledge society development. Educational programs and courses play a greater role for such development. Social development is purely related economical progress and that is related with the educational delivery. In developing as well as under developed countries a true knowledge delivery system helps in promotion of all respects. Information Technologies is responsible for solid business solutions and improved business product thus depends on education. Several computing and information technology products were developed in our recent past. Cloud Computing, Green Computing, Data Science, Internet of Things (IoT), Business Analytics etc are important name in this regard. Countries like China, India, South Africa etc are doing well for solid infrastructure development. India is one of the largest educational hub in the world with about 40000+ HEIs (Higher Educational Institutes), but still there are lot of programs are missing in Indian academics. Though, India has huge potential to offer Bachelors, Masters and Doctoral Degrees in these areas with the use of proper and emerging educational policies and strategies. It is some extend true that India fails to offer such dynamic and up-to-date programs in some context. This paper is painted the running programs in India and also depicted possible nomenclature and program with industrial environment and context as per the international trends. Future potential of such program having SWOT are also depicted for making a true Digital India with smartest and effective way.

Paper 9

EMPLOYEE ENGAGEMENT AMONG WOMEN EMPLOYEES IN THE BANKING SECTOR IN THE CITY OF MANGALORE

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Employee engagement plays a vital role in the organization. It directly influences the organization in achieving high standards of productivity, sustaining business and retaining the best talent in the organization. Right talent is the greatest asset for any enterprise and one of the essential roles of HR is to make sure that the employees with the right skills stick with the company for long enough. The issue with many companies today is that their organizations put tremendous effort into attracting employees to their company, but spend little time into retaining and developing talent. It is observed that women play a significant role in the organization and constitute around fifty percent of the workforce especially in the banking sector in Mangalore .The banking work environment has undergone tremendous changes and the work environment has become more challenging .On the other side it is necessary to see that employees are motivated enough and do their work and have a feeling of oneness. This paper is an attempt to assess the engagement levels of the women workforce in the banking sector in the city of Mangalore .It also tries to find out the coping mechanisms of women both in personal and professional life. This study is based on primary research data collected from working women employees from the bank. A structured questionnaire is designed for the study and the answer is interpreted using statistical tools.

Paper 10

HOW THE WORLD'S LARGEST OPEN ACCESS REPOSITORY RE-DEFINES THE RESEARCH TARGET OF HIGHER EDUCATION INSTITUTIONS AND INDIVIDUALS – A CASE OF SSRN

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Higher education institutions have two responsibilities while fulfilling their objectives. The first one is imparting outcome based quality education through systematically planned teaching learning process and suitable pedagogy. The second one is generating new knowledge through active involvement in research and development process in the chosen area. Both the objectives are collective responsibilities if both students and teachers. The result of the globalization of education in 21st century has intensified the second responsibility of creating new knowledge by higher education institutions. This is also fuelled by advents of technology especially internet based new applications and services like open access of required information from worldwide through online books, online magazines, online journals as well as online free access of relevant documents. The open access model of documents gave rise to online open access library models which supported the involvement of many researchers from many higher education institutions from the base of the pyramid. This further opened a new concept of self publication and self promotion of published papers to the entire world in order to decrease huge the publication cost. Such developments in research publication further created an opportunity for starting online open access research papers repositories called social research networks. This paper discusses the contributions of the Social Science Research Network (SSRN) - a website devoted to the rapid dissemination of scholarly research in the social sciences and humanities as a case study. SSRN was founded in 1994 by Michael Jensen and Wayne Marr, both financial economists. In May 2016, SSRN was bought from Social Science Electronic Publishing Inc. by Elsevier. Academic papers in PDF format can be uploaded directly to the SSRN site by authors and are then available for worldwide free downloading. Publishers and institutions can upload papers and charge a fee for readers to download them. On SSRN, authors and papers are ranked by their number of downloads, number of open access papers published and uploaded to it in last 12 months respectively which has become an informal indicator of popularity of open access sites and papers. This paper discusses how the World's largest Open Access Repository Re-defines the Research Target of Higher Education Institutions and Individuals by providing an opportunity to upload open access papers and delivering them to the entire world and set targets to the researchers to publish many papers monthly through its strategy of monthly ranking.

Keywords : SSRN, Social Science research network, Open access research papers, SSRN author ranking, SSR download ranking.

Paper 11

A DYNAMIC PLATFORM TO CONNECT MANGALURU VIA EKUDLA.COM

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Mangaluru is considered to be one of the rapidly growing cities in India. Mangaluru is also named as a Smart city. There is a tremendous level of talent and skill existing in this city. Unfortunately at times they do not get the right guidance, exposure and platform to fully utilize their talent and skills. Ekudla.com will provide them the right platform with personalized guidance to take their talent and skills to another level by creating entrepreneurship amongst them. It will bring in and inculcate empowerment among everyone including youth and women. With the rise of technology and information system the gap is narrowing day by day. It is the right time for Mangalorean's to create their own unique identity. Ekudla.com will focus primarily on areas in and around Dakshina Kannada for time being with its sister concern projects to use similar models elsewhere in India. It is also trying to collaborate with the government to create a Public Private Partnership. It will encourage and promote tourism too and also create a lot of self help groups. EKudla.com will be Mangalore's first full fledged portal and network which connects all major stakeholders including teachers, students, business houses, NGO's, Govt. Employees etc.

Paper 12

A STUDY ON ATTITUDE AND AWARENESS OF CAREGIVERS FOR SCHIZOPHRENIC PATIENTS

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Schizophrenia is one of the major mental health problems of people in India. Although Psychiatric treatment is available, medication alone will not give sufficient remedy to this multifaceted problem. There is significant association between the knowledge and attitude of the caregivers. Higher the knowledge on Schizophrenia and its treatment better the pro supportive attitude and better caregiving. Lack of proper scientific knowledge about the illness leads to magico religious practices and increases the caregivers' burden. It also promotes stigma about mental illness. There is a need to prevent stigma through various methods of mental health information to the general public about the disease and the symptoms. The strategies like, Individual guidance, family education, group work and community awareness programmes can be used to reduce or eradicate stigma in the society. The study also highlights the need to promote support groups of the caregivers of persons with mental illness. The role of the caregiver particularly their attitude and awareness towards the affected family member is studied in this paper. The methodology used is quantitative with descriptive research design. The objective of the study is; (1) To assess the attitude of the caregiver about Schizophrenia. (2) To find out the awareness and association between the two variables attitude and awareness of the caregivers about Schizophrenia.

ONLINE OR E-CAMPUS RECRUITMENT PROCESS OF BERGER PAINTS INDIA LTD.

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Online or E-Campus Recruitment is the most widely accepted and most sought to be preferred mode of graduate selection from the campus in present scenarios. With ultra modern automated systems and super process excellence techniques applied in the corporate with renewed focus on quality, even people recruiting has also been structured as a online flow system for steady results. Berger Paints India has been Srinivas Institute of Management Studies's esteemed recruiter for MBA Campus through years adopting a online electronic approach model in their recruitment process. Therefore through this research analysis, we have attempted to understand their flow and know the fact to understand what it means to our students, stakeholders, the online or e-recruitment domain and whole industry.

Paper 14

A STUDY ON IMPACT OF THE SOCIAL MEDIA ON THE PSYCHOLOGICAL HEALTH OF ADOLESCENCE

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Adolescence begins with the onset of physiologically normal puberty and ends when an adult identity and behaviour are accepted. This period of development corresponds roughly to the period between the ages of 13 to 19 years. It is also a time to develop knowledge and skills, learn to manage emotions and relationships and acquire attributes and abilities that will be important for enjoying the adolescent years and assuming adult roles. The period of adolescence is considered as crucial and significant period of an individual's life. Psychologically, adolescence is the age when the individual becomes integration into the society has many aspects, more or less linked with puberty. It also includes profound intellectual changes. Social media seems to play an imperative part of people lives around the world. Accessibility that one has to the internet through smart phones, tablets, computers and other mobile devices has made accessing information and connecting with people. There is both positive and negative impact of media on adolescence. The aim of the study is study the impact of the social media on the psychological health of adolescences and the objectives are; to understand the positive and negative effects of social media, And also to assess the effect of social media on their psychological health. The universe of the study includes 50 respondents of age 13 to 19 years from Mangalore taluk. The sample was selected through random sample and quota sampling

Paper 15

CONTENT MARKETING - THE PERFECT MIX FOR THE INTERNET GENERATION

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Content marketing is a form of marketing that is focussed on creating, publishing and distributing content to a specific targeted content. It is widely used today by many companies to attract and transform prospects into customers by creating and sharing valuable free content. Companies use content marketing to create sustainable brand loyalty and provide information to consumers. This relatively new form of marketing that has emerged in this medium is that it does not involve direct sales and is a subtle attempt to build trust and rapport with the target audience. Most of the formats used for content marketing today tend to be on a digital platform. The phrase content marketing was used as early as 1996, by the late 2000s, with the advent of social networks such as Facebook, Twitter, You tube and the growth of data analytic systems online content marketing was accessible, shareable and on-demand anytime.

Today, it has become a very powerful model for marketers. The supply chain of digital content marketing mainly consists of content providers such as intermediaries or digital interface companies who can provide information on consumers needs, according to their search results through electronic channels, to potential marketers.

We have a large fast growing section of the population across the globe and specifically as we discuss, in India having access to the internet and are very prevalent on the net. Marketing has taken leaps and bounds in trying to reach out to this net savvy customer. Content marketing is -the only marketing left|| for this generation of people. This paper studies the new facets in content marketing, develops a model to understand it further and the trends we can expect going forward.

Paper 16

A STUDY ON INNOVATION IN BRANDING OF ELECTRIC VEHICLES IN INDIAN AUTOMOBILE INDUSTRY WITH SPECIAL REFERENCE TO MAHINDRA LTD

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Global automakers and technology companies are pursuing and investing in the creation of electric vehicles. Traditional vehicle manufacturers too are already taking a slightly different track in their development processes, working independently and with leading suppliers to develop and begin implementing technologies that augment driver behaviour. OEMs across the world are doing this by adding incremental electronic functions as driving technology and infrastructure improve over time. India as we know is one of the developing car manufactures hub and demand for all the segments of cars are huge and highly potential compared to other developing nations. Electrical vehicles are expected to drive significant behavioural changes in the Indian market and its increasing adoption will lead to new business models in the automobile market. The countries electric vehicle market is considered to be one of the major robust growth, in anticipation with rising number of government initiatives such as incentive schemes to encourage adoption of environment-friendly electric vehicles, growing consumer inclination towards electric vehicles, concerns over harmful effects of air pollution, and huge investments by various OEMs for developing more affordable and premium electric vehicles in the coming years. One of the major companies operating in India electric vehicle market include Toyota Kirloskar Motor Pvt. Ltd., Mahindra Electric Mobility Limited, Tata Motors Limited, Volvo India Private Limited, BMW AG, Kinetic Green Energy & Power Solutions Ltd, Lohia Auto Industries, Avon Cycles Ltd., Okinawa Auto tech Pvt. Ltd., and Hero Electric Vehicles Pvt. Ltd. Mahindra Ltd a strong Indian automobile car maker which has grown significantly in last two decades. The company is now one of the first player in the Domestic car manufacturing industry to foresee the change in car manufacturing sector from traditional fuel technology to modern eco friendly green new generation vehicles, which are future of this industry. The company investment huge capital in research and development of electric vehicles with innovative production unit which works on high-end electric power train technology. The Research undertaken in this paper is conceptual and will analyse Brand Mahindra ltd and its future plans into green car manufacturing business model and the challenges with it.

Paper 17

A STUDY ON THE SUSTENANCE OF QUALITY IN HIGHER EDUCATION WITH SPECIFIC REFERENCE TO MENTORING AND COACHING OF STUDENTS

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The modern student society is a prey to the social networks and media that has tremendous influence on their life as a student. This paper aims to unravel some of the aspects which are plausible causes, and among which lack of Mentoring of the students takes the prime seat. The study also makes an attempt to find if the intellectual and emotional quotients (IQ & EQ) of the students are coming down or impaired and if the faculty of thinking itself is not being put to use by the students. A population of 100 students of Post Graduate courses are chosen for this study and using a structured questionnaire, analysis of their response, which also includes Mentoring, is needed for their moral support apart from the academic support they receive at the institution. The Study concludes that scientific and effective mentoring does have a positive impact on the student behaviour, student absenteeism, and other problems posed by the students to the teachers and the institution.

Paper 18

INNOVATIVE IDEA'S ON GOING GREEN –A CRITICAL STUDY

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Increasing awareness on the various environmental problems has led a shift in the way consumers go about their life. There has been a change in consumer attitude towards a green lifestyle. Thus green Marketing has evolved special implications in the modern market. Green indicates purity through quality, fairness in price and worthy in dealings. Green marketing focus to market eco-friendly products to satisfy the needs and wants of customers. It adopts innovative techniques of product modification, dynamic product process, maintaining sustainability and diversified advertising etc. The vision of Green marketing is to protect ecological environment. Present day customers need to be socially responsible and conscious towards environmental aspects. Green marketing is a phenomenon which has developed particular important in the modern market and has emerged as an important concept in India as in other parts of developing and developed world, and is seen as an important strategy of facilitating sustainable development. In this research paper, main emphasis has been made on the Innovative idea's on going green like Green Technologies, Green Banking, Green Tourism, Organic farming, Green Entrepreneurship, Green products, Green Buildings, Green Marketing Strategies, Green HRM, Green Business, Bio Medical Waste Management, Green Accounting and legal Framework, Green Practices in supply Chain, Enterprise Strategies for green I.T. Data had been collected from multiple sources of evidence, in addition to books, journals, websites, and news papers.

Paper 19

A STUDY TO UNDERSTAND THE ABILITY OF PORTFOLIO CONSTRUCTED UNDER SHARPE'S SINGLE INDEX MODEL TO PREDICT THE SHORT TERM RETURNS OF PORTFOLIO

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There are different investment avenues for an individual to park his money. Many a time investors would prefer to invest in a group of securities which is known as a portfolio in order to diversify the risk as per his/her appetite and to secure decent returns. Stock markets are one such increasingly popular place of investments where investors take huge care and caution while taking any investment decision. There are many models, techniques and formulas attempted by various scholars in the field to overcome the challenge of uncertainty in share price movements both in short and long term investment decision context. One such widely used method is Sharpe's single index model of portfolio construction. This particular research paper attempts to construct an optimum portfolio using Sharpe's single index model with historical price of Sensex, large cap, mid cap and small cap companies with maximum capitalization and tries to understand the ability of such a portfolio to predict the short term future price movement.

Paper 20

A STUDY ON THE STRATEGIES ADOPTED IN THE AIR CONDITIONER MARKETS WITH REFERENCE TO VOLTAS LIMITED

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The market of air conditioners in India has been on a steady growth ever since due to several factors. India is one of the leading developing countries with huge middle class population as its base and rising per capita income. But when we compare to other growing countries, the market penetration of air conditioners is very low in India. This in turn offers a huge opportunity to leading and competing air conditioner players. Some of the major contributing factors leading to increasing demand for air conditioners in the country include hot climatic conditions prevailing through most part of the year, enlarging middle class, increasing construction sector and growing per capita income. The perception of people towards the category of this product has witnessed a paradigm shift over the years from a luxury product to becoming a necessity in hot humid weather conditions of India. Increasing demand by the residential sector owing to reduction in prices has instigated the manufacturers to aim for a higher market share in the highly potential market of air conditioners in India. The demand from the commercial segment is catching up fast with the increasing number of commercial offices, stores and business apartments being set up, as compared to the demand from the residential segment. Go Green has entered this segment as well. There is a need for implementation of minimum energy efficiency performance standards by BEE and the need for cost effective air conditioning solutions. This leads to increase in demand for energy efficient air conditioners in India through 2020. Many national and international players are operating in India air conditioners market which includes Voltas, LG, Daikin, Samsung, Blue Star and Hitachi, among others. This paper –**A study on the strategies adopted in the air conditioner markets with reference to Voltas** makes an attempt to study the companies' strategies and the outcome on account of it which is reflected in the sales figure. Secondary research has been included an exhaustive search of relevant publications like newspapers, websites, and proprietary databases. Qualitative approach of research was adopted to study this concept for better understanding and implications. The study also understands the emerging trends present in this segment in India.

Paper 21

SCHOLARLY ANALYSIS OF OIL, PETROLEUM AND GAS SECTOR

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The Oil and Gas Industry comprises of the companies extracting and producing Oil, Petroleum and Gas. The petroleum industry, also known as the oil industry or the oil patch, includes the global processes of exploration, extraction, refining, transportation and marketing of petroleum products. The largest volume products of the industry are fuel, oil and gasoline. Petroleum is also the raw material for many chemical products, including pharmaceuticals, solvents, fertilizers, pesticides, synthetic fragrances, and plastics. This paper therefore attempts to understand the various divisions of the industry. Petroleum is vital to many industries, and is of importance to the maintenance of industrial civilization in its current configuration, and thus is a critical concern for many nations. Oil accounts for a large percentage of the world's energy consumption, ranging from a low of 32% for Europe and Asia, to a high of 53% for the Middle East. Considered to be the biggest sector in the world in terms of dollar value, the oil and gas industry is also considered as a global powerhouse employing hundreds of thousands of workers worldwide as well as generating hundreds of billions of dollars globally each year. In regions which house the major National Oil Companies (NOC), these oil and gas companies are so vital they often contribute a significant amount towards national GDP. Therefore, in this paper, we have researched to understand where the industry is now today, major players and where it is headed in the future.

TECHNOLOGY RELATED DEVELOPMENTS IN CHEQUE CLEARING SYSTEM

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Cheque clearing has been an important part of the banking system and will always remain a part of it for years to come. However the cheque clearing system has undergone lot of changes. The origin of cheque can be traced back to the first century AD, where banks in and around Persia used to issue letters of credit called -Sakksll wherein the banks used to pay the identified payees as per the instructions. This eliminated the cumbersome process of carrying money or gold which was very risky. In the beginning of the 17th century the printed cheques came into being, and in 1810 the personalised cheques were first introduced in England. In 1770, the daily clearing system of cheques started where the clerks of the various banks were meeting at a place to exchange cheques and hence clear the balances if any in cash. In this paper we would study the changes that have taken place in cheque clearing over the period of time. From the initial call out clearing, ordinary cheque clearing to MICR clearing and finally to the latest in clearing system _ The Cheque Truncation System‘.

EXPLORING THE INFLUENCE OF AUGMENTED REALITY TECHNOLOGY IN BUSINESS WORLD

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In 2020 both virtual reality technology (VRT) and augmented reality technology (ART) are estimated to be inseparable in this present business 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 business organization and industries and will potentially change the way the present industries do business, increase productivity internally as well as externally and reduce business expenses. 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 business or industries which want to take their business to the next level. More and more future-oriented enterprises are looking for new and efficient ways to innovate and make their products and services to the customers as well as to the competitors. By adopting the upcoming technology can surely facilitate the business to improve more.

BIG DATA AND THE BASE OF THE PYRAMID SEGMENT

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Big data is a term traditionally used to denote data sets that are so voluminous and complex that traditional data processing application software is inadequate to deal with them. Big data challenges include capturing data, storage, analysis, transfer, querying, updating, information privacy, data source and such aspects. As of recently, 'big data' also refers to predictive analytics, user behaviour analytics and other advanced analytic methods that churn value from data. Data sets are growing very rapidly because of the ability to gather cheap and enormous data from devices such as mobile phones, remote sensing, software logs, cameras, microphones, radio frequency identification readers, and wireless sensor networks. By 2025, IDC predicts that there will be 163 zettabytes of data. On the other hand, the base of the pyramid markets is the growing 4 billion population who are living on less than \$ 2 a day. Management thinkers, Prahalad and Hart, in 1999, propounded their idea on how multinationals can help alleviate poverty and generate profits successfully by selling their products in these markets, many companies have been looking at strategies to serve the BOP segment in emerging markets. Many large corporations have invested a lot of money in these markets and have failed, but also some multinationals who have engaged with the BOP sector have created scalable businesses and generated large profits. Some successful companies have used mobile phone and other information gathering and dissemination technologies to generate valuable information and devise relevant strategies to sell successfully in these markets. While, the attraction of the BOP segment has been a topic of research for close to two decades, big data and its applicability to doing business better is prevalent only since 3-4 years.

Big data and analytics using big data available all around us is huge in terms of impact for the consumer and the marketer. It has become so imperative that there are in depth studies revolving around big data and how it can be utilized in specific and generic ways and to devise various business strategies of multinationals, companies, domestic players and the like. It has become a huge opportunity that has come about as a result of technological progress and big data can be used in myriad ways to tap and deepen the base of the pyramid markets. We add to this body of research on how the BOP markets can be served better and companies can get better insights to strategize to enter and serve these markets successfully.

KEYWORDS: Analytics, big data, BOP, opportunity, strategies

Paper 25

STUDY ON THE IMPLICATIONS OF SOCIAL SECURITY BENEFITS TO THE FISHER FOLKS WORKING AS UNORGANISED LABOURERS IN MANGALORU, KARNATAKA

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In India a vast majority of workforce is belonging to the Unorganised Sector. The work includes both physical and mental engagement of the people in the economically productive activity to meet the livelihood requirements. Fisheries is an important sector working as the source for income and employment of the people working in the Unorganised Sector. India is known to the second larger producer of the fish in the world with a contribution of 5.68 per cent towards global fish production. India is the second largest producer of fish through aquaculture just after China. Karnataka produces almost 5.8 per cent of the National Fish production securing 6th position in the marine fish production and 9th position in the inland fish production. The contribution of fisheries sector towards national development is increasing due to the adoption and usage of technology to increase the yield per area of water have facilitated earning more foreign exchange. Fishing is considered to be hazardous occupation which cause harm to the health of the fisher folks. There is a greater need for the social security protections to the fisher folks against contingencies of disability, sickness, employment injuries, occupational diseases and unemployment. Comprehensive Social Security policy should always link and coordinate the Social Assistance programmes and social security schemes to provide maximum welfare to the fisher folks. This study uses descriptive research design and analyse the implications of social security measures among the fisher folks in Thota Bengre fishing village belonging to Mangaluru taluk in Karnataka. The effort is made to review varied social security schemes, extent and coverage, suitable policy frameworks and level of awareness on the available schemes along with suggesting measure to the legislators and fisheries department to improve the benefit schemes and facilitate for the inclusive growth of the fisherfolks

KEYWORDS: Unorganised Sector, Fisherfolks, Fishing, Hazardous occupation, Social Security,

Paper 26

STUDY ON IMPACT OF TECHNOLOGY AND INNOVATION ON WOMEN ENTREPRENEURS

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Entrepreneurship and information technology is an iron grip for economic development of the nation. Entrepreneurship is a multi dimensional task will initiate social change, creating an innovative product or presenting a new life-changing solution and ultimately contributing to the economic development. The complex interaction of Information technology development led the changes in new form of opportunities and challenges for entrepreneurs. Wherein, women entrepreneurship is a recent phenomenon and they are risk takers. Female-owned businesses are one of the fastest growing entrepreneurial populations in a world of growth rates. Technology provides a wide range of tools for entrepreneurs to guide their enterprises but lack of access and awareness of Advancement in technology facade the process has to face various problems and challenges to sustain the business. Adoption of new technology and innovations by government programmes and other support services have not helped them surmount the inhibiting operational challenges. Hence this paper attempts to explore the problems and challenges of women entrepreneurs and study the impact of technology oriented innovation on women entrepreneurs activities. And also provides recommendations for effective practices to sustain the business for a long run.

Keywords: Entrepreneurship and information technology, problems and challenges and practices

A STUDY ON EMERGING ISSUES, AND CHALLENGES OF AVIATION SAFETY IN INDIA

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The aviation sector is one of the expeditious-growing sectors in the Indian economy. Aviation risks and threats are a component of the quotidian operations of the aviation industry. In civil aviation, providing security for the safety of the passenger is considered as a form of accommodation. A safety feeling with the passenger is one of the rudimentary requisites to be satiated. The expression ‘security’ concerns all unlawful acts connected with civil air convey. In comparison with the developed countries, the developing country has more issues and challenges on passenger safety. There are several spacecraft accidents are recording every year in the nation due to several reasons like shortage of maintenance facilities, congestion at airports, lack of qualified pilots and lack of technical manpower, terrorist attack, congested ramp, poor maintenance to the airport and runways, and so on. The civil aviation in India is facing the major challenges of acute shortage of manpower, especially in the technical cadre. There is a major emerging threat in the Indian aviation sector is safety and security concern. In this regard Regime of India and Airport Ascendancy of India need to review the safety issues and adopt the modern safety measures for the aegis and magnification of aviation sector in India. This paper intends to study the variants of issues and challenges faced with regards to the aviation safety as well as the opportunities available to invigorate the aviation safety in India.

KEYWORDS: quotidian, rudimentary, spacecraft, ramp, security, terrorist.

Paper 28

WORK LIFE BALANCE AN INNOVATIVE CONCEPT TO INCREASE EMPLOYEE PRODUCTIVITY

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Work life balance has become a concept to focus in the recent years. The idea of work life balance is focused on the proper balance between work and family. This is done with the intention of making life easier for working women and also to bring back women to work after giving birth. This concept holds good since women have come out of domestic thresholds to provide financial support to their families as well play dual role of catering to the needs of the family. This paper tries to explore and bring out the innovative strategies through which working women blend their organizational job demands with their family responsibilities. It also tries to analyze how these sustainable strategies have increased the productivity of the women employees.

KEYWORDS: Innovative work life balance, working women, sustainable strategies, dual role.

SECURITY ISSUES IN SOCIAL NETWORKING WEBSITES

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A social network is a social structure made up of individuals or organizations called nodes, which are connected by one or more specific types of interdependency, such as friendship, common interest, and exchange of finance, relationships of beliefs, knowledge or prestige. A cyber threat can be both unintentional and intentional, targeted or non targeted, and it can come from a variety of sources, including foreign nations engaged in espionage and information warfare, criminals, hackers, virus writers, disgruntled employees and contractors working within an organization. Social networking sites are not only to communicate or interact with other people globally, but also one effective way for business promotion. In this paper, we investigate and study the cyber threats in social networking websites. We go through the amassing history of online social websites, classify their types and also discuss the cyber threats, suggest the anti-threats strategies and visualize the future trends of such hoppy popular websites.

KEYWORDS: Social Networking Websites, Security, Privacy, Cyber threats

Paper 30

A STUDY ON EMERGING TECHNOLOGY IN THE AIRLINE INDUSTRY

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Aviation Industry is one of the most expeditious growing airline industries in the world. On December 17, 1903, a biplane glider trundled down a monorail track and into the air, staying aloft for 12 seconds and flying 120 feet above a wind-swept beach in North Carolina. This marked the first prosperous flight of a self-propelled aircraft in history, and the birth of the modern aviation age. In the modern days, every industry is engaged in identifying and implementing the emerging technologies that will streamline processes, ameliorate efficiencies, and exceed customer prospects. Today, we're turning our attention to the firmaments to explore the key technologies transforming the air convey industry. The adoption of incipient technology avails the customer to stay au courant on their business aspects, convivial communication, personal communications, and even to operate their own regalement during peregrinate. According to Future Peregrinate Experience, passenger empowerment is a driving force abaft the trends in airline technology. Passengers want convenient, utilizer-amicable accommodation solutions. They operate to stay connected and au courant. To meet such prodigious injunctive authorization of the passenger, its pressurize the airline companies to adopt modern technologies and perpetually look forward to its development and innovations. The sustainable magnification and prosperity of the airline industry consummately depend upon the customer contentment and fulfilment of their injunctive authorizations. Emerging digital technologies make to fixate on the competition by the airline industries to place them in a prime position in the aviation industry. There are astounding technologies already being utilized in the empyrean but still, there is a prodigious demand to update the technology according to the dynamic transmutation in the aviation environment. In this paper, we focus our study on the desideratum, pertinency, and utilization of incipient technologies as well as how the adoption of emerging technologies avails to the sustainable magnification of the airline industry in the aviation sector.

KEYWORDS: Aviation, ameliorate, convivial, au courant, empyrean, desideratum, pertinency.

Paper 31

SCHOLARLY ANALYSIS OF CHEMICAL INDUSTRY

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The chemical industry comprises of the companies producing industrial chemicals. These companies convert raw materials (oil, natural gas, air, water, metals, and minerals) into various chemicals. In 1736, pharmacist Joshua Ward developed a process for sulfuric acid production that involved heating saltpeter, allowing the sulfur to oxidize and combine with water. It was one of the first chemicals to be known as produced in large amounts through industrial process.

Therefore, in this paper we have made an effort to understand the beginnings of the world chemical industry. In this study, we have also tried to understand how Charles Tennant spurred the creation of the first great chemical industrial enterprise. Likewise, we have researched various literature to know where the industry is now today, major players and where it is poised in the future.

KEYWORDS: Industry Analysis, Chemicals, Chemical Industry Analysis, Industrial Chemicals and Production.

Paper 32

IMPACT OF RANSOMWARE ON CYBER SECURITY

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This paper attempts to discover ransomware exposing the lack of cyber-security. It intends to elicit attention with regards to ransomware, a newly emerged cyber threat and to help organizations; IT practitioners understand the need for cyber security knowledge and awareness plus types of tools used. The paper also discusses methodologies trends and research recommendation on cyber-security threats and provides probative strategic strategy.

Keywords: Cyber Security, Ransomware, Malware, Vulnerabilities, hacker and Port Control.

PHARMACEUTICAL INDUSTRY IN INDIA

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The Indian pharmaceutical market is third largest in terms of volume thirteenth largest in terms of value, and it accounts for 20 percent in the volume terms and 1.4 percent in value terms of the Global Pharmaceutical Industry as per the report by Equity Master. India is the largest provider of generic drugs globally with the Indian generics accounting of 20 percent of global exports in terms of volume. Indian pharma industry, which is expected to grow over 15 percent per annum between 2015 to 2020, will outperform the global pharma industry, which is set to grow at an annual rate of 5 percent between the same period. The market is expected to grow to the US\$ 55 billion by 2020, thereby emerging as the sixth largest pharmaceutical market to globally by absolute size, as stated by Mr Arun Singh, Indian ambassador to the US. Branded generics dominate the pharmaceutical market, constituting nearly 80 per cent of the market share (in terms of revenue). The sector is expected to generate 58,000 additional job opportunities by the year 2025. India's pharmaceutical export stood at US\$ 20 billion by 2020, according to the Pharmaceuticals Export Promotion Council of India. Indian companies received 55 Abbreviated New Drug Application (ANDA) approvals and 16 tentative approvals from the US Food and Drug Administration (USFDA) in Q1 of 2017. The USFDA approvals are expected to cross 700 ANDA in 2017, there by recording a year-on-year growth of 17 percent. The country accounts for around 30 percent (by volume) and about 10 percent (value) in the US\$70-80 billion US generics markets. The drugs and pharmaceuticals sector attracted cumulative FDI inflows worth US\$14.71 billion between April 2000 and March 2017, according to the data released by the Department of Industrial Policy and Promotion (DIPP).

KEYWORDS: Growth of industry, Job opportunities and Market shares and Industry policies.

Paper 34

GREEN BUSINESS FOR SUSTAINABLE DEVELOPMENT AND COMPETITIVENESS: A CASE STUDY ON LOGISTICS INDUSTRY

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Competitiveness is a key issue for private companies. Logistics companies also operate under the pressure of competition. In order to deal with the challenging business atmosphere, private companies seek for new ways to provide a sustainable development strategy. Environmental concerns have an important place in the sustainable development strategies. Green business can be defined as business practices which are evaluated to be environmentally friendly. They can be evaluated within the corporate social responsibility concept which may have an impact on the competitiveness ability of private companies. Especially for logistics companies, environmental issues are highly important. Therefore green policies have become strategic for them. Competitive levels of private companies may be affected by green policies as a result of regulations regarding environmental protection. This paper deals with the relatively new worldwide trend of adding a –greenll slant to business. It analyse the implications of green business initiated by several companies by integrating environmental sustainability into business practices. There found that profitability among leading business entities is associated with framing integrated environmental sustainability programmes. This paper attempts to illustrate on green companies and recommend the key steps required to transform and bring social change by the process of sustainable development in the global level.

Keywords: Green business, logistics, sustainable development, competitiveness.

Paper 35

CASE STUDY ON THE GROWTH OF RELIANCE JIO AND THE IMPACT OF TECHNOLOGY, BUSINESS STRATEGIES AMONG THE TELECOM SECTOR AND COMPETITORS

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Jio is an LTE mobile network operator in India which is also known as Reliance Jio Infocomm Limited . It is fully owned by Reliance Industries which is headquartered in Navi Mumbai, Maharashtra. It is one the greatest Indian company owned by Anil Dhirubhai Ambani. It is a company which provides wireless 4G LTE service network to their customer in India. Jio has made a huge drastic change in the telecom sector and it has shaken up the entire telecom sectors. the entire profit of the telecom sector has made out of the Jio.The paper focus on the different changes happened in the telecom sector and the business strategies used by Jio to improve it sales, marketing and promotions and to study how the competitors cope up with Jio in the market and what advantage the customer posses from these innovations and technologies of Jio.

Keywords: Reliance, telecom sector, Innovation, Technology, Competitors, Business strategy, Customers, 4G LTE service network.

Paper 36

A STUDY ON WORK LIFE BALANCE OF IT ENABLED BPO WORKERS AT MANGALORE CITY (KARNATAKA)

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Human beings in this earth have to work due to inevitable reasons. For the purpose of employment people even migrate to their nearest cities or even they may relocate themselves too far off places. Due to swiftly growing population across the country and also number of people getting qualified degrees have increased a lot. On the other hand scope for employment is considerably reducing day by day. This has made job markets completely employee driven. When job markets become employee driven, by all means employees will extract much work much employees. This will make them spend more and more time at the workplace and less time with their families. The result of this will lead to imbalance between work and family life. This study tries to cover many insights on work life balance especially covering major BPO employees working at Mangalore.

Keywords: Inevitable, Employment, Relocate, Swiftly and Considerably.

AN ALTERNATIVE APPROACH FOR FORMALIZATION: THE RELEVANCE OF SOCIAL CAPITAL IN STREET TRADE

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An effort has been made to identify prevailing theories of social capital and its relevance to street trade. Granovetter's strength of ties, Burt's structural hole theory and Lin's social resource theory are explained in this article. The different sources such as Networks, Norms, beliefs and rules which gives strength to establish favorable linkages with different actors and creates a favorable condition for street trade. At the individual level different interpersonal and social skills, at the collective level community of street vendors brings desirable bargaining and lobbying abilities which are required to survive in a hostile climate of informality. Unable to get an entry into the formal sector due to various reasons and became part and parcel of the ever growing informal sector, street vendors embraced social capital as their collective asset for survival and growth.

Keywords: Trust, Norms, beliefs, social capital, informality, networks

Paper 38

OPEN SOURCE TOOLS FOR ACADEMIC AND RESEARCH EXCELLENCE IN NETWORKED ENVIRONMENT

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The present paper focuses on open source tools which can be used in research process like literature search, organizing, managing, collaborating scholarly information. In today's digital era, there is an increase usage of digital gadgets like smart phones, android tablets which helps to download number of applications which are available free of charge that helps to access number of internet based educational resources for the diverse population which has been possible because of fourth generation network (4G).

Keywords: Open source Tools, Networks, Search Engines, Citation Tools , Academic Social Networking Sites.

Paper 39

INVESTMENT OPPORTUNITIES FOR WOMEN IN STOCK MARKET- A STUDY WITH REFERENCE TO DAKSHINA KANNADA

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To invest is to allocate money in the expectation of some benefit in the future. Investors generally expect higher returns from the riskier investments. Stock exchange is one important constituent of capital market. Stock Exchange is an organized market for the purchase and sale of industrial and financial security. It is convenient place where trading in securities is conducted in systematic manner i.e. as per certain rules and regulations.

In the present scenario, women are considered to be better investors than men. According to the research from fidelity investments, men save 7.9% of their salaries whereas women save 8.3%.. Many surveys indicate that women do more research and are better matching their investments to their goals, trade less and remain calmer during market upheavals. Women have a different and valuable approach that can help almost anyone become a better investor; Women make roughly 70% of household purchases, putting them in a great position to benefit from the strategy. Women approach risk differently than men. Studies show that men are more inclined to behave like baseball sluggers, who swing for their fences; women by contrast, are more like contact hitters who are satisfied with string of singles.

Most of women have common fear of the stock market. Majority of them consider stock market investment a sort of gambling. There is no doubt that lack of knowledge about the stock market makes them think so. This is the reason that most open shun from the stock market investment. But the reality is that little patience, careful study of the market and even a little fund can see through the stock market. A person can always have some extra money by investing in stock market instead of keeping them low yielding bank accounts.

Objectives of the Research study

The main objectives of this study are

- To study the investment opportunities available for women in stock exchange.
- To study the investment pattern of female investors.
- To study the investment decision taken by the female investors in stock exchange.
- To find out the risk bearing capacity of the women section while making investment decision.
- To find out reasons for investment and sources from which women get information to investment in stock market.

DEMONETIZATION: IMPACT ON MEDICAL STUDENT'S EDUCATION

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In the changing era of developmental process especially in emerging economies like India, demonetization has changed the structural growth. When Government of India took a bold step to demonetize its legal tender currencies of Rs 1000 and Rs 500, the impact of it was seen on the various classes of people. With this background the impact of Demonetization particularly when we analyze the education sector (Medical) it had more of hurdles as the students come over from various parts of world for their medical education. Dakshina Kannada is regarded as the hub of education, where prominence is given to higher education. This idea has provided to take up this study on -Demonetization: Impact on medical student's education. With this idea the main objectives of the paper is as follows,

Objectives

- 1- To review the literature on demonetization, higher education impact.
- 2- To examine the impact of demonetization, positive as well as negative

Methodology

Research work incorporates both the Primary and secondary data for analysis. As part of Primary Data 100 samples from Dakshina Kannada district will be collected by questionnaire method and Secondary Data will be collected from Various Journals, Text books, magazines and newspapers will be referred for review of literature.

Keywords: Demonetization , Development, Economic Changes

Paper 41

ADOPTION OF DIGITAL PAYMENT MODE BY CONSUMER- A STUDY IN BANTWAL AREA

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In today-world, smart phone has become essential part of daily life. Due to technology, mobile users can nowadays use their smart phone to make money transaction payment by using application installed in the phone. Electronic consumer transaction made at the point of sale (POS) for products and services either through internet banking or mobile banking using smart phone or card payment are called as digital payment. This paper mainly deals with the adoption of digital payment mode by consumer with reference to Bantwal area based on demographic factors such as gender, age, and profession. Apart from this, the study also attempt to find out the various risks and challenges faced by users of E-payment.

Paper 42

SECURITY CHALLENGES AND SECURITY ISSUES IN CLOUD COMPUTING

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Cloud Computing is an emerging paradigm which has become today's hottest research area due to its ability to reduce the costs associated with computing. In today's era, it is most interesting and enticing technology which is offering the services to its users on demand over the internet. Since Cloud computing stores the data and its disseminated resources in the environment. It provides lots of benefits such as simplicity almost unlimited storage, least maintenance, easy utilization, backup and recovery, continuous availability, quality of service, automated software integration, scalability, flexibility and reliability, easy access to information, elasticity, quick deployment and lower barrier to entry. While there is increasing use of cloud computing service in this new era, the security issues of the cloud computing become a challenges. Cloud computing must be safe and secure enough to ensure the privacy of the users. In This paper firstly I give the introduction about cloud computing then lists out the characteristics of cloud computing then discuss the most important point security challenges and security issues in cloud computing.

Keywords: Cloud Computing, security challenges, security issues, computing service, privacy

Paper 43

INVESTOR AWARENESS ON ALTERNATIVE INVESTMENT OPPORTUNITIES: STUDY ON STOCK MARKET INVESTOR

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Investment is the commitment of money or other resources in the expectation of reaping future benefits. It is very important for every individual to invest in one or the other investment avenues for future security. Investors have a lot of investment avenues to investment their savings, but it is very important to aware of different investment opportunities to get an adequate return. Stock market refers to the market place where investors can buy and sell stock. Investor's awareness includes not only the knowledge of various financial products available in the market but also facilitates decision making, particularly among the less aware as well as of those committed to long- term financial decision.

The purpose of this study is to evaluate the awareness of alternative investment opportunities among stock market investors. In this research different statistical tools has been used and final effort has been made to find and conclude the awareness level of investment opportunities among stock market investors.

Keywords: Investment, Investment Awareness, Stock Market

Paper 44

MONSOON AND INDIAN STOCK MARKETS-A CASE STUDY

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The Indian economy and monsoon are interrelated and the impact of monsoon on Indian economy is most considerable factor. The agriculture sector is most effectible sector from monsoon fluctuation year by year. But what is the actually monsoons effect on the stock markets will be interesting to know the negative correlation between the two. In the last one decade, there is hardly enough correlation to suggest that monsoon can have much bearing on the market sentiments. In fact, as per the data, the BSE-Sensex returns were the highest in the year when rainfall was most deficient with regards to Long Period Average (LPA). However, it is part psychological and part actual. Monsoon seems to be the only respite that Indian companies can look forward to after two continuous bad monsoon years. Falling rupee, high fiscal deficit, flight of foreign funds and poor earnings, these have been the only themes in the India story for many quarters now. However, a good monsoon might bring good tidings, at least for some companies

Keywords: Monsoon, Risk and volatility, Stock Market.

SOCIO-ECONOMIC AND CULTURAL CONDITIONS OF LAMBANIS IN KARNATAKA

A Sociological Study with special reference to Hassan District

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Lambanis 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 firewood. 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. It has obtained a GI tag. Banjara people celebrate the festival 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. Banjaras can be found all over India but their population is concentrated in the states of Rajasthan, Karnataka, Andhra Pradesh, Maharashtra and Telangana.

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

Paper 46

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

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Currently employees are considered knowledge workers and what they bring to the world of work in terms of the knowledge and competency matters for the organizations in their desire to be more effective. It is important to keep the employees happy and satisfied and also to ensure the quality of work life at the work place. Job satisfaction and quality of work life needs to be addressed positively to keep them motivated to contribute to the organizational effectiveness and growth. With this background in mind, the present paper aims to study the aspects of job satisfaction and quality of work life among working women teachers in educational institutions coming under University of Mysore. For the purpose of data collection 289 women teachers have been selected using stratified random technique. The present study aims to understand the relationship between job satisfaction on quality of work life. The result of the study shows that there is positive impact of job satisfaction on quality of work life of women teachers.

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

Paper 47

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

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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 'Marikantra' 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.

Keywords: Halakki Tribe, Concept, Health Aspects, Findings & Suggestion.

Paper 48

SBI: RISK AND RETURN, BEFORE AND AFTER MERGING

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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 49

A STUDY ON “SOCIO-ECONOMIC CONDITION OF BAIGA TRIBAL COMMUNITY

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Baiga is a tribe found in Madhya Pradesh and population 250,000, Uttar Pradesh, Chhattisgarh and Jharkhand states of India. The largest number of Baigas is found in Baigachuk in Mandla district and Balaghat district of Madhya Pradesh. They have sub-castes – Bijhwar, Narotia, Bharotiya, Nahar, RaiBhaina, and KadhBhaina. Their population as of Census 2001/2011 was 39Baiga is a primitive Dravidian tribe whose initial homeland was in the north-east but now they have shifted from Bihar to Jharkhand. In 1911 their population was around 30000 but later their population dropped considerable when most of them got converted to Hinduism.

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. See Wikipedia's guide to writing better articles for Suggestions The Baiga take coarse food and show no extravagance in this aspect.

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

CASE STUDY ON LINK DE-ADDICTION REHABILITATION CENTRE

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Since the beginning and before the human history, people have found ways to modify their bodies and their mind by taking such substances like herbs, alcohol, and drugs. People who were founded difficult to control the limit of these substances and it became a dangerous habit. It is like a trap, who has fallen in to the trap, today it is known as addiction. They find enjoyment the use of substances in a recreational sort of way. Then it will change in to a habit. Over using of substance became an evil for our society. It destroys the whole body and mind of the addicted person. It is like a slow poison it kills the person who is addicted. Evil effect of addiction is not only affecting the user but it affects the whole society around him. Therefore to treat this fatal habit and bring their good life de-addiction Centre is formed. Link de addiction Centre, Mangalore is one of the de addictions Centre to treat addiction and make life better. The pre-eminent goal of Link De addiction Centre is -life line to live life.

Keywords: Introduction, specialities, treatment methods, services, suggestions, conclusion.

Paper 51

A CASE STUDY ON THE IMPLEMENTATION OF CUSTOMER PROFITABILITY ANALYSIS

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By using customer profitability analysis (CPA), firms can determine the profit contribution of customer segments and/or individual customers. This article presents an approach for the implementation of CPA. The implementation process is illustrated using a case study of a firm producing and selling professional cleaning products. The case study highlights specific issues related to CPA in an industrial setting, and the results provide examples of the possible benefits of implementing a process of regular CPA.

Keywords: CPA, CRM, Customer profitability.

CASE STUDY ON THE MAREKETING STRATERGY OF MAHINDRA'S IN COMPARISON TO ITS COMPETITORS

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Mahindra and Mahindra Limited is an Indian multinational car manufacturing corporation headquartered in Mumbai. It is one of the largest vehicle manufacturer by production in India and the largest manufacturer of tractor in the world. It was ranked 21st on the list of top companies I India by Fortune India 500 in 2011. Initially the company used to deal in steels with traders of England and U.S.A. earlier they got recognized for their manufacturing of jeeps, gradually they started producing light commercial vehicles and agricultural tractors. The company also held its stake in the two-wheeler market; it entered the Indian market with the name of Kinetic motors. The company is on progress since it established. The company has also entered into joint venture with Ford named Ford India Private Limited to built passenger cars. Mahindra and Mahindra also have a controlling stake in Mahindra Reva an electronic car. Mahindra has a widespread distribution channel that includes 500 service points, 500 authorised dealers, 600 stock points and 30 sales offices located across India and connected by latest and advance IT structure. The company conducts market research before setting its price so as to determine what a consumer is actually willing to shed on a particular vehicle. Mahindra have adopted a premium pricing policy for its high-quality products that cater to urban and upper-class people. It is connected directly with the customers on social networking platform like Google plus, YouTube, Linked In, Twitter and Facebook. Brand realises the power of celebrity endorsement and has roped in famous actors Kareena Kapoor to act in its two-wheeler campaigns, Prabhas for its Mahindra TUV 300 and Varun Dhawan for its Mahindra KUV 100.

Keywords: light commercial vehicles, Ford India Private Limited, the two-wheeler market.

Paper 53

EMPOWERING INDIAN BANKING INDUSTRY THROUGH NPA MANAGEMENT

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Banking system plays a vital role in the economic system of a country by mobilizing the nation's savings, directing them in to high investment priorities for better utilization of available resources. Banking in India originated in the last decade of the 18th century. Private and Public Sector banks occupy a major part of the banking in India.

Post reform era has changed the whole structure of banking sector of India. The emerging competition has resulted in new challenges for the Indian Banks. Hence parameters for evaluating the performance of banks have also changed with the slowdown of the Indian economy a number of companies/projects are under stress. As a result the Indian Banking system has seen increase in NPA's and restructured accounts during recent years. The Public sector banks as a whole are sitting on time bomb of Non-Performing Assets that is ticking away fast. Therefore there is a need to ensure that the banking system recognizes financial distress early, takes prompt steps to solve it.

In this paper an effort has been made to analyze the current position of NPA of Indian Banking Industry and how efficiently the Public and Private sector banks can manage NPA. Here we are proposing the strategies that can be implemented in order to minimize the Non-Performing assets of Indian banks. The present scenario of the Indian banking sector has been analyzed and taken into consideration in order to develop this case study.

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

THE IMPACT OF CULTURAL DIVERSITY AT WORKPLACE

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Diversity and communication in the workplace is one of the most important factors in the successful operation of any organization. Diversity is any characteristic, perspective, or approach to work, that different individuals bring to the workplace. It includes visible and non-Visible characteristics such as Physical, Cultural, and Socio-economic. These characteristics contribute to –Cultural Identity|| which shapes the values, attitudes, and behaviours shared by most people within a particular group. Cultural diversity has significant implications for the management. The managers will be required to shift their approach from treating each group of workers by recognizing difference among them to improve productivity, reduce labour turnover and avoid discrimination. Today’s organization need to recognize and manage cultural diversity effectively.

Cultural diversity has become a hot-button issue when applied to the workplace. Cultural diversity in the workplace has grown as a trend over the passage of time with the increase of globalization in the world. Management being a social discipline deals with the behavior of people and human insight. Hence, Cultural diversity is the biggest challenge and at the same time the biggest opportunity for the 21st century. Cultural diversity can benefit a workplace. People with different backgrounds have different interpretations of events. They contribute unique perspectives. That allows the group to look at problems from all angles and create innovative results. For diversity to bring strength, it must be valued and integrated into company practices and philosophy. This takes time and a commitment to celebrate diversity. It requires the willingness to be open-minded and non-judgmental about the value of differences.

Keywords: Cultural diversity, workplace, management, globalization.

EVOLUTION OF BANKING INDUSTRY IN INDIA

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The banking sector, being the barometer of the economy, is the reflective of the macro-economic variables. The paper provides an in-depth analysis of evolution of Indian banking industry. The Indian banking industry has its foundations in the 18th century and has had a varied evolutionary experience since then. The initial banks in India were primarily traders' banks engaged only in financing activities. Banking industry in the pre-independence era developed with the Presidency Banks, which were transformed into the Imperial Bank of India. The initial days of the industry saw a majority private ownership and a highly volatile work environment. Major strides towards public ownership and accountability were made with nationalization in 1969 and 1980 which transformed the face of banking in India.

The role of banking industry is very important as one of the leading essential service sector. The significant role of banking industry is essential to speed up the social economic development. The industry in recent times has recognized the importance of private and foreign players in a competitive scenario and has moved towards greater liberalization. From traditional banking practices during the British Rule to reforms period, nationalization to privatization and to the present trend of increasing number of foreign banks, Indian banking sector has undergone significant transformation. It is essential for the Indian economy, striving for an accelerating sustainable and inclusive growth in the medium to long-term, to have a healthy and growing banking system.

The emerging competition has generated new expectations from the existing and the new customers. There is an urgent need to introduce new products. Existing products need to be delivered in an innovative and cost-effective way by taking full advantage of emerging technologies. This paper explains the changing banking scenario, the impact of economic reforms and analyses the challenges and opportunities of commercial banks.

Keywords: Banking industry, nationalization, inclusive growth, competition, economic reforms

RECENT TRENDS IN BANKING INDUSTRY

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Today, we are having a fairly well developed banking system with different classes of banks- public sector banks, foreign banks, private sector banks- both old and new generation, regional rural banks and co-operative banks with the Reserve bank of India as the foundation Head of the system. In the banking field, there has been an unprecedented growth of diversification of banking industry has been so stupendous that it has no parallel in the annals of banking anywhere in the world. The banking industry has experienced a series of significant transformations in the last few decades. Among the most important of them is the change in the type of organizations that dominate the landscape. Since in the eighties, banks have become very large institutions with a presence in multiple regions of the country.

The paper examines the new trends in banking industry. The banking sector has been immensely benefited from the implementation of superior technology during the recent past, almost in every nation in the world. Productivity enhancement, innovative products, speedy transactions seamless transfer of funds, real time information system, and efficient risk management are some of the advantage derived through the technology. Information technology has also improved the efficiency and robustness of business processes across banking sector. India's banking sector has made rapid strides in reforming itself to the new competitive business environment. Indian banking industry is the midst of an IT revolution. Technology infrastructure has become an indispensable part of the reforms process in the banking system, with the gradual development of sophisticated instruments and innovations in market practices.

Keywords: Banking system, Technology, Trends in banking industry, Competitive business environment

Paper 57

FRAUDS IN THE BANKING INDUSTRY

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Fraud is the crime of gaining money or financial benefits by a trick or by lying. The Indian banking sector has experienced considerable growth and changes since liberalisation of economy in 1991. Though the banking industry is generally well regulated and supervised, the sector suffers from its own set of challenges when it comes to ethical practices, financial distress and corporate governance. This study endeavours to cover issues such as banking frauds and mounting credit card debt, with a detailed analysis using secondary data as well as an interview based approach, spanning across all players involved in reporting financial misconduct. The report touches upon the case of rising NPAs in the past few years across various scheduled commercial banks, especially public sector banks. The study finally proposes some recommendations to reduce future occurrence of frauds in Indian banking sector. The credibility of third parties such as auditing firms and credit rating agencies is also questioned in the study and is believed to be a significant contributor among other causes, such as oversight by banks and inadequate diligence.

Keywords: Non-performing assets, Stressed assets, Banking frauds

ANALYSIS OF MERGERS IN INDIAN BANKING INDUSTRY

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Globally mergers and acquisitions have become a major way of corporate restructuring and the financial services industry has also experienced merger waves leading to the emergence of very large banks and financial institutions. The key driving force for merger activity is severe competition among firms of the same industry which puts focus on economies of scale, cost efficiency, and profitability. A merger is expected to generate improved performance if the change in accounting-based performance is superior to the changes in the performance of comparable banks that were not involved in merger activity. An alternative approach is to analyze the merger gains in stock price performance of the bidder and the target firms around the announcement event. Here a merger is assumed to create value if the combined value of the bidder and target banks increases on the announcement of the merger and the consequent stock prices reflect potential net present value of acquiring banks.

The objective here is to present a panoramic view of merger trends in India, to ascertain the perceptions of two important stake-holders viz. shareholders and managers and to discuss dilemmas and other issues on this contemporary topic of Indian banking.

This paper analyzes some critical issues of consolidation in Indian banking with particular emphasis on the views of two important stake-holders viz. shareholders and managers. Firstly to review the trends in consolidation in global and Indian banking. Then to ascertain the shareholders' views, we conduct an event study analysis of bank stock returns which reveals that in the case of forced mergers, neither the bidder nor the target banks' shareholders have benefited.

Keywords: Corporate restructuring, Financial services industry, Cost efficiency.

HEALTHCARE INDUSTRY

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Simulation is a technique not a technology to replace or amplify real experiences with guided experiences that evoke or replicate substantial aspects of the real world in a fully interactive manner. The diverse applications of simulation in health care can be categorised by 11 dimensions: aims and purposes of the simulation activity; unit of participation; experience level of participants; health care domain; professional discipline of participants; type of knowledge, skill, attitudes, or behaviours addressed; the simulated patient's age; technology applicable or required; site of simulation; extent of direct participation; and method of feedback used. Using simulation to improve safety will require full integration of its applications into the routine structures and practices of health care. The costs and benefits of simulation are difficult to determine, especially for the most challenging applications, where long term use may be required. Various driving forces and implementation mechanisms can be expected to propel simulation forward, including professional societies, liability insurers, health care payers, and ultimately the public. The future of simulation in health care depends on the commitment and ingenuity of the health care simulation community to see that improved patient safety using this tool becomes a reality. Careers in healthcare are very rewarding. Day in and day out, you will be working with patients and their families, helping them get through what's probably the most difficult time in their entire lives. You will help and assist them with whatever they need. They will ask for help, for reassurance that their family member will be okay, and you have their trust simply because you're there. You would contribute daily to the physical and emotional well-being of many people.

Keywords: organization, strategies, development, health care domain, participation

INDIAN AUTOMOBILE INDUSTRY

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Indian market before independence was seen as a market for imported vehicles while assembling of cars manufactured by General motors and the other brands was the order of the day. Indian automobile industry namely focused on servicing, dealership, financing and maintenance of vehicles. Later only after a decade from independence manufacturing started. India's transportation requirements were met by Indian Railways playing an important role till the 1950's. Since independence the Indian automobile industry faced several challenges and road blocks like manufacturing capability was restricted by the rule of license and could not be increased but still it lead to growth and success it has achieved today. The Indian automobile industry includes two-wheelers, trucks, cars, buses, three wheelers which play a crucial role in growth of Indian economy. India has emerged as Asia's fourth largest exporter of automobiles, behind Japan, South Korea and Thailand. The country is expected to top the world in car volumes with approximately 61 million vehicles on the nation's roads by 2050 the economic progress of these industry is indicated by the amount of goods and services produced which give the capacity for transportation and boost the sales of vehicle. There is a huge increase in automobile production with a catalyst effect by indirectly increasing the demand for a number of raw materials like steel, rubber, plastics, glasses, paints, electronics and services. The Government of India encourages foreign investment in the automobile sector and allows 100 per cent FDI under the automatic route. The Government of India aims to make automobile manufacturing the main driver of "Make in India" initiative, as it expects the passenger vehicles market to triple to 9.4 million units by 2026, as highlighted in the Auto Mission Plan (AMP) 2016-26. In the Union budget of 2015-16, the Government has announced plans to provide credit of Rs 850,000 crore (US\$127.5 billion) to farmers, which is expected to boost sales in the tractors segment. The government plans to promote eco-friendly cars in the country—i.e. CNG-based vehicles, hybrid vehicles, and electric vehicles—and also to make mandatory 5 per cent ethanol blending in petrol.

Keywords: Automobile market, manufacturers, marketing and Transmission.

Paper 61

A STUDY ON THE MAJOR THREAT TO HR - AUTOMATION ESPECIALLY IN INFORMATION TECHNOLOGY INDUSTRIES

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Information technology companies in India are in the midst of the industry's largest retrenchment drive. Most of the Information Technology companies have laid-off most of their employees. As digitization and automation become the new normal. The automation in the industries has led to layoff of most of the engineers. The newer technologies like artificial intelligence, robotic process and cloud computing help to complete the job with less manpower. In today's world there is a huge demand for latest and innovative technologies like data science, artificial intelligence and digital domain specific skills. Over the past few years, automation has gathered pace and in the coming time it replaces many jobs in the companies. The competitive advantage in favor of automation has been increasing with technological advancement reducing cost and improving the performance. Most of the companies are in favor of technologies and that help to perform the jobs more efficiently and effectively compared to human beings. The automation also helps in reducing the cost of any activity and it also helps to improve the performance of the jobs. A company can get more competitive advantage over its competitors because of the automation in the industries. The Information Technology companies use various technological equipments so that the companies aim to reduce the number of employees in the companies. The Information Technology industries were providing more employment opportunities, but the automation has played havoc with the industry and low end jobs been wiped away.

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

Paper 62

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

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In the current scenario employees play a very important role in the success of the organization. Without employees the organization cannot achieve the profitability. Now a day it is very necessary to satisfy the employees, so that they can work enthusiastically. If the organization is unable to satisfy the employees, 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 undertaken case study is emphasizing on the effects of strike on the Maruti Suzuki and its different constituencies (employees, government etc.) and will give the suggestions that how to overcome from the strike.

Keywords: Employees; Strike; profitability

AUTOMOBILE INDUSTRY IN INDIA

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The Indian auto industry is one of the largest in the world. The industry accounts for 7.1 percent of the country's gross domestic product (GDP). The two wheelers segment with 80 percent market share is the leader of the Indian automobile market owing to a growing middle class and a young population. Moreover the growing interest of the companies in exploring the rural markets further aided the growth of the sector. The overall passenger vehicle (PV) segment has 14 percent market share. Automobile professionals are responsible for all stages of vehicle repair, ensuring that roadways are filled with safe and well maintained cars, trucks and buses. India has become one of the international players in the automobile market. The four wheelers include passenger cars, multi-utility vehicles, sports utility vehicles, light, medium and heavy commercial vehicles, etc. The Automobile Industry is one of the fastest growing sectors in India. The increase in the demand for cars, and other vehicles, powered by the increase in the income is the primary growth driver of the automobile industry in India. The introduction of tailor made finance schemes, easy repayment schemes has also helped the growth of the automobile sector. Automobile majors increase profitability by selling more units. As number of units sold increases, average cost of selling an incremental unit comes down. This is because the industry has a high fixed cost component. This is the key reason why operating efficiency through increased localization of components and maximizing output per employee is of significance.

Keywords: Automobile industry, Market, Interest, Custom duty, and Maximizing output.

Paper 64

TELECOM INDUSTRY IN INDIA

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The population of India although dense in the urban areas and metros Accounts for only 30% of the populous. The teledensity figures indicate that in 2012. The overall tele density in India has reached 76.86%. The Urban tele density was 167.46% where as the rural teledensity was still at 32.52% Agriculture is the primary occupation for the majority of the 70% of the rural Indian population, but it contributes only 23% of the GDP thus need for improving productivity and efficiency. The sector is largely vulnerable to weather Uncertainties, market inefficiencies and investment related hurdles. The reach of telecom technologies to rural India can play a crucial role to improve the agricultural sector making this industry more fruitful. Inclusive growth is the need of the day, reducing the need to migrate to urban India for better monetary compensations, stemming the present growth model of economy which is largely urban dependent, pushing the outward growth of cities to allow accommodating an increasingly alarming density of populous and rendering the real estate values in urban areas to unsustainable inflated values, which are near to highest in the world. It is many decades now since the government has realised the importance of growth in telecom reaching all sections of society to prompt the overall growth in economy rather than the select urban areas. This paper is an attempt to identify the various players in the telecom sector and provide a critical analysis. The inclusive growth has today been well pronounced for select areas like minorities, women, backward classes and other such thrust areas, however the largest benefit will obviously be the penetration of the ability to communicate through the growth of telecom to the unexplored.

Keyword: Broad Band, Data, Investment, Network, Spectrum, TRAI

WORLD RETAIL SECTOR ANALYSIS

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Retailing refers to the sale of goods to the public in relatively consumable quantities or use rather than for resale. The Channels of distribution here is multiple with profit motive. Retailing is one of the most oldest market in human history. Retailers satisfy demand identified through a supply chain. Most modern retailers typically make a variety of strategic level decisions including the type of store, the market to be served, the optimal product assortment, customer service, supporting services and the store's overall market positioning. Currently, we are witnessing Online and Offline Retailing in the Market. However, current day retailing across the globe is witnessing more than ever about getting up to speed with the latest technologies to stay relevant. Economic Factors like GDP growth, population, greater disposable income, and increasing consumer spending are combining to drive the global retail market and opportunities for retail segment players. Therefore, in this study we have made an attempt to understand the major players, size of the industry and nature of environment the business operates across the borders. Post the identification of issues, we have applied appropriate analysis techniques to suggest our viewpoints and conclusions.

Keywords: Retail Sector, Shopping Industry, Retail Industry Analysis, Retailing, Selling

Paper 66

IMPACT ANALYSIS OF AI AND BIG DATA ANALYTICS ACROSS INDUSTRY SECTORS

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Information Technology Sector in India is one of the fastest growing sectors in India. According to ASSOCHAM industry body report, IT sector generated aggregated revenues of US \$160 billion in 2017, export revenue of US \$99 billion and domestic revenue of \$48 billion. IT sector can broadly classify in two categories - the business process outsourcing (BPO) and the Service sector. The BPO sector is also popularly called the ITeS (Information Technology Enabled Service) sector. The market leader in India is TCS accounting for about 10.4% of India's total IT & ITeS sector revenue in FY16. Indian IT companies are spread all over the world with nearly 1000 global delivery centres in over 200 cities. The Global outlook on the Indian IT industry has changed tremendously over time with Major IT bigwigs like Dell, Microsoft etc setting up offshore delivery and innovation centres in India. There has been a dramatic revolution in the IT sector with Automation, Big data and Artificial Intelligence stepping in. The level of specialized IT skill sets demand is on the rise. The present availability is only 5% of the required skill level. The current situation is grim leading to heavy job losses. This study is an analysis of the impact of such a trend of building up of automation and the current revolution in the world of artificial Intelligence (AI). The Primary aim of this study is to analyse the impact of the emerging trends in the IT Industry on different industry sectors with major focus on AI and Big Data. Use case analysis of AI and Big data across the industry verticals as well the job impact has been studied. The emerging trend growth has had both positive and negative effects with the negative effect of automation leading to job losses and lack of specialised skill set requirements.

Keywords: IT Industry, AI, Big Data, Data Analytics, Robotics, Cognitive Technology, Telecom, Banking, Energy, FMCG, Fraud analytics, Customer analytics, Social Media, IoT, Cloud computing, Data Science.



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EMERGING AREAS OF IT APPLICATIONS IN MANAGEMENT, EDUCATION AND SOCIAL SCIENCES

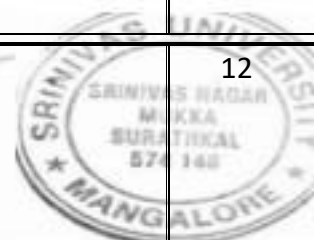
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Paper 1

Digital Economy – will it solve the corruption problems in India?

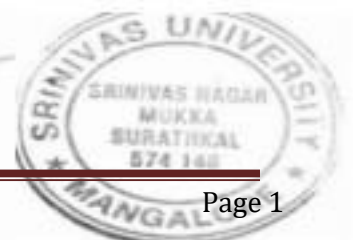
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Digital economy is a concept of doing every financial transaction in digital format using online internet-based services. In digital economy, both micro transactions and macro transactions are carried out using intangible money as resource. The ICCT being general purpose technology supporting digitization of economy of entire world through its underlying technologies like artificial intelligence (AI), machine learning (ML), Cloud computing, Data analytics, Digital business & marketing, Internet of Things (IoT), 3D printing etc. Along with the global economy which is now transforming into a digital economy, Indian economy is also all set in making its footprint in the digital economy space. Digital economy, also known as internet economy boosting a new productive platform towards third industrial revolution expected to create new growth opportunities in every industrial sector. This will also be expected to improve job opportunities and most importantly, corruption and illegal money laundering problems leading to control of black money in the country. Digital economy supports legal business, fully accounted money transactions, and control tax frauds from business firms. In this paper we have discussed how secured digital economy can boost the growth of the country by controlling illegal business, fraud business transactions, and unaccounted money accumulation. The paper also discusses how the universalization of digital transactions in both public and private sector minimizes the corruptions in the country to support the country's balanced growth and to create Citizen surplus.


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Paper 2

An Interospective Approach to Internet Banking

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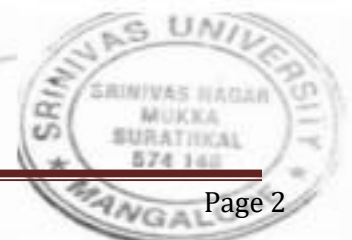
The Indian banking system is seeing a fabulous change in the quality of service provided by them. Technology is the root of this change, which is implemented by the banks to win more business from customers. Almost all the private sector banks are moving towards e-enabling their existing products. HDFC Bank and ICICI Bank have taken a lead in introducing e-banking in India. Internet banking starts from migrating existing products to the net. This started initially with simple functions such as getting information about interest rates, checking account balances and computing loan eligibility.

Online payment systems provided by payment service providers are bringing new levels of convenience to companies looking to accept electronic payments. When organizations can accept methods of payment such as credit and debit cards, it frees them to concentrate on their business. E-commerce, with the integration of the internet, supports technologies that improve electronic data interchanges, mobile technology, online transaction processing, automated data collection, electronic funds transfers, internet marketing, inventory management systems, and supply chain management.

This paper is an effort towards finding out the usage of Online banking system, especially Internet Banking by the customers and also finding out the various factors that hinder the growth of this facility among the users and finally to suggest various ways or avenues through which the usage of Internet banking to be improved.



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Paper 3

A Study on Mergers and Acquisitions in the Indian Scenario

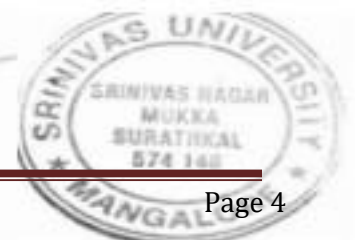
Meghana Salins, Sujaya H., P. S. Aithal

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The process of mergers and acquisitions has gained substantial importance in today's corporate world. This process is extensively used for restructuring the business organizations. In India, the concept of mergers and acquisitions was initiated by the government bodies. Some well-known financial organizations also took the necessary initiatives to restructure the corporate sector of India by adopting the mergers and acquisitions policies. The Indian economic reform since 1991 has opened up a whole lot of challenges both in the domestic and international spheres. The increased competition in the global market has prompted the Indian companies to go for mergers and acquisitions as an important strategic choice. The trends of mergers and acquisitions in India have changed over the years. The immediate effects of the mergers and acquisitions have also been diverse across the various sectors of the Indian economy. Till recent past, the incidence of Indian entrepreneurs acquiring foreign enterprises was not so common. The situation has undergone a sea change in the last couple of years. Acquisition of foreign companies by the Indian businesses has been the latest trend in the Indian corporate sector. The Indian IT and ITES sectors have already proved their potential in the global market. The other Indian sectors are also following the same trend. The increased participation of the Indian companies in the global corporate sector has further facilitated the merger and acquisition activities in India. The various factors that played their parts in facilitating the mergers and acquisitions in India are favorable government policies, buoyancy in economy, additional liquidity in the corporate sector, and dynamic attitudes of the Indian entrepreneurs are the key factors behind the changing trends of mergers and acquisitions in India. Even though mergers and acquisitions (M&A) have been an important element of corporate strategy all over the globe for several decades, research on M&As has not been able to provide conclusive evidence on whether they enhance efficiency or destroy wealth. There is thus an ongoing global debate on the effects of M&As on firms. This article seeks to explore the trends and progress in M&As India.



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Paper 4

Challenges and Opportunities of Big Data in E-Commerce

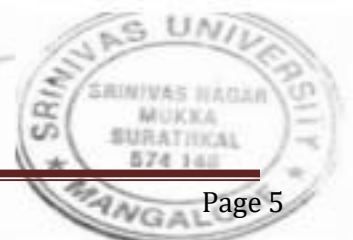
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It is a fact that Big Data has drawn huge attention in the field of information sciences, policy and decision makers in governments and enterprises. The speed at which information is gathered is growing at an exponential rate. On the one hand, Big Data is extremely valuable to produce productivity in businesses and evolutionary breakthroughs in scientific disciplines, which give us a lot of opportunities to make great progresses in many fields. There is no doubt that the future competitions in business productivity and technologies will surely converge into the Big Data explorations. On the other hand, Big Data also arises with many challenges, such as difficulties in data capture, data storage, data analysis and data visualization. This paper is aimed to demonstrate an overview of Big data. This includes applications of big data, the opportunities and challenges faced by big data and the technologies currently adopted to deal with big data problems. This paper also focuses on the impact of big data in the ecommerce industry. The paper also throws insight into the various technologies to handle big data like cloud computing, parallel computing, distributed computing and in-memory computing.


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Paper 5

How Universal Technologies can Solve Industrial & Social Problems

Dr. P. S. Aithal¹ & Dr. Shubhrajyotsna Aithal²

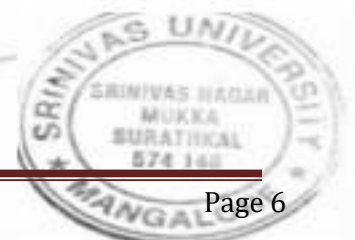
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Technology is used in many ways to solve many complicated challenges in the society. Certain technologies have grown and expanded their branches to many areas and sectors of practice in such a way that they have been designated as General-Purpose Technologies (GPT). Out of many GPT's, two GPT's of 21st century are further developed and all set to solve future problems of the human society. They are Information Communication and Computation Technology (ICCT) and Nanotechnology (NT). These two technologies are getting further importance in future days and are considered as Universal technologies due to their abilities in solving many problems in the society. In this paper, we have made an attempt to investigate how these two technologies can contribute to solve the problems of common man related to both fundamental requirements and problems related to comfortability. This include solutions for nutritious food, potable drinking water for drinking & irrigation, strong and cheaper materials for shelter, low cost renewable energy, low cost & efficient transportation facilities, and solutions to all health-related diseases etc. This also include some of the advanced solutions like automation of industrial processes and all production activities by machines using artificial intelligence, machine learning & robotic technologies, Recreation and enjoyment using virtual reality technology etc.


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Paper 6

Study on Stress Management among the Non-technical Employees: A case study of Arvind Motors Private Limited, Mangaluru

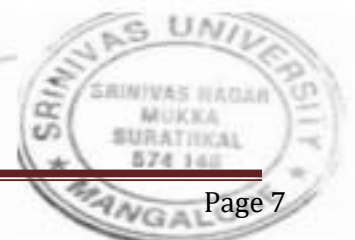
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Stress is an emotional and physical reaction to change. Stress is highly individualistic in nature. Some people have high tolerance for stress and thrive well in face of several stressors in the environment. Job stress is very harmful that occur when the job requirement will not match with the capabilities, resource, or needs of the worker. Job stress matters to our health and our work. When we feel stressed, our bodies respond by raising the concentration of stress hormones in our blood. When our bodies continually respond to constant demands or threats, coping mechanisms stay in overdrive, which can be damaging to health over time. Research shows that excessive job stress can lead to many long-term health problems, including cardiovascular disease, diabetes, weakened immune function, high blood pressure, musculoskeletal disorders, substance abuse, depression and anxiety. Stress affects employees at all levels and types of jobs. The non-technical employees in various industries are struggling with lot of stress issues during their work life. It is causing various problems in the industries such as lack of positive relation with the employers, less productivity, conflicts, work pressure, deadlines etc. along with that the employees who are stressed are suffering from various physical as well as mental issues which directly impact their work life and their productivity in the organization. The researcher aims to analyze the above problems of the non-technical employees in the Arvind Motors Private Limited, Mangaluru and to find out stress management strategies, so that it helps the employees to lead a better life and it will improve their efficiency to positively contribute to the growth of the industry they are working with.


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Paper 7

Patent Analysis on Nanotechnology based Photovoltaic Cells

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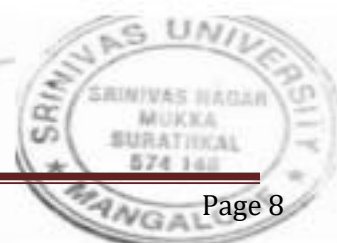
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Patent analysis is a new research method proposed by us in order to interpret the newly filed and accepted patents in any field using a systematic approach. Solar energy is most abundantly available renewable energy on the surface of the earth for human usage and the efficient conversion of solar energy into electrical energy for various useful applications is considered as challenge since many years. Though many types of photovoltaic cells and panels are available in practice, it is found that nanotechnology based solar panels can give multi-fold increased efficiency through their optimum material properties. Many researches in this regard is going on in research laboratories of various countries and many patents are filed and accepted in many country patent offices. In this paper, we have analysed a patent on “Photovoltaic cell using stable Cu₂O nanocrystals and conductive polymers” using ABCDEF framework.



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Paper 8

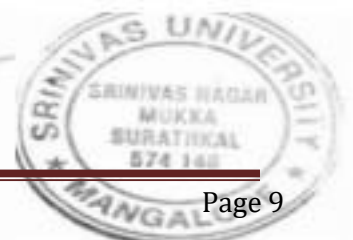
Influence of Health and Environmental Consciousness on Attitude and Purchase Intention of Customers on Agricultural Organic Products

Sujaya H.

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The main objective of this paper is to assess the factors that influence consumers' attitude and purchase intention towards agricultural organic products in India. The study used both primary and secondary data to assess the factors that influence consumer's attitude and purchase intention towards agricultural organic products. The primary data was obtained through a well-structured questionnaire. The secondary data on the other hand, was obtained from other existing literatures, thesis, journals and the internet. The scope of this work is limited to the household people in and around Mangalore city. People who purchase organic agricultural products from shopping mall are taken in to consideration in the survey. The sample design chosen for the selection of agriculture organic products consumer is non-probability sampling. The nature of sample design is purposive sampling. This is because the survey instrument was given to individuals who buy agriculture organic products more than one year. Therefore, the sample design adopted for the study is a case of non-probability purposive sampling. The sample size of this study was 186 agricultural organic products consumers.


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Paper 9

Past, Present, & Future of Decision Support Systems: A review on Information System Revolution

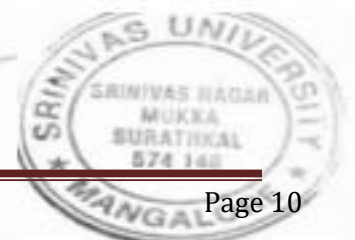
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Information systems are used in decision making since several centuries by decision makers to improve the quality of the decisions. Information systems are useful in creating right information in right time to make right decisions by managers for organizational sustainability. Information systems became part and parcel of every organization in digital and global economy due to the fact that managers can get optimum information in time to make optimum decisions to face competitions effectively. The advents in business enabling technologies and their abilities to support huge amount of data, it is essential to use such complexity technologies in information systems to handle critical problems. Many types of information systems are developed using different technologies to make effective decisions during last few centuries in the form of information system generations. In this paper we have discussed and analysed various generations of information systems based on various technologies to highlight the past and present systems for decision making. The paper also contains some of the future technologies, models and strategies to be used in the development of future decision support systems to automate the human decisions completely.


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Paper 10

A study on Scholastic backwardness in adolescents in Mangalore

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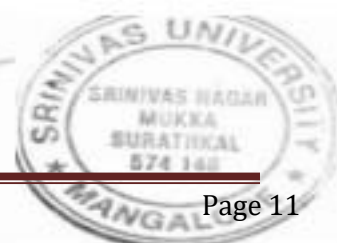
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The teenage or adolescent age is an important period in everyone's life, where character, habits and future lifestyles are developed. It is a period where the influence of peer is more than the influence of adults, parents and teachers and teenagers like to withdraw themselves from parental limitations. Further, this period is characterised by the introducing physical and emotional related behaviours like attraction towards opposite sex. When a child enters to the adolescent period, they experience hormonal variations in their body, physical and psychological change, seeking a social identity, a special consideration him or herself on the bases of gender. This age also influence the teenager to be more conscious about their physical appearance such as dressing, beauty and making them so attractive. Also due to the production of sexual hormones in their body they naturally get attracted by their peers who belong to the opposite sex. Even though it is the normal process, teenagers consider such attraction as love. They get influence by the multiple corners of society such as social media, peers and family. Modernized parental-ship adding to this and they easily influenced by the external world and slowly withdraw them self from the family. This influence is one of the risky factors to adolescent cause the negative impact to become scholastically backward. This research paper's aim is to explore A Scholastic backwardness in adolescents in Mangalore. And the objectives are to know the various reasons in adolescents for scholastic backwardness and the influence of love and affection towards opposite sex, and its impact on their education. Total 50 students are selected for the study out of which 20 are from high school, and 30 PUC students. 25 girls and 25 boys were taken and interview schedule is used. Both the primary and secondary data are used and the study is descriptive in nature.



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Paper 11

An Analysis on various research agendas of Information Communication & Computation Technology

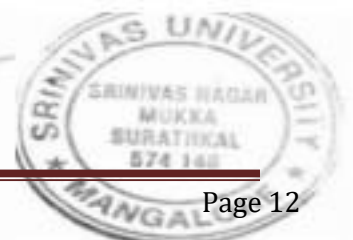
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This paper identifies and discuss the various potential research agendas which have future interest in either growth of technology, or business opportunities. Some of the identified fields under information communication and computation technologies with specific requirements include Optical communication, Wireless communication, Quantum computation, Photonics, Optical computation, Internet, Internet of Things, Big data and analytics, Mobile communication & computation, Artificial intelligence, Cloud computing, Digital marketing, Digital money, 3D printing of products, and Virtual reality. The scope of each area is discussed along with possible research breakthroughs and the recent contributions from different top universities and research labs from different parts of the world are also reviewed.


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Paper 12

A Study on Alcohol Addiction and Its Effects on Adolescence

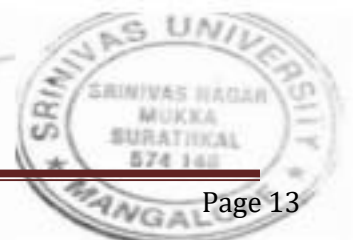
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Alcoholism is a condition in which an individual loses control over his alcohol intake in that he is constantly unable to refrain from drinking once he begins. Alcoholism is one among the major social problem that our nation faces and it is a major block to the development. It is not merely a health hazard but a family problem and a menace to development. Thousands of families suffer out of this social evil which not only spoil the individual and family peace but also affects the society as a whole by wasting the human and material resources. Adolescence is a transition time when the body is undergoing many significant changes, such as hormonal alterations and brain development. It is also a time when young people start to associate more with friends and associates beyond their childhood contacts. They feel an increased pressure to fit in or go along with the crowd in order to be accepted socially. These new circumstances can be confusing and difficult for the youth to understand and deal with. Often their ability to make correct or safe decisions is also at a stage of immaturity. The main aim of this study is to find out the use of alcohol prevalence among youth and its effect on them. And the objectives are; (i) To find out the socio demographic profile of the respondents. (ii) To know the factors leading to alcohol use and their knowledge regarding the effects of alcoholism. Five colleges have been selected with 10 each students total 50 students. Researcher used Simple Random sampling method for collecting the data. Researcher used Descriptive research Design.


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Paper 13

ICT impact on BOP Market in India

Keerthan Raj,¹ & P. S. Aithal²

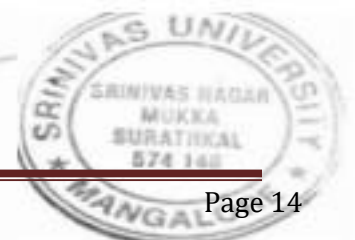
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The Indian economy is growing at a spectacular growth rate and is one of the fastest growing economies of the World. It is expected to be one of the very few countries which is going to touch its projected rate of GDP growth. ICT has been a major precursor of growth in the poverty alleviation strategies of many countries and more so in India. From a marketing perspective, a digitized consumer offers enormous opportunities“in enterprises“ efforts to grow substantially. The government on its part has been deploying several ICT initiatives in the field of healthcare and education for the benefit of the masses. With the high levels of ICT penetration enterprises can utilise SMAC (social media, mobility, analytics and cloud) technologies to achieve business goals. This paper studies the various components of ICT and its impact on creating a platform for sustainable growth in BOP market in India.



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Paper 14

A Machine Learning Framework to Predict the Contagious Disease from Social Media

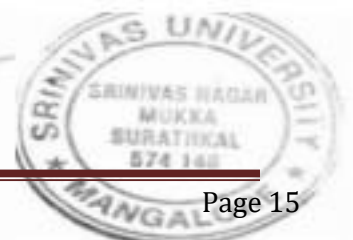
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The epidemic diseases which have the potential to wipe out the entire population had become the most threatening disease for the 21st century. With the emerging growth in the field of healthcare, a significant development can be made for predicting the diseases using machine learning techniques. For predicting the behaviour of such system in some unobserved situation or to understand the previous behaviour of a particular region, we can frame a predictive model using machine learning techniques. An Immense amount of data about the users can be obtained from social networking sites. More the one billion members belonging to various social sites such as Facebook, Twitter etc. These will include the similar platforms like weblogs, discussion forums etc., where the user will usually discuss their opinions. The personal data and the hashtags can be retried and classified using machine learning algorithms to predict the possibility of spreading diseases in a particular area. Multiple self-learning systems using machine learning algorithms such as Decision tree, Support Vector machine, and Logistic regression models can be used for better classification and prediction, which will also aid the doctors for better and easier diagnosis.


REGISTRAR



Paper 15

Patent Analysis of Evaporated Fuel Processing Apparatus

Dr. P. S. Aithal¹ & Dr. Shubhrajyotsna Aithal²

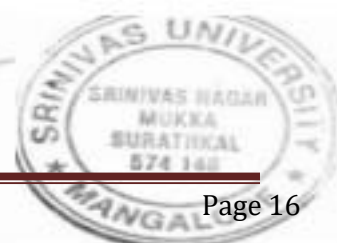
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Patent analysis is a method in research methodology for analysing a patent granted on a new product or new process or new system by using a suitable framework to analyse technology/process. A patent is a legal document granted by a country government to give an exclusive right to an inventor to make, use, and sell the invented item for a specified number of years. The patent right granted for an inventor prevents any others from making, using, selling, importing the invention without his/her permission. Systematic patent analysis is a new field untapped but provides new knowledge and new interpretations and hence is assumed as a gold mine for scholarly researchers. Recently a systematic procedure of patent analysis is developed by our team and named it as ABCDEF analysis framework. In this paper, we have used this framework to analyse a very useful patent on an apparatus developed and patented by Naoya Takagi and Yoshihiko Hyodo of Toyota Motor Corporation during 07/06/2002 on a new product called Evaporated Fuel Processing Apparatus. The analysis contains the description on the new apparatus, number of claims by the inventors, number of citations the patent contains, and the number of times the patent under consideration is cited by many other patents etc.


REGISTRAR



Paper 16

Optimization of DFA Based Pattern Matching in Lexical Analysis of Compiler Construction

Vaikunth Pai T.

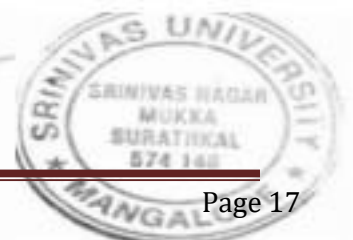
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A compiler is a program that reads a program written in one language - the source language and translates it into an equivalent program in another language - the target language. As an important part of this translation process, the compiler reports to its user the presence of errors in the source program. Conceptually, a compiler operates in phases, each of which transforms the source program from one representation to another. A phase is an independent task in the compilation process, which transforms the source program from one representation to another.

The process of compilation starts with the first phase called lexical analysis. In this phase the input is scanned completely in order to identify the tokens. The token structures are recognized with the help of some diagrams. These diagrams are known as finite automata and to construct finite automata, regular expressions are used. These diagrams can be translated into a program for identifying tokens. The first goal of this research is to implement and optimize pattern matchers constructed from regular expressions for lexical phase of the compilation process. It will be suitable for inclusion in a Lex compiler because it constructs a DFA directly from a regular expression, without constructing an intermediate NFA along the way. The second goal of this research is to minimize the number of states of any DFA, so it can be used to reduce the size of a DFA-based pattern matcher.


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Paper 17

Comparative study of Research & Technology Development Strategy of Global Microprocessor Manufactures Intel & AMD

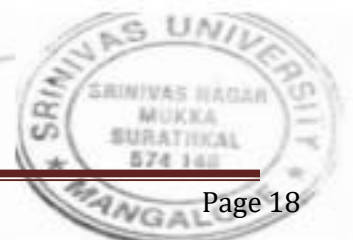
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Two international companies called Intel and AMD are competing heavily in high speed microprocessor manufacturing industry, both headquartered at California and sharing 80% of the global microprocessor market. Though both companies produce almost same quality and comparable microprocessors, the price of AMD processors are always a bit low compare to similar Intel processors. In this paper we have Compared the Research & Technology Development Strategy of these two Global Microprocessor Manufactures Intel and AMD in terms of their struggle to achieve monopoly through their blue ocean strategy framework. The paper also contains the qualitative analysis of these companies in terms of their Advantages, Benefits, Constraints, and Disadvantages. Further the discussion is focused on the monopoly strategy of both companies against each other.


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Paper 18

A Study on Application of IT in Port Management With reference to major Ports in the Indian sub-continent

Subrhmonya G. S.

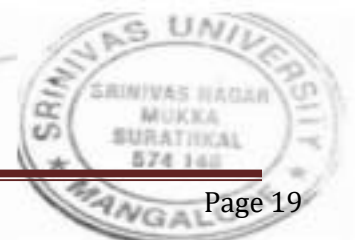
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Ports across the world are getting modernized owing to the fast changes in IT and communication technologies. In order to face intra-port competition, it is essential that ports should arm itself with the latest IT devices and software and offer the best service to the port users. There are 12 major Ports in India as of today, who are exposed to this phenomenon. These ports have to adopt the latest applications in IT. Based on the estimates produced by the US Government, the global free market of information technology and telecommunications via Internet is doubling every 100 days by individuals and businesses (Phillips, 1999). Port management is also on the IT radar. India's first Container Digital Exchange (CODEX) has automated the container movement at Tuticorin Port, Tamilnadu. The CODEX platform will electronically connect CFS/ICDs, Transporters, port authority, customs, port terminal operators and security forces (Central Industrial Security Force-CISF). This study aims at finding out the various measures adopted by the Port authorities at these major India ports to tackle competition and at the same time ensure its survival in the rapidly changing technology-driven world of management. It has analysed the progress of the application of IT in these major ports in India and how the Port Management has become more efficient and professional with the advances in IT and communications technology. The study concludes that the pace of introduction of IT still remains much to be desired in comparison with major ports across the world. It has adduced reasons for the tardiness such as the threat of obsolescence of IT due to its dynamic nature, the cost factor and the ownership pattern of many of the major ports.



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Paper 19

A Case study on Business Promotion Strategy of Top ERP Vendors in India

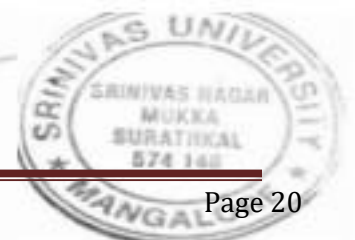
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Enterprise Resource Planning software integrates various business management functional modules using user friendly technology. The ERP solution is such a system that can combine all the functions of a business, such as inventory management, warehouse management, manufacturing, distribution, invoice tracking, accounting, sales module, production planning, purchase management, customer support service, finance, HR, supply chain management, logistics, software, customer relationship management (CRM), etc. on to a single framework and thereby enabling business owners to take balanced and informed decisions for the future. ERP software has now become extremely important as it is impossible for the humans to keep a record of everything manually. ERP software will help to Increased operational efficiency in organizations, Improved customer satisfaction, enables better decision making and forecasting, provides support for business growth, Scalable and flexible solutions providing for future changes, Better tracking of inventory, Provides a centralized framework for all business processes. These are many top ERP vendors in India including SAP ERP, Microsoft, Netsuite, Oracle, Infor, Epicor, IFS, and Tally.

In this paper, we have identified and compared the business promotion strategy of the above top ERP companies by evaluating their product specifications, customer base, customer support, cost, and updating the technology frequently.


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Paper 20

New Software Development Methodology for Student of Java Programming Language

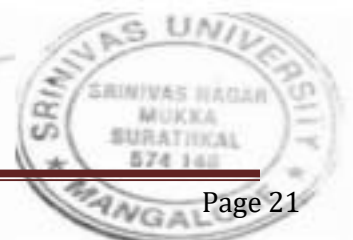
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This paper includes designed the new development structure of java for students. Including with the future of the java programming language. Java is a purely object-oriented programming language. Here, it contains some basic and advanced features of java, including garbage collection, multithreading and application programming interface. While java was consistently described as an excellent language for teaching the object-oriented paradigm, the environments available are regularly identified as a significant source of problems. These may be divided into 2 areas. The environments are designed for professional programmers. They are too complex and have a steep learning curve. Thus valuable teaching time is spent teaching the students how to use the environments and this detracts from the principles of programming. Most of the existing environments fail to fully adopt the object-oriented paradigm.


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Paper 21

Advents in Information Communication & Computation Technology and their implications on Future Universities

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The objective of this paper is to imagine the possible changes in University system and higher education model to be imparted in future universities using advents in Information Communication and Computation Technology. The paper contains the changes expected in higher education model offered by the universities in a chronological order in a fifty years time frame using a new systematic data analysis model called predictive analysis. Predictive modelling is a process that uses data mining and probability to forecast outcomes. Each model is made up of a number of predictors, which are variables that are likely to influence future results.



Paper 22

Talent management strategies in the IT sector

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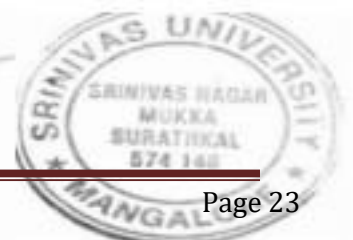
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IT sector is a booming sector and every company wants to succeed in capturing the market and maximizing the profit. With the changes in technology and increase in globalization the world has become a village which leads to high competition and complexity in performance of work.

As companies are not only competing with domestic companies but with companies all over the world, this is when innovation is needed in a company. How can a company be different from others? Innovation can only be achieved when there are talented human resource and good H R practices in the company. The role of HR is undergoing a drastic change .Today HR needs to integrate with the business statergies.Talent management will impact the organization and systems. Talent management is a fast forward looking activity .It needs to focus on the changes the organization looks forward .Talent management involves a host of activities like workforce planning, recruitment ,selection ,training and development ,compensation management Innovation in companies is through talented minds in the company. Company has to acquire, develop and retain these people. This paper is a case study of the Tata Group of companies. Secondary data is used to identify how the TATA group manages to retain the best talented workforce .The HRM practices of the TATA group is understood in depth and a linkage between HR practices and talented employees is drawn. This paper is developed to get insights of how the TATA group manages and retains its best talent.


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Paper 23

How a small invention during 1947 revolutionized the Technology & Society – The case of Semiconductor Transistor

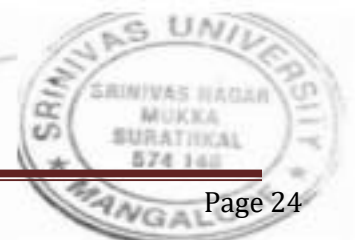
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The semiconductor transistor is invented as a component of electronic systems during 1947 by John Bardeen, William B. Shockley, and Walter H. Brattain of Bell Telephone Laboratories, USA. John Bardeen shared the 1956 Nobel Prize for Physics with William B. Shockley and Walter H. Brattain for their joint invention of the transistor. The semiconductor transistor invention was definitely the most important invention of the 20th Century, and the story behind the invention was one of clashing egos and top-secret research. The semiconducting transistors in their different form including their ability to transform in integrated circuit form became basic building blocks for information communication and computation technologies. This newly invented electronic component made contributions to the development of Radio, Television, Computers, and every other electronic device used in any application in the society. The need, challenges, and the success story of developing such a magnificent device which has changed the lifestyle and experience of human beings of 21st century society are discussed and analysed in this paper as a case study.


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Paper 24

Legal and Policy Framework on Cyber Security to Combat Cyber Crimes in India

Pradeep M. D.

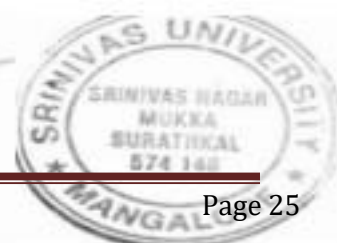
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The Modern world is driven through Technology. Advanced usage of technology has facilitated for the commission of Cybercrimes creating fear among the internet users. The advanced Information Technology has broadened the sphere of communication by providing Borderless and Transnational Cyber Space. Any Criminal activity committed for monetary and non monetary benefits over the internet becomes Cyber Crimes. Cyber offenders indulge in the misuse of confidential information for committing illegal activities. The most prominent offences in this regard are stalking, hacking, phishing, online frauds, identity thefts, distributing viruses etc. This type of crimes results in causing damage to personal identity, fraud, forgery, threat, monetary losses etc. Cyber crimes are new classes of crimes rapidly growing due to the extensive use of internet and Information Technology enabled services. Through the Information Technologies (Amendment) Act, 2008, government tried to bring beneficial changes to ensure maximum Cyber Security in the country. Cybercrimes cause severe damages in the developing countries which are driving towards cashless economy. Compared to traditional crimes, Cybercrimes are new forms of offences which require special regulations. Combating Cyber violations has become the prime consideration for the Criminal Justice Administration System of developing economies. The laws dealing with Cybercrimes becomes inappropriate to deal with new offences committed by using new technologies. There is a need for Universal Criminalization of Cyber Offences supported by International laws and treaties. This paper describes about Cybercrimes, governing laws and policies, combating cyber crimes, international efforts and suggests measures for cyber security.



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Paper 25

How lucrative & challenging the boundaryless opportunities for Data Scientists?

Dr. P. S. Aithal & Dr. Krishna Prasad

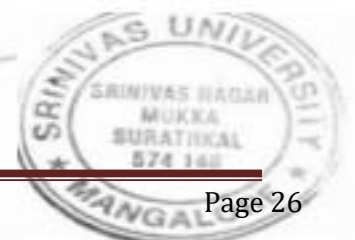
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The data scientist is a new profession which is considered as a key profession in the world of technologies and is one of the best paid job. Data scientist is a person who has developed expertise in the mathematical modelling and statistics that dominates the programming and its different languages, computer science and analytics. Data science comprises of data gathering, data warehousing, data analysis, data mining, online analytical processing, artificial intelligence, machine learning, and decision science for Predictive and prescriptive analytics for supporting managers for future decision process in a hectic competitive environment. Due to globalization and ICCT supported automation of many business processes, big data supported data science importance in many industries and hence Data scientists are also getting huge demand. Since the data scientists can be real change-makers within an organization, offering insight that can illuminate the company's trajectory toward its ultimate business goals they have great demand in industries. Data scientists are integral to supporting both leaders and developers in creating better products and paradigms. And as their role in big business becomes more and more important, they are in increasingly short supply.

The demand for data scientists is increasing so quickly, that McKinsey predicts that by 2018, there will be a 50 percent gap in the supply of data scientists versus demand. In this paper, we have analysed the continued opportunities for data scientists for 21st century business and how lucrative and challenging is their job based on opportunities and challenges framework.



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Paper 26

A study on Social inclusion through E-Governance in India

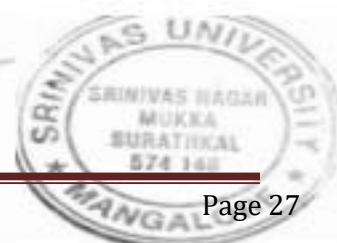
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E-Governance is very essential mantra for social development in India. There is a need of social inclusion of marginalized sections, poor peoples and social deprived communities. Most the sections are kept away from assessing of many government services like ration card services, aadhar services, administrative services, news and subsidies etc. A sophisticated theory of social welfare identifies the human good in terms of individual utility and development impact of e-governance initiatives in India. Here noted point is that the peoples are unaware about the service available and utilizing those services. On this issue the study has been conducted how E-Governance plays an important role in social inclusion of marginalized sections. E-Governance is easy and most convenient way of getting services from government and non-government authorities.


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Paper 27

Marketing Strategies of Indian Pharmaceutical Industry

Architha Aithal & Dr. P. S. Aithal

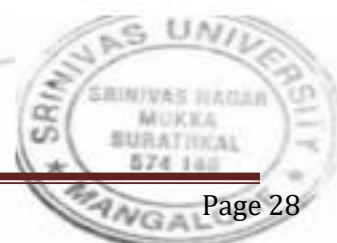
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India is the largest provider of generic drugs globally. Indian pharmaceutical sector industry supplies over 50 per cent of global demand for various vaccines, 40 per cent of generic demand in the US and 25 per cent of all medicine in UK. India enjoys an important position in the global pharmaceuticals sector. The country also has a large pool of scientists and engineers who have the potential to steer the industry ahead to an even higher level. Presently over 80 per cent of the antiretroviral drugs used globally to combat AIDS (Acquired Immune Deficiency Syndrome) are supplied by Indian pharmaceutical firms. Indian pharmaceutical market grew 5.5 per cent in CY2017 in terms of moving annual turnover. In March 2018, the market grew at 9.5 per cent year-on-year with sales of Rs 10,029 crore (US\$ 1.56 billion). By 2020, India is likely to be among the top three pharmaceutical markets by incremental growth and 6th largest market globally in absolute size. The objective of this paper is to study how growth and marketing strategies of Indian Pharmaceutical Industry contributed its growth during recent years and how the improvement in medical infrastructure, increase in the penetration of health insurance, and government policies in the country which are influenced or likely influence the growth of pharmaceuticals sector.



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Paper 28

E-Placement Training Curriculum Development : A Rough Draft

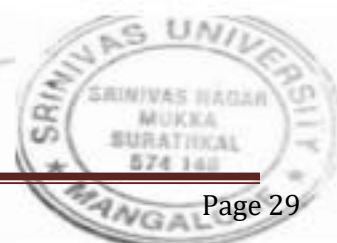
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Conducting professional training of placement assistance seeking students at campus is one of the foremost aims for a Training & Placement Department in an Institution. Considering the nature of skillsets demanded in today's technology driven job/employment markets as well as at E-HRM powered online e-campus interview processes for students, the need for possessing a fully-fledged comprehensive training plan at institution side is becoming far more essential. Therefore, with a view to device a solution for meeting this training need, an honest attempt is made here in this study to draft a robust training syllabus covering all aspects of industry expectations. The industry expectations in the e-placement training draft related to student skill procurement through the concepts of Online or E-Recruiting as an intended outcome is explored. Also, an implementation methodology or guide to institutions in devising the developed curriculum in their pedagogy is also determined to be thought here in this research paper.


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Paper 29

Fingerprint Matching Algorithms: A review of State of the Art Techniques

Dr. Krishna Prasad K.

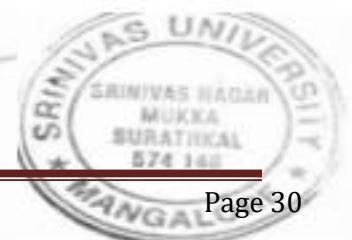
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Biometric identification or verification system is checking and setting up the identity of an individual through physiological components or behavioral qualities. Even though biometric technologies differ in complexities, capacities and performance parameters, still all offer a few regular or similar components like biometric sensor module, feature extractor module, a matching module, decision-making module and system database. Fingerprint identification is one of the most important biometric technologies compared to other biometrics due to its popularity and widely available technologies. Fingerprint matching refers to deciding the similarity among given fingerprint snapshots. The alternative of the matching algorithm relies upon on which fingerprint image or fingerprint template is getting used. Typically, a matching set of rules first tries to get better enhancement, noise filtering, rotation and bending parameters between the specified image sets and then decides the likeness or equalities between the images. Fingerprint matching is taken into consideration a challenging problem due to the noise in the fingerprint image, massive intra-magnificence variant and small interclass variations between different impressions of the similar finger. In literature existing matching algorithms are primarily grouped into five categories as Minutiae Based Matching, Non-minutiae Based Matching, Correlation-Based Matching, Ridge Feature Based Matching, and Hybrid Methods. In this paper a true attempt is made to find all available literature review of fingerprint Matching Algorithms. This paper also compares and analyzes different methods or techniques of fingerprint matching algorithm. This paper could play an active and supportive role in real research of fingerprint matching algorithms. This paper could also play a supportive role for research scholars in biometric recognition work.



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Paper 30

ABCD analysis of newly emerging Organ-on-Chip Technology

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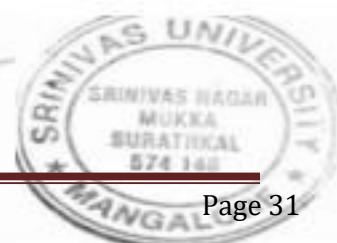
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An **organ-on-a-chip (OOC)** is a multi-channel 3-D microfluidic cell culture chip that simulates the activities, mechanics, and physiological response of entire organs and organ systems, and acts like a type of artificial organ used for drug development and testing. It is expected that in future days such chips will abolish the need for animals in drug development and toxin testing. Organs that have been simulated by microfluidic devices include the heart, the lung, kidney, artery, bone, cartilage, skin and many more. Researchers are also working towards building a multi-channel 3D microfluidic cell culture system that compartmentalizes microenvironments in which 3D cellular aggregates are cultured to mimic multiple organs in the body. Most organ-on-a-chip models today only culture one cell type, so even though they may be valid models for studying whole organ functions, the systemic effect of a drug on the human body is yet to be verified. In the early phase of drug development, animal models were the only way of obtaining in vivo data that would predict the human pharmacokinetic responses. However, experiments on animals are lengthy, expensive and controversial. Therefore, mimicking a human's physiological responses in an in vitro model needs to be made more affordable, and needs to offer cellular level control in biological experiments: biomimetic microfluidic systems could replace animal testing. The development of MEMS-based biochips that reproduce complex organ-level pathological responses could revolutionize many fields, including toxicology and the developmental process of pharmaceuticals and cosmetics that rely on animal testing and clinical trials. In this paper, we made an attempt to analyse organ-on-a-chip using ABCD analysing framework for clinical trial for discovering an effective drug in medical field.



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Paper 31

Issues and Challenges in Achieving High Performance Computation on Distributed Systems

Subrahmanya Bhat B.

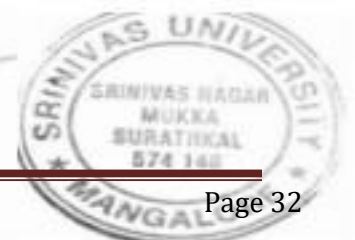
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Distributed Computing System is a computational setup having several autonomous systems connected each other and working together, on a common application. Since each of the systems having their own resources like Memory, Storage and Clock, a smooth coordination is required in getting any task executed, using both local and remote resources. High Performance Computation(HPC) is a term given for getting any task executed within limited constraints. In other words, if the task is executed within a limited set of resources as well as limited time, it can be considered as HPC. Various approaches have been done in getting HPC with in a given computing system both in Hardware as well as Software. But with Distributed Systems, in addition to these techniques, there are some more approaches in getting the HPC. Performance of a Distributed Computing System can be enhanced further by using methods like Data Fragmentations, Data Migration and Application Migrations. This paper will discuss on these three aspects including its benefits and challenges.



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Paper 32

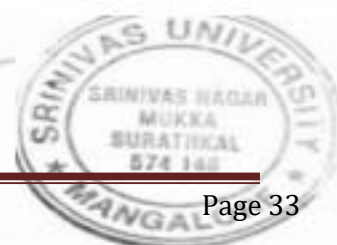
Strategies to be planned & implemented in Teaching & Learning Methodology in Student Satisfaction Survey

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NAAC (National Assessment and accreditation council) is conducting a Student Satisfaction Survey regarding Teaching – Learning and Evaluation, of service quality of the Higher Education Institutions which will help to upgrade the quality in higher education. A student will have to respond to all the questions given in systematic format with her/his sincere effort and thought. Questions vary from specific teaching skills of the teacher, to his overall approach to the educational process. Specific skills of the teacher like, subject knowledge, communication skills, class preparation, and use of ICT tools are part of the questionnaire. The overall approach of the teacher and institution with respect to providing the right environment, motivation, interpersonal relationships, feedback etc. forms the second major component of the questionnaire. Twenty of the twenty one questions are objective in nature, while one question is open ended to elicit observations and suggestions for improvements providing an opportunity to the student to give suggestions and criticisms in their own words. In this paper, we have analysed each question and suggested the strategy the college and teachers to be implemented to get best scores which is based on proper planning and implementation. It is also discussed how the psychological aspects of the students and teachers can be taken care during the study period in order to get best possible favourable results in this student satisfaction survey.


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Paper 33

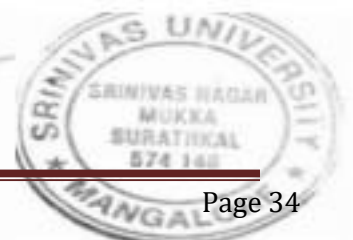
Research on HTML5 in Web Development

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HTML5 is everywhere these days. HTML5 is the new and elegant standard for HTML that provides web users and developers enhanced functionality. The older versions of HTML, HTML 4.01, which came in 1999, and the web development have changed notably since then. HTML 4, XHTML, CSS and the HTML DOM Level 2 are now replaced with HTML5. It was brought to deliver rich content without the need for additional plug-ins and proprietary technologies. The new power of HTML5 supplies the user everything from animation to graphics, music to movies, and can also be used to build complicated web applications and also supports cross-platform. HTML5 standard initiates the development of real-time collaborations in web browsers, which leads to less work for web developers.


REGISTRAR



Information Policies and Laws Emphasizing Data Protection Laws in United States: A Study

P. K. Paul¹, P. S. Aithal²

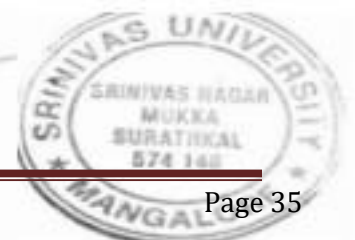
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Information privacy and data protection laws prevent the relation or misuse of information or data about particular person or organization. Europe is important to take necessary steps about information or data. Many countries and independent region of Europe, including nearly every country in Europe and many in Latin America and the Caribbean, Asia, and Africa, have now adopted comprehensive data protection laws. The United States is notable for not having adopted a comprehensive information privacy law, but rather having adopted laws in some limited areas (such as health, fare, and child). All over the world every organization has information about it. So, keep the information private from other they ride through a suitable process. Firstly, Europe and nearest countries make the information privacy and data protection law. Data protection laws interdict the disclosure or misuse of information about private persona. Over 80 countries and independent region, including nearly every country in Europe and many in Latin America and the Caribbean, Asia, and Africa, has now adopted extensive data protection laws. The United States is citable for not having adopted an extensive information privacy law but rather having adopted limited sectoral laws in some areas. These laws are based on kosher Information Practice that was the Department of Health, Education, and Welfare. The privacy laws of the United States deal with several different legal concepts.



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Paper 35

Impact of Augmented Reality Technology

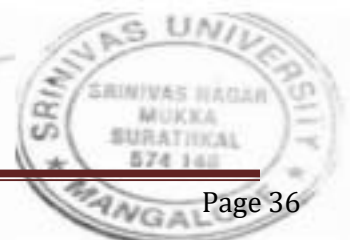
Mangesh Nayak, Shylesh Prabhu, Chaitra B. S.

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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.



REGISTRAR



Paper 36

Computer Networks and Network Technology Programs in Academics: A Study of Private Universities

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India

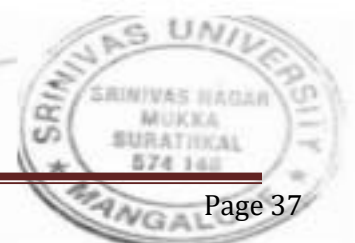
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Information Technology is an important name for the development and modernization. This is most important and valuable for the purpose of internetworking and communication development among the stakeholders. Network Technology is actually an important part of IT and Computing. Initially only Computer Science treated as a field of study and gradually other streams also have been arrived into academics viz. Computer Engineering, Computing, Computational Science, Information Technology, Informatics, Information Science, Information Systems. The rising growth of IT and Computing fields and its sub fields brought us various others viz. Web Technology, Network Technology, Multimedia Technology, Database Technology and traditional core area Software Technology. Hence Network Technology is become an important field of Computing and IT. Various universities internationally have started educational program in the field with Bachelors, Masters and even Doctoral Programs. In India also recent past large number of universities have been emerged and developed and many of these have started program in this field. This paper is a kind of study on private universities highlighting the emerging program in the field and its future potentialities in Indian context.

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Paper 37

Impact of Information Technology (IT) on Banking Sector

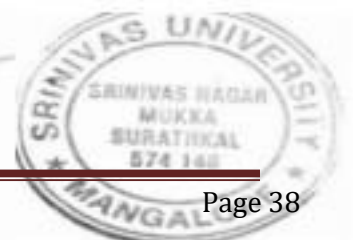
Madhushree L. M.¹, Revathi Radhakrishnan¹ & P. S. Aithal²

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Banking atmosphere has turn into highly competitive today. Information technology refers to the acquisition, processing, storage and dissemination of all types of information using computer technology and telecommunication systems. These technologies are used for the input, storage, processing, and communication of information. Information technology includes ancillary equipment, software, firmware, and similar procedures, services etc. Recent developments of the banking sector in India are the Internet, Society for worldwide inter-bank financial telecommunications (SWIFT), Automated Teller Machine (ATM), Cash dispensers, Electronic clearing service, Bank Net, Chip card, Phone banking, Tele-banking, Internet banking, Mobile banking, Anywhere banking, Voice mail, E-banking Etc., The basic need of Information Technology (IT) in banking sector are meeting internal requirements, effective in data handling, extending customer services, creative support for new product development, end-user development of the non-technical staff. Emerging trends of information technology in banking sector are Outsourcing, Integration, Distinctive Edge, IT as Profit Centre, Prospering in Down Market. Challenges faced by Indian banking scenario in india are Meet customer expectations on service and facility offered by the bank, Customer retention, Managing the spread and sustain the operating profit, Retaining the current market share in the industry and the improving the same, Completion from other players in the banking industry.


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Paper 38

Implementation of IoT Technology for Human Individual-Speal Attention to the Health Services

P. Sridhar Acharya & P. S. Aithal

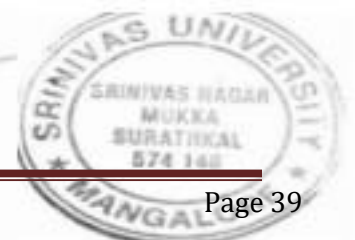
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Internet of Things is the current technology under research. Using this technology it is possible to connect every living and non living objects to the internet. An automated internet based applications like fast tag to pay the toll gate fee, refilling the internal contents of the refrigerator and automatic driverless vehicles are the examples of Internet of Things. In addition to these examples many more activities are under research. The new technology requires a large bandwidth which is now available in either 4G or 5G technology. This paper contains the proposal for the new model of IOT which can be implemented on all the human being. This IOT device keeps track of the medical record of the human being and whenever there is any medical emergencies all the previous records can be viewed by the doctor. A single record can be used by multiple hospitals. Using IOT the records can be dynamically updated by the doctors. The paper suggests two types of IOT devices that can be implemented on human being. One is an offline device and the other is an online device. The offline device requires additional support to connect to the internet and access the records whereas the online devices are always connected to the internet and provides additional services which an offline device cannot provide.



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Paper 39

An Online Comparative Study on Major 4G Service Providers in India

Ushadevi P.

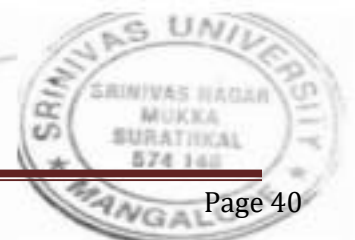
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The speed in development of technology and its impact on the society has emerged into new innovations and up gradations. 2G and 3G technologies were very successful in the past few years. With the increasing human need of faster internet speeds, the research and development of technology led to the emergence of 4G. 4G systems supports broad and personalized services, provides stable system performance and quality service. Currently, 4G mobile communication systems are started being deployed in India, while research on the next generation of mobile communications, 5G wireless and mobile networks, begin to pave the way for the future. Many telecommunication service providers are providing 4G services in India. 4G is known as fourth generation wireless mobile network technology. Its speed is around 5 to 7 times more than 3G, gives the ability to download large files, videos and audios within seconds. Main features of 4G include faster speed, better signal, offer wider coverage compared to its predecessors and affordability. The 4G mobile network uses OFDM (Orthogonal Frequency Division Multiplexing), Ultra Wide Radio Band (UWB), wireless and smart antenna. This paper will discuss an online comparative study on major 4G service providers in India. This research gives the features of 4G, its impact, challenges while migrating from current system to 4G system and the barriers in implementing in India. Also it will give some suggestions to overcome these barriers. This will also help the researcher to compare the services of 4G technology in India and western countries.



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Paper 40

Patent Analysis of Short-range Wireless Power Transmission and Reception

Dr. P. S. Aithal & Sridhar Acharya

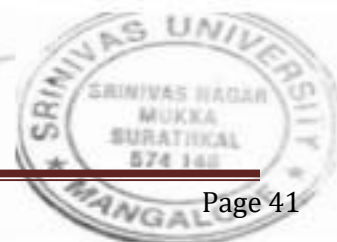
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Patent analysis is a method in research methodology for analysing a patent granted on a new product or new process or new system by using a suitable framework to analyse technology/process. A patent is a legal document granted by a country government to give an exclusive right to an inventor to make, use, and sell the invented item for a specified number of years. The patent right granted for an inventor prevents any others from making, using, selling, importing the invention without his/her permission. Systematic patent analysis is a new field untapped but provides new knowledge and new interpretations and hence is assumed as a gold mine for scholarly researchers. Recently a systematic procedure of patent analysis is developed by our team and named it as ABCDEF analysis framework. In this paper, we have used this framework to analyse a very useful patent on a system developed and patented in USA by E Vecchione, C Keegan during 24/04/2005 on a new product called Short-range Wireless Power Transmission and Reception. Using this system, the power is transmitted from the electrical utility mains power supply to electrically powered appliances via electromagnetic radiation. The appliances are capable of receiving the transmitted power, converting it into electricity and storing it for subsequent use, as well as using it directly to power the appliances. The analysis contains the description on the new system along with its principle and working procedure, number of claims by the inventors, number of citations the patent contains, and the number of times the patent under consideration is cited by many other patents etc.



REGISTRAR



Paper 41

Role of GST in Information Technology

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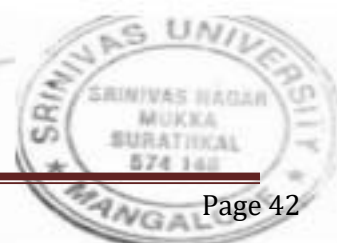
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Information Technology is a sector which consists of two major mechanisms: IT services and business process outsourcing (BPO). The sector has increased its contribution to India's GDP from 1.2% in 1998 to 7.7% in 2017. GST is the new tax regime implemented in 2017 by the government in order to simplify the tax process in the country and it became further simpler and trouble-free for the information technology. With the advent of GST, the country has gone through the biggest tax reform in the decade. GST replaced the old tax regime, the sale of packaged software attracts both VAT and service tax. VAT rate is around 5% in most states and service tax rate is 15%. Excise duty is also applicable in the case of manufacturing of IT products. Earlier a software comes on a CD, DVD or hard disk, then there are 3 taxes that apply to it. Excise duty for manufacturing of the product, VAT for sale and, Service tax for providing service as software can be downloadable for multiple times. All businesses, large or small are rushing to get their accounting systems and ERPs in sync with GST. This will mean an increase in infrastructure costs and changes in business systems. Most large companies have set up teams consisting of their own technical experts, finance experts, and an expert from their GST software vendor.



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Paper 42

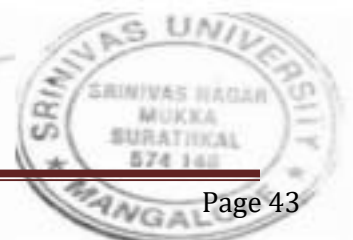
Role of PHP programming language in dynamic website development

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PHP is an important player in software market its used in web based software development. There is language which was designed and developed to produce dynamic web pages called as Hyper-Text Mark Up Language(HTML) which is a web page programming language. Hence PHP Php HyperText Preprocessor code is embeded into HTML source file along with the Php Tags. Its users cite many reasons for he deployment such as powerful extensions, database connectivity and rich object orientation,but nearly everyone would agree that with all these features included PHP is just plain easy to use. There are 2 types of programming language one is server side programming language and the other is client side programming language and PHP is the server side programming language which can be combined with HTML which is Client side programming language. PHP o server side embedded with Structured Query language(SQL) on the server side.PHP was refered to as scripting language in the past but now its refered to as dynamic programming language. Php source code is interpreted at runtime. It does not have to be compiled. One major advantage of PHP is that its platform independent.


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Paper 43

Social Media an Important Platform for Brand Engagement: Study on Facebook

Anumesh Kariappa

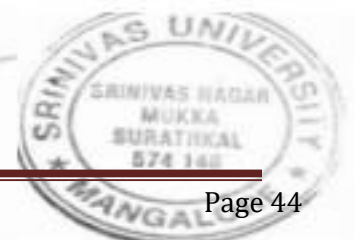
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Innovation in social networking media has immensely created a different platform for Marketers to advertise their brands. World has recognized the importance of social media in Business arena. Social networking media currently is used extensively to grab the potential opportunities in the market and to create an innovative form of communication between the producers and the consumers. The objectives of this paper are to analyze innovative communication strategy through social media and the recent massive growth in terms of consumer base in networking media. A detailed study on the new platforms of social media will also be analysed. The major brands recently have created lot of buzz among the consumers through social media. The brand loyalty survey and other promotional activities are conducted using Social media. The Brand communication strategy are followed in social networking media in India. The new platforms of social media which has recently become popular are Instagram and Pinterest. The new era of social media have been accepted by the consumer mainly by the recent growth in technology in terms of internet and variety of new age smart phones, have motivated the users to access the social media. The young population in India widely use social media for their both personal and professional communication. This growing trends has forced the corporate businesses to target the market through this social media. This paper will also study the effectiveness to social media in future and its sustainability. The brands will be advertised in a big scale with less investment in years to come, which will make market more competitive. The consumers will be benefited with social media growth, in sense of being brand awareness and quality conscious of the products and services will be a major concern among the producers, marketers and the consumers.



REGISTRAR



Paper 44

The Concept of Ideal Drug & its Realization Opportunity using present Pharmaceutical Sciences Scenario

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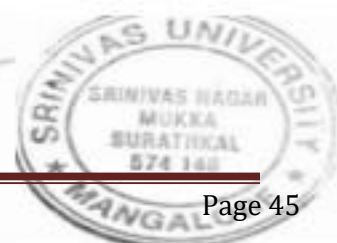
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Drug research is considered as a very important research area and probably found more investments of resources and time during last few centuries. Drug research also contributed the progress of medical sciences substantially and improving characteristics of drugs in terms of various predicted properties is continued as a challenge and agenda of these researches. Though the objective of drug research is continuous improvements of existing drugs in terms of their curing ability and to discover new drugs which have substantial abilities to cure many existing and new diseases, the final goal of drug research is directed to identifying one drug which has ability to cure all diseases. Such drug system which can cure any diseases instantaneously is called ideal drug or ideal medicine. Based on the exact property expectations from a drug system as a medicine to cure all diseases is still unknown and a systematic study on goal of ideal drug discovery is yet to be established. In this paper, we have made an attempt to study the characteristics of an ideal drug by using system model. The input characteristics, the material characteristics, output characteristics, and the environmental characteristics of ideal drug are identified and discussed. The paper also contains the suggestions on the possibility of developing a material system to achieve Ideal Drug Characteristics using Nanotechnology and discuss the possible research agendas to realize such goal.



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Paper 45

Technology and trends of E-Payment in Global E-Commerce

Sachin K. Parappagoudar*, Dr. N. Ramanjaneyalu**

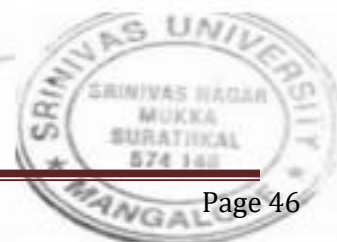
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Innovation and Technology has modified the manner in which shoppers communicate with payment frameworks. The Internet, digitization, moving purchaser inclinations and, now and again, administrative change have quickened the take-up and utilization of electronic payments (e-payments). Thusly, e-payments have added to the development of web based business, making it down to earth and conceivable. Be that as it may, while the advanced world is hypothetically borderless, national and provincial limits have not left. Limitations on the universal supply, utilize and accessibility of e-payment administrations are among the difficulties to worldwide online business. This paper illuminates discourse on e-payment difficulties and arrangements. It gives brief setting on the e-payment biological community, the open doors the division presents for private company and budgetary incorporation and the payment related obstacles looked by little players managing carefully crosswise over fringes. Given that exchange systems can address worldwide business grindings and bolster e-payment advancement, the paper upgrades comprehension of significant endeavours to date, and thinks about what else should be possible. The article tries to understand future of payment modes for e-commerce and other business transactions. No doubt the future will be for technology upgraded mode of payments the study helps to understand the opportunities and future options on the same.



REGISTRAR



Challenges and Role of Technology in Higher Education

Sagar Srinivas

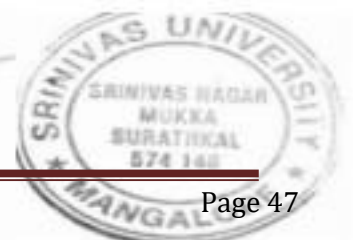
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There is an emerging broad consensus around the country about the benefits that can be brought to education structure through the appropriate use of growing information and communication technology. The range of possible benefits pervaded practically all areas of activity in which knowledge and communication play a vital role. It is involved from enhanced teaching and learning processes to superior student result, increased student commitment and picture perfect communication with teachers and parents. Today there is a significant gap between knowledge and skills students learn in school and the knowledge and skills that workers need in workplaces and communities. Employers mention specifically that they need students who are professional, having good moral and work ethics, can collaboratively work in team, have critical thinking and problem solving skill, can lead a group of people and are skilled in verbal and written communication. This paper is to study role of technology in India higher education.



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Paper 1

A STUDY ON FUTURE OF ON-LINE EDUCATION IN INDIA

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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



Paper 2

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

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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.



Paper 3

HIGHER EDUCATION IN INDIA: ISSUES AND CHALLENGES

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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.



Paper 4

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

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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.



Paper 5

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

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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.



Paper 6

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

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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.



Paper 7

WORKING WITH PROBLEMS AN INNOVATION IN TEACHING PROGRAMMING LANGUAGES

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eaching 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.



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

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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.

Paper 9

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

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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.



Paper 10

UBIQUITOUS ONLINE BUSINESS AS IDEAL BUSINESS MODEL FOR GLOBAL SUSTAINABILITY

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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.



Paper 11

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

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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.



Paper 12

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

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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 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 led to an improved form of drug delivery as well as other prospects of medicine and pharmacy. The paper anticipate and discuss the possibilities 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 status 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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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.

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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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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.



Paper 15

THE BUSINESS OUTLOOK OF IMPARTING QUALITY IN HIGHER EDUCATION

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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.



Paper 16

CLASSTALK: A CLASSROOM COMMUNICATION SYSTEM FOR ACTIVE LEARNING

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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.



Paper 17

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

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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.



Paper 18

COURSE DESIGN APPROACHES FOR OUT COME BASED LEARNING

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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 outcome 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 a comparison among these three approaches for course design.



Paper 19

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

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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.



Paper 20

EMERGENCE AND THE IMPACT OF BLOCKCHAIN TECHNOLOGY

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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.



Paper 21

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

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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.



EXPLORING THE INFLUENCE OF AUGMENTED REALITY TECHNOLOGY IN EDUCATION

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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.



PRIVATE INVESTMENT IN HIGHER EDUCATION IN INDIA

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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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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.



Paper 25

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

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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.



Paper 26

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

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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.


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Paper 27

STRATEGY FOR SUSTAINABLE AND SCALABLE ORGANIZATIONAL GROWTH - THE COCKROACH THEORY

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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”.



Paper 28

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

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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.



Paper 29

THE BUSINESS OUTLOOK OF IMPARTING QUALITY IN HIGHER EDUCATION

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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.



Paper 30

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

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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.



CHANGING ROLE OF INDUSTRY'S INTERFACE WITH EDUCATIONAL INSTITUTES

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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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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.



Paper 33

EMERGENCE AND THE IMPACT OF BLOCKCHAIN TECHNOLOGY

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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.



Paper 34

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

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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.



Paper 35

DEMONITISATION AND ITS EFFECTS IN INDIAN ECONOMY

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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.



Paper 36

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

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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.



Paper 37

ROLE OF INFORMATION TECHNOLOGY IN HIGHER EDUCATION

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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 it is 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 avails 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 avails 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.



Paper 38

A REVIEW ON THE UNIVERSITY EDUCATION SYSTEM IN INDIA

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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.



Paper 39

A STUDY ON MARKETING STRATEGY OF PRIVATE UNIVERSITIES IN HIGHER EDUCATION

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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.



Paper 40

MONSOON AND INDIAN STOCK MARKETS-A CASE STUDY

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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.



Paper 41

SOCIO-ECONOMIC AND CULTURAL CONDITIONS OF LAMBANIS IN KARNATAKA

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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.



Paper 42

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

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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.



Paper 43

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

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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 Harikathra 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.


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Paper 44

SBI: RISK AND RETURNS, BEFORE AND AFTER MERGING

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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.



Paper 45

A STUDY ON SOCIO-ECONOMIC CONDITION OF BAIGA TRIBAL COMMUNITY

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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.



Paper 46

CASE STUDY ON LINK DE-ADDICTION AND REHABILITATION CENTRE

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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”.


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Paper 47

A CASE STUDY ON THE IMPLEMENTATION OF CUSTOMER PROFITABILITY ANALYSIS

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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.



Paper 48

EMPOWERING INDIAN BANKING INDUSTRY THROUGH NPA ANAGEMENT

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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.


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Paper 49

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

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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.

Paper 50

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

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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.

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

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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“.



Paper 52

A CASE STUDY ON ACCENTURE'S PRODUCT AND SERVICES

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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.



Paper 53

A CASE STUDY ON THE IT SOLUTIONS AT DELL EMC

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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]



Paper 54

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

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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.



Paper 55

CASE STUDY ON HCL PRODUCT AND SERVICES

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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.



Paper 56

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

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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, recounts 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 modern 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.

Paper 57

COMMUNITY INTERVENTION THROUGH WOMEN ENTREPRENEURSHIP: A CASE STUDY OF SKDRDP

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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.



CHANGING SCENARIO OF KURICHIYA TRIBE OF KERALA: A CASE STUDY

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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 caste 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 archers. 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.

Paper 59

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

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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.



Paper 60

STRESS MANAGEMENT IN INDUSTRIES:A CASE STUDY OF MANUFACTURING INDUSTRY

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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.



Paper 61

A STUDY ON SOCIO-CULTURAL CONDITIONS OF GONDS TRIBES

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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 *rajas* (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.



Paper 62

A STUDY ON SOCIO-CULTRAL ASPECTS OF KORAGA TRIBES

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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.



Paper 63

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

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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.



Paper 64

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

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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.



Paper 65

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

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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.



Paper 66

A STUDY ON RURAL MARKETING IN INDIA

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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.



Paper 67

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

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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.


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Paper 68

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

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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.



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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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.



Paper 70

CHANGING SCENARIO OF MAVILAN TRIBE AT KASARGOD: A CASE STUDY

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Mavilan tribe community are inhabitants at the northern districts of Kerala especially in Kasaragod, in the Hosdurg taluk of Kasargod 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 Landloards. 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 Etheagraphic 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.


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Two Day National Conference on
**Developments in Information
Technology, Management, Social
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Conference Date
December 21st & 22nd, 2018

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Paper 1

HIGHER EDUCATION AND INDIA: THE NEED OF DOMAIN CENTRIC INFORMATION SCIENCES FOR SOLID AND SUSTAINABLE DEVELOPMENT

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Indian Higher Education system is changing rapidly from the traditional systems. Indian Higher Education system is one of the largest in the world and it holds different kind of organizations and institutions which include the universities, colleges, polytechnics, research centers, Institute of National Importance (INI) etc. India holds more than forty thousand HEIs (Higher Educational Institutions) and diversity of nature of the program is also increasing. Computing field is important everywhere and every nation. The trends on Computing related education is also changing; initially only Computer Science was the field but gradually other branches of Computing have emerged. In Information track, many other branches have been developed viz. Information Technology, Informatics, Information Science, Information Management, Information Systems etc. These subjects are interdisciplinary in nature and getting more day by day. There are many universities have started academic programs in domain centric Information Sciences viz. Health Information Science, Business Information Sciences, Bio Information Sciences, Chemo Information Science, Library Information Sciences, Quantum Information Sciences and so on. These fields have been started in International universities and as a result specific field sectors are emerged and developed. India is a developing nation and growing rapidly and Education programs in this field is increasing as well. Though India holds different challenges in higher education but there are many ways in which such domain centric Information Science may be started. This paper has sought out many potentialities to launch the field in Indian education systems in detailed.

A STUDY ON DEVELOPMENTS IN EDUCATION SECTOR WITH THE AID OF ADVANCED INFORMATION AND COMMUNICATION TECHNOLOGY

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A good Education is a well-defined process of acquiring skills, facilitating learning, obtaining special values, beliefs or habits, which results in overall individual growth of a person. Nowadays a student can learn new concepts without actually visiting the traditional classroom and sitting anywhere, anytime, or ubiquitously with the aid of advanced developments in Information and communication technology. Education technology helps to improve the performance by using and managing appropriate technological tools or process, or resources with the aid of several domains like learning theory, computer based training, online learning, and m-learning. Normally educational technology can be classified as Hardware approach, Software approach, Systems approach. Hardware approach uses some special physical equipment like microphone, which is essential to make voice audible to a big crowd or audience and helps the teacher to make his teaching very effective. In these context audio-visual aids such as slides, charts, models, graph, and some of the electronic gadgets like radio, television, filmstrips, projectors, video, and high-speed computers are successfully used in order deliver educational contents to the audience or students and to make the teaching very effective. The second type of educational technology is mainly based on behavioral sciences and this type of technology adopt process based techniques with an ultimate intention to produce high-quality teaching-learning content or material, special teaching or learning strategies or assessment technologies. The third type of educational technology is based on computer engineering and usually referred to like the system. In this type of educational technology is developed and designed based well defined sophisticated systematic methods with an aim to evaluate the overall process of education with specific objectives. This approach takes education as a system with a set of inputs which are focused on a certain process and designed to process certain outputs which should meet some predetermined objectives. This paper covers different types of educational technology under three major types as hardware, software, and system. This paper also covers all these types of characteristics, features, advantages, benefits, constraints, disadvantages.

Paper 3

A DRAFT TRAINING MODEL FOR ONLINE CAMPUS PLACEMENTS

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With E-HRM and Digitization's dominative prevalence in the Industry and Employment Market, the actual skill necessitated by a fresh job seeking graduate to succeed in e-interviews has become a challenge. No Matter, whatsoever training that has been imparted by training agencies in the HEI (Higher Educational Institution) campus, the fresh individual student inevitably will have to see the predicament originated owing to the behaviour of technology in the interview process. Therefore, this study strives to enquire the actual skill need to be bestowed upon with the student for clearing online campus interviews. An honest literature survey is conducted and a Focus Group comprising of expert panels from the field is arranged for collecting subject matter response to determine the skill sets.

Paper 4

A STUDY ON ONLINE CONSUMER BUYING BEHAVIOR DURING FESTIVE SEASONS IN INDIA

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21st century is an era of digitization, where everything is available online from groceries to gadgets. Consumers today are cognizing the benefits of digitization and asking for more personalized dominion. While consumers in large metros are opting for online retail and e-commerce for most of their purchases, the trend is slowly penetrating in non-metro cities as well.

Rising incomes in the hands of a young population, a growing economy, expansion in the availability of products and services and easy availability of credit all has given rise to new consumer segments and a rising acceptability of debt, whether it is mobile phones, credit cards, apparel or organized retail, people clearly seem to be spending more, particularly on discretionary items. The credit facility from business houses has been increasing at a rapid rate. This shows the terrific cut-throat competition in the ever changing market.

Festival Sales are a latest fad in India contributing tremendously to the growth of the online sales. All marketing retailers use the festival time to promote their products – either new or stock clearance products at heavy discounts or other offers (freebies, cash backs, buy 1 get 1etc), The major shopping festival in India comes around the period of the period of October-November when Diwali is celebrated and most of the online e commerce sites provide big ticket offers during this period having created unique names for such shopping events – for example – Big billion days by Flipkart, Great Indian Shopping Festival by Amazon to name some. This study is an attempt to understand consumer buying behavior in India during the festive season.

Paper 5

EMERGING CHANGES AND TRENDS IN IT INDUSTRY

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Employability is on the decline in most areas and employers are being faced with the issues of finding people with adequate soft skills. There have been various measures adopted to improve soft skills in employees, even after the employees have been absorbed by the employers companies are looking at avenues to increase soft skills and build capabilities in employees. Certain practices that are prevalent widely in the IT industry in terms of options of work from home, and elimination of strict office hours have seen a decline as employers realise that this added to enhanced productivity by human interface in physical environments. This paper is an exploratory study of a few companies in the information technology industry and some such trends in the IT industry that contributes to improved effectiveness of employees and enhances skill sets availability.

Paper 6

A DRAFT TRAINING MODEL FOR ONLINE CAMPUS PLACEMENTS

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With E-HRM and Digitization's dominative prevailance in the Industry and Employment Market, the actual skill necessitated by a fresh job seeking graduate to succeed in e-interviews has become a challenge. No Matter, whatsoever training that has been imparted by training agencies in the HEI (Higher Educational Institution) campus, the fresh individual student inevitably will have to see the predicament originated owing to the behavior of technology in the interview process. Therefore, this study strives to enquire the actual skill need to be bestowed upon with the student for clearing online campus interviews. An honest literature survey is conducted and an Focus Group comprising of expert panels from the field is arranged for collecting subject matter response to determine the skill sets.

Paper 7

FACTORS EFFECTING THE EFFICIENCY OF THE SOLAR PANEL AND HOW TO REDUCE THE ENERGY WASTE

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Renewable energy is now becoming more and more popular due to several reasons. It is an alternative to the traditional energy where in the byproduct of the traditional energy will cause the pollution to the environment. But the renewable energy is not contributing to the pollution. Hence it is called a green energy. The most popular renewable energy is the solar energy. A commercial solar energy as well as domestic decentralised solar energy can be generated. Solar energy is generated using the Photovoltaic cells which are exposed to the sun. The major problem in the solar energy is the efficiency. Today the solar panels are able to generate the energy at around 18% to 20% efficiency. Various methods to improve the efficiency is under research activity. The energy produced from the solar panel when sent to the battery backup for the storage there will be certain loss in the energy through the wires. The loss in the energy will be in the form of heat. This paper gives the various causes for the less efficiency in the solar energy. The paper also explains how to minimize the loss in the solar energy production at the installation site. The paper also suggests the procedure for the installation of the solar energy system.

Paper 8

SCHEDULING IN DISTRIBUTED SYSTEMS - ISSUES AND CHALLENGES

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Distributed Computing System is a computational setup with several autonomous systems connected each other and working together, on a common application. Each of the systems having their own Processors, Memory, Storage and Clock, a smooth coordination is essential in getting the task executed, using available local as well as remote resources. Getting High Performance Computation(HPC) over such Distributed Systems requires various techniques and mainly includes Distributed Scheduling. Basically methods like Local Scheduling, Praportional Sharing Scheduling and Predictive Scheduling. In Local Scheduling, a process will be assigned with only local available resource where as in Proportional Scheduling, a process will consume a portion of resource that depends on its relative shares allotted to it. In case of Predictive Scheduling, using the alogorithm, resorses can be assigned to a active process and this may keep changing dynamically. Performance of a Distributed Computing System can be enhanced further by using proper scheduling methods like these. This paper will discuss these three different scheduling approches with its merits and demerits in Distributed Systems.

Paper 9

APPLICATION ON ABCD FRAMEWORK ON PATENT ANALYSIS

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Patent analysis is a new research method proposed by us in order to interpret the newly filed and accepted patents in any field using a systematic approach. This method creates an opportunity to young researchers including who are studying in undergraduate or postgraduate courses. This new method of doing research especially for beginners in applied sciences including engineering, business management, agricultural sciences, pharmaceutical sciences, medical sciences, paramedical sciences etc can make use of huge number of patents filed by different countries all over the world every year. Patent analysis is nothing but the detailed examination of the structure, elements, and various affecting factors of the patent. The patent analysis includes the process of breaking the invention or the process into smaller parts called elements or components in order to understand it in a better way. The analysis also helps to uncover and understand the cause-effect relationships and hence provides a basis for problem solving and decision making. The analysis of patents may lead to better understanding of that subject which may leads to better or new interpretation of the concepts related to that issue of patent, and hence such analysis can be called as a method of research. In this paper, we have used ABCD framework to study the determinant issues, affecting factors under four constructs Advantages, Benefits, Constraints, and Disadvantages, and critical constitutional elements using factor and elemental analysis.

Paper 10

EXPLORING THE AREA OF ARTIFICIAL INTELLIGENCE

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Artificial intelligence is another branch of computer science which aims to develop the machine with human alike intelligence. Artificial intelligence is also has a short name as AI. Artificial intelligence field was founded to mimic the central property of human being that is intelligence. The objective of the artificial intelligence is to simulate human alike properties efficiently and effectively. This has caused to raise philosophical issues about the nature of human mind and its limitations. AI is the subject of optimism, but it has also suffered some setbacks and, today, in 21st Century Artificial intelligence technology has become an essential part of the technological industries by providing the Solutions for the most of the difficult problems in computer science.

Artificial Intelligence has been used and integrated in a different fields like Medical field, Stock exchange, Robotics, scientific discovery and Children's toys. However, many AI applications are not categorized into general applications. But main objective is to incorporate AI technology into general purpose.

Paper 11

DIGITAL SOCIETY: IT'S FOUNDATION AND TOWARDS AN INTERDISCIPLINARY FIELD

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A Digital Society is an interdisciplinary research area and a kind of progressive society that has been formed as a result of adaptation as well as integration of advanced technologies into the society and culture. Among the emerging technologies and field that responsible for developing a true Digital Society is include Information and Communication Technology (ICT), Information Science and Computing and other areas viz. Business Studies, Commerce and several areas of Humanities and Social science. Digital Society is mainly deals with the highly advanced telecommunications and wireless connectivity systems and solutions. Digital Society is mainly depends on Digital Economy which is one of the emerging concept of economic development with proper support from digital tools and technologies and depends on information, knowledge and digital products. Digital Society is mainly depends on different kind of stakeholders which include the society, technologies and content. The latest name in Digital Society is includes Internet of Things (IoT), 5G, Cloud Computing, Big Data, Human Computer Interaction and so on. There are many emerging concepts fall under the Digital Society viz. Smart Town, Smart City, Smart Villages and so many other smart and advanced services. The growing importance of technologies in the society and its interaction led the development of concept of Digital Society as a field of study. Many universities internationally have been started academic programs, events in this area. This paper is talks about the latest of Digital Society including its meaning and concept, stakeholders, characteristics and features. Paper also talks about the challenges of Digital Society including its academic potentiality.

Keywords: Digital Society, Digital Humanities, Information Technology, Information Science, Interdisciplinary, Advanced Society, India

Paper 12

PATENT ANALYSIS - A TOOL FOR TECHNOLOGY MONITORING

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Patent analysis is a new research method proposed by us in order to interpret the newly filed and accepted patents in any field using a systematic approach. The patent analysis includes the process of breaking the invention or the process into smaller parts called elements or components in order to understand it in a better way. The analysis also helps to uncover and understand the cause-effect relationships and hence provides a basis for problem solving and decision making. The analysis of patents may lead to better understanding of that subject which may leads to better or new interpretation of the concepts related to that issue of patent, and hence such analysis can be called as a method of research. In this paper, we have discussed how patent analysis can be used to study technology progress in a given field and its penetration to develop related products/ processes or new discovery of a material etc. The organizational, industrial and environmental effects due to such invention and technology in supporting or affecting the future business are also discussed using ABCDEF framework.

Paper 13

USE OF INFORMATION TECHNOLOGY IN CLINICAL TRIALS: A COMPARATIVE CASE STUDY OF TOP THREE GLOBAL PHARMACEUTICAL GIANTS

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The global pharmaceutical industry with an astounding \$1.11 trillion business has seen an unprecedented growth during the year 2017. It is predicted that by 2020, this performance is expected to rise to \$1.43 trillion. The challenge and pressure to develop new drugs to meet ever increasing global demand, pharmaceutical companies continue to work tirelessly to provide highly innovative and cutting-edge treatments to patients. It is estimated that Pharmaceutical companies spend about \$150 billion every year for research and development. Clinical research carried out by Pharmaceutical companies are increasing year after year and presently companies are using digitization techniques in clinical research using information technology. In this paper, we have discussed the innovations in clinical trials conducted by top three pharmaceutical giants Pfizer, Roche, and Sanofi competing each other by investing huge amount of resources for developing new effective drugs for chronic diseases. It is found that these drug manufacturers are using information communication and computation technology (ICCT) effectively to simplify clinical processes. Sanofi uses so called digital trials strategy which simplifies patient participation in clinical trials. Sanofi is planning to wearable devices to improve the way it collects data and increase the effectiveness and efficacy of its clinical trial management. The paper also contains the discussion on the outcome on such digitization of clinical trial system using SWOC framework.

Paper 14

ON THE SIGNIFICANCE OF CRYPTOGRAPHY AS A SERVICE

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This article surveys the literature on social engineering. There are lots of security application and hardware in market; still there are several methods that can be used to breach the information security defenses of an organization or individual. Social engineering attacks are interested in gaining information that may be used to carry out actions such as identity theft, stealing password or gaining information for another type of attack. The threat lies with the combinations of social engineering with another type of attacks like Phishing and Watering hole attack which make it hard to defense against. This research aims to investigate the impact of modern Social Engineering on the organization or individual. It describes the categories of Social Engineering, and how the attacker takes advantage of human behavior. At the same time, we also discuss the direct and indirect attack of social engineering and the defense mechanism against this attack.

Paper 15

A CONCEPTUAL STUDY ON INTERNET OF THINGS (IOT) FOR SMART FARMING IN INDIA

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Smart Farming is a new method of farming that highlights the use of information and communication technology in the field of agriculture. With the advancement of Internet of Things and Cloud Computing, it is possible to improve the farm productivity in India. Farm productivity can be increased by understanding and forecasting crop performance in a variety of environmental, soil, fertilization and irrigation conditions. Smart farming reduces the ecological impression of farming. With current IOT technologies, it is possible to develop a sensor network allowing for continuous monitoring of the farm. Due to the development of new systems, it is easy to calculate biomass development and fertilization status of crops. Large amount of environmental and crop performance data, ranging from time series data from sensors, to spatial data from cameras, to human observations can be collected and recorded through mobile phone applications. Some of the decision-tree models are available now that allow farmers to differentiate between plant diseases based on optical information. Virtual fence technologies are also available based on remote-sensing signals and sensors. Smart farming will make agriculture more profitable for the farmer. It will save the farmer money and labor, and increased reliability of spatially explicit data will reduce risks.

Still, numerous hurdles must be overcome. High costs to adopt technology for individual farms and limited knowledge and skills can be significant adoption hurdles, especially in developing countries like India. Thus, the access to this smart farming technology may remain restricted to big and industrialized farms.

This paper gives the use of Internet of Things in Smart Farming in India; also the modern IOT based agricultural technologies adopted by farmers and their impact on farm productivity and issues, challenges faced in implementation of IOT in smart farming in India.

Paper 16

IMPLICATIONS OF BIG DATA IN KNOWLEDGE MANAGEMENT

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In the past, the cost of collecting and storing limited the ability of enterprises to obtain the comprehensive information needed to create this holistic picture. However, automated collection of digital information and cheap storage has removed the barriers to making data accessible. Data is now available in abundance, but relational databases were reaching their limits in their ability to make sense of the information. Big Data is defined as an information asset with high volume, velocity and variety, which requires specific technology and method for its transformation into value. Several studies demonstrate that Big Data would improve the process of decision-making. The ability to extract insights from Big Data and transform the insights into feasible actions could be helpful for knowledge management, from knowledge creation to knowledge utilization. The goal of knowledge management over the years has been the ability to integrate information from multiple perspectives to provide the insights required for valid decision-making. Organizations do not make decisions just based on one factor, such as revenue, employee salaries or interest rates for commercial loans. This paper throws light into how big data can help in the knowledge management of an organization and improve the organization's decision making process. The paper focuses on the perspectives of big data, knowledge management process and the impact of big data in the organizations knowledge management.

Paper 17

COMPARATIVE STUDY ON VARIOUS PROCESS MODEL IN SOFTWARE DEVELOPMENT

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There are two distinct levels of Software Engineering Process. The first level activities include information gaining, maintenance and development of software. In the second level the activities related to the definition, measurement, and functioning the software process. This paper contains comparative study of different process models in software development based on various parameters, and various factors for choosing partial software model in the world of software development. It is concerned with software development life cycle that examines the area of software development through the development models. It represents three of the development models namely, waterfall, Iteration and spiral. These models have some disadvantages and advantages. The objective of this research is to represent different type's models of software development and make a comparison between them along with the features and defects.

Paper 18

IMPACT OF ICCT ON DEVELOPMENT OF IDEAL LIBRARY SYSTEM

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Information Communication and Computation Technology (ICCT) has three major components while supporting Education Industry. They are Information Collection supporting, Information dissemination support, and Research publication support. Online libraries in their true sense are information collecting systems for users. Mass Open Online Courses in their true sense information dissemination support systems for the teaching – learning support. Online Open Access Publications (MOOP) in their true sense are research publication systems for knowledge dissemination. In this paper, we have discussed a new universal model of online open access library called Ideal library to integrate all the three components of education industry called Ideal Library System as a hypothetical system. The concept, the model, the structure, the functions, the technological requirement, and the social support required for realizing such a hypothetical system using ICCT is proposed. The advantages, benefits, constraints and the disadvantages of such model from different stakeholders point of view are analysed using qualitative ABCD framework.

Paper 19

A STUDY ON PROMOTIONAL STRATEGIES OF XIAOMI IN INDIAN MOBILE INDUSTRY

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Xiaomi is one of the leading company in China. It has been one of the biggest manufacturers in the Smartphone market .it's a privately owned Chinese electronics design and manufacturing company. Founded by Lei Jun in 2010, the company has its headquarters in Beijing and comes about the fourth on the list of the top Smartphone makers in the world. Xiaomi introduced the Redmi series which gave competition to many mobile phones like Samsung, Motorola and Lenovo budget oriented phones. Xiaomi flagship phone is also the reason for their popularity. Since From past 2 years Chinese mobile company Xiaomi mobile price covered the biggest 30 cities in India then Xiaomi becomes the second largest selling mobile company in India. Xiaomi becomes a second largest position with 30% market share of the Indian market. Xiaomi has the best quality mobile with low price and Camera of Xiaomi became a competition with oppo and vivo. The company offers good specification at a low price. Even though at a low priced rate mi provides the best quality product. Xiaomi phones become more popular in the short term. Xiaomi introduced many series of Mi that is redmi note 4; redmi note 5 and redmi note 5 pro become more popular nowadays. The company largely sells its Xiaomi Redmi, Xiaomi Note, Xiaomi Mi Note Pro, and other series of smart phones via flash sales in India. All the most recent Xiaomi mobiles are equipped with the latest features and specifications. Xiaomi mobiles are perfect for those who are looking for the latest technology, advanced features, and attractive design at an affordable price .the research paper is all about further analysis on the marketing strategies of Xiaomi mobile phone currently used, the establishment and implementation of the whole marketing the system of Xiaomi mobile phone which is expounded in six aspects with the Advertising strategy, promotion strategy, online promotional distribution strategy, product strategy, pricing strategy and channel strategy. One of the core content of marketing strategy is 4P theory where the company focus on product and its pricing strategies along with the appropriate promotion strategy and its implementation.

Paper 20

E-LEARNING SERVICES FOR RURAL COMMUNITIES: ANALYTICAL VIEW

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E learning is the new innovation taken place in education area. It is going to reach most of the people and effectiveness is also improved. Information and communication technologies brought-in tools and techniques in the field of education that introduced new concepts of teaching and learning. Learning management system is one of the key tools used in educational institutes to facilitate e-learning. There is remarkable digital divide among urban and rural areas. In this paper, present a model for providing e-learning services to remote/rural areas in order to promote and facilitate modern education. A dedicated resource center, hosting the learning management system, facilitates e-learning centers through Internet. The overall goal of this model is to have a cost-effective learning environment equipped with latest technologies to provide learners an opportunity to get insight into new information and communication technologies and e-learning environment. The model offers new teaching methodology with enhance utilization of learning management system in teaching and learning. Basic characteristics and technical aspects will be considered as well. The study will also promote development and usage of open-source technologies.

Paper 21

BIG DATA NEW CHALLENGES, TOOLS AND TECHNIQUES

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Big data is a term for huge data sets having large, varied and complex structure with challenges, such as difficulties in data capture, data storage, data analysis and data visualizing for further processing. It requires new technologies and architectures so that it becomes possible to extract valuable data from it by capturing and analysis process. Big Data is a collection of massive data sets with a great diversity of types and it is difficult to process by using traditional data processing platforms. We analyze the challenges, tools and techniques for big data analysis and design.

Paper 22

STUDY ON SKILL DEVELOPMENT PROGRAMME FOR MANAGEMENT STUDENTS

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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 adequate 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 skill development 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 skill training events in the curriculum of management courses. This paper is based on the various skills development programme for the graduates aimed at the overall development.

Paper 23

INNOVATIONS THROUGH TECHNOLOGY- A STUDY ON THE CONSTRUCTION INDUSTRY IN INDIA

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India is witnessing modern constructions with advanced technologies. The Urbanization provided ample scope for the varied structures used for residence or commercial purposes. The construction industry is intensively using the Technology to make the construction work simpler, safe and user friendly. The construction industry is working with complete customization as per the requirement of the customers. The Technology is considered to be the knowledge, physical things and procedures used for the production of any product or providing services. The fragmentation of land is the prime constraint for the construction companies. The technology used for construction should meet the customers need, time, cost, comfort, style, safety, standards and ecological constraints. The engineers and architects are heavily engage in implementation of attractive strategy within their construction to attract purchasers. The construction for commercial purposes will inculcate modern amenities, space, price, technology etc. The twenty first Century constructions are more prone towards safety and environmental standards. Advancement of Technology requires a support network of physical, informational and organizational relationships with the latest scientific or engineering discoveries to design a new product or operational services. Modern innovations like space friendly, eco friendly, floating structures, underwater constructions, natural resource, heritage constructions, Pro-active constructions, portable structures, multi-featured structures, energy conservation, beautification, hanging structure, multipurpose buildings, themed constructions etc are the famous in the Indian constructions designs. This paper reviews all the modern trends and innovations adopted by the construction industry according to the changing demand of the people. The conservation of the resources and cost effectiveness is the main aim of conducting innovations in construction industry. Trained professionals are working in the development of building and structures usable for both domestic and commercial purposes. This study also describes the important techniques adopted in the modern building designs by highlighting the opportunities and challenge of such innovations.

D-LINK CORPORATION

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D-Link Corporation is a Taiwanese multinational networking equipment manufacturing corporation headquartered in Taipei, Taiwan. It was founded in March 1986 in Taipei as Datex Systems Inc. D-Link Corporation changed its name from Datex Systems Inc. in 1994, when it went public and when it became the first networking company on the Taiwan Stock Exchange. It is now publicly traded on the TSEC and NSE stock exchanges. It was founded by seven individuals including Ken Kao, the late Chairman of D-Link.

In 2007, it was the leading networking company in the small to medium business (SMB) segment worldwide with 21.9% market share. In March 2008, it became the market leader in Wi-Fi product shipments worldwide, with 33% of the total market. In 2007, the company was featured in the "Info Tech 100", a listing of the world's best IT companies. It was also ranked as the 9th best IT company in the world for shareholder returns by BusinessWeek

D-Link's products are geared towards the networking and communications market. Its business products include switches, surveillance network cameras, firewalls, iSCSI SANs and business wireless, while consumer products cover consumer wireless devices, broadband devices, and the Digital Home devices (which include media players, storage, and surveillance camera/NVR).

Paper 25

CLOUD INFRASTRUCTURE AND SERVICES AT NAVISITE

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NaviSite, a Charter Communications Company, is a provider of hosting, application management and managed cloud services for enterprises, founded in the United States in 1996. NaviSite provides application services, enterprise hosting, and managed cloud services for outsourcing IT infrastructure. The company is headquartered in Andover, Massachusetts and has its sales offices, network operating centers, and 10 data centers in the US, UK, and India. The company has partnered with Microsoft, Intel, and Sun Microsystems. Their managed services include hosting and management of computing infrastructure, full lifecycle management for various business application suites including Microsoft SQL, Oracle, Microsoft Dynamics, PeopleSoft, Lawson, and Kronos, and hosted email and collaboration services for Microsoft Exchange and Lotus Domino platforms. Their managed hosting services are based on multiple delivery models including cloud computing, platform as a service (PaaS), virtualization, and collocation.

Navisite at a Glance

- -20+ Years Experience as a Managed Service Provider
- -1,550+ IT Certifications held by team members
- -Tens of thousands of Cloud and Virtual Machines under management
- -7 World-Class Data Centers
- -Winner of Multiple VMware Cloud Provider Awards and 15 Years as a Microsoft Gold Certified Partner
- -24/7/365 Support and Comprehensive SLAs

Paper 26

CLOUD INFRASTRUCTURE AND SERVICES AT DELL EMC

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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 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. 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. Dell EMC provides Multi-tenant, integrated data protection. At Dell EMC cloud storage infrastructure physical data can be stored and easily facilitate global access. Dell EMC enables significant, free, non-disruptive, data-in-place software updates to the Dell EMC Unity™ family of storage systems. Dell EMC also introduced the new CloudIQ cloud-based storage analytics platform.

Paper 27

ADOBE SYSTEMS

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A case study is a research search method involving an up-close and detailed examination of a subject of study, as well as its related contextual conditions. Adobe system is an American multinational company that is well known on for its creativity and multimedia Software product. Adobe Systems engages in the provision of digital marketing and digital media solution. Adobe is changing the world through digital experiences. They help the customers to create, deliver and optimize the content and applications. The company distributes certain products and services through a network of distributors , value added resellers (VARs), systems integrators(SIs), independent software vendors(ISVs), software developers and original equipment manufacturers(OEMs).In addition, it licenses its technology to hardware manufacturers, software developers and service providers for use in there products and solutions. The company's products run on personal and server based computers as well as on smartphones, tablets and other devices, depending on the product. It operates in the America's, Europe, Middle East and Africa(EMEA) and Asia Pacific(APAC). The Companies Digital Media segment provides tools and solutions that enable individuals, small and medium businesses and enterprises to create, publish, promote and monetize their digital content. The Company's Digital Media segment offers Creative Cloud, which is a subscription service that allows members to download and install the latest versions of its creative products, such as Adobe Photoshop, Adobe Illustrator, Adobe Premiere Pro, Adobe Photoshop Lightroom and Adobe InDesign. Creative Cloud members can also access a growing marketplace of digital content through Adobe Stock, an online marketplace for photos, graphics and videos. Creative Cloud also offers members access to online services to synchronize, store and share files, participate in its behance community of over five million creative professionals, publish and deliver digital content through application stores, develop mobile apps, and create and manage Websites.

Paper 28

COGNIZANT

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Cognizant is an American multinational corporation it's headquartered in Teaneck, New Jersey, United States. It's IT services including digital, consulting, technology, and operation services. Cognizant was founded in January 26 1994 by in house technology unit of Dun & Bradstreet bought Satyam's 24% stake in DBSS for \$3.4 million. Kumar Mahadeva named as a first CEO of Cognizant. Present CEO and Vice-Chairman of Cognizant is Francisco D'Souza and Lakshmi Narayan. Cognizant is listed in the NASDAQ-100 and the S&P 500 indices. Cognizant had a period of fast growth during the 2000s, becoming a Fortune 500 company in 2011. In 2015, the Fortune magazine named it as the world's fourth most admired IT service company. The company has more than 255,800 employees globally, of which over 150,000 are Indians. In 2016 US\$13.487 is the revenue of the cognizant. According to the 2015 financial statements, the major portion of Cognizant's revenues is derived from clients in the Financial Services (40.3%) and Healthcare (29.5%) industries. Other substantial revenue sources include clients from Manufacturing, Retail & logistics (18.9%) and Communications, Information, Media & Entertainment and Technology (11.3%) Industries.

GOOGLE CLOUD PLATFORM

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Google Cloud Platform is a cloud computing platform by Google. Provides developer products to build a range of programs. It is a part of a suite of enterprise solutions from Google for work. Developers can build, test and deploy applications. It consists of a set of physical assets, such as computers and hard disk drivers and virtual resources such as VMs. Google Cloud Platform provides Infrastructure as a Service, Platform as a Service, and Serverless Computing environments. In April 2008, Google announced App Engine, a platform for developing and hosting web applications in Google-managed data centers, which was the first cloud computing service from the company. Google Cloud Platform is a part of Google Cloud, which includes the Google Cloud Platform public cloud infrastructure, as well as G Suite, enterprise versions of Android, Chrome OS, application programming interfaces (APIs) for machine learning and Google Maps. Services of google cloud computing are computing and hosting services, storage services, Networking Services, Big Data Services. Computing and hosting services are Google Cloud Platform gives you options for computing and hosting. We can choose to work with a managed application platform, leverage container technologies. Google handles most of the management of resources. App Engine let Google manage app hosting, scaling, monitoring and infrastructure for you. We can use the App Engine SDK to develop and test on your local machine. We can use the storage technologies that App Engine is designed to support. Google App Engine is a web framework and cloud computing platform for developing and hosting web applications in Google-managed data centers. Google App Engine is a Platform as a Service (PaaS) offering that lets you build and run applications on Google's infrastructure. Google Compute Engine (GCE) is the Infrastructure as a Service (IaaS) component of Google Cloud Platform which is built on the global infrastructure that runs Google's search engine, Gmail, YouTube and other services. Google Cloud Platform provides a variety of storage services are a SQL database in Cloud SQL. Two options for NoSQL data storage are Cloud Datastore and Cloud Bigtable. Consistent, Scalable, large capacity data storage in Cloud storage. Cloud storage comes in three types are Standard provides maximum availability. Storage and database are Cloud Storage, Cloud SQL, Cloud BigTable, Cloud Spanner, Cloud Datastore, Persistent Disk, Cloud MemoryStore. Google Cloud Storage is a RESTful online file storage web service for storing and accessing data on Google Cloud Platform infrastructure. Google Storage offers four storage classes, identical in throughput, latency and durability. Networking services is Networks, Firewalls and routes, Load balancing, cloud DNS, advances connectivity. Networking are VPC, cloud load balancing, cloud armor, cloud CDN, cloud interconnect, cloud DNS, network service tiers. Development and Administration are cloud SDK, cloud shell, android studio, cloud pub/sub, cloud data Studio.

Paper 30

ORACLE CLOUD SERVICES

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Oracle Cloud is a cloud computing service offered by Oracle Corporation. Providing servers, storage, network, applications and services through a global network of Oracle Corporation managed data centers. The company allows these services to be provisioned on demand over the Internet. Oracle Cloud provides Infrastructure as a Service (IaaS), Platform as a Service (PaaS), Software as a Service (SaaS), and Data as a Service (DaaS). These services are used to build, deploy, integrate, and extend applications in the cloud. This platform supports numerous open standards (SQL, HTML5, REST, etc.), open-source solutions (Kubernetes, Hadoop, Kafka, etc.), and a variety of programming languages, databases, tools, and frameworks including Oracle-specific, Open Source, and third-party software and systems. “We’ve entered a new era of cloud computing,” Larry Ellison, Oracle’s executive chairman and CTO, told a rapt audience at company headquarters in Redwood Shores, California, on Monday, June 22, 2015. He then laid out the company’s next cloud surge into both platform as a service (PaaS) and infrastructure as a service (IaaS), complementing Oracle’s already successful software-as-a-service (SaaS) business. “It’s Oracle’s strategy to play at all three layers of the cloud,” Ellison said. Indeed, the company plans to offer not just services in those three areas, but also to make them work together seamlessly so that “everything can be moved from your data centre to the Oracle Cloud easily, with the push of a button,” he said. That’s because the new cloud era Ellison referenced represents a “coming decade of coexistence” between systems companies run internally and those that run in the cloud. In the PaaS and IaaS segments, Oracle now offers more than 24 new services, including cloud versions of its database and programming tools, as well as new high-performance network and storage services.

DELOITTE

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Deloitte Touche Tohmatsu Limited commonly referred to as Deloitte, is a multinational professional services network. Deloitte is one of the "Big Four" accounting organizations and the largest professional services network in the world by revenue and number of professionals. Deloitte provides audit, tax, consulting, enterprise risk and financial advisory services with more than 286,200 professionals globally. In Financial year 2018, the network earned a record \$43.2 billion USD in aggregate revenues. As of 2017, Deloitte is the 4th largest privately owned company in the United States. As per reports in 2012, Deloitte had the largest number of clients amongst 250 companies in the UK and in 2015. Deloitte currently has the highest market share in auditing among the top 500 companies in India. Deloitte has been ranked number one by market share in consulting by Gartner, and for the fourth consecutive year, Kennedy Consulting Research and Advisory ranks Deloitte number one in both global consulting and management consulting based on aggregate revenue.

In this paper, we have identified and analyzed various alternative finance models in India and discussed the possible advantages, benefits, constraints as well as disadvantages of such facilities from different stakeholder's point of view. We also compared the alternative finance models with traditional banking and capital market finance and suggested the possible to be used to take advantages of such options in large-scale business investments.

Paper 32

CASE STUDY ON MINDTREE PRODUCT AND SERVICES

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A case study is a research method involving an up-close and detail examination of a subject of study, as well as its related contextual conditions. MindTree Limited is an Indian IT company delivers business and technology solutions through global software development. MindTree develops applications to helps *companies* enhance their operations. The company also delivers product-development services and designs reusable building blocks for high-tech companies. MindTree Consulting is an international IT consulting company with revenues of about \$103 million in 2006, an increase of over 85% from the previous year's revenue of \$55 million. Besides, MindTree had several laurels to its credit. It was the world's youngest company to be assessed at Level 5 in both CMMI and P-CMM. The company was ranked among the top five Great Places to Work in 2004 in a study conducted by Grow Talent Company and Business world and rated as one of the Best Employers in India in 2004 by Hewitt Associates. When MindTree was established in 1999, the founders had set a clear Mission and Visions keeping in mind a timeframe of 2005. The company had almost reached the Vision parameters. Mindtree delivers digital transformation and technology services from ideation to execution, enabling Global 2000 clients to outperform the competition. "Born digital," Mindtree takes an agile, collaborative approach to creating customized solutions across the digital value chain. Some believe in the power of numbers. Some believe in the power of technology. We believe in the power of people. And the impact people can have on technology. Our roots grew from this belief that people with diverse points of view could come together to build a different kind of technology company.

Paper 33

WIPRO

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Wipro Limited is a leading global information technology, consulting and business process services company. We harness the power of cognitive computing, hyper-automation, robotics, cloud, analytics and emerging technologies to help our clients adapt to the digital world and make them successful. A company recognized globally for its comprehensive portfolio of services, strong commitment to sustainability and good corporate citizenship, we have over 160,000 dedicated employees serving clients across six continents. Together, we discover ideas and connect the dots to build a better and a bold new future. We began our business as a vegetable oil manufacturer in 1945 at Amalner, a small town in Western India and thereafter, forayed into soaps and other consumer care products. Technologies is an Indian information technology outsourcing company that, over a two year period, established a knowledge management initiative that enables it to build a competitive advantage as it experiences rapid growth in its global market.

In this paper we have identified and analyzed various alternative finance models in India and discussed the possible advantages, benefits, constraints as well as disadvantages of such facilities from different stakeholder's point of view. We also compared the alternative finance models with traditional banking and capital market finance and suggested the possible to be used to take advantages of such options in large-scale business investments.

Paper 34

TATA CONSULTANCY SERVICE LIMITED

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Tata Consultancy Services Limited (TCS) is an Indian multi-national Information Technology (IT) service, consulting company headquartered in Mumbai, Maharashtra state. It is a part of the Tata Group and operates in 46 countries with over four lacks employee. TCS is one of India's largest companies by market capitalization. TCS is now placed among the most valuable IT services brands in the worldwide nation. TCS Limited was founded or organized in 1968 by the division of Tata Sons Limited. TSC had early contracts included punched card services to sister's company TISCO (now Tata Steel), working on an Inter-Branch reconciliation System for the Central Bank of India and providing bureau services to Unit Trust of India. In 1975, TCS delivered a depository electronic and trading system is called SECOM for the Swiss company SIS Segal Inter Settle (Dutch). TCS is also developed System X for the Canadian Depository System and automated the Johannesburg Stock Exchange. It is associated with a Swiss partner, TKS Teknosoft, which it later acquired. In 1980, TCS established India's first dedicated software research and development center, the Tata Research Development and Design Centre (TRDDC) in Pune. In 1981, it established India's first client-dedicated offshore development center, set up for clients Tandem. On 25 August 2004, TCS became a Publicly Listed Company. In 2015, TCS is ranked 64th overall in the Forbes World's Most Innovative Companies ranking, making it both the highest-ranked IT services company and the top Indian company. TCS is the world second largest IT services provider. As of 2017, TCS is also ranked 10th on the Fortune India 500 list. In April 2018, TCS has become the first Indian IT company to reach \$100 billion market capitalization, and second Indian company (after Reliance Industries achieved it in 2007) After its m-cap stood at \$102.6 billion in Bombay Stock Exchange(BSE). TCS and its 67 subsidiaries are provided a wide range of Information Technology-related products and services including application development, business process outsourcing, capacity planning, consulting, enterprise software, hardware sizing, payment processing, technology education services, and software management. The established firm's software products are TCS BaNCS and TCS MasterCraft.

In this paper, we have analyzed the business strategy of TCS by studying its business level strategies including acquisition strategy, operational strategy, services strategy, technology adoption strategy, HR strategy, functional strategy, marketing strategy, and growth strategy. The paper also includes the analysis of a company's strength, weakness, and outlook.

Paper 35

PERCEPTION OF THE PEOPLE TOWARDS SMART CITY PROJECT A STUDY WITH REFERENCE TO MANGALURU CITY

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Smart City concept is new buzz word of our Urban Development policy. What do we mean by smart city? A city which is compatible and comprehensive in way that provides ease of living to its people fostering and nurturing them by meeting the amenities of modern citizen needs. In India the concept of urbanization and city development has always been there. The call of smart city is the push of modernity which has dynamic demands, in order to meet that, a new set of policies has to be amended in terms of Smart City. In the year 2015, the central government initiated Smart City Mission project under the mission a total of 100 cities from all the states of India are selected to get reformed as Smart City. The further selection of the city for fund allocation was done on very rigid system of city challenge. A city has to give its proposal after fulfilling certain criteria to be in Smart City project. Cities had to formulate the proposal through consensus among its corporation, state officials and people. At centre the cities were selected using national and International measuring tool to score those cities based on those evaluation cities was elected. Mangalore officially known as Mangaluru is the chief port city of the India state of Karnataka. It is the only city in Karnataka to have all modes of transport air, road, rail and sea. It is second best business destination and 13th best in India. Mangalore has developed itself as an educational hub and also world class Health Centre facilitator in recent years. Under the scheme of Smart City mission Manglore is also selected one of the hundred cities to be developed as Smart City. Thus a need is felt to understand the pulse of citizens towards smart city project, which is implemented. A sample from the citizens will be collected to study the same and discussed here in this paper.

Paper 39

A CRITICAL STUDY ON BUSINESS STRATEGIES OF INFOSYS

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Infosys is a multinational leading information technology company which was founded by N. R. Narayanmurthy in 1981 at Pune along with 7 engineers. The first name of 'Infosys' was isys which was later changed as Infosys. Infosys is the 2nd biggest it company in India whose average annual profit is reported 16000 crores. Infosys focuses on new and innovative technological solutions, easy and simple implementations, effective business strategies and developing, adapting deploying new technologies. One of the major achievement of Infosys was it occupied 62% market of India in 2012 regarding the IT consultees and 10% market of the world in 2013. Infosys has its headquarters in 25 countries and development centers in India, China,Australia, USA, UK, Japan etc.Infosys also undertakes technical support and BPO also.Infosys won the Global MAKE AWARD (Most Admired Knowledge Enterprises Award) for the years 2002, 2003, 2004 and 2005, which was the only Asian company to win this award.This paper narrates about business strategies, technical aspects,competitors,marketing strategies for this company and suggestions for future innovations.

GOOGLE LLC

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Google LLC is an American multinational technology company that specializes in Internet-related services and products. These include online advertising technologies, search, cloud computing, software, and hardware. Google was founded in 1998 by Larry Page and Sergey Brin while they were Ph.D. students at Stanford University, in California. Together, they own about 14 percent of its shares, and control 56 percent of the stockholder voting power through super voting stock. They incorporated Google as a privately held company on September 4, 1998. An initial public offering (IPO) took place on August 19, 2004, and Google moved to its new headquarters in Mountain View, California, nicknamed the Google plex. In August 2015, Google announced plans to reorganize its various interests as a conglomerate called Alphabet Inc. Google, Alphabet's leading subsidiary, will continue to be the umbrella company for Alphabet's Internet interests. Upon completion of the restructure, Sundar Pichai was appointed CEO of Google; he replaced Larry Page, who became CEO of Alphabet.



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Paper 1

INTERNSHIP AND EMERGING TRENDS AND TYPES WITH REFERENCE TO INFORMATION TECHNOLOGY

P. K. Paul¹, P. S. Aithal²

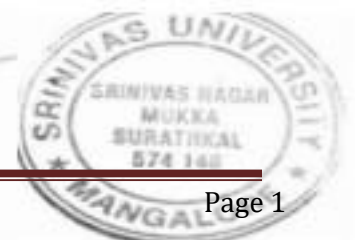
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Internship may be defined as Academic Internship, Professional Internship and Research Internship. In United States and some other follower countries a typical Internship are deals with different opportunities. *Professional Internship is another important types and most often this will be in the second or third year of the study period. The period can be from few weeks to two months to one full year. During this period, the candidate is expected to use the things they have learned in his/her course and put them into practice. This way the candidate gains work experience in their field of study. The gained experience will be helpful not only as his/her experience, but also for a permanent position in the same organization or any other organization. Academic Internship is practiced in the Higher Educational Institutes (HEIs) for the academic promotions. Similarly Research Internship is also offered to the academic candidates with focus on higher degree candidates. The Internship is increasing its popularity in the areas of Computing and Information Technology field. This paper is talks about different types of internship and its emerging types. Paper talks about the Information Technology focus in respect of internship, training etc.*


REGISTRAR



Paper 2

GOVERNMENT INITIATIVES IN INDIAN HIGHER EDUCATION

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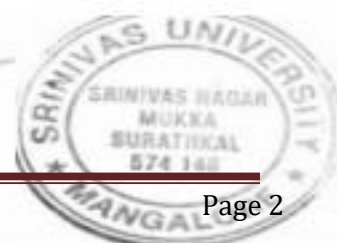
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The global economy has undergone structural transformation: there will be a workforce of 3.3 billion needed by 2020, in the services and capital intensive-manufacturing sectors. This phenomena is expected to play out in India – by 2020. 90% of India’s GDP and 75% of employment is expected to be obtained from the services and manufacturing sectors. Technological advancement shall have several jobs redundant while also creating new job roles. The structural shift in generating employment will increase demand for sophisticated workers, innovators, and thinkers who could thrive in globally-connected and a dynamic economy. India, with a large workforce and an increasing pool of educated graduates, is in a strategic position to reap the benefits of this shift. However, the „demographic divided“ will likely be squandered unless India can create a “globally relevant and competitive” higher education system that serves the requirements of both the domestic as well as global economy.

The Indian education system has seen a major change and the government has intervened with many dynamic changes to keep in pace with the growing global context. The reach of education has improved a lot, but when it comes to the quality of education, India is still lagging behind compared to other developed nations. That’s why in 2018, the government has taken big steps to improve the quality of education and to revitalize the institutional infrastructure. This paper is based on the secondary data comprising of valid information from the government agency to draw conclusions.



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Paper 3

REVIEW ON MODELS, QUALITY, TECHNOLOGY, & INNOVATIONS IN TEACHING & RESEARCH IN HIGHER EDUCATION SYSTEM IN INDIA

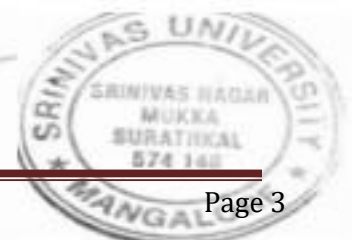
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Higher education system is a vast and potential industry sector in India due to the availability of a huge number of youngsters in the age group of 16-30 years. Using information communication and computation technology (ICCT), this sector is seeing many innovations and radical changes in teaching, learning, and research models and hence the quality higher education is improving substantially. As a part of our advanced study on the effect of technology on innovative models and quality of higher education, we have conducted a systematic review on Models, Quality, Technology, & Innovations in Teaching & Research in Higher Education System in India. Various research articles are identified year wise related to this field using Google scholar and reviewed and analysed. The contribution of many researchers on developing and implementing such concepts and ideas for collaboration with national and international agencies for further international exposure, and confidence building using the adoption of latest technology are discussed.


REGISTRAR
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Paper 4

A STUDY ON THE ISSUES & PROBLEMS OF HOTEL EMPLOYEES

Pinto Vincent* & D'Mello Laveena**

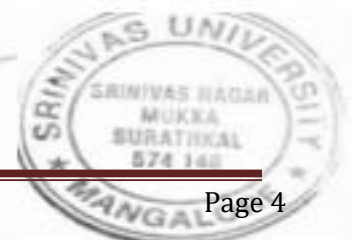
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Hotel Industry in India has witnessed tremendous boom in recent years. The Indian Hotel Industry has immense potential to satisfy both the business as well as the leisure travelers. Every year so many employees are joining Indian hotel industry for venturing into a great career. According to a report, the Indian hotel industry is growing at a rate of 15 percent annually. However, the Indian hotel industry is facing a serious threat from other sectors due to the nature of work it offers to its workers and such other reasons like long working hours, poor salaries, small rewards problem in work-life balance, poor working environment and neglected social life and slow career growth, etc. These issues are not only hurdles for the advancement of hotel industries but also affect the lifestyle of the workers in particular. This has attracted the investigator to find out the underlying causes of the problem so that an attempt could be made to suggest methods and ways to resolve issues for the betterment of these unrecognized workers. The main aim of this research study is to study the various problems of the employees in the hotel. And the objectives are to assess the working conditions, the implications of work status on social life, the psychological life, health problems and the work-life balance of the respondents


REGISTRAR



Paper 5

COMPUTER AND INFORMATION SCIENCES (CIS) AS A FIELD OF STUDY IN INTERNATIONAL UNIVERSITIES: THE FIELD FOR PROMOTING JOB AND CARRIERS

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India

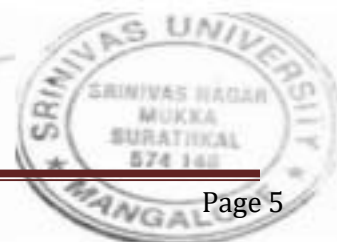
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Computing has changed the entire process of information activities ranging from collection, selection, organization, processing, management to dissemination. The advent of Information Technological tools, viz. Database Technology, Networking Technology, Multimedia Technology, Communication Technology have revolutionized the circle of information management of all types of organizations, institutions and individuals. The growing necessities of Computation and IT in different subjects are the results of creation of new domains such as Health IT. Apart from computation and its application in different subjects in managing information is also an important need of the entities of each and every kind hence gradually many universities were moved on Information Science from IT and subsequently from Health IT to most interdisciplinary Health Information Sciences. But due to the role and interest of Technologies and Computing as an academic programs and departments among the society and individuals many universities worldwide have started Computer & Information Science (i.e. Information Science with focus on Computing or merged CS & IS). India is moving towards a developing nation; here many things are in progress towards a developed nation. In some of the universities in India programs on such skillful and domain based Information Sciences have been started. The present paper may work as a documentary on Computing related domains to create awareness on information and allied interdisciplinary programs or removing misconception. The Paper is talks about the universities moving in the area of CIS with different degrees etc.



REGISTRAR



Paper 6

INSTITUTIONALIZED ELDERLY WOMEN-ISSUES & CONCERNS

Pinto Vincent* & D'Mello Laveena**

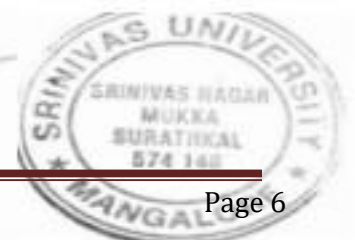
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The elderly not only face the problem of physical changes, but also experience psychological and social changes. Some individual cope with these changes effectively but others experience extreme frustration and mental distress. It is important for the family members to be aware of the psychosocial changes and stresses experienced by the elderly and foster necessary care and concern to them. The biological age and chronological age is closely related but will not correlate. It is the universal truth and many will face as age, advances the health problems tend to increase with age and these problems also depend on economic condition and family and social support. The primary objective of the present investigation is to study the plight of the elderly women in the institutional settings with the following broad objectives: To make a study of personal profile of the respondents; To understand the living arrangements of the elderly women in the institutions; To assess the extent of family relationship as well as the psychological condition of the respondents; To know and understand the social status of the elderly women in the institutions; and to study the coping patterns of elderly women. Total 80 respondents were interviewed from four care homes in the Udupi District. The respondents were selected through the simple random sampling method.


REGISTRAR



Paper 7

A STUDY ON CHALLENGES & OPPORTUNITIES OF HIGHER EDUCATION SYSTEM IN INDIA – MODELS, QUALITY, TECHNOLOGY, & INNOVATIONS

P. S. Aithal

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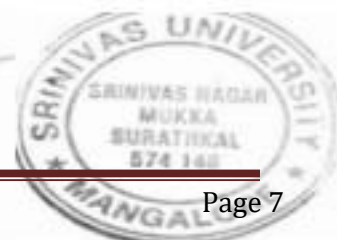
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Higher education sector in India is a part of the education service industry. There are various types of institutions in this sector which include Universities, autonomous individual institutions, and affiliated colleges. Universities are further divided into central universities, state universities, deemed to be universities, and private universities. Even though the universities are meant to give innovative higher education by differentiating them through their autonomy, they have to maintain common minimum quality as per the directions of UGC or other accreditation bodies. In the process of offering a better model of higher education within the framework designed by these accreditation bodies, these universities are trying to redefine the higher education service model. As a result, new innovative models to identify and evolve the student's potential abilities are developed and implemented in many autonomous universities.

In this paper, we are identified some of such new models offered in the higher education industry to re-define and impart better quality using various technologies and innovative student friendly models. The paper also contains an analysis of opportunities and challenges faced by different types of universities in India in the process of their intention to transform themselves as 21st century institution.



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Paper 8

CHANGING TRENDS OF DIVORCE IN INDIA: ISSUES & CONCERNS

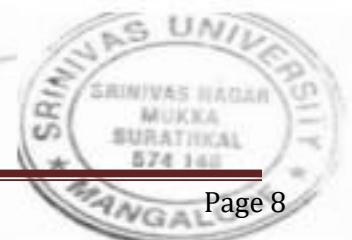
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Few years ago, divorce was considered as one of the rare social phenomenon in the Indian context. As the society started taking a new shape due to modernization and technological advancement, the rigid boundaries governing traditional Indian life began to replace with the new outlook as well as lifestyle. It gave a momentum when the womenfolk started taking up employment that increased the incompatibility of gender roles due to the changed status of women. Further, changing demographic contexts from rural and urban to cities or metros, individualization through the shift from joint or extended family system to nuclear family, process of selection of spouse in contrary to arranged marriage are the trends those have contributed to the increased unstable marriages in India. In a modern society, dissolution of marriage derives from the idea that living an independent life is better than keeping marriages in terms of personal welfare. This article draws on the issues and concerns of marriages due to the changing scenario in socio-cultural life, technological outburst through social media and other forms media, influence of western ideologies through globalization, etc that has challenged the durability of the marriages. The main aim of this study is to examine the recent trends on divorce. And the objectives are to know the socio-cultural factors that influence on the divorce rates and to suggest possible strategies for reducing or solve the problems of divorce in the family. 50 male and 50 female respondents studied in detail in this research study.


REGISTRAR



Paper 9

OPPORTUNITY ANALYSIS OF PRIVATE UNIVERSITIES IN INDIA TO BECOME EDUCATIONAL SUPERPOWER

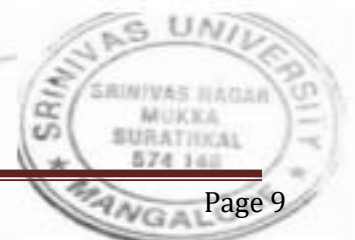
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Private universities are becoming popular in many countries including India. India being third ranked after Japan and Poland in terms of a number of private universities with currently having 296 private universities spread over 22 states. Based on their autonomy in identifying new courses, new pedagogy and methods, ability to collaborate with industries, opportunity to support research and innovations by including students at both undergraduate and postgraduate levels, and the strategy of creating monopoly by customising education for individuals, private universities finding more promising future in Higher education scenario of the countries. The recent decision of UGC to identify and support best performing HEIs as “Institutes of Eminence”, private universities got further fuel to innovate and differentiate themselves both in Academic and research domain, and plan and invest further to develop themselves as educational giants by many campuses all over India and abroad which is a situation to be comparable with emergence of multinational companies across the world. In this paper, we made an Opportunity analysis for Indian Universities to emerge as educational superpowers in the country by planning and implementing unique models of super performance.


REGISTRAR



Paper 10

A STUDY ON THE SOCIAL MEDIA AND ITS EFFECT ON THE PSYCHOLOGICAL HEALTH OF ADOLESCENCE

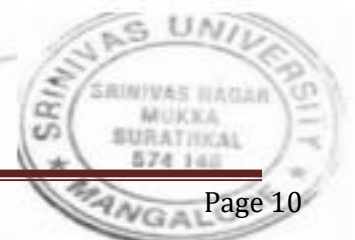
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Social media seems to play an imperative part of people lives around the world. The adolescence use Face book, YouTube, Google, and many others social medias and which will make them full busy all the time and to waste their more productive time which can be utilized in doing physical exercise, their school education and studies and to develop new talent. They are the future citizens and have to focus on their future goal. The research study is focus on the psychological health of the adolescence based on social media which lead to bring change in their behaviour. Adolescence period begins with the physiologically normal puberty and ends when an adult identity. This period of development corresponds roughly to the period between the ages of 13 to 19years. The period of adolescence is considered as crucial and significant period of an individual's life. Psychologically, adolescence is the period when the individual becomes integrated into the society. It also includes profound intellectual changes. The aim of the study is to know the impact of the social media on the psychological health of adolescences and the objectives are; to understand the positive and negative effects of social media, and also to assess the effect of social media on their psychological health. The sample size of the study includes 50 respondents of age 13 to 19 years from Mangalore taluk. The sample was selected through random sample method.


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Paper 11

HOW TO ACHIEVE BALANCE IN QUALITY & COST OF HIGHER EDUCATION IN PRIVATE UNIVERSITY SYSTEM

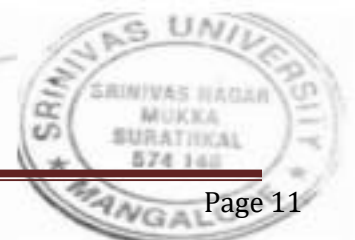
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Investment in a private university is a challenge for educational entrepreneurs due to the fact of increasing competition for infrastructure and quality. While investing for better world class infrastructure and world class quality based teaching and learning services to the students based on their perception, the cost is the main factor to vary. Since the investment in higher education gives very slow returns due to competition and financial status of the students, entrepreneurs have hesitations on a huge investment. With accelerated development objectives, private universities need huge investment both for infrastructural property (IP-1) and intellectual property (IP-2). Such investment attracts global students for study and research. This paper describes, predicts, and prescribes various ideas and their implications to achieve a balance between the quality and the cost of higher education service to its stakeholders. It also suggests how to invest systematically in various aspects of asset building in order to maintain the balance between quality of services and cost of providing such services through autonomous private universities.


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MANGALORE



Paper 12

ASSESSMENT OF EMPLOYEE ENGAGEMENT PRACTICES IN THE SERVICE SECTOR -A STUDY IN MANGALURU CITY OF KARNATAKA

V. T. Shailashri*, Dr. P. S. Aithal, Dr. Surekha Shenoy

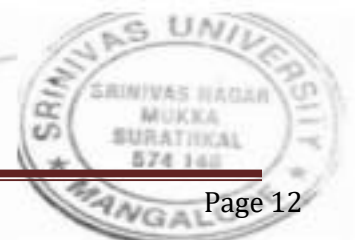
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Employee engagement is a concept which is gaining importance in the area of HRM. It is crucial for the companies specially the service oriented organizations to keep the employees motivated and enthusiastic about their work in the organization. Engaged workforce do not differentiate between the personal life and professional life. They go beyond the call of their job to achieve individual goals and organizational goals. They are highly enthusiastic about their jobs and have positive energy within themselves. Employee engagement can be fostered in the organization with relevant HRM practices that will affect individuals, teams and organizations well being. Various literature review have identified that employee engagement has an impact on organizations productivity, customer satisfaction and generation of revenue to the organization. This study is a primary study based on the service sector namely banking, insurance and education sector in the city of Mangaluru. Middle level Private sector employees are interviewed to identify their engagement levels in the present jobs. The study further identifies factors which influence employee engagement. With the help of the individual factors engagement levels are predicted for a given any respondents and a decision rule is formulated to classify respondents to either of the classes. Factor analysis is used for data reduction and a set of new questionnaire has been drafted to the specific sectors. The study further goes into identifying the best factors for predicting employee engagement. A comparative analysis is done with respect to the three identified sectors.


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Paper 13

NEW PROPOSALS ON PEDAGOGY & DELIVERY OF COURSES OF HIGHER EDUCATION SUITABLE IN INDIA

P. S. Aithal

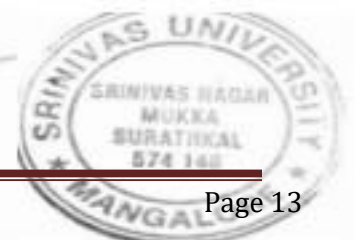
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Higher education becomes attractive when it fulfills the desires of the students and industries. Students will be happy if they get knowledge, skills, experience, networking with peer so that the experimental and interactive learning boosts their confidence and courage think innovatively to identify opportunities and to take up challenges. Similarly, industries expect skilled, committed, tech-savvy graduates who are confident and challenge seekers. Providing such so called complete graduates to industries who can think independently and solve industrial problems innovatively is the challenge of higher education institutions.

In this paper, we propose some of the solutions to improve the teaching and learning methods, pedagogy, and delivery of courses at UG, PG, and research level in higher education institutions which are suitable to developing and economically poor countries like India. These proposed models support the students to think independently and in teams as well as analyse and interpret the existing knowledge in new ways to fulfill industry expectations.


REGISTRAR



Paper 14

ESSENTIAL OF VALUE BASED EDUCATION IN HIGHER STUDIES

Gururaj G. Gouda*

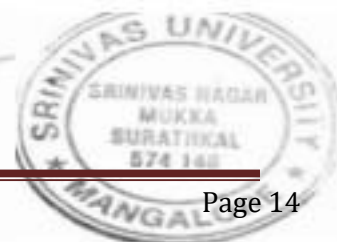
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Values are like roots of a tree which always grips our personality, holds a social acceptance, passes spirit to whole body to achieve success and ultimately gives us a life satisfaction. It is also an important value system in building up of our personality. Around 74.04% of literacy in India indicates a hug growth of Indian education system. As per a report given in 2012 96.5% of all rural children between the ages of 6-14 were enrolled in school. But various researches indicating that Indian education system has adopted “rote learning” rather than problem solving, New Indian Express says that Indian Education system seems to be producing zombies. Today’s Indian youths are totally confused by the influence new technological devices, information explosion, violent news by the press & media and lack of value based nurturing in its education system. To inculcate the value system in to their confused educational life, make them as good personalities with qualities and skills in dealing people. It is essential to adopt a value based education system in to higher studies to inculcate good conduct, better understanding of self and others, empathetic life style, create awareness about the values of family and community. This value based education system also adds self-confidence, self-respect and motivates to the social involvement. Educational institutions in India should take the initiative to impart Value Based Knowledge in to this new generation so that Students can realize that character building is equally important as career building. This is essentially a universally applicable educational framework highlighting the purpose of human life and need of interdependence on the basis of human values. To understand the present status and future need of Value Based Education in higher studies 50 graduate students; 25 girls and 25 boys were taken and interview schedule is used for the study. Both the primary and secondary methods are used and the study is descriptive in nature.



REGISTRAR



Paper 15

PREDICTIVE & PRESCRIPTIVE ANALYSIS OF FUTURE OF TECHNOLOGY DIRECTED HIGHER EDUCATION SYSTEM

P. S. Aithal

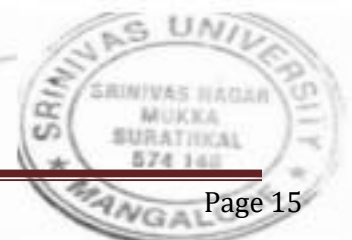
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Data analytics are classified into four types namely Descriptive analytics, Diagnostic analytics, Predictive analytics, and Prescriptive analytics. Descriptive analysis also called statistics is used to summarize raw data and convert it into understandable information. It is used to describe various events and issues happened in the past. It is helpful in finding the variation or pattern to be seen in past events or issues occurred. This helps to learn from the past. Descriptive analytics is a measuring scale of the performance of a system. Diagnostic analytics helps to focus deep into an event or issue under consideration and allows to determine the exact problem. Thus descriptive and diagnostic analytics allows to understand a system, or event or issue and helps to identify a problem quantitatively using statistical terms.

On other hands, Predictive analytics helps any system to forecast trends based on the current status of the events or issues. It may use the probability function while predicting the future or estimating the accurate time of a future event or issue to happen etc. Prediction is based on analysing the issues from various frameworks including different analysis models to interpret the future. Finally, the prescriptive analytics is used to solve the problem systematically. It can prescribe a solution and explains step-by-step how it can be used to solve the identified problem to end up with a predicted solution. Simulation can be used to explain the step-by-step problem solving path. In this paper, we have predictive and prescriptive analytical techniques to identify and simulate the technology directed future higher education system.


REGISTRAR



Paper 16

STUDY ON STRESS MANAGEMENT AMONG THE NON-TECHNICAL EMPLOYEES: A CASE STUDY OF ARVIND MOTORS PRIVATE LIMITED, MANGALURU

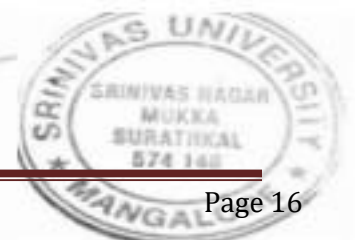
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Stress is an emotional and physical reaction to change. Stress is highly individualistic in nature. Some people have high tolerance for stress and thrive well in face of several stressors in the environment. Job stress is very harmful that occur when the job requirement will not match with the capabilities, resource, or needs of the worker. Job stress matters to our health and our work. When we feel stressed, our bodies respond by raising the concentration of stress hormones in our blood. When our bodies continually respond to constant demands or threats, coping mechanisms stay in overdrive, which can be damaging to health over time. Research shows that excessive job stress can lead to many long-term health problems, including cardiovascular disease, diabetes, weakened immune function, high blood pressure, musculoskeletal disorders, substance abuse, depression, anxiety etc. Stress affects employees at all levels and types of jobs. The non-technical employees in various industries are struggling with lot of stress issues during their work life. It is causing various problems in the industries such as lack of positive relation with the employers, less productivity, conflicts, work pressure, deadlines etc. along with that the employees who are stressed are suffering from various physical as well as mental issues which directly impact their work life and their productivity in the organization. The researcher aims to analyze the above problems of the non-technical employees in the Arvind Motors Private Limited, Mangaluru and to find out stress management strategies, so that it helps the employees to lead a better life and it will improve their efficiency to positively contribute to the growth of the industry they are working with. 25 employees were selected.


REGISTRAR



Paper 17

PATENT ANALYSIS & COMPANY ANALYSIS AS NEW RESEARCH METHODS OF TECHNOLOGY & MANAGEMENT EDUCATION

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Change with time is essential and inevitable in all systems except climate change which is not acceptable for environmental sustainability. Similarly, change is essential in the field of scholarly research. The research methods invented before 21st century are not only sufficient for prospective researchers in 21st century due to the fact that both systems and environments are changing. As a result, and to provide an opportunity to young budding researchers in UG and PG courses new, easy, online data available research problems would be attractive. As the internet and data communication technology is progressing, researchers have access to new data from various sources in a given area. Such data can be used to a new interpretation of existing knowledge using systematic analysis.

In this paper, we have discussed some of the newly identified/modified research methods to help new scholarly researchers to involve in research during their UG or PG course. Patent analysis is one of such method of research for Engineering and health science students where a researcher can choose an already filed Patent in his/her chosen field and analyse it systematically to study its technology, idea, and future value in solving practical problems. Similarly, company analysis is another new tool for Social science and management students to study and analyse various companies of different industry, their strategies and their efforts for sustainability etc. The advantages and benefits of these new affordable research methods are discussed.

Paper 18

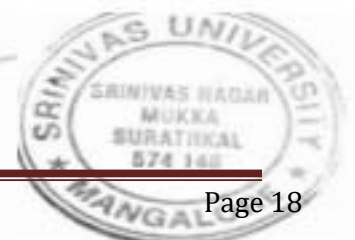
CHALLENGES OF IMPROVING EMPLOYABILITY THROUGH EDUCATION

Keerthan Raj & Dr. P.S. Aithal

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Education in India is in stages of renaissance. Education especially higher education has been receiving substantial support and initiatives by the government bodies by having larger number of universities and colleges as portals to address the rising education needs of a growing population. Though demographic dividend is at an advantage in India the levels of employability is staggering over the years. Policy makers, regulatory bodies need to formulate strategies to ensure that various job seekers are able to inbuilt the requisite levels of knowledge and skills to suit the changing requirements of industry. This paper through qualitative and exploratory study tries to identify certain tangible and intangible factors within the realm of educating the youth that are required to promote employment.


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Paper 19

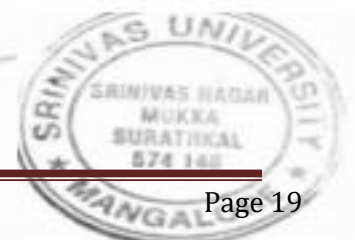
CONTEMPORARY ROLE MODELS IN HERI – A CASE STUDY BASED APPROACH

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Role models are a class of focussed, self-motivated and committed achievers in any field. This paper focuses on identifying and analysing the performance of some of the contemporary Role models who have contributed scientific research substantially using their intelligence and team working capability. It is observed that such people created a niche of their own to accelerate their research and publication contribution to society and enjoy their life. Based on this study of some of the identified Role models in different natural science and philosophical science, it is understood that those role models are self motivated people and enjoys life by setting their research targets, finds inspiration from nature and contributes to the society continuously to get satisfaction. The paper elaborates some of the instances of such achievements of chosen contemporary Indian scientists and researchers in the form of a case study.


REGISTRAR



Paper 20

A STUDY ON THE IMPACT OF INDUSTRIAL COLLABORATION IN HIGHER EDUCATION

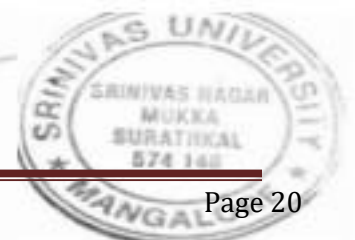
Madhushree L. M.¹, Revathi Radhakrishnan², & Pradeep M. D.³

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This study proved these interactions, based on needs, engagements, and outcomes of Higher education and industry collaborative activities. The needs are composed of network reinforcement, securing information and knowledge, and contributing to intra-/extra-mural utilization of outcomes. The engagements are composed of start-up revitalization for intellectual property creation and the outcomes are composed of learning about resource acquisition and clients' business process. This paper aims to propose a successful model for Higher education-industry collaboration focusing on the interaction between university, government, and industry. A considerable body of work highlights the relevance of university-industry-higher education collaboration council to enhance collaboration and benefit the graduates by promoting their skills to employers in industry. In our proposed model, we emphasized the role of university, government, and industry to work mutually to achieve successful collaboration.


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Paper 21

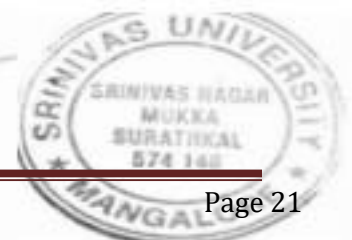
A PROPOSAL OF NEW DECISION MAKING MODEL FOR 21ST CENTURY BASED ON DATA SCIENCE CONCEPTS

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The definition of management is redefined during the beginning of the 21st century as decision making. Optimum decision making is a challenge to the decision maker in any field. The new field of science called decision science has emerged and it became a functional specialization in many business schools. Even though many decision theories are developed by many experts, the classical decision model developed by H. Simon has remained popular until the last decade. Another decision model is available Game theory technique of operations research where the decision of Maximizing the Minimum Gain is considered as Winners Strategy and Minimizing the Maximum Loss is considered as Losers Strategy. A newly developed organizational behaviour theory called Theory of Accountability also helps to make effective decisions for winning performance. This theory has eight elements which include : (1) Plan, (2) Set Target, (3) Self & External Motivation, (4) Working Strategies, (5) self & System made Responsibility, (6) Following Role Models, (7) Continuous Monitoring & Guiding, and finally (8) Accountability on output. In this paper, we have developed a new decision making model based on Data Science Model, where the following decision phases are considered and their use of effective/optimum decisions are discussed. (1) Create, (2) Describe, (3) Diagnose, (4) Predict, (5) Prescribe, (6) Perform, and (7) Conquer. The paper describes this new model with its merits and demerits.


REGISTRAR



A STUDY ON ROLE OF BUSINESS DATA ANALYTICS IN GENERATION OF NEW EMPLOYMENT

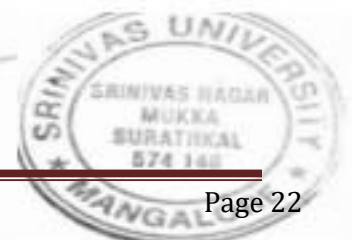
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All over the world, especially in developing and undeveloped countries youth employment is the one of the challenging task. Today all the organizations are collecting, processing, storing and analyzing huge amount of data and data volume, velocity and variety increases at exponential rate. The collecting, processing and storing has little significance compare to data infrastructure and how these data are analyzed and the analyzed data is how used for top level decision making is more important. At the high level, if an organization wants to succeed it should have intellectual property and intellectual persons, who should have the ability to do analytics of business data and normally called as business intelligence (BI). The analytics is usually classified as descriptive analytics, predictive analytics, and perspective analytics. Descriptive analytics are used to know the historical data and which helps to answer some problematic questions and solutions will improve the performance of the organization. Perspective analytics is the use of statistical, machine learning, and mathematical models to find out the future outcome and which helps to improve the organization in future days and these types of analytics uses historical data or descriptive data as its input. Perspective Analytics is the highest level or third type of analytics and which takes advantages of both descriptive and predictive analytics and also uses mathematical, statistics, machine learning, and neural network techniques. Perspective analytics not only predict/anticipate/forecast what will happen but also when and how it will happen. R, SAS, Python are the some of the common programming languages used in Data Analytics. There are great necessities or demand for the human resource, who knows all these skills with data mining, mathematical and statistical models. Business Intelligence has variety of applications in diverse fields like analysis of clickstream data, customer profitability analysis, segmentation analysis, product recommendations, pricing forecasting and many more. The business analytics has spread in various fields like supply chain, pricing, financial, social media, sports, and healthcare. This paper discuss various employment created due to business analytics evolution and emergence. This paper also talks about importance of data analytics in improving the youth employability with the aid of Data science and big data analytics.


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Paper 23

THE REALIZATION OPPORTUNITY OF IDEAL ENERGY SYSTEM USING NANOTECHNOLOGY BASED RESEARCH AND INNOVATIONS

P. S. Aithal¹ & Shubhrajyotsna Aithal²

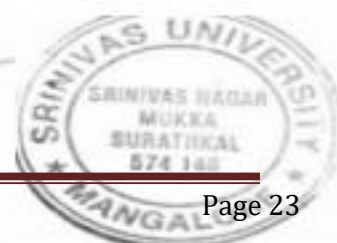
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An energy system is primarily designed to produce or convert and deliver energy for useful work. It supports the dynamic functions of the people both for their basic needs and luxurious wants. Out of many energy sources used in practice, renewable energy sources are finding importance due to their inherent ability to support a sustainable world. The challenges of developing such an efficient system can be handled effectively by considering the model and the characteristics of the ideal energy system. In our previous paper, we have developed a model and identified about 34 characteristics of an ideal energy system as a predictive hypothetical system and discussed the possibility of developing at least optimum energy system using suitable technology. In this paper, we made an attempt to use nanotechnology, one of the two universal technologies of the 21st century to realize many characteristics of an ideal energy system. We also proposed and analysed the possibility of using some nonlinear Dye Sensitized Nanocomposite doped Polymer Films in the process of designing highly efficient, low cost solar energy to electric energy converters.


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Paper 24

CREATING EMPLOYABILITY SKILL CHART FOR JOB SEEKING CAMPUS GRADUATES

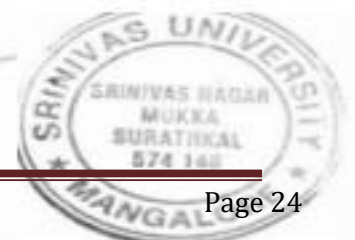
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Employability Skill set is the most important factor that any employer or recruiter shall look in a graduate for offering first job. Working Skills at industry is expected to be developed by the student during his/her tenure of academic study at graduating campus. This employability skill set cultivated by the job seeking graduate at campus should enable the student to clear interviews and also enable him/her sustain in first or new job. Therefore, this paper aims to investigate through Literature review, data collections from industry sources, and focus group interviews with expert panels, the list of employability skills which a job seeking graduate student at academic campus should possess while graduating out. The skill sets so identified will be created into a chart which would expected to serve as a ready-made checklist for the stakeholders to reap the benefits.


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Paper 25

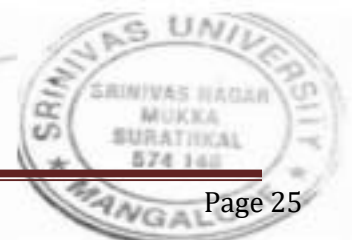
HIGHER EDUCATION: A PATHWAY TO IDENTIFY KNOWLEDGE BASED SKILLS AND ITS OUTCOMES

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Education systems around the world are set up to support the progress of students through a series of increasing, knowledge and sophisticated and demanding educational challenges that support the development of academic and technical skills. However, countries differ in terms of both their education systems and their wider social and structural pressures. The impact of poverty, race, ethnicity, and gender varies within and across countries in terms of the kinds of educational risks and opportunities to which students are exposed. This case study found that a small group of undergraduate students can quickly learn basic lean principles, tools and practices, and reinforce that learning by applying them in a team effort to significantly improve in a university administrative processes highly valued in industries. The University encourages students to acquire transferable skills, and the General Board has produced a Transferable Skills policy for undergraduate students. This outlines opportunities which may be available in faculties, departments and Colleges for students to acquire these skills. When designing courses, institutions are expected to bear the importance of such skills in mind, though University policy does not require them to be formal or directly assessed. Learning outcomes should be taken into account when designing the assessment for a course, ensuring that the mode chosen is appropriate for the learning outcome. Articulating the learning outcomes should also allow appropriate marking criteria to be drawn up, and give examiners and students insight into those criteria as they are applied to specific assessments.


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Paper 26

**HOW TO INTEGRATE THE FACULTY
PERFORMANCE WITH FACULTY COMPENSATION
– A “THEORY OF ACCOUNTABILITY” BASED
FRAMEWORK FOR HIGHER EDUCATION
INSTITUTIONS**

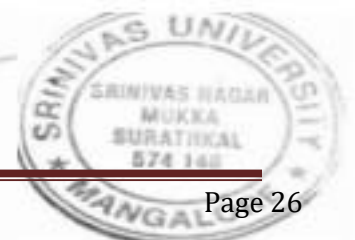
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The objective of campus based higher education is now shifting from mass education to customized education and in such model involving students in research by faculty members is an essential part. Such research focused higher education model not only benefits the students but also provides an opportunity to the institution to create intellectual property in its name. To encourage faculty members to be involved in research and publications, HEIs are trying to find various strategies. Faculty compensation is one of the important strategies in higher education institutions as they are the brain of the system and creators of an intellectual asset to the institution. Making faculty compensation dynamic is a very attractive and effective way in order to involve faculty members in research and publications. In this paper, we have studied the changing objectives of autonomous HEIs towards developing Intellectual property by shifting their focus towards research and publication. As a part of such objectives, we have developed and discussed an improved model of faculty compensation based on Annual Performance Based Component (APBC) and discussed how it adds value to the HEIs to create a tangible asset of intangible intellectual property.


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Paper 27

ROLE OF EDUCATION IN CREATION OF EMPLOYMENT IN INDIA: AN ANALYTICAL VIEW

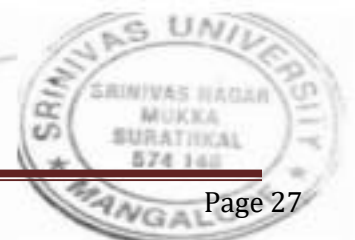
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Education in every sense is one of the fundamental factors of development of any country. No country can achieve sustainable economic development without substantial investment in human capital as education. Education enriches people's understanding of themselves and the picture of world. It improves the quality of their lives and leads to broad social benefits to individuals and society. Education raises people's productivity and creativity and promotes entrepreneurship and technological advances. In addition it plays a very crucial role in securing economic and social progress and improving income distribution. Education raises people's productivity and creativity and promotes entrepreneurship and technological advances. In addition it plays a very crucial role in securing economic and social progress and improving income distribution. First, *India* has struggled with defining the *role* and *importance* of *skill development* in national growth. As the *employment* increases there will be a rise in production. *Importance of educational system* is to produce a literate, disciplined, flexible *labor force* via high-quality *education*. On this background the study analyzes how the education can play an important role in creation of employment and opportunity for startups.


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Paper 28

EDUCATION, RESEARCH, AND EMPLOYMENT OPPORTUNITIES FOR PHARMACEUTICAL SCIENCE GRADUATES – A SYSTEMATIC EXPLORATIVE STUDY

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Pharmaceutical Science is a relatively new discipline and is concerned with fostering a multi-disciplinary approach towards the study of exciting new developments in the chemical, biological and biomedical science areas focusing upon the biochemistry, pharmacology, design, methods of analysis and delivery of pharmaceutical substances to develop effective drugs to cure various diseases of living beings. In this paper, we have explored the various education opportunities in at UG, PG, and research level, in different continents of the globe, and the type of research opportunities for the prospective research graduates in these countries. The paper discusses and analyse the global employment opportunities and constraints in different countries for securing employment for graduates, postgraduates, and research graduates with the field of specialization. The paper also suggests some of the improvements and advances required in the curriculum of Indian curriculum for these courses to make them globally competitive in terms of utilising opportunities effectively with transferred course credits.



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Paper 29

CROSS CULTURAL FACTOR INFLUENCING EDUCATION SYSTEM IN OUR COUNTRY

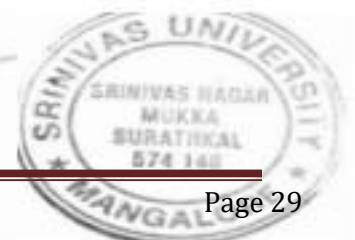
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Education is one of the most important parts of our life nowadays. Education in India provided by both public and private sector. India has improved a lot in the education system and proved to be a major contributor in the economic development. India has a large number of primary and secondary private schools and Government schools which will contribute to the overall development of the country. India was a country with lots of cultural and traditional value which maintained a Gurukula Pattasala. Till the recent past, it was believed that premier education is not available in India, but the current development in the educational sector has led to the belief that quality education is indeed available in India. Research done in the past has highlighted loopholes in the curriculum and methodologies but these criticisms had acted upon and amendments were made. These included changes in the syllabus, the introduction of new courses and dynamic methodologies. Modern infrastructures and teachers with adequate training are facilitating cutting-edge delivery of content; connected E-learning (called C- learning) is in vogue and today, India is attracting students from South Africa, China, Canada, France, Germany, Canada, Australia, UK, and the USA. The Indian education has divided into different stages such as pre-primary consist of children of age 3-5 studying in kindergarten or nursery, primary includes age group of 6-11 studying 1st standard to 5th standard, middle schooling consists of children from standard 6th-8th, secondary includes 9th and 10th standard, higher secondary education is 11th and 12th standard and under graduation and post graduation is known as the higher education. Even though the learning strategy has been changed in India, the quality of education remains the same in our country.


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Paper 30

CONTROLLING CLIMATE CHANGE TO SAVE EARTH –ANALYSIS OF NANOTECHNOLOGY BASED SOLUTIONS & RESEARCH OPPORTUNITIES

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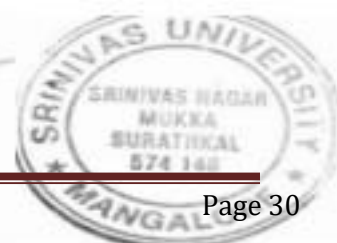
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Continued environmental pollution by human beings on earth taking towards disaster. Use of non-renewable fuels in both industries and individual applications continuously increasing green and poisonous gases leading air pollution and climate change. Even though intensive education and awareness programmes are being conducted throughout the world, the acts of activities supporting environmental pollution leading to climate change is continued throughout the world in many places. Thus along with educating people for awareness if we can find effective alternative solutions and implement them all over the world can only solve this problem to save the earth.

In this paper, we have discussed and developed an attractive new solution for cleaning the atmosphere continuously throughout the world to counter the continuous pollution using nanotechnology. The use of nanotechnology to develop filters to clean the air in polluted places using solar energy is the principle of these equipments and is scalable to the required level for effective usage in different populated cities. The advantages, benefits, constraints, and disadvantages of such systems are discussed.



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Paper 31

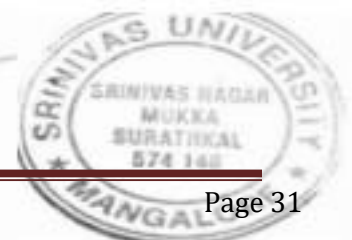
ENTREPRENEURIAL CHALLENGES IN THE GLOBAL PERSPECTIVE

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Entrepreneurship has gained greater significance at global level under changing economic scenario. With the globalization of the world economy, interest in international entrepreneurship has increased rapidly over the past decade. One of the most important features of today's global economy is the growing role of young entrepreneurial new ventures. An entrepreneur is a person who is able to look at the environment, identify opportunities to improve the environmental resources and implement action to maximize those opportunities. When an entrepreneur executes his or her business model in more than one country, international entrepreneurship is occurring. To start and expand a venture, an entrepreneur needs to identify opportunities for domestic and international expansion. In today's hypercompetitive world with rapidly changing technology, it is essential for an entrepreneur to at least consider entering a market outside the company's national borders. Identifying international market opportunities is becoming increasingly important to entrepreneurs and to their countries economies. The internationalization of entrepreneurship and business creates wealth and employment that benefits individuals and nations throughout the world. International entrepreneurship is exciting as it combines the many aspects of domestic entrepreneurship with such other disciplines. While going global an entrepreneur has to consider a wide variety of new environments and new ways of doing business, it is also accompanied by an entirely new set of wide ranging problems. Several factors like stage of economic development, balance of payment, type of governance system, political-legal environment, technological environment and cultural environment make decisions regarding international entrepreneurship more complex. In this paper, we tried to highlight the challenges companies face when they go global and the competency required by the entrepreneurs to tackle those challenges.


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Paper 32

AN EFFECTIVE PERFORMANCE OF WOMEN IN. EDUCATION AND EMPLOYMENT

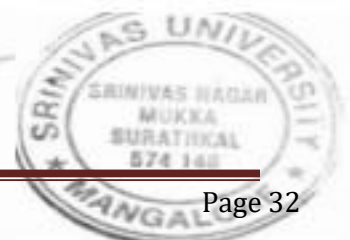
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In scientifically proved that both the men and women have the equal natural potentialities and qualities. In the women education in STEM it has been shown that girls and women under-representation in Science, Technology, Engineering and Mathematics [STEM] education is deep rooted. Higher attendance rates of High Schools and Universities Education among women particularly in developing countries have helped them to professional careers with better playing salaries and wages. Education increases a woman's level of health and health awareness. In their Employment to improve to rates of civic participation and holding the authority 'Women Empowerment is to motivate and develop women by promoting their participation in all areas and sector to build stronger. On the eve of the empowerment of the women year 2001 the government has planned to coordinate the previously launched various programmes. Education has a profound effect on girls and women's ability to claim other rights employment opportunities and earning power.


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Paper 33

IMPLICATIONS OF SIMULTANEOUS ELECTIONS IN INDIAN POLITY-AN IDEALISTIC MODEL TO ACHIEVE HIGHER MOBILITY AND PROSPARITY

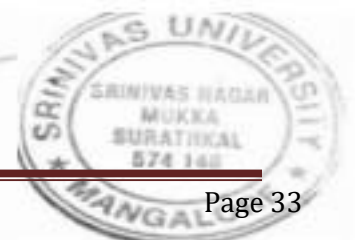
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Democracy lives on the virtue of Good Governance by means of fair and free Elections. The duration between the subsequent elections should with stand ample opportunities for providing stable and good governance. Unscrupulous elements of corruption in the due process of conducting elections would damage the social fabric of the society. In spite of the efforts done by the Election Commission to curb illicit finances, elections continued to be associated with black money and corruption. Frequent electoral cycle would disrupt the delivery of essential commodities and pose huge burden on human and financial resources. Deployment of government officials, teachers on election duty has caused public sufferings. India being the developing economy with resource constraints, there is a need to curb the cost incurred on elections to enrich economic progress of the country. The current system of elections has turned to be detrimental due to the undue influence of election manifestoes over the developmental works. Emergence of coalition politics with power sharing between parties during 1990s have dismantled dominant party system by staggering the election cycle with an average of more than five State elections every year. Democracy can be further strengthened through initiating Constitutional amendments to bring changes in the Political Status Quo. It is essentially required to streamline the staggered electoral cycle through Simultaneous elections to bring mobility and development in India. This sensitive reform is possible in the Indian Political system with the constitutional mandate and support of the political parties. Simultaneous elections can be a breakthrough to create higher mobility to achieve operational efficiency in the economic stability of the country.


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Paper 34

THE PERFORMANCE OF THE VARIOUS CHARGE CONTROLLERS- A REVIEW STUDY

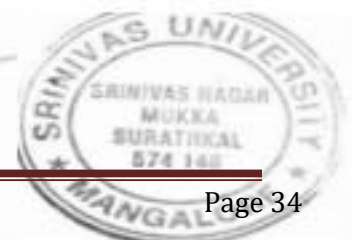
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The charge controller in a solar system plays an important role in filling the battery backup. The charge controller needs to give the controlled output to the battery until the battery is fully charged. When the battery is charged the charge controller usually stops charging the battery. The solar charge controller usually contribute to the efficiency of the performance of the solar system. Usually the solar system has an efficiency of 18% to 20%. There are various factors effecting the efficiency of the solar system. One of the factor being the performance of the solar charge controller. Today in the market we get three types of solar battery chargers namely transistor shunt type which uses a simple transistor acting like a switch to control the charging of the battery, PWM charge controller which uses a Pulse Width Modulation technique to charge a battery having more efficiency than an ordinary transistor based charging and presently MPPT charge controller which transfers the maximum power from the solar panel to the storage as well as output load. This paper contains the review of all those charge controllers. The performance of those charge controllers is discussed. The limitation of these charge controllers are also discussed. The paper leads to a model which improves the charging efficiency of the solar system by considering all the limitations of the current charge controllers.


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Paper 35

A STUDY ON STUDENT SATISFACTION AT SRINIVAS INSTITUTE OF MANAGEMENT STUDIES WITH SPECIAL REFERENCE TO MBA COURSE

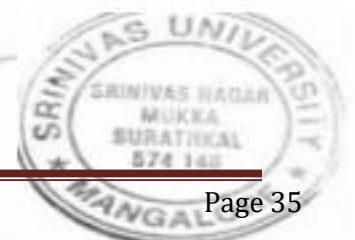
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A. Shama Rao foundation's Srinivas group of colleges has started many professional colleges in Mangalore since 1988. One of its flagship endeavor is Srinivas institute of management Studies [SIMS]. Having obtained the Private University status in the year 2013 under the Karnataka State Act, SIMS under Srinivas Research University is undergoing through a transition phase. With the autonomy granted, SIMS is continuously engaged in improvising its quality of service delivery. Reputation of any college will be totally reliant on high level of students' satisfaction. It is this aspect which makes this study of student satisfaction measurement so necessary. In this research, we explore how the various randomly combined personal attributes of students influence the corresponding satisfaction level. A survey was made to collect empirical data to study main effects on overall satisfaction level. These results can guide managerial decisions regarding the actions a college should take to effectively improve the quality of college services and thus improve retention levels.


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Paper 36

MODERN TECHNIQUES IN TEACHING

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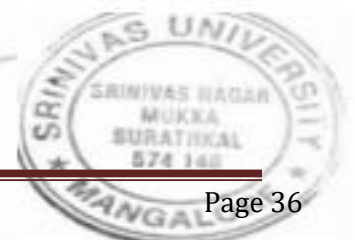
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“Anyone who stops learning is old. Whether at twenty or eighty, anyone who keeps learning stays young” said Henry Ford. Learning never stops, and so does teaching. Teaching, in order to make it interesting or to grab the attention of your audience needs to be innovative. We need to create new ways of teaching to people.

The age old chalk and talk method is the ever green method, but in order to keep our students interested in our talks we need to be different or be innovative.

Hence in this paper we would be listing down the various innovative teaching methods used & also would be suggesting quite a few new methods which can be implemented to make studying an experience.


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Paper 37

A STUDY ON THE IMPACT OF JUVENILE DELINQUENCY ON THE CAREER OF THE CHILDREN

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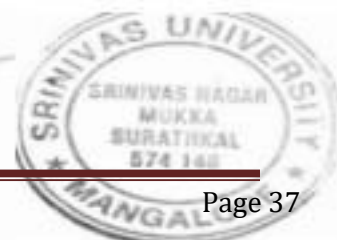
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Delinquent children are belong to that category of exceptional children who exhibit considerable deviation in terms of their social adjustment also labelled as social deviant or socially handicapped. There are several causes which influence the juvenile delinquency like social, physical abnormalities, personality defects, emotional and social maladjustment, poverty, unfulfilled desire, influence of peer groups or bad group etc. the direction of causal link between education and juvenile delinquency is fundamentally complex. Early aggressive behaviour, low intelligent level may lead to difficulties in the classroom. Delinquent peer associations may also be a consequence of school failure when student comes to reject academic achievements and involves in miscomputed behaviour. At present situation student are more involved in other activities than curriculum like taking drugs, alcohol, smoking, theft, groupism etc. Changing education performance and behaviour simultaneously is more likely either result durable positive outcomes. Schools play an essential part in educating, socializing and other wise preparing role as adults in every changing world. The research study mainly aims to know the impact of juvenile delinquency on the career of the children. And the objectives are to know the profile of the juvenile and their family background, interest and the challenges in their future career. The study is descriptive in nature, and 50 samples were selected from Mangalore taluk.



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Paper 38

A REVIEW ON CHILD PROTECTION AGAINST EXPLOITATION, VIOLATION & ABUSE

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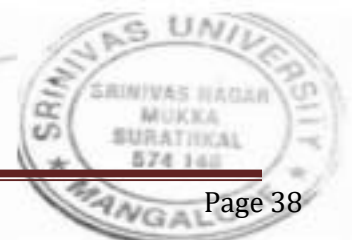
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Children's are the blossomed flowers of our nation. They are grown up and protected by parents and bounded by their society. They are minors by law. Children do not have autonomy or right to make decision of their own for themselves but They have specific rights equal to human rights. Some of the rights are right to association with both parents, right to food, health care, human identity, basic needs for physical protection, education, freedom from discrimination on the basis of the child's race, gender, national origin colour or other characteristics.

But sometimes infraction of rights of the children takes place in many places. Moreover, lack of education and common sense especially towards the socially backward people of the country considered as a major threat to the life of children. These violations of children's rights can be described as harmful practices. Many involve extreme physical violence, pain or some other cases serious injuries or death. Other includes mental violence. Every day and every hour somewhere in the world a child is being subjected to abuse physically or sexually. This happening in their own home, school and any institutions. When we read newspaper at least two or three news's are appearing about the utterly tarnished crimes against innocent children. This violation is mainly based on tradition, religion, gender, class, caste, status, and race. Some of the serious child right violations are child labour, rape, sexual exploitation, forced marriage, torture, kidnapping, negligence, deprivation of food etc. The main victims of these violations are. The main reason for this problem is the assumption of parental power over their children.


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ROLE OF R PROGRAMMING IN DATA ANALYTICS FOR NEW EMPLOYMENT CREATION

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R Programming is open source programming language used for statistical calculations, data science, data analysis and to represent the data graphically. R was developed by Ross Ihaka and Robert Gentleman in 1990s. **R** being open source, it attracts more number of developers and lots of packages for wide variety of statistical computing and data visualizations allows a user to get sophisticated analysis in a short span of time. These packages allow users to employ statistical functions, econometrics, and machine learning and simulation techniques. It contains many statistical methods and is widely used by academic statisticians as well. Because of this R programming creates more number of job opportunities in data science and data analysis. R is an excellent programming language for data analysis for three reasons. First, it is an open source language, secondly it emphasis on statistical analysis and thirdly it is community based language. This research gives the role of R programming in creating new employment in the field of data science and analysis. R is a popular language in academia. Many researchers and academicians use R for experimenting with data science and analysis. Many famous books and learning resources on data analysis use R for statistical analysis. Since it is a language preferred by academicians, data scientists come from different background - Say Statistics, Bio-Statistics, Computer Science, this creates a large pool of people who have a good working knowledge of R programming.


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The Proceedings Book of One Day National Conference on

**EXPLORING AVENUES IN BANKING,
MANAGEMENT, IT, EDUCATION & SOCIAL
SCIENCES**

04/08/2018

Editors

**Dr. P.S. Aithal
Prof. Amith D. Menezes**

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Paper 1

A Conceptual Study on why Mobile Banking Services are not accepted by Majority of Professionals in India

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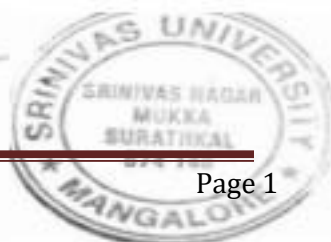
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The drastic improvement in Information and Communication Technology (ICT) and Wireless communication technology made banking transactions available ubiquitously in our fingerprints with a goal to achieve high-speed multimedia, internet services including on-demand video services, faster web browsing facilities with customized and flexible services. Mobile banking is a innovate and advanced service provided by the bank to its customer to do financial or message based transactions online through their mobile without physically visiting the bank. Usually, mobile banking services are classified as the pull or push-based services depending on the location where the service is originated. If the service is originated from the bank and reaches to the customer mobile then that is referred as push and service request is originated from the customer and bank process the request send the result back to the customer is called pull. Today, even though banks have adopted wireless and mobile communication technology to their banking services and made its services innovative, simple, time saving and user-friendly, still many of the Indian customers are not showing interest or not regularly using mobile banking services. The drastic and exponential growth of mobile in the urban and rural area generates a large pool of customers, whom can effectively avail mobile banking services with very minimal cost. These papers discuss the growth of mobile banking in India by considering the services of major banks and also try to find out different professionals who are using mobile banking services. This paper also discusses the reasons for declined or reduced usage of mobile banking services. This paper makes SWOT analysis non-acceptance mobile banking services by the major professionals using online survey. This will help the researcher to find the gap between the usage and nonusage of mobile banking services in India.



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Paper 2

Concept of Alternative Finance & Its Present Relevance

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Alternative finance is the term used for forms of finance that stretch beyond the traditional system such as banking and capital markets. Alternative finance describes any financial services that are provided by any agency. The advantage of alternative finance compared to traditional banking or capital market finance due to the fact that technology-enabled 'disintermediation', which means utilising third party capital by connecting fundraisers directly with funders, in turn, reducing transactional costs and improve market efficiency. The various varieties of alternative finance are Bitcoin, Crowdfunding, Crowdsourcing, Equity crowdfunding, Monero, Peer-to-peer business lending, Social impact bond, Sophisticated Investor to Business Lending, Invoice Discounting, Supply Chain Finance (SCF), Pension-led Funding, etc. Even though pawnshops and the collection plate around the congregation on holiday can be described as alternative finance, more systematically, are referred to a large number of internet-based platforms which works on borrowing and lending between private individuals and businesses are generally considered as alternative finance. In this paper, we have identified and analysed various alternative finance models in India and discussed the possible advantages and constraints as well as dangers of such facilities. We also compared the alternative finance models with traditional banking and capital market finance and suggested the possible precautions to be used to take the advantages of such options in large-scale business investments.



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Paper 3

Online E-Campus Interview Training MOOC for Job seeking Graduates

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Currently, Academic MOOC (Massive Open Online Courses) is widely recognized as a major step in disruptive innovations that is taking place in Higher Education sector today. Simulative MOOC is also adopted in corporations for staff or personnel trainings for cutting down training costs and time at Industry. Moreover, with E-HRM also partially disrupting orthodox HR Processes at Industry level, Online E-Campus Interviews have also become more immensely evident towards graduate hiring presently. Therefore, training job seeking graduates for achieving success in current online interviews too has also become a paramount challenge for training & placement services cell of educational institutions. Therefore as a solution, this paper calls upon institutions to ingeniously construct or industry development teams to look upon building a very basic simulative MOOC prototype with a very comprehensive online interview training contents which we feel shall benefit all the stakeholders involved.



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Paper 4

Banking and Financial Analytics – An Emerging Big Opportunity Based on Online Big Data

P. S. Aithal¹ & Krishna Prasad²

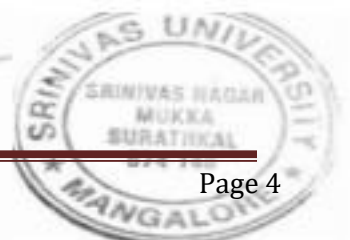
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Business analytics refers to the skills, technologies, practices for continuous iterative exploration and investigation of past *business* performance to gain insight and drive *business* planning for present and future decisions. Business analytics in the banking industry is also grown to the extent in terms of its sophistication, that basic banking reporting is grown to descriptive analytics, predictive analytics, and prescriptive analytics using significant technological advancement and utilising presently available big data. The application of analytics to banking and finance is crucial, profitable, and extremely rewarding, both for organizations and professionals. Using advanced technology of machine learning, combined with analytics, supports banks to research much about customer behaviour and preferences, so the banks can continuously learn and fine tune analytical models to optimize products and services, and optimize the cost of offering products in various channels. Cloud-based analytics platforms give banks flexibility and elasticity to work with big data workloads at high velocity and reap business value faster. In this paper, we have discussed descriptive analytics, predictive analytics, and prescriptive analytics to be used in banks for optimum decision making as well as for activities like Fraud Detection, Application screening, Customer acquisition & retention, Knowing customer buying habits, Efficient cross-selling of various banking products and services, payment collections process, Better cash/liquidity planning, Marketing optimization, Customer Lifetime Value, Customer feedback management etc. We have also described the effect of these analytics on the competitive and innovative ability of the banking and financial industry sector.



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Paper 5

An Analysis of Risk and Returns of BSE Listed Banks

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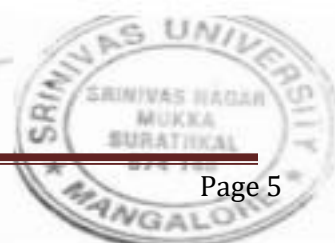
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Bank as a financial intermediary accepts deposits from savers and channelizes those deposits into lending activities either directly lending to capital seekers or through capital markets. Banks are primarily a financial intermediary, performing well in the financial market over the years. The listed banks have created interest among investors to invest their money in bank stocks. This study investigates risk- return dynamics of 40 listed banks operating in India for the period 2008 to 2017. The study uses descriptive statistics and value at risk to measure the bank stock's performance vis-à-vis market. The study reveals that the risk varies across banks and the risk is related to the returns.



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Paper 6

Digital Finance: The Concept and Emergence with reference to Academic Affairs

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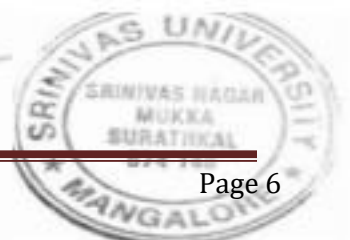
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The concept and term Digital Finance is important and valuable in current age. In generally it is the application of Information Technology and Computing in Financial affairs. The field is closely associated with the Banking, Commerce, Management and Economics. The term Financial Technology is also closely associated with the Digital Finance. Digital finance is an advance concept to move healthy and modern financial services in difference sectors viz. agriculture, transportation, healthcare, tourism education etc. Digital finance is responsible for the greater financial inclusion; it is also responsible and dedicated for the expansion of basic services. It is a fact that today more than 50% community in the developing world having their own a mobile phone and thus the concept of Digital Finance is increasing and importantly the challenge is massive because 2.5 billion individuals may have problem in digital fiancé inclusion. It is worthy to note that about 200 million small businesses is also have bad access to basic financial services due to various services. Country like India also has various other problems e.g. India has about 155,000 post offices and majority are in rural areas and thus they are playing a critical role in enhancing financial inclusion, and indirectly these are responsible for the financial services which include banking, insurance etc. It is a fact that due to the importance of Digital Finance many universities in the world has started the program in Digital Finance not only in Certificate level but also in Masters level. This paper is talks about the basics of Digital Finance and its educational affairs also. Paper highlighted the emerging areas also.



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Paper 7

An Online Comparative Study on Mobile banking Financial Transaction of Major Nationalized Banks in India

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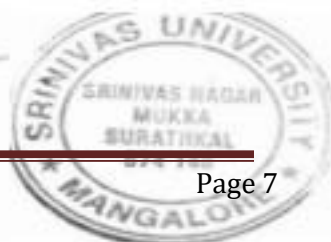
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Adopting new technology in the banking sector is very useful for the growth of banks in India. The bank is the main financial institution that provides the digital technology-enabled services to the customers in an effective manner. Because of competition today each and every bank is providing modern and innovative services to attract a number of customers. Mobile banking (also known as M-banking) is one of the new, user-friendly and widely used concept in Electronic banking that is used to accomplish cashless financial transactions, fund transfer, credit applications and payment of bills, taxes etc. remotely through mobile devices like smartphones, PDAs, and tablets. The drastic increase in the usage of mobile phones in both urban and rural areas provides exciting opportunities for the growth of mobile banking (m-banking). But in India, a developing country, mobile banking is limited to only some fields such as SMS due to lack of facilities, security issues, poorly performing internet connections and because of high priced. In this paper, we present a comparative study on Mobile Banking transaction of major banks in India. This paper discusses the intention of determining the comparative differences/similarities of mobile banking usage in India. In this paper, we discuss and Analyze mobile banking financial transactions using ABCD analysis and based on the analysis we also make some recommendations to mobile banking service providers. This will help the researcher to find the gap between the traditional and digital method of financial transactions in India.



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Paper 8

CSR activities of Indian Banking Industry – A comparative study of four Public Sector Banks

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Corporate Social Responsibility (CSR) is integral and inseparable part of the any business for sustainable growth and success. CSR plays an important role in promoting values and responsibilities in the locations where the organization does business. CSR is a contribution of the organizations to their surrounding environment and society to show its morality and gift to the financial progress of the people while improving the worth of the life of the employees and the local public in general. All over the world, CSR is essential for the organizations to confirm their sustainability. Though, CSR is a worldwide issue and all organizations practice it to some degree. In this paper, we discussed CSR and the related matter, and analysed the well-being performances of banking industry in India by comparing four Commercial and four Private Commercial Banks. As the central bank of Bangladesh, “Bangladesh Bank” has advised the commercial banks to play an effective part in the well-being of people. Therefore, this paper is an attempt to discover the degree to which the mentioned banks in Bangladesh accomplish their CSR activities and to search the level of revelation for CSR in their annual reports. The research has been directed with secondary data collected from the annual reports of the mentioned banks of more than a few years. Against this backdrop, this paper debates the situation prevailing practices of CSR in mentioned banks. The paper presented here in the three-fold continually reviews the literature concerning CSR in the context of the contemporary world; inspects the well-being practices and presents the data of CSR practices of the mentioned banks and lastly presents the limitations and recommendations for better CSR practices of the mentioned banks in India.



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Paper 9

Comparative Study on Various Process Model in Software Development

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There are two distinct levels of Software Engineering Process. The first level activities include information gaining, maintenance and development of software. In the second level the activities related to the definition, measurement, and functioning the software process. This paper contains comparative study of different process models in software development based on various parameters, and various factors for choosing partial software model in the world of software development. It is concerned with software development life cycle that examines the area of software development through the development models. It represents three of the development models namely, waterfall, Iteration and spiral. These models have some disadvantages and advantages. The objective of this research is to represent different type's models of software development and make a comparison between them along with the features and defects.



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Paper 10

ABCD Analysis of Indian Public Sector Banking System

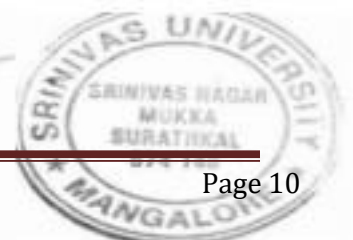
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ABCD analysis is a recently developed analysis framework for any kind of concepts, ideas, business model, or business strategy. This framework consists of identifying various determinant issues and determining the effective affecting factors based on identified key attributes under four constructs named advantage, benefit, constraint, and disadvantage (also called factor analysis). The framework also supports to identify the critical constitutional elements of the model/strategy (also called elemental analysis). In this paper, we have used ABCD analysis framework to analyse Indian public sector banking system. The various determinant issues like organizational issue, employees issue, customer issue, government issue, and environmental/ societal issues are identified and the affecting factors under the constructs Advantages, Benefits, Constraints, and Disadvantages are determined for identified key attributes. The critical constitutional elements of the public sector banking model are also identified for the same four constructs. The scores are given to each critical elements under all four constructs and based on calculating overall scores the importance of banking sector in serving its customers and hence to the society is determined and rated.



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Paper 11

Demonitisation and its Impact on Indian Economy

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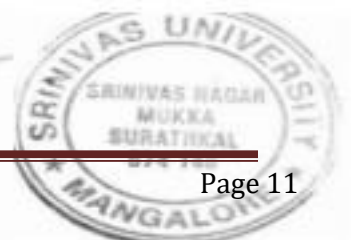
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On 8th November 2016, the Government of India announced the demonetization of all Rs.500 and Rs.1000 banknotes of the Mahatma Gandhi series. The government claimed that the action would curtail the shadow economy and crack down on the use of illicit and counterfeit cash to fund illegal activity and terrorism. The demonetization that happened will not only have economic impact but also social and political ramifications, both from immediate and long-term perspectives. This paper attempts to study impact of demonetization with reference to Common man. Through this article an attempt had been made to understand both its merits and demerits of demonetizations on Indian economy.



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Paper 12

A study on the normal charging controller system for the solar energy Pros and Cons

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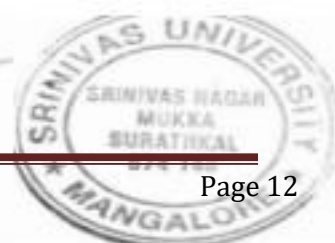
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Renewable Energy System is now becoming the important alternative to the conventional energy system. This is due to the fact that the renewable energy resource is environment friendly and causes zero pollution to the atmosphere. In addition to this the conventional energy is suffering from fossil fuel for the production. Due to this more and more encouragement is given to the renewable energy system. One such renewable energy system is the solar energy system which is gaining more and more market in India. This is also called a clean and green energy system. Every solar energy system is comprising of a set solar panel, charge control system, energy storage system and inverter system. Here the role of solar charging system is very important. This system should accept solar energy from the solar panel and supply it to either storage system or inverter system. The amount of energy from solar varies from time to time which depends upon the angle of solar incident. Similarly the load for the inverter changes from time to time. The variation in the solar energy and load requirement has to be balanced by the charge controller. The objective of this paper is to study the performance of the various solar charge controller and suggestion to improve the efficiency of the same. Here the available solar charge controllers are studied and performance is noted and improvement suggestion is given. The outcome of this paper is the performance of the current charge controllers, special features of the same and new proposal for the performance improvement.



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Paper 13

Financial Technology and Allied Areas with reference to Bachelors Program: An International Look

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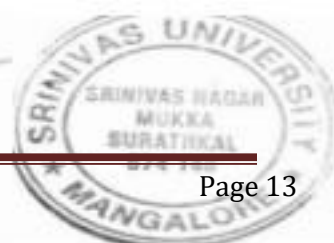
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Financial technology is also called as FinTech, it is a new technology which is responsible for the modernization of traditional financial methods into different way and with computing enabled financial services. FinTech sector is currently using technology which helps in promotion of activities in finance and other affairs. The smart phones is used for different affairs and these led the concept of mobile banking, investing services. Currently, crypto currency is emerging rapidly and there are many examples of technologies for better and sophisticated financial services. Financial technology companies are moving towards better and healthy initiatives in promotion of startups and establishments are trying to better financial services. Information Technology tools plays a lead role for Financial technology field development both in practice and academically. Today many universities have started program and degrees in this field with name of Financial Technology, Financial Business Technology Financial Computing etc. The goal of this kind of program is to provide and generate knowledge as well as skills which are emerging in financial technology sector. Fintech is responsible for the great changes in traditional banks and insurance companies. The product/skilled in this field will taught innovation management techniques and they will be able to design as well as implement software applications, importantly here the data analytic, big data. Cloud computing, machine learning etc skills are required by new data driven models of financial services promotion and development. This paper is conceptual and theoretical in nature and talks about the basics of financial technology including its features, characteristics, development and function as a whole. The paper also emphasized about the program in this field and program potentiality in brief.



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Paper 14

How to Improve the Productivity of Banking System in India – a Theory of Accountability based Analysis

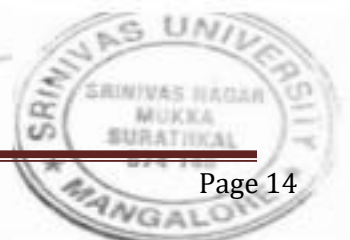
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The recently developed theory called Theory of Accountability (Theory A) for organizations of 21st century identifies the various factors which affect the organizational human resources performance. The essential components identified to improve the productivity of any organization based on the postulates of Theory A are (1) Planning, (2) Target setting, (3) Motivation, (4) Work Strategies, (5) Responsibility, (6) Role model, (7) Monitoring & Guiding, and (8) Accountability. The objective of this paper is to apply the components of Theory A to Indian Banking system and to study how to improve the productivity of banking system for economic progress in India. Accordingly we analysed the business model and the organizational strategy of Indian Banks in terms of their business objectives, service planning, target setting for the employees, employee motivational factors, working strategies to improve productivity, self-and mutual responsibilities among individual employees and in their groups, concept of role model in banking service innovation, continuous monitoring and guiding strategies, and finally accountability of each and every employees at different organizational levels.



REGISTRAR



Paper 15

A Study of Digital Banking Facilities with Reference to Kushalnagar Town Panchayath District of Coorg

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Banking industry in India is facing unprecedented competition from non – traditional banking institutions, which now offer banking and financial services over the internet. The deregulation of the banking industry coupled with the emergence of new technologies, are enabling new competitor to enter the financial services market quickly. Digital banking or E – Banking is an umbrella term for the process by which electronically without visiting a bank. User with a personal computer can get connected to his bank's website to perform any of the virtual banking functions. In internet banking system the bank has a centralized database that is AHADweb-enabled. All the services that the bank has permitted on the internet are displayed in menu. Any service can be selected and further interaction is dictated by the nature of services.

E– Banking is a generic term for delivery of banking services and products through electronic channels, such as the telephone, the internet, the cell phone, etc.,

A Study of Digital Banking Facilities: With Reference to Kushalnagar in Coorg District of Karnataka

Paper 16

Social awareness of investment pattern among the youth: A study in Mangalore city

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The person who analyses the risk based on value rather than the price is considered to be the most perceptive one. This study will be focused on investment pattern adopted by the young entrepreneurs before the commencement of the venture. Investment pattern in this study will involve diversification and allocation of funds. This study will also be emphasised on the investment alternatives and strategies taken up by the young entrepreneur after the initiation of the venture. This study will be based on primary data and secondary data. In primary data, the study will use questionnaire method to collect the data and interpret it. Apart from the primary data the study will also include secondary data for analysis and interpretation. Secondary data may be reference from books, magazines, articles and journals.

Paper 17

A Conceptual Framework on Glass Ceiling in Healthcare Sector

Miss. Prathibha R., Dr. Puttanna K.

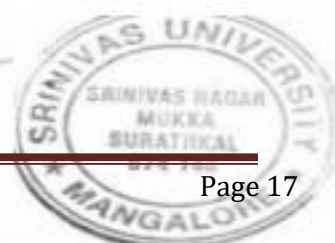
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Women face many challenges to strive in male- typed careers and this applies to healthcare sector also. In this regard Glass Ceiling is a term used to describe the barriers that restricts the women from advancing the growth. The healthcare industry is one of the world's largest and fastest-growing service sectors. Women's role in medicine and healing is evident throughout history, from the ancient world through to the present day. Historically in healthcare, women were entrusted with providing care to the sick and injured, and this norm ultimately created what is considered a gendered healthcare work environment. Females make up the majority of medical students, yet are heavily under-represented in formal leadership positions and specialty areas. Although women make up the majority of the healthcare workforce, they often experience career advancement challenges and remain significantly underrepresented in the ranks of senior academic, managerial and hospital leadership in many health-care organizations. This paper is conceptual in nature which focuses on various barriers which restrict the female doctors from advancing the growth and the role played by them in breaking it. The purpose of this paper is to outline a review of the concept of Glass Ceiling in Healthcare Sector with a conceptual model.



REGISTRAR



Paper 18

Reaching to the Bottom of the Pyramid – a Case Study of Vidya Lakshmi Education Loan Portal of Govt. of India

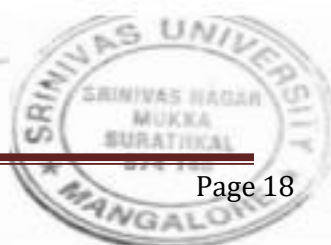
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Promoting higher education in the country making it successful in terms of quality and quantity is the challenge of both state and central governments. In India, presently about 18% of the youths have access to higher education and the government has a plan and strategy to enhance it for 40% by the year 2020. One of the strategies in this regard is making higher education affordable to all aspirants. But the economy of the country is even though progressing at an accelerated phase, the affordability of the aspirants is not reached to the required extent. To solve this problem and to make higher education reachable to every eligible aspirant through education loan offered by public sector banks, the finance ministry of central government has created a portal called Vidya Lakshmi Education Loan Portal On 15th August, 2015. This portal has been developed and maintained by NSDL e-Governance Infrastructure Limited in collaboration with the Department of Financial Services, Department of Higher Education, and Indian Banks to help to avail education loan and support all the eligible students who secured admission to higher education courses can access funds and information related to educational loans as well as government scholarships. It provides a single window to students applying for loans or scholarship by filling up a single form. The portal provides 22 different education loan schemes. In this paper, we have analysed the advantages, benefits, constraints, and disadvantages of this model from various stake holders point of view. Based on study, we made a detailed suggestion to various stakeholders including government of India to improve the scope and effectiveness of the model to ensure optimum service.



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Paper 19

A Conceptual Approach to Empower the Youth through Life Skill Education

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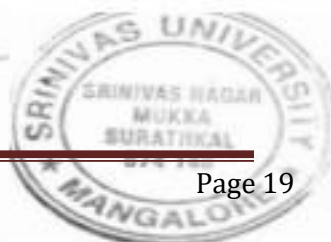
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In a constantly changing environment, having life skills is an essential part of being able to meet the challenges of everyday life. The dramatic changes in global economies over the years have been matched with the transformation in technology and these are all impacting on education, the workplace and our home life. The cut-throat competition, unemployment, lack of job security, etc... are some of the major concerns for the educated and as a result, they are caught in the mad race. This new challenge requires immediate and effective responses from a socially responsible system of education. „Education“ is important, but education to support and live a better life is more important. To cope with the increasing pace and change of modern life, students not only need to learn the existing life skills but also need to brush up on new life skills such as the ability to deal with stress, frustration & depression. Today’s students will have many new jobs over the course of their lives, with associated pressures and the need for flexibility. Hence Integration of Life Skills in the curriculum serves the need to redefine and reshape the global landscape of learning. Life Skill education will instill among the students a passion for Lifelong learning; in pursuit of knowledge and making them sustainable, competitive and employable. The present paper focuses on the conceptual approach on need for life skill education which would contribute to the healthy development of young Individuals.



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Paper 20

Opportunity Analysis of Some Disruptive Technologies of 21st Century under Information Communication Computation Technology (ICCT) & Nanotechnology (NT)

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It is well known that some general-purpose technologies are emerging and are expected to make the life style of human being more comfortable during this century. Out of them the two very important developing technologies are Information Communication and Computation Technology (ICCT) and Nanotechnology (NT). The major stakeholders of Information Communication and Computation Technology (ICCT) are Analytics and Big data, Cloud Technology, Artificial Intelligence, Internet of Things (IoT), Digital Marketing, 3D Printing, Virtual Reality and optical computing. The major stakeholders of Nanotechnology are Universal drinking water system, Universal Renewable energy system, Optical computation, Embedded intelligence, Chameleon chips, Flying cars, Space travel, and Immortality. In this paper, we have analysed the opportunities to elevate comfortability of human life by solving problems and by easing the life by means of developing innovative technologies which can disrupt the existing models, perceptions and evaluate new models of solving problems under two general purpose technologies which include Information Communication and Computation Technology (ICCT), and Nanotechnology (NT).



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Paper 21

A Conceptual Model on Affiliated Marketing – A Case Study

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In today's world there is a huge challenge which doubles as an opportunity if we consider various needs of people and business houses all across the world. If proper channels and networks are created, it could be a great platform to create a Win-Win situation. There are loads of business opportunities in and around. On one side we have many service providers who are seeking to get their brands promoted and on the other side we see a lot of unemployed youth who have the potential but lack opportunities. We also see that the cost of living has been increasing over the period of time which may have created an imbalance between the earnings and expenses for the working class too. These challenges can be transformed into opportunities of great potential by having a connecting medium like affiliated marketing. In today's era Affiliated Marketing is a multi-billion dollar industry. A large part of the traffic experienced by websites and online businesses is because of affiliated marketing. It is a game changer for online business and brands as well as many individuals who are working independently from home using their computers. Some of them are earning a huge deal. Now this affiliated marketing has risen from online marketing platforms to offline world.

Therefore the present paper focuses on creating a powerful model of Affiliated Marketing which could face these challenges efficiently. It also acts as a medium for meeting the demands of the job market.

Paper 22

Balancing Work and life - Case study of Tata consultancy service

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Every company wants to succeed in capturing the market and maximizing the profit. With the changes in technology and increase in globalization the world has become a village which leads to high competition and complexity in performance of work. As companies are not only competing with domestic companies but with companies all over the world, this is when innovation and balancing work life is needed in a company. How can a company be different from others and retain workforce? Innovation can only be achieved when there are talented human resource and good H R practices in the company. Good HRM practices will lead to a balanced life of human resources. Innovation in companies is through talented minds in the company. Company has to acquire, develop and retain these people. This paper is a case study of the Tata consultancy services TCS. Secondary data is used to identify how TCS manages to retain the best talented workforce. It also studies the various HRM practices followed by TCS to maintain Work Life Balance .The HRM practices of TCS are understood in depth and a linkage between HR practices and innovative talented employees is drawn.



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Paper 23

Designing Responsive Websites using Markup Language and CSS

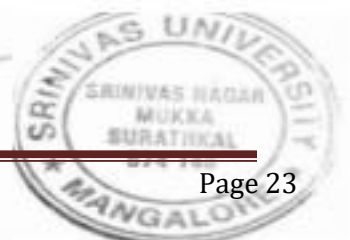
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Responsive web design is optimal viewing experience. The basic idea of designing a responsive website is to fit in the content, based on the size of the device without hiding any content and changing the view of layout. Since the visitors of different websites through handheld devices in increasing day by day, it has become necessity to design the websites with responsive layout. Responsive website designing have reduced the problem of resizing, spanning, and scrolling and accessing them from any device. People can now access information easily with responsive websites because they respond to need of users and the devices they are using. The layout of site changes based on the size and capabilities of the device. Responsive designing have reduced lot of efforts of organizations in developing and maintaining the websites for different devices. This can be achieved by using CSS3 and HTML5 for designing. Different classes are designed in CSS which are used at multiple location in code, these classes helps reducing number of line of code of the project and prevents from inline styling, which helps in maintaining symmetry throughout the design and layout. This paper will elaborately discuss the need of these websites today, how they benefit the users, how to design these websites, what are the challenges faced while designing such websites and how to resolve them and what are its future implications.



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Paper 24

Perceived Psychological Problems and Coping Strategies among the Institutionalised Elderly

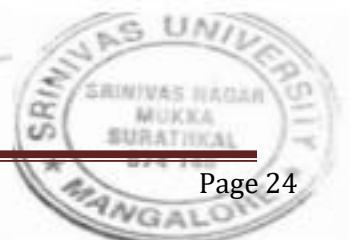
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In the modern world everyone of us is ageing every day in life. Ageing process starts before we are born and is continued throughout life course. Ageing occurs at different levels: social, chronological, behavioral, physiological, morphological, cellular and molecular level. Thus ageing is natural process and should be welcomed, as the alternative would be nothing but premature death. Taking care of the needs of the old people and promoting a sense of well-being is a major concern for health professionals. Disability in old age is frequent and not only lowers the quality of life of its victims, but strains society's limited resources for assistance, care and rehabilitation. Prevention of disability in old age is therefore a matter of great humanitarian and economic concern. Adopting a flexible lifestyle from early adulthood is perhaps the best way to meet the demands of new adjustments and changes in old age. Social supports give the elderly a sense of security and belonging, helping to meaningfully relate to others and feeling that they are cared for in times of crisis, thus indicating the importance of welfare measures.



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Paper 25

Educational Resource Management through IOT

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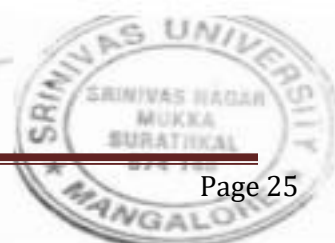
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The Internet of Things is a technology which is widely expanding its application area to cater the diverse needs of organizations. It allows people and objects to be connected Anytime, Anywhere, preferably by means of Any path/network and Any service.” In this article there is a brief overview of IoT application areas, need for resource management in Education sector“. The article consists of three main parts: first, an overview of IoT applications, second, Resource Management in Educational Institution and third IoT Implementation ideas.



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Paper 26

Impact of Social Media on E-Learners in the Indian Context

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The world today is in the midst of a social media revolution. It is obvious that social media like Face book, twitter, orkut, MySpace, Skype etc., are used extensively for the purpose of communication. Social networking has the ability to circulate information at a faster rate. One of the most important advantages of the use of social media is the online sharing of knowledge and information among the different groups of people. Students with different learning styles learn differently. With the advent of social media technologies, it is important to analyze the effect of these styles on their intentions to use social media for learning. This paper tries to explore the factors affecting learners' intentions to use social media for learning based on their learning styles. The paper throws insight into the different factors that drive students to use social media in order to assist learning more effectively. This paper addresses issues related to informal method of learning in social media and how the social media will facilitate community learning. The paper also highlights the positive and negative effect of usage of social media in an e-learning environment. Social media has the ability to change the way learning takes place both at the interpersonal level and social level. The paper concludes that social media, if used in the right direction will change the way e-learners gain knowledge.



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Paper 27

Public Private Partnership Model to Promote Tourism in Karnataka

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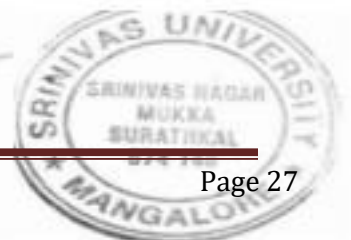
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In today's world there is a great impact of service industry to the world economy and one of the major contributors to this sector is the tourism industry. There are some countries in the world namely Thailand, Sri Lanka etc... where tourism is one of the major contributors to its GDP. When it comes to India, we see a huge opportunity on the whole. It is still not tapped its huge potential. This is a conceptual paper where the tourism opportunities of Karnataka state of India is given prominence with special reference to the collaborations with public and private sector. Karnataka has huge untapped potential which can be tapped with proper & efficient management along with innovative ideas. Both government and private partners can join hands in accelerating the tourism in Karnataka. Some of Karnataka's neighboring states like Goa & Kerala are on the right track in terms of tourism within their state. The potential in Karnataka is so huge that even many residents living in Karnataka for a long time are not aware of many of the possible tourist attraction spots. Tourism not only contributes to the overall development of the economy at large but also solves many of the problems like unemployment and it can create many business opportunities for local vendors. With the right framework and decent marketing activities, Karnataka can soon catch up in the era of Tourism. The present paper focuses on ways and ideas to promote & develop tourism in Karnataka with a special focus on public private partnership.



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Paper 28

A Journey From NGO to a Retail Bank: A case study on Bandhan Bank Ltd.

Anumesh Kariappa

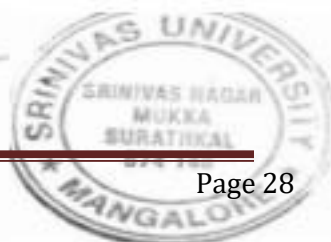
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Bandhan Bank one of the new entrant to Indian banking sector has created milestones for its own. The historic day for the Indian banking system was on 2nd April, 2014, when Reserve Bank of India's High Level Action Committee granted an "in principle" approval to Bandhan to set up a bank. Bandhan was the only Micro Finance Institution amongst the 25 business giants like Bajaj Finance, Aditya Birla Nuvo, L&T Finance and India Post in the foray for setting up a bank. The parameters assessed by the central bank for granting new licenses included the analysis of the entities financial statements, 10 years track record of running the business, proposed business model for the bank, demonstrated capabilities for running a bank, culture of compliance and integrity and the plan for expanding inclusion. Bandhan Bank which already had established a name for itself in the micro finance sector fitted well in RBI's criterion of financial inclusion. This paper will adopt SWOT Analysis and focus on the strategies adopted by Bandhan Bank Ltd in its transition from a Micro finance institution to a bank. With a network of 2022 branches and a borrower base of 6.3 million, Bandhan Bank's biggest strength lies in its ability to reach out and maintain an emotional connect with the bottom of pyramid section of the society which even the current commercial banks are finding difficult to achieve. The Recent IPO of 4500cr raised by the bank had an decent response from the both institutional and retail investors, the stock is an outperformer, due its strong results and less NPA losses compared to its peer banks. The 4500cr capital infusion into the balance sheet will help the bank to expand its customer base with opening up of its new branches in rural india and creating a strong presence in Tier II and Tier III cities of the country. However, it has to face competition from well-established and technologically advanced older banks. The biggest challenge for Bandhan Bank lies in maintaining a balance between its development and profitability objective. The one of major issues in Indian banking sector is the High NPA levels of leading public and private sector banks. In coming future high NPA levels may also be a challenge for this bank, but continuity of strong management with ideal banking policies will help the bank to sustain its recent growth.



REGISTRAR



Paper 29

Workforce Diversity – Problems and Challenges, A Study on Employees

Mrs. Jayalaxmi

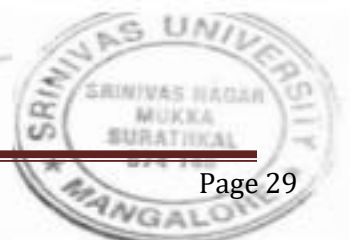
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Workforce diversity is a valuable asset for any business that seeks a competitive advantage in the global economy. Many companies pride themselves on having a diverse workforce, one that is made up of individuals with a wide range of characteristics and experiences. Some of the key characteristics of workforce diversity include race, ethnicity, gender, age, religion and ability. . A company that embraces diversity can broaden its skill base and become more competitive and innovative. Workforce diversity also brings with it a number of issues and challenges. It's natural that tensions will arise among individuals in a diverse workforce, so it's important for employers to have diversity management policies in place. Most large organizations have taken steps to promote diversity awareness and understanding. The goal of this paper is to state some of the specific issues that arise among the diverse groups in the workforce and to explain how these differences can pose challenges for organizations that seek harmonious employee relations. In order to approach and obtain the proposed objectives A survey of 50 different employees regarding their experience relating to various aspects of workplace diversity, benefits and challenges is conducted. The study revealed that successful organizations recognize the need for immediate action and are ready and willing to spend resources on managing diversity in the workplace now.



REGISTRAR



Paper 30

A Study on the Sustainability in the Financial Services Industry with specific reference to Stock Holding Corporation of India Ltd

Subrahmonya G.S.

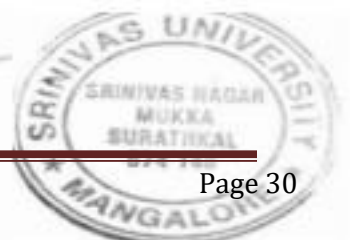
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The modern financial sector is fully dependent on innovative and customer-friendly products that have focus not on savings alone, but also on the „investment and returns“ aspect. Today individuals and the corporate would like to make their money earn more and more and there are ample products available in the market towards achieving that goal of individuals and the corporate. Earlier it was only the corporate Financial Executive who was worried about his excess money and where it shall fetch maximum returns and was also entrusted with the responsibility of launching innovative products to increase the total profits for the company. Today even the lesser known individuals want to follow the „corporate style“ of innovation in savings and investment of wealth. Many of the financial institutions like Banks, Depositories, Stock Brokers and the ilk have become so innovative or following a strategy wherein they also offer „Third Party Products“ through their network to their customers. Such innovative practices have helped them to offset the decrease in the flow of income from their core business products. Organisations such as Stock Holding Corporation of India Ltd, the largest and one of the leading Depositories in India and other similar giants in the Depository Arena have started offering Mutual fund products, Insurance Products, Government Bonds, RBI Bonds and other income-generating instruments in the market. Among other objectives, it is the survival and sustainability instincts apart from profits have made such big institutions to adopt these strategies. This study attempts to trace the path treaded by Stock Holding Corporation of India Ltd, the famous Depository of the „physical era“ and also in the „Demat era“, and how it is managing its financial viability in the present ruthlessly competitive market.



REGISTRAR



Paper 31

Impact of Visual Merchandising on Consumer Buying Behaviour

Sagar Srinivas

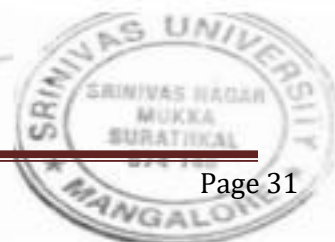
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Retail industry is the largest and fast growing industry in India. As we are now in the era of booming retailing a lot of organizations have entered into the retail market. Shopping in India has witnessed a revolution with the change in the consumer buying behavior and the whole format of shopping also altering at a rapid phase. Visual Merchandising is display of merchandise and the store in order to attract customers. It is an attractive way and an eye-catching method to tell customers what the store stands for and offers to its potential customers. The retailers today use this merchandising tool to differentiate themselves from other competitors in the market. In order to differentiate and stand out in the increasing competition the retailers have to design their store and present it in a creative manner. More Concern should be given to products displayed in windows and mannequins as they attract customers, and store will have regular and higher footfalls. The main purpose of this study is to understand the influence visual merchandising has on consumer buying behavior and to identify the most appealing visual merchandising elements.



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Paper 32

Applicability of the Cockroach Theory - a Case study of the healthcare industry in India

Keerthan Raj,¹ & P. S. Aithal²

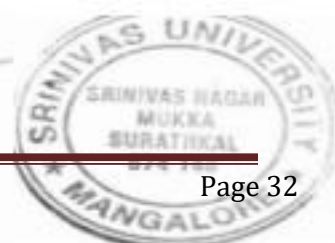
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Healthcare is a major area of concern especially in developing nations in the base of the pyramid segments. In a country such as India, which is blessed as of this date with a demographic dividend needs to address healthcare as an area of priority. Healthy people are able to work harder and smarter hence they will be in a position to not only create better living standards for themselves thereby uplift their and the nation's economic status and contributing to societal growth and development. A major portion of the population of the India resides in rural and semi urban segments and there is a explicit dearth of quality healthcare in these areas. Incidentally, for our discussion of the base of the pyramid segments it has been evidenced that BOP consumers are seen to have limited or lack of access to healthcare due to various issues ranging from affordability, literacy, awareness, prejudices and so on. The cockroach theory of organizational sustainability and scalability proposed the various postulates governing the theory and the pillars those very preconditions for success of organizations in creating sustained and scalable businesses in the BOP sectors. This paper is a case study approach to companies in the healthcare sector and the outlines the practices and businesses strategies of these companies that have made them successful or have failed at creating a profitable business opportunity and growth.



REGISTRAR



Paper 33

A Study on the Teacher-Students Relationship and its Impact on the Behaviour of High School Students

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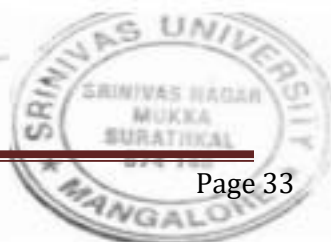
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High school students are in the stage of Adolescence and it is the time for developing independence. Typically, adolescents exercise their independence by questioning and sometimes by breaking rules. Parents and teachers must play a major role in supporting & influencing the children positively by their ethical & appropriate approaches. Teachers in school as well as parent at home, often wonder how to disciple a child and to mould their behaviour so to bring up the child with virtues. Although some children truly have challenging behaviours regardless of what strategies to try, many children just need to have the adults in their lives make changes in the way they react, respond, or interact with them. It is also a great responsibility of the teacher in school to have positive approach towards students. If not there are possibilities in change of behaviour among students & leads to several problems. For example, frequent episodes of fighting, scholastic backwardness, substance abuse; antisocial or institutional activities, destructive behaviour and change in attitude are much more significant than isolated episodes of the same activities. Other warning signs include deterioration of performance at school and running away from home. This research paper's aim is the teacher-students relationship and its impact on the behaviour of High school students. The objectives are to know the teachers attitudes both positive and negative towards students and its impact to bring positive as well as negative behaviour change in the students. 50 high school students; 25 girls and 25 boys were taken and interview schedule is used. Both the primary and secondary methods are used and the study is descriptive in nature.



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Paper 34

ABCD Analysis of the Cockroach theory of organizational sustainability and scalability

Keerthan Raj,¹ & P. S. Aithal²

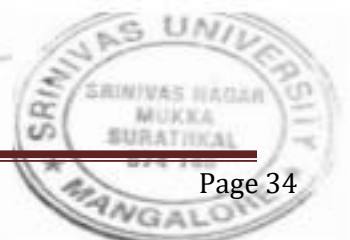
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ABCD analysis technique developed as a unique business model, strategy analysis model by Dr. P. S. Aithal has been widely used to analyse effectiveness of black ocean strategy, to analyse the effectiveness of private university system in India, to study the accreditation system in India as well as to study the possibility of generating wealth profitably by engaging in the BOP segments. ABCD analysis technique is a business model evaluation tool that looks at all parameters of a business model. This technique evaluates a business model, strategy or operational strategy from the standpoint of the advantages, benefits, constraints, and disadvantages arising out of it. It streamlines the various business issues to identify the critical constituent elements in each determinant factor and to narrow critical elements that need to be looked at to overcome the constraints and focus on the advantages to give the benefits. Building sustainable and scalable businesses in unknown volatile terrains is not easy for even the largest corporations with expansive resources and there are bound to be a lot of learning's involved. Most corporations have failed miserably in certain business strategies across certain segments, over a period of time, these learning's have been studied and certain best practices have been identified to enter and thrive in certain markets and uncertain terrains. The Cockroach Theory or the Theory of Sustainable & Scalable growth looks into these aspects of business successes. This paper uses the advanced and exhaustive ABCD analysis technique to analyse the cockroach theory and its applicability.



REGISTRAR



Paper 35

An Empirical Study: Unclaimed Money of Policyholders Lying with Insurers

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Recently there was a discussion on unclaimed insurance money of policyholders; this article tries to answer questions like, why claims go unclaimed? What happens to unclaimed amount? How to track unclaimed insurance money? This attempt will be made by review of reports available. The study also made an attempt to advice on how to avoid these kinds of situations being a policyholder. Overall article will be helpful for individuals to analyse the policy and with tips on how not to make your money invested towards unclaimed policy.

Paper 36

An Introducing “Cap Concept” in a Class Room Learning for the Students to Achieve Success

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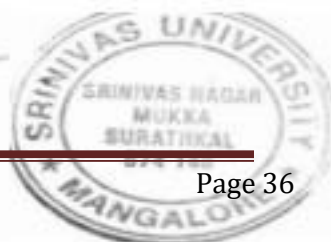
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Cap concept is nothing other than awarding an attractive cap to a student in the classroom for the appreciation of a small positive work that he or she has done. Teachers and students relation in the class room are not only to complete the portion or syllabus but more than that. They can see and observe students more closely because they spend several hours together in a day, week, month and a year. Observation includes the behaviour of the students, and altering the method of teaching based on their grasping skill. Though each student is important with unique capacity, it is challenge for them to lasting influence on their students, is an important part of the teaching and learning process. The teaching methods and curriculum should change the dynamics of the classroom. Unchanged Indian education system has blocked student’s interest in active learning in the classroom. Many a time’s students are de-motivated, distracted and pressurised. Teaching in the class room made the teachers get limited for completion of the portion and also the modern educational institutions are workless in beyond classroom teaching. Exams and home works are only become the methods to measure the children. It made all the way children feel helpless, hopeless and worthless. In the classroom students are only expected to be silent and pay attention towards continues sessions. The other hand teachers have no way to pay little time to make children get motivated and active. However unless we create a positive and motivational environment in the classroom no use whatever we teach, only we can complete the portion not inculcating values of concept we teach. The main aim of this study is to implement the cap concept which creates attention of the students towards positive change in their behaviour, concentration in the class, developed confidence, motivated towards social involvement and many more. The student awarded cap will wear it and sit in the particular session. It influences the student to feel proud by the identity and claps given by the classmates. The particular student will also will start liking and accepting the particular teacher and their guidance. The activity is conducted for 50 high school students; 25 girls and 25 boys. Interview schedule, primary and secondary methods are used and the study is descriptive in nature.



REGISTRAR



Paper 37

Impact of Alcoholism on Livelihood of Traditional Fisher Folk of Kannur District

Clarence P.X 1* Dr. Laveena D'Mello 2**

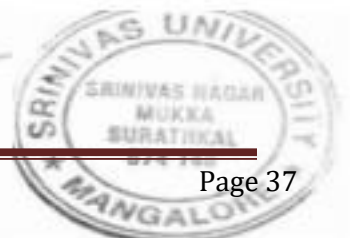
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Alcoholism has been there in human society from time immemorial but its consequences have increased considerably in these times. Though it takes its toll from all the poor and vulnerable sections are relatively more affected. A livelihood comprises the capabilities, assets like stores, resources, claims, access etc. The activities required for a means of living; a livelihood is sustainable which can cope with recover from stress and shocks, maintain or enhance its capabilities and assets, and provide sustainable livelihood opportunities for the next generation. Livelihood frame work to various capitals like access human capital like health, education, knowledge, skills etc. The social capital, community relationships; natural capital such as land, forests, rivers, air, wildlife; physical capital, basic infrastructure and producer goods – tools, other productive assets such as appropriate technology and livestock; financial capital such as income, savings, remittances, access to financial services, and political capital; the ability to use power to further political or economic positions. The traditional fisher folk community whose livelihood security is more affected with this. The study conducted among the traditional fisher folk of Kannur district Kerala among people who reside in 11 marine fishing villages shows that there is a relationship between religion and alcoholism and extent of land alcoholism and there is no relationship for alcoholism with other factors such as area, income and employment of someone from the family outside fishing sector. As the incidence of alcoholism in Kerala is higher compared to the other states and that of fishing community being affected in their livelihood security, there is a need of a revisit by the Government on the liberal policy on alcohol followed by the due to its contribution to the Government revenue and provision of employment.



REGISTRAR



Paper 38

Evolution of Digital Payments

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The pace of digital payments has significantly increased with the strong move towards cashless economy. The digital payment landscape in India is undergoing a massive transformation. Indian consumers have shown tremendous affinity to digital technologies, with growth rates for mobile phones and e-commerce adoption for outstripping rates in developing economies. The government of India „Digital India“ initiative at transforming India into digitally empowered society and knowledge economy is expected to further accelerate awareness, availability, and adoption of digital technologies. Digital payment comprises payment transactions carried out using variety electronic modes such as cards, mobile or internet based set ups, to send and receive money. Digital wallet allows users to make electronic commercial transactions swiftly and securely. Adoption of cashless transaction has been significantly pushed by Prime Minister Mr. Narendra Modi as part of government reforms after demonetisation of high value currency of Rs.500 and 1000. The demonetisation resulted in unpredictable growth in digital payment. Indian government and private companies such as Paytm app, The UPI app, and the national payments Corporation of India (NPCI) developed the Bharat interface for money (BHIM) app. Digital transfers using apps has brought behavioural change and helped in the adoption of digital payments. This paper is an effort towards finding out the evolution of Digital payment system, the types or instruments that are there for making this payment system what it is now.

Paper 39

Role of E-Governance in Social Reforms: An empirical study

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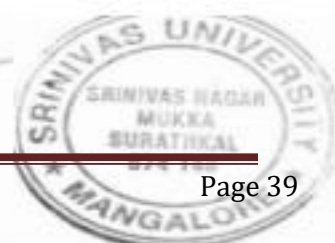
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Nowadays ICT (Information Communication Technology) has taken important role in developing the society. Likewise India is also a developing country growing gradually with social reformation. Social reformation influenced by various factors, but in this paper the researcher has concentrated on the role of e-governance in social reformation like women empowerment, creation of awareness, accessing government services, empowering marginalised communities, entrance to main stream of society and knowledge enhancement etc. In this paper ICT refers to computers, laptop and mobile phones. In this era mobile phones are easy accessible to the peoples and more benefits can be utilised. On this background, this paper study on the peoples accessing ICT services, benefits utilised, and utilities of e-governance services etc. Random sampling techniques used for data collection and 100 samples have been taken from Mangalore city.



REGISTRAR



Paper 40

A Comparative Study on Financial Performance of the Top Indian Pharmaceutical Companies

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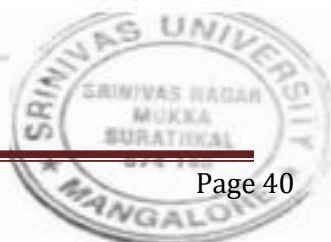
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The Indian pharmaceutical industry is growing at about 8 to 9 percent annually and presently it meets around 70% of the country's demand for bulk drugs, drug intermediates, pharmaceutical formulations, chemicals, tablets, capsules, orals, and injectables. There are approximately 250 large manufacturers and about 8000 Small Scale producers, which form the core of the pharmaceutical industry in India. Out of large manufacturers, Ranbaxy Laboratories Ltd, Cipla Ltd., Dr. Reddy's Laboratories Ltd, GlaxoSmithKline Pharmaceuticals Ltd, Nicholas Piramal India Ltd, and Lupin Ltd stands first six ranks in terms of their annual revenue. In this paper we have compared the financial performance of these companies by analysing their financial statements, Income statement including revenues, cost of goods, cost of Selling, General and Administrative, gross margin, operating margin, net margin etc. The balance sheet of the companies are also analysed based on determining the key figures of the companies, Liabilities of the companies, equity of the companies which is the difference between assets and liabilities, debt to equity ratios, net debt/equity ratios to know the companies financial risks, return on assets which is net profit divided by total assets, and return on equity which is net profit divided by total equity for all companies under consideration. Based on financial statement analysis one can determine the financial ratios which include Profit Ratios, Gross profit margin, Net profit margin, Return on total assets, Net income, Return on stockholders' equity,) Liquidity Ratios, Current ratio, Quick ratio, Activity Ratios, Inventory turnover, Cost of goods sold, Days sales outstanding (DSO), Leverage Ratios, Debt-to-assets ratio, Total debt, Debt-to-equity ratio, Times-covered ratio, Shareholder-Return Ratios like total shareholder returns, price-earnings ratio, market to book value, dividend yield, and market price per share, Cash Flow, Capital Mobilization for Expansion, Company future earnings potential etc.



REGISTRAR



Paper 41

A Study To Understand Customer Experience Related To E-Banking Services of SBI and Syndicate Bank At Uppinagadi & Alankar Region of Karnataka.

Shreepathy Ranga Bhatta B.*, Shreedhar M. K.**

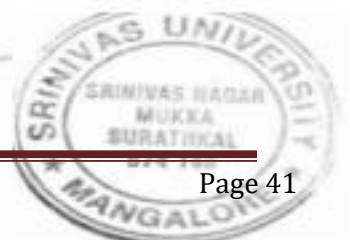
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E-banking being increasingly demanded services in India, necessitates maximum attention due to diverse problems and prospects associated with it. Especially in rural areas the perception and usage pattern of E banking services has its own uniqueness. In that direction this empirical study attempts to understand the satisfaction level with the E-banking services offered by two major banks i.e., State Bank of India [SBI] and Syndicate bank in UPPINAGADI & ALANKAR area of Karnataka. Also, the study tries to identify the factors that promote as well as demote customers to use E Banking and also general perception towards E-banking of SBI and Syndicate bank customers. With the help of a structured questionnaire, response from 75 customers each was collected from both the banks as sample data. The study could get various insights about the usage pattern and customer perception of customers while transacting under E banking stream. These can be useful for banks for their planning of customer service activities especially in branch level operations.



REGISTRAR



Paper 42

Changing the dimensions of Indian Telecom market by Jio telecom: A Birds View

Dr. Prasanna Kumar M. G.*, Ms.Ramyashree M. G.**

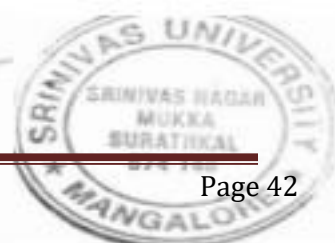
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There is a huge competition in the cellular industry, which has led to consolidation in the sector, is unlikely to abate in the coming periods. As we are all witnessing the drastically changes taken place in Indian telecom market after Jio entrance to the market. The customers are switching to the Jio telecom, because of its offers and consumer oriented plans. Through the Mobile Number Portability option many customers are changed to Jio and availing the services. Here noted point is, how the Jio telecom has changed the whole market structure and creating a wide opportunity for a new offers, discounts and benefits in calling and data services. Because, before the entrance of Jio, the customers need to pay more changers for calling and data services comparing today`s tariffs. So, here the researcher try to overview the market and provide suggestions for new vendors.



REGISTRAR



Paper 43

MIS in 21st Century – Changing Pace of the Subject with Time in Master of Business Management Programme

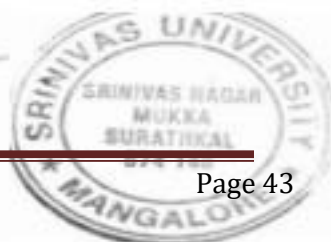
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The scope and the boundaries of any subject change with time as the information exploration take place based on new research (new knowledge creation and new analysis-based interpretation) and its application in the society. As an example, for this is a well-established general subject “Management Information System” of Master of Business Administration programme (MBA). In this subject during the last 30 years, a lot of modification in the concepts and contents are made. Presently the subject is redefined using advances in information technology, wireless communication, and internet. Accordingly, the present-day MIS subject includes Information system, E-business models, and business analytics as consolidated topics of study. This paper discusses the details of the topics to be studied under the umbrella of the Management Information System and the innovations it can include to be the industry-friendly curriculum.



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Paper 44

Impact of Cause Campaigns and Emotional Benefits on Purchasing Intention

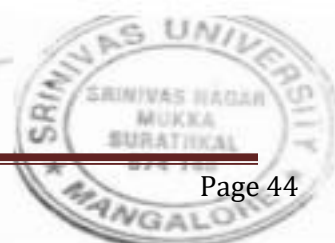
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The purpose of this research paper is to evaluate the direct effects of cause campaign on purchasing Intention. This study has adopted the Statistical Packages for Social Sciences (SPSS) approach to test the hypotheses relating to the relationship among the independent variables such as Cause rubric, cause consequential, cause span, and cause purview with the dependent variable i.e. purchasing Intention. Therefore, there exists model complexity. These are the reasons because of which the use of SPSS approach is found to be appropriate for the purpose of analysis of constructs and their corresponding data. As there is a paucity of literature that explains the investigation of the effects of types of cause campaigns on purchasing Intention, this research paper examines main effects as well as mediated effects of emotional benefits on purchasing Intention. Further, this research paper seeks to investigate whether or not certain independent variables are indeed the driver constructs of purchasing Intention. Therefore, SPSS approach is found to be appropriate for the purpose of data analysis. This research enables to identify the direct relationship between cause campaign types and purchasing Intention.



REGISTRAR



Paper45

Awareness and Utilities towards Green Channel Banking: with reference to SBI customers in Mangalore

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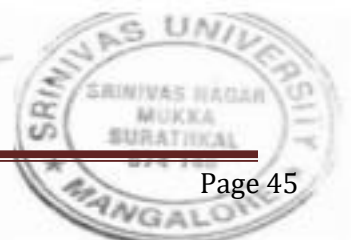
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State Bank of India (SBI) has introduced “green-channel banking” at more of its branches to promote paperless work and to facilitate faster transactions for customers. Since there is no paperwork in this initiative, it is called green-channel banking. The customers are no need to fill up any pay-in slip or cheque for depositing or withdrawing money from their account. Instead they could access the services of ATMs. In this way, there will be no requirement of paperwork and the process of money transaction will be fast. The customers are getting more benefits from green channel banking as easy access, cost reduction, minimum work, transparency, and reducing the error in transaction etc. It’s a journey towards saving our earth by saving papers and leads to no to cut the trees.

On this matter the study has been conducted in Mangalore, Karnataka with regards consumer awareness and utilities towards SBI green channel banking. Simple random sampling techniques were introduced to collection of data and statistical tools as chi square test were used to analysis and interpretation.



REGISTRAR



Paper 46

A study on issues and challenges in ragging with special reference to educational institutions in India

Madhushree L. M¹, Meghana salince¹, & P.S. Aithal²

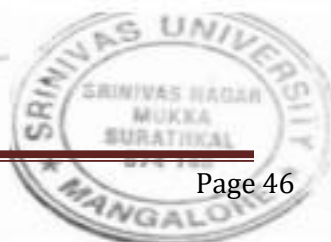
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Ragging is a teasing or handling with disrespect to any student, which causes or is likely to cause irritation, harm or to increase fear in a junior so as to badly affect the psyche of the junior. Ragging is practiced all over the world, with poles apart nomenclature like hazing, fagging; bapteme in French; doop in Dutch; and Mopokaste in Finnish. The first note down cases of ragging was in the 8th century BC during the Olympics in Greece. Ragging has been commonly associated with a broad spectrum of physical, behavioral, emotional and social problems among the victims. It individually increases suicide risks. Some of the ins and outs gave by students for ragging are they were also ragged by their seniors; a sense of superiority; an introduction. Other factors perpetuating ragging are the use of alcohol in hostels and lack of carrying out of serious anti-ragging measures by college authorities. Various practical steps to control ragging must include strict role of authorities, prohibition on alcohol within college and hostels, surprise raids in hostels at night, stationing (with accommodation) of wardens in hostels, separate hostels for juniors, presence of college “disciplinary committee” and “cultural committee,” strict punishments for those involved in ragging, actions by Medical Council of India (MCI) and University Grants Commission (UGC) against the slip up colleges and universities and formulation of anti-ragging laws. Ragging should be avowed a public health problem because it involves the physical, mental and social exploitation of not only an individual but also of his/her family and the society as a whole.



REGISTRAR



Paper 47

A Study on Family Business: Survival's Secret Ingredient With Special Reference to Bon Enterprise

Meghana Pallavi Salins

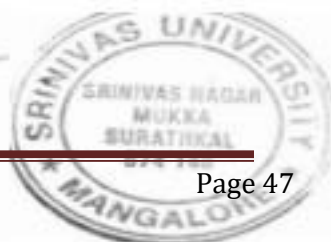
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The family business serves as the brains behind innovation, the heart behind local philanthropy, and the nerve system of our entire free enterprise system. Their small set of timeless guiding principles, core values require no external justification. They have intrinsic value and importance to those inside the organization. Bon Masala and Food Products Company having a workforce of 55 people with an annual turnover of 8-crore have become one of the top manufacturers and suppliers of traditional masala since 1984 in Mangalore. This company carries trading into the field of pure spices from Turmeric powder, Coriander powder, Fish fry masala, Stew powder and other meat and vegetable masalas where this curiosity has let one enter into the Masala world with boldness and giving the consumers like homemade feeling. Within the country spheres, this family business is offering a wide range of masalas with 34 years of dedication and has been competing with the big time players like Badshah, MTR, Everest etc., through its continuous innovations, research, and technology where it has maintained its excellent quality. This company is committed to delivering products to varied customers which suffice according to their desired specifications and other requirements. The success of Bon Masala Company lies in the heart of the family business that has dedicated itself to the principles of the founder and has ensured uniformity in the operations in reaching out to the nook and corner of Mangalore's culinary world.



REGISTRAR



Paper 48

A Case Study On The Development of The Banking Company- State Bank Of India

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SBI is an Indian multinational company which is a public sector financial institution which is owned by the government. It is a corporation headquartered in Mumbai, Maharashtra in India. This banking institution is ranked 217th in the Fortune Global 500 list among the best 500 corporations in the world. SBI is a banking and financial institution with the largest shareholdings in India which have almost 23% of the market share and the almost have the largest loan and deposits market. The paper discusses the development of the company in the recent years and how it affected the sector. It also discusses the business strategy, the government implication of new changes in the SBI banks. Since SBI is a multinational company, the paper also discusses its national and international presence in the world. SBI is a bank have a large history in the banking sector and established its place since 1806. It is a bank which provides banking services and products through its network branches which I located within India and outside, thus the case discuss largely on the various products and services of the banks. It also focuses on the study of the sustainable development of the bank and various new implementation in the banking sector which helps in the overall development of the company. The banks have various associated banks and various subsidiaries which operates from past many years and the paper puts light on the financials of SBI and also the employees.

Paper 49

A Case Study of PNC Infratech Ltd

Mahima K. M.

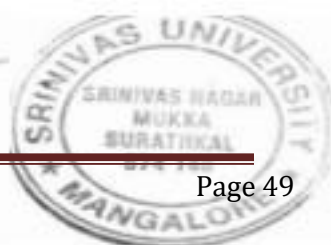
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PNC Infratech is an Indian construction, development and management company with experience in implementing major projects including highways, bridges, bridges, power transmission lines, airport runways, industrial zones and others. In construction work, it is crucial that the source of raw material, and regulatory approvals on time because delays can affect the project completion schedules and the reputation of the company. PNC has a track record of major infrastructure projects across sectors such as roads, highways, power transmission lines and airport runways. The company has completed 42 major projects; has a track record of delivering a number of projects on or before the deadline (as of 31 March 2014). The company is one of India's few infrastructure companies with proven capabilities in all areas of infrastructure development, including investment, development, construction and management. The company's core competence in EPC (Construction and Procurement Engineering) is tested and proven. The company has the best construction equipment in its class - stone crushers, concrete mixing plants, hot mix plants of bitumen and others. The company also has a large transport fleet. The strength of the staff of more than 2,500 employees (including engineers, MBA, accountants and other professionals) enables the project to be successfully completed. It is also important to mention that the company is engaged in construction activities for all DBFOT projects (BOT-toll and BOTannuity)) Independently and less dependent on third parties to implement the project. These diverse capabilities enhance the control that leads to the completion of the scheduled project. This paper focuses on the background, path of growth, key success or failure and business analysis of PNC Infratech ltd.



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Paper 50

A Case Study on Birla Corporation Limited

Umamaheshwar V. Bhat

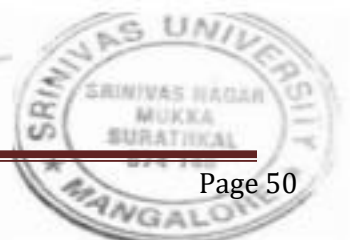
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Birla Corporation Limited is an Indian-based flagship company of the M P Birla group of companies, founded by Shri Ghanshyam Das Birla in the late 1910s and carried on by Madhav Prasad Birla. In the 1890s, Birla Corporation was a jute manufacturing company, but over time, it grew to operate four main divisions: cement, jute, vinoleum, and auto trim. It is not a part of the Aditya Birla Group, a multinational conglomerate with products ranging from metals, cements, textiles, agricultural businesses, telecommunications, IT, and financial services. Formerly known as Birla Jute Manufacturing Company Limited, with the expansion of divisions, the company changed their name in 1998 to Birla Corporation Limited. The Company is primarily engaged in the manufacturing of cement as its core business activity. It has significant presence in the jute goods industry as well. The Company has acquired 100% shares of Reliance Cement Company Private Limited (Reliance Cement), a subsidiary of Reliance Infrastructure Limited (RIL). After this acquisition, Reliance Cement has become a wholly-owned material subsidiary of Birla Corporation Limited. The entire cement business of RIL has been acquired for an Enterprise Value of Rs. 4,800 crores. The Jute Division of Birla Corporation Limited, manufacturing more than 120 tonnes of a variety of jute products in Birla Jute Mills. The product range comprises almost every major application of jute - the most versatile, eco-friendly, bio-degradable fibre available, durable, natural, anti-static. Birla Jute Mills is an IS/ISO: 9001-2008 certified unit. The Jute Division is a leading exporter of Jute Products to the demanding markets of the European Community, USA, Japan and others, Birla Corporation Limited has been acknowledged in these countries for its ability to anticipate buyers' requirements, fulfil expectations and develop technically superior products. As a pioneer, the Jute Division thrives on challenges, and is always ready to customize the golden fibre for new and exciting end-uses.



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Paper 51

A Case Study on HCL Technology

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HCL Technology Limited (Hindustan computers Limited) is an Indian multinational IT services company Headquartered in Noida, Uttar Pradesh, India It is subsidiary of HCL Enterprise in 1976 a group of six engineers, all Delhi cloth & General Mills led by Shiva Nader ,started a company that would make personal computers HCL Technology is one of the 4 companies under HCL corporation the second company being HCL Info systems It began as the R&D Division of HCL enterprise a company which was a contributor to the development and growth of the IT and computer industry in India Originally a research and development division of HCL it emerged as an independent company 1991 when HCL ventured into the software service business It include the IT consulting ,enterprise transformation remote infrastructure management R&D and business process outsourcing provide services such as Cyber security and Digital & Analytics. The company has offline in 34 countries including the United States, France and Germany, and the United Kingdom. HCL Technologies was originally incorporated As HCL overseas Limited the name was changed to HCL consulting Limited on 14th July 1994. On 6th October 1999 the Company was renamed HCL Technologies Limited for a better reflection of its activities Objective include the fulfilment of Engineering practice as a profession the maintenance of excellence in our activities the provision of conducive atmosphere to satisfy client. This paper is focusing on the strengths and weakness of the organisation through SWOT analysis.



REGISTRAR



Paper 52

A Detailed Analysis of HINDALCO Industries Ltd

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Hindalco Industries Ltd is one of the leading producers of aluminium and copper. The company's integrated operations in aluminium, start from bauxite mining, alumina refining, aluminium smelting to flatrolled products, with backward integration of coal to support captive power generation for metal productions. Hindalco has operating facilities across eleven states in India. Along with its global subsidiary Novelis. The company's subsidiary, is the largest producer of flat rolled aluminum products in Europe, South America, and Asia and is the second largest producer in North America. Hindalco's strong market position gives it advantage of scale and increases its bargaining power. However, operating risks in its mining and production activities would increase the operating costs of Hindalco which would have a material effect on the company's profits. The company also made investments of strategic importance, which further scaled its market presence. For instance, acquisitions and mergers with Indian Aluminium Company (Indal), Birla Copper, and the Mt Gordon Copper Mine in Australia, have strengthened the company's position in value-added alumina, aluminum, and copper products. Further, the acquisition of Novelis in 2007 has positioned Hindalco among the top five aluminum majors worldwide and the largest vertically integrated aluminum company in India. Hindalco offers an extensive product portfolio through its two segments, aluminum and copper. In this paper we are analysing the history and growth of Hindalco Industries. Also we would be looking at the strategies adopted by Hindalco to grow in their field and achieve what they have done. We would also look at the various strengths, weakness, opportunities and threats and the future of Hindalco Industries.



REGISTRAR



Paper 53

A Case Study of IFB Industries Ltd

Muddassir Khadar

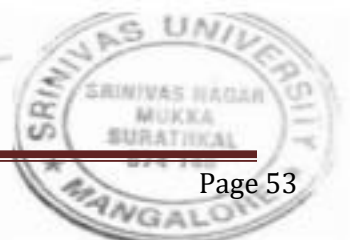
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Indian consumer segment is segregated broadly into two markets - urban and rural, and is drawing marketers from all over the world. This sector consists of a large middle class, relatively big wealthy class and a small class of economically disadvantaged, with spending expected to be doubled by 2025. The consumer durables market in India is expected to reach US\$ 20.6 billion by 2020. By 2025, India would rise from the 12th to the 5th largest position in the consumer durables market in the world. Demand growth is likely to accelerate with rising disposable incomes and easy access to credit. Increasing electrification of rural areas and wide usability of online sales would also aid growth in demand. IFB Industries Limited which was known originally as Indian Fine Blanks Limited began their operations in India around 1974 in partnership with Hienrich Schmid AG of Switzerland. Their range of products include Fine Blanked components, machine tools like Decoilers, Straighteners, Strip loaders etc. The Engineering division is located at Bangalore & Kolkata. The Bangalore unit, also manufactures motors for White goods and Automotive applications apart from Fine Blanked components. The launch of fully automatic washing machines in 1990, jointly with Bosch, marked IFB's entry into the white goods sector. IFB is split into 4 divisions - The Home Appliances Division, IFB Agro Limited, IFB Automotive Private Limited, The Fine Blanking Division. The company offers Fully Automatic Washing Machines, Micro Wave Ovens, Dish Washers & Dryers with factories in Goa and Bhopal. The focus of this paper is on the home appliances division of IFB, to understand how IFB can differentiate its products in the large competitive market of consumer durables and tap the untapped markets. The availability of substitutes is very high and there are multitudes of brands with varying price points. The analysis uses porter's five forces model, looks at the key success factors, competitor analysis, BCG matrix analysis and also SWOT analysis to provide an effective solution in order to improve IFB's current market position.



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Paper 54

A Case Study on Hindustan Unilever Limited

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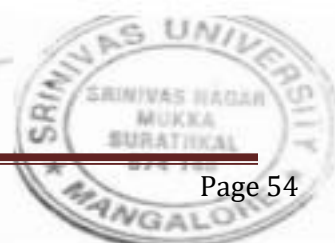
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Hindustan Unilever Limited (HUL) is India's largest Fast Moving Consumer Goods Company with a heritage of over 80 years in India. On any given day, nine out of ten Indian households use our products to feel good, look good and get more out of life giving us a unique opportunity to build a brighter future. HUL works to create a better future every day and helps people feel good, look good and get more out of life with brands and services that are good for them and good for others. With over 35 brands spanning 20 distinct categories such as soaps, detergents, shampoos, skin care, toothpastes, deodorants, cosmetics, tea, coffee, packaged foods, ice cream, and water purifiers, the Company is a part of the everyday life of millions of consumers across India. Its portfolio includes leading household brands such as Lux, Lifebuoy, Surf Excel, Rin, Wheel, Fair & Lovely, Pond's, Vaseline, Lakme, Dove, Clinic Plus, Sun silk, Pepsodent, Closeup, Axe, Brooke Bond, Bru, Knorr, Kissan, Kwality Wall's and Pureit. The Company has about 18,000 employees and has a net sales of INR 33895 cores. HUL is a subsidiary of Unilever, one of the world's leading suppliers of Food, Home Care, Personal Care and Refreshment products with sales in over 190 countries and an annual sales turnover of Rs 52.7 billion in 2016. Unilever has over 67% shareholding in HUL. Two out of three Indians use the company's products and HUL products have the largest consumer reach being available in over 80 per cent of consumer homes across India. HUL was one of the eight Indian companies to be featured on the Forbes list of Worlds Most Reputed companies in 2007. This paper is focusing on the strengths and weakness of the organisation through SWOT analysis.



REGISTRAR



Paper 55

A Case Study on Raymond Company Limited

Gayatri Gajanana Pai

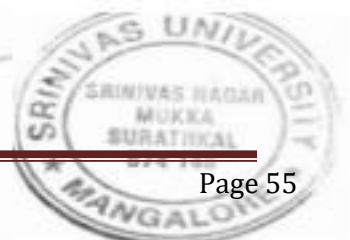
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Raymond Limited is the leading integrated manufacturer of worsted fabric in the world. During the year 1925, area around Thane creek area, it was established as the Raymond Woolen mill. The company consists of three business divisions, engineering , textiles and aviation. The textile division has a wide distribution network of around 4,000 multi-brand outlet and over 400 exclusive retail shops in the domestic market itself. Suitings are available in above 400 towns at 30000 retailers and a fully exclusive chain is presented in over 150 cities across India overseeing especially a product export in over 55 countries including Canada, Japan,USA, , Europe and the middle east. This group has 3 engineering divisions, J.K Files and Tools, J.K Talabot Ltd. Raymond Ltd is one of the first corporate Houses in India to launch Air Charter Services in India and since then it has been always a way ahead for Raymond Aviation under the name of Million Air and have a fleet of 3 helicopters and 1 executive jet for the busy corporate executive. The first exclusive Raymond Retail show room called King's Corner opened up in 1958 at Ballard Estate in Bombay. The tag line of Raymond's "the Complete Man" was invented in the 1990s and has been on air for almost a decade and half. Biggest Challenge of Raymond is trading Online. They have a separate site called *RaymondNext.com*. But so far, online sales contribute just 3 per cent to its revenues. Raymond plans to add 10 million meters of capacity in shirting and garmenting in the next five years and to open 40-50 new stores every year. This case study focuses on Raymond company online business. It analyses the strengths and weaknesses of the firm through a SWOT analysis and also identifies the KEY Success factors of the firm. Raymond Ltd. is one of the first Corporate Houses in India to have launched Air Charter Services under the name of Million Air and since then it has always been a step ahead for Raymond Aviation. They have a fleet of 1 executive jet and 3 helicopters for the corporate executives.



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Paper 56

A Case Study on Stoppers Stop Limited

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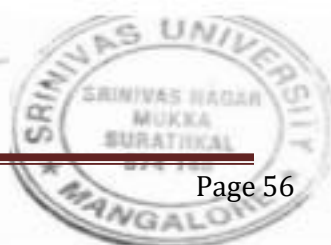
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An Indian retail sector major Shoppers Stop Ltd (ss) opened its door in the year 1991, the foundation was made by K Raheja Crop and it was incorporated on 16th June 1997 as a private limited company. It started operations with the first store in suburban Mumbai and is now a multi-channel retailer with 24 large format department stores and online presence. From its inception, shoppers stop has progressed from being a single brand shop to becoming a Fashion and lifestyle store for the family. Today, Shoppers Stop is a household name, known for its superior quality products, services and above all, for provides retail range of brands and own label apparel, footwear, perfumes, cosmetics, jewellery, leather products and accessories, Home product Books, Music and toys, operates in the cities of Mumbai, delhi, Kolkata, Chennai, Bangalore, Hyderabad, Pune, Jaipur and Gurgaon. Shoppers Stop Ltd. incorporated in the year 1997, is a Mid Cap company (Having a market cap of Rs 4602.96 crore) operating in retail sector. shoppers stop ltd. key Products/Revenue Segments include income from retailing which contributed Rs 3591.85 crore to sales value and other operating revenue which contributed Rs 56.20 crore to sales value for the year ending 31-Mar-2017. for the quarter ended 31-12-2017, the company has reported a standalone sales of Rs 963.22 crore, up 15.00% from last quarter sales of Rs 837.58 crore and down-3.34% from last year same quarter sales of Rs 996.45 crore company has reported net profit after tax of Rs 16.35 crore in latest quarter. Shoppers's Stop ltd. has entered into a non exclusive retail agreement with world-renowned cosmetics major estee lauder to open M.A.O Cosmetics stores in India. It has 19% stake in hyper city Retail ltd. It is entry into airport retailing is marked by a joint venture with the Nuance Group AG of Switzerland, the world's leading airport retailer. It has forayed into the entertainment sector by acquiring a 45% stake in time zone Kolkata and Mumbai. Entertainment private ltd. which is in the business of setting up and operating family centers (FECs). It has 5 outlets in Ahmadabad, Hyderabad. Research objective is to identify relative strength and weaknesses of shoppers stop vis-à-vis other major competitors with respect to retail store and consumer relationship management. To examine technology, innovation and human factors that makes consumer switch over another company and influencing consumer loyalty. This paper focuses on retail industry, targeted customers, developing ADS, entertainment sector. Leveraging investment and upgrading and revamping existing technology. Developing warehouse automation application along with the multi-purpose handheld devices to enhance efficiency in supply chain. Developed Microsoft technologies plan for critical application system.



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Paper 57

A Case Study on Sun Pharmaceutical Ltd.

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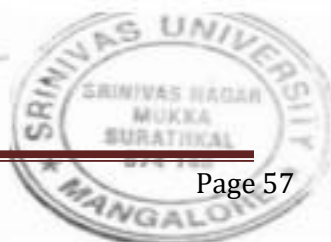
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Sun Pharmaceutical Industries Limited is an Indian multinational pharmaceutical company headquartered in Mumbai, Maharashtra that manufactures and sells pharmaceutical formulations and active pharmaceutical ingredients (APIs) primarily in India and the United States. Sun Pharmaceutical Industries Ltd is an international specialty pharma company. The Company manufactures and markets pharmaceuticals formulations as branded generics, as well as generics in India, the United States (US) and several other markets across the world. The Company's business is divided into four segments: Indian Branded Generics, US Generics, International Branded Generics (ROW) and Active Pharmaceutical Ingredients (API). Its brands are prescribed in chronic therapy areas like cardiology, psychiatry, neurology, gastroenterology, diabetology and respiratory. It makes specialty APIs, including peptides, steroids, hormones and anti-cancers. APIs and Dosage forms are made at 20 plants across India, Israel, the US, Canada, Hungary, Brazil, Mexico and Bangladesh. With the prime objective of good health to all, Sun India Pharmacy aims to be amongst the top ten Generic Pharma and OTC players in India in the span of next ten years. The company intends to achieve this with the help of strategic growth and stringent quality measures. The revenue of Sun Pharmaceuticals is ₹31,578 crores (US\$4.8 billion) (Mar 2017). The Net income of Sun Pharma will be ₹7,836 crores (US\$1.2 billion) (Mar 2017) and as per the march 2016 number of employees working in the Sun Pharma is 52,700. This case study will analyze the market share of the company in the pharma sector and study the future growth of the company in the domestic and international market. Over the years the sector has created lot of synergies over the years.



REGISTRAR



Paper 58

Indian Multinational Oil and Gas Company

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It is an Indian multinational oil and gas company headquartered in Dehradun, Uttarakhand, India. It is a Public sector undertaking (PSU) of the Government of India, under the administrative control of the Ministry of Petroleum and Natural Gas. It is India's largest oil and gas exploration and production company. It produces around 77% of India's crude oil and around 62% of its natural gas. The objectives is to serve the national interests in oil and related sectors in accordance and consistent with government policies, to ensure maintenance of continuous and smooth supplies. To ensure maintenance of continuous and smooth supplies of petroleum products by way of crude oil refining, transportation and marketing activities and to provide appropriate assistance to consumers to conserve and use petroleum products efficiently. To enhance the country's self-sufficiency in crude oil refining and build expertise in lying of crude oil and petroleum product pipelines. To further enhance marketing infrastructure and reseller network for providing assured service to customers throughout the country. To create a strong research & development base in refinery processes, product formulations, pipeline transportation and alternative fuels with a view to minimizing/eliminating imports and to have next generation products. The oil and gas industry is one of the world's largest industries in terms of sheer dollar value. This energy source is what keeps us warm in cold weather, makes it easy to cook our food and heat our water, generates our electricity and fuels our transportation needs. This paper focus on all about Indian Multinational Oil and gas company .



REGISTRAR



Paper 59

Kansai Nerolac Paints Ltd – A Case Study

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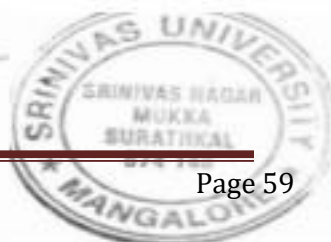
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Kansai Nerolac Paints Limited formerly known as Goodlass Nerolac Paints Ltd is the largest industrial paint and third largest decorative paint company of India based in Mumbai. It is a subsidiary of Kansai Paint of Japan. As of 2015, it has the third largest market share with 15.4% in the Indian paint industry. It is engaged in the industrial, automotive and powder coating business. It develops and supplies paint systems used on the finishing lines of electrical components, cycle, material handling equipment, bus bodies, containers and furniture industries. In 1920, Gahagan Paints and Varnish came into being at Lower Parel in Mumbai. A century later, this paint company continues to be in an enviable position- that of being the second largest paint company in India and one of the most trusted names in the industry. It takes hard work and passion. It takes commitment and courage. It means marching ahead with fearless innovation. It involves taking risks and celebrating when they work. And going back to the drawing board when they do not. It means being keenly attuned to the needs of the customer. And still being invested in the environment. It requires investing in R and D, in technology, in your workforce. More importantly, it requires the unwavering belief in the product and resolute determination. It is because of all this and more, that Kansai Nerolac is the second largest coating company in India and a market leader in Industrial Coatings. This paper is focused on interpreting efficiency in nerolac paints Ltd has entered into many technical collaborations with other industry leaders such as E.I. Du-products. Technologically innovative products are the company's hallmark. Kansai Nerolac Paint offers differentiated products with a focus on being eco-friendly and healthy.



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Paper 60

A Cause Study on Reliance Power Ltd

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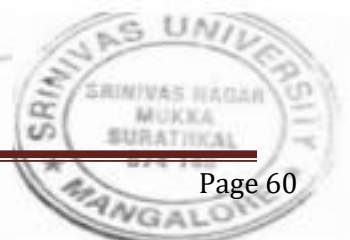
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Reliance Power Limited is part of the Reliance Anil Dhirubhai Ambani Group. It was established to develop, construct and operate power projects in the Indian and international markets. Reliance Infrastructure Limited, an Indian private sector power utility company and the Anil Dhirubhai Ambani Group promote Reliance Power. The company is the sole distributor of electricity to consumers in the suburbs of Mumbai. It also runs power generation, transmission and distribution businesses in other parts of Maharashtra, Goa and Andhra Pradesh. With its subsidiaries, it is developing 13 medium and large-sized power projects with a combined planned installed capacity. Reliance Natural Resources merged with Reliance Power in 2010, shortly after its initial public offering.^[1] The company was incorporated in January 1995 as Bawana Power Private Limited and changed its name to Reliance Delhi Power Private Limited in February 1995. Its name was changed to Reliance Energy Generation Limited in March 2004, and finally to Reliance Power Limited in July 2007. The company website identifies project sites broadly to be located in western India, northern India and northeastern India and southern India. They include six fired projects to be fuelled by reserves from captive mines and supplies from India and abroad, two gas-fired projects to be fuelled primarily by reserves from the Krishna Godavari basin off the east coast of India, and four hydroelectric projects, three of them in Arunachal Pradesh and one in Uttarakhand. Anil Dhirubhai Albania placed a single order for \$8.3 billion with Shanghai Electric Group Company for buying 36 coal-fired thermal power generation units, spare parts and related services over a 10-year period. In this paper we are analysing the history and growth of Reliance Power Limited. Also we would be looking at the strategies adopted by Reliance Power Limited to grow in their field and achieve what they have done. We would also look at the various strengths, weakness, opportunities and threats and the future of Reliance Power Limited.



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