



SRINIVAS UNIVERSITY
COLLEGE OF MANAGEMENT AND COMMERCE

City Campus, Pandeshwar, Mangaluru– 575 001

Karnataka State, India

Website: www.srinivasuniversity.edu.in

MANEGMA 2019

17th One Day National Conference in
MANEGMA series of conference on the theme

**ADVANCES IN MANAGEMENT, IT,
EDUCATION, SOCIAL SCIENCES**

27/04/2019



BOOK OF ABSTRACTS

ORGANISING TEAM

Chief Patron

Sri. CA. A. Raghavendra Rao

Chancellor, Srinivas University
President, A. Shama Rao Foundation
Mangaluru

Patrons

Dr. A. Srinivas Rao

Pro- Chancellor, Srinivas University
Vice-President, A. Shama Rao Foundation, Mangaluru

Smt. A. Mitra S. Rao

Secretary
A. Shama Rao Foundation, Mangaluru

Dr. P. S. Aithal

Vice Chancellor, Srinivas University

Prof. Amith D. Menezes

Conference Convenor

SIMS, Pandeshwar and Srinivas University

Mangaluru

Ph. No.: 0824 – 2441022, 2422851

Email: principalsims@srinivasgroup.com

Website: www.srinivasgroup.com

SRINIVAS UNIVERSITY
COLLEGE OF MANAGEMENT AND COMMERCE

City Campus, Pandeshwar, Mangaluru– 575 001

Karnataka State, India

Website: www.srinivasuniversity.edu.in

MANEGMA 2019

**17th One Day National Conference in MANEGMA series of
conference on the theme**

**ADVANCES IN MANAGEMENT, IT,
EDUCATION, SOCIAL SCIENCES**

27/04/2019



BOOK OF ABSTRACTS

NOTE

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

CONTENTS

SL. NO.	ABSTRACT	PAGE NO.
1.	INFORMATION ASSURANCE? FROM MEANING TO FOUNDATION P. K. PAUL P. S. AITHAL	1
2.	ACADEMIC EXCELLENCE THROUGH EXPERIENTIAL LEARNING: A CASE STUDY ON EARLY ADOLESCENTS GURURAJ GANAPATI GOUDA LAVEENA D'MELLO	2
3.	FIPPS & INFORMATION ASSURANCE: THE ROOT AND FOUNDATION P. K. PAUL P. S. AITHAL A. BHUIMALI KALISHANKAR TIWARY R. RAJESH	3
4.	A COMPARATIVE STUDY ON REGULAR AND DISTANCE EDUCATION VIDYALAXMI M. N. PRAJNA KUMARI	4
5.	A STUDY ON PROBLEMS FACING BY THE GOVERNMENT COLLEGE STUDENT IN RURAL AREAS IN UDUPI DISTRICT VAISHNAVI.H. RAMYA.R.RAO KAVYASHREE	5
6.	OBSERVATION OF SOME NEW STRATEGIES FOR SURVIVAL & GROWTH IN INTERNATIONAL BUSINESS OF 21ST CENTURY P. S. AITHAL	6
7.	A STUDY ON THE IMPACT OF E-COMMERCE ON OFFLINE RETAIL BUSINESS VIVEK T S DIVYA U	7
8.	A STUDY ON INFLUENCE OF CARTOON CHARACTERS ON CHILDREN'S PURCHASE OF TOYS MS. JEETHA MR. SRINIVASA PEJATHAYA DR. KRISHNA PRASAD K.	8

9.	SMART & PRECISION FARMING USING ICCT BASED METHODS – SOME NEW INSIGHTS & PREDICTIONS P. S. AITHAL	9
10.	FESTIVE SEASONS IN INDIA AND ITS IMPACT ON ON-LINE BUYING BEHAVIOR V T SHAILASHRI, DR.P.S.AITHAL, DR. SUREKHA SHENOY	10
11.	EDUCATION INDUSTRY MANAGEMENT – A STUDY OF THE CURRENT SCENARIO AND FUTURE TRENDS KEERTHAN RAJ P. S. AITHAL	11
12.	A COMPREHENSIVE STUDY ON EFFECTIVENESS OF NEW TECHNIQUES ADDED TO OPERATIONS RESEARCH SUBJECT DURING 21ST CENTURY FOR DECISION MAKING P. S. AITHAL	12
13.	A STUDY ON “NON TRADITIONAL OUTLETS” WITH REFERENCE TO BRAND FASTRACK AT TITAN INDUSTRIES LTD. PRITI K RAO	13
14.	A STUDY ON THE ROLE OF COMMUNICATION AND INFORMATION TECHNOLOGY IN BANKING SECTOR VIJAY KUMAR	14
15.	PREDICTIVE ANALYSIS ON CONSEQUENCES TWO UNIVERSAL TECHNOLOGIES IN SOLVING CHALLENGES OF THE SOCIETY SHUBHRAJYOTSNA AITHAL P. S. AITHAL	15
16.	A STUDY ON “PROBLEMS OF FORMER” WITH SPECIAL REFERENCE TO UDUPI DISTRICT. FATHIMA JABINA K SWATHI SHET JABLEENA	16
17.	STUDENTS SATISFACTION LEVEL IN HIGHER EDUCATIONAL INSTITUTES- A STUDY OF PUBLIC INSTITUTES IN MANGALORE CITY. MS. SULFATHU NAFILA M K MS. SHREERAKSHA	17

18.	SUPER-SPECIALTY EDUCATION MODEL IN NEW GENERATION HIGHER EDUCATION SYSTEM – BOON OR BANE ? P. S. AITHAL SHUBHRAJYOTSNA AITHAL	18
19.	A NEW UBIQUITOUS PLACEMENT APPROACH IN HEI'S VARUN SHENOY DR. P. S. AITHAL	19
20.	CHILD PROTECTION – STRATEGIES TO COMBAT VIOLATION, EXPLOITATION & ABUSE PRADEEP M.D SAUMYA S.K.	20
21.	ESSENTIAL INFRASTRUCTURE REQUIREMENTS FOR INNOVATIVE SMART CITY OF 21ST CENTURY – A BOTTOM TO TOP HUMAN LIFE-CYCLE MODEL P. S. AITHAL	21
22.	A PAPER ON DEMONITISATION AND ITS IMPACT ON INDIAN ECONOMY MR. B. SUDHEER KUMAR	22
23.	DIGITALIZATION IN EDUCATION - A COMPARATIVE STUDY BETWEEN GOVERNMENT SCHOOL TEACHERS AND PRIVATE SCHOOL TEACHERS IN MANGALURU CITY. MS. RENITA JOYCE FERNANDES MS. KAVYA	23
24.	A NEW ATTITUDE-BEHAVIOUR-CHOICE-DECISION (ABCD) THEORY FOR ACCEPTABLE LEADERS IN WINNING ORGANIZATIONS P. S. AITHAL SHUBHRAJYOTSNA AITHAL SURESH KUMAR, P. M.	24
25.	FINANCIAL LITERACY AMONG WORKING WOMEN - A STUDY WITH REFERENCE TO MANGALORE CITY MS BHARATHI R. MS HELMA PREETHI RODRIGUES	25
26.	FISH PRODUCTION IN INDIA AND THEIR MARKETING VALUE PRAJNA KUMARI VIDYALAXMI.M.N	26

27.	A STUDY ON HIDDEN STRATEGIES OF PHARMACEUTICAL COMPANIES FOR SURVIVAL IN GLOBAL COMPETITION ARCHITHA AITHAL P. S. AITHAL	27
28.	MICRO INSURANCE AND INCLUSIVE GROWTH IN INDIA M.RAJEEV	28
29.	A CRITICAL STUDY ON APPLICATIONS OF MACHINE LEARNING ALGORITHMS IN BUSINESS ANALYTICS DR. KRISHNA PRASAD K	29
30.	CSR STRATEGIES OF INDIAN AUTOMAKERS TO CONTROL ENVIRONMENTAL POLLUTION. DOMENIC JOSEPH P. S. AITHAL	30
31.	PERCEPTION OF RURAL CADETS TOWARDS EVENT MANAGEMENT AS A CAREER OPPORTUNITY MAHIMA JOGI SHWETHA MANDARA JOGI CHAITANYA N	31
32.	INFLUENCE OF SOCIO-DEMOGRAPHIC FACTORS ON WORK LIFE BALANCE (WLB) AMONG UNIVERSITY TEACHERS IN KARNATAKA SONIA DELROSE NORONHA DR. P. S. AITHAL	32
33.	AUTONOMY FOR EXCELLENCE IN HIGHER EDUCATION INSTITUTIONS THROUGH RESPONSIBILITY AND ACCOUNTABILITY P. S. AITHAL SHUBHRAJYOTSNA AITHAL	33
34.	MICRO HEALTH INSURANCE FOR THE POOR- A CASE STUDY OF SAMPOORNA SURAKSHA SCHEME IN MANGALURU CITY MS SHOBHA, DR UDAYACHANDRA P N	34
35.	E-EDUCATION IN HIGHIER EDUCATION: A CASE STUDY OF UDUPI DISTRICT SANDESH SOWPARNIKA ANU	35

36.	A CASE STUDY ANALYSIS ON AUTOMOBILE INDUSTRY IN INDIA AND ITS EFFECT NIHASH S B SHAILESH SHETTY	36
37.	NECESSITY OF TRAINING AND DEVELOPMENT IN HIGHER EDUCATION INSTITUTIONS VINUTHA, VRANDA	37
38.	ACCOUNTING STANDARDS AND FINANCIAL STATEMENTS OF MANGALORE CHEMICALS AND FERTILIZERS LTD AND KARNATAKA BANK LTD MS. SANDHYA RANI CAROLEENA JANEFER	38
39.	PLASTIC INDUSTRY ANALYSIS - IN NORTHERN INDIA DAVOOD SAFWAN MOHAMMED RAZEEN	39
40.	HOW DOES THE TRANSFORMATION OF AN AVATAR FACE GIVING A FAVORABLE IMPRESSION AFFECT HUMAN RECOGNITION OF THE FACE? RESHMA BALAKRISHNAN THRUPTHI P. J.	40
41.	E-BANKING SERVICES : A STUDY ON CONSUMER PERCEPTION TOWARDS E-BANKING SERVICES WITH REFERENCE TO MANGALURU CITY SANDHYA P ANITHA B.	41
42.	HEALTH CARE INDUSTRY ANALYSIS MOHAMMED RAZEEN DAVOOD SAFWAN	42
43.	ARTIFICIAL INTELLIGENCE AND SENSORS BASED ASSISTIVE SYSTEM FOR THE VISUALLY IMPAIRED PEOPLE NIKITA NAKTE, SOUMYA	43
44.	ENTREPRENEURSHIP DEVELOPMENT AND EMPLOYMENT GENERATION- A CASE STUDY OF RUDSET INSTITUTE IN KERALA DR. V. SHAHARBAN	44

45.	INDUSTRY ANALYSIS – OVERVIEW OF INDIAN CHEMICAL INDUSTRY SHAILESH NIHASH	45
46.	SMART ENERGY METERING BASED ON IOT AND POCKET PICKING USING ARDUINO AND GSM NISHA NIKITA V NAKTE	46
47.	INVESTMENT BEHAVIOUR OF WOMEN INVESTORS IN THE STOCK MARKET: A STUDY WITH REFERENCE TO MANGALURU MS.HELMA PREETHI RODRIGUES MRS.BHARATHI R.	47
48.	SURVEY ON WOMEN SAFETY USING IOT SOWNDARYA SNEHA.H	48
49.	A STUDY ON RURAL INFRASTRUCTURE FUNDING – A CASE STUDY ON PAVOOR GRAM PANCHAYAT MR SHAKIN RAJ MR ARJUN PRAKASH	49
50.	CUSTOMER SATISFACTION TOWARDS E-BANKING SERVICES, A STUDY WITH SPECIAL REFERENCE PUBLIC SECTOR BANKS IN UJIRE VIGNESH PAI B H PADMINI Y.S VIJETHA PAI B H	50
51.	WATER LEVEL MONITORING AND MANAGEMENT OF DAMS USING IOT AKHILA MEKHALA.R	51
52.	A STUDY ON E-BANKING SERVICES IN MANGALURU CITY-CUSTOMER SATISFACTION AND AWARENESS SOWMYA K. P., ASHWINI PAVANASKAR	52
53.	A STUDY ON SOCIAL MEDIA MARKETING IN MANAGALURE CITY-CUSTOMER BENEFITS DEVIKA BHAVUYA G.	53

54.	A STUDY ON THE INNOVATIVE TRENDS IN EMPLOYEE RETENTION WITH SPECIAL REFERENCE TO AVIATION INDUSTRY IN INDIA JAYAPRAKASHA K PRADEEP M.D.	54
55.	A STUDY ON PROBLEMS FACING BY THE GOVERNMENT COLLEGE STUDENT IN RURAL AREAS –SPECIAL REFERENCE TO KUNDAPUR TALUK UDUPI DISTRICT VAISHNAVI.H. RAMYA.R.RAO KAVYASHREE	55
56.	PERCEPTION OF BANK CUSTOMERS IN THE ERA OF BANK DIGITALIZATION-A STUDY WITH REFERENCE TO MANGALURU CITY BHAVISHYA SOUMYA	56
57.	A CRITICAL ANALYSIS OF SUSTAINABLE BUSINESS POLICIES OF TATA CONSULTANCY SERVICES LIMITED K. VIKRANTH KRISHNA PRASAD K	57
58.	A STUDY ON THE PORTRAYAL OF TRANSGENDERS IN THE MOVIE “NAANU AVANALLA.... AVALU” BY B. S. LINGADEVARU CLIFFORD CHETAN AMBLER, DR. SHUBHA. H. S DR. LAVEENA D’MELLO	58
59.	A CASE STUDY ON BHARATI ENTERPRISE AMAL SV	59
60.	CLOUD BASED SMART DUSTBIN SYSTEM FOR METRO STATION CHANDANA SAGAR POOJA SANIL	60
61.	STUDY OF KNOWLEDGE MANAGEMENT POLICIES AND KNOWLEDGE SHARING IN SOFTWARE INDUSTRIES REKHA M LEWLYN L R. RODRIGUES	61
62.	EMPLOYEE DEVELOPMENT PROGRAM INITIATES TO MANAGE THE PERFORMANCE OF THE ORGANIZATION RAVISHA B. CHETHAN DIVYA	62

63.	A SURVEY ON VARIOUS MULTICAST ROUTING PROTOCOLS WITH AND WITHOUT CROSS LAYER TECHNIQUES IN MANET ADITHYA AITHAL AKSHAY D BHAT MRS.SHIFANA BEGUM	63
64.	SECURITY ISSUES IN SOCIAL NETWORKING WEBSITES VAIKUNTH PAI T.	64
65.	THE STUDY OF SOLAR CHARGE CONTROLLER USING PWM TECHNIQUE AND A MODEL TO IMPROVE ITS PERFORMANCE P. SRIDHAR ACHARYA P. S. AITHAL	65
66.	INTERNATIONAL BUSINESS STRATEGY OF SUZLON ENERGY LTD– A CAUSE STUDY FREDIN DOMINIC	66
67.	INTERNATIONAL BUSINESS STRATEGY OF ITC LIMITED JISHNU CHANDRA	67
68.	A CASE STUDY OF MURUGAPPA GROUP SUMITHA K. M.	68
69.	INTERNATIONAL BUSINESS STRATEGY OF PARLE AGRO MUMBAI CHETHANA	69
70.	INTERNATIONAL BUSINESS STRATEGY OF LARSEN AND TOUBRO LTD ROSHITH C P	70
71.	INTERNATIONAL BUSINESS STRATEGY OF MIND-TREE LIMITED STEPHY MARIA SHAJI	71
72.	INTERNATIONAL BUSINESS STRATEGY OF RANBAXY LABORATORY LIMITED SWATHI KOYYODAN PRADEEP	72
73.	A CASE STUDY ON STATE BANK OF INDIA TONY VINCENT	73
74.	ICICI BANK COMPANY ANALYSIS ANISHA DSA	74
75.	ITC LTD. MOHAMMED MUFEED	75

76.	A STUDY ON MARS COMPANY AYSHA NIDA	76
77.	ASHOK LEYLAND SUBODH	77
78.	A STUDY ON PARLE COMPANY RESWIL PREEMA TELLIS	78
79.	INDIGO AIRLINE COMPANY ANALYSIS DEESHA DSOUZA	79
80.	MANGALORE CHEMICALS & FERTILIZERS LIMITED SIJAL KHAN	80
81.	STUDY ON CAMPCO SHRIRAKSHA V. S.	81
82.	UNION BANK OF INDIA SUBHALAXMI T. G.	82
83.	A STUDY ON PC JEWELLERS RESHMADSOUZA	83
84.	A STUDY OF TOYOTA AUTOMOBILES VAISHAK M K	84
85.	KARNATAKA SILK INDUSTRY CORPORATION PRADYUMNA	85
86.	PRESTIGE ESTATES PROJECTS LIMITED SAPNA	86
87.	HINDUSTAN CERAMICS LIMITED VANDITHA	87
88.	ZOETIS CODE OF CONDUCT THE WAY THEY DO BUSINESS ROVINA MENA REBELLO	88
89.	STATE BANK OF INDIA RANJITHA N. T.	89
90.	ZEE TELEVISION ASHWIJA	90
91.	ACC COMPANY ANALYSIS JESHMA MARIA DSOUZA	91

92.	A STUDY ON EFFICIENCY OF TRAINING AND DEVELOPMENT PROCESS AT ADANI WILMAR LTD, MANGALORE SAUMYA S. K	92
93.	A STUDY ON EMPLOYEE HEALTH AND SAFETY AT TVS SONS PVT LTD,KANNUR,MANGALORE MOHAMMAD NASIRUDDIN	93
94.	A STUDY ON THE MARKETING STRATEGIES OF KASTURBA HOSPITAL MANIPAL WITH AN EMPIRICAL ANALYSIS ON AROGYA CARD MARKETING INSIGHTS ANUMESH KARIAPPA MUDDASHIR KHADER	94
95.	A LITERATURE REVIEW: PROBLEMS AND PROSPECTUS OF MANGALORE RAILWAY STATION WITH SUGGESTIVE MEASURES AKHILA RAO	95
96.	AN EMPIRICAL STUDY OF ONLINE BANKING SYSTEM MR.AMITH DONALD MENEZES, DR. PRAKASH PINTO	96
97.	A CASE STUDY ANALYSIS ON INDIAN TRANSPORTATION INDUSTRY SHARADA V H & SAGAR SRINIVAS	97
98.	A CRITICAL STUDY ON CHARACTERISTICS OF ONLINE SHOPPER BEHAVIOR -A CASE STUDY FROM PRIME ABGB PVT. LTD ANVAR SHATHIK KRISHNA PRASAD K.	98
99.	EFFECTS OF MUSIC ON COGNITIVE DEVELOPMENT OF TEENAGERS MRS. KRUPAMANI DIVYA RANI M SEEMA. S	99
100.	ACHIEVEMENTS AND OUTCOMES OF TECHNOLOGICAL INNOVATIONS: A CASE STUDY OF THE FOOD PROCESSING INDUSTRY MOHAMMED RIDHWAN NITHESH SHETTY	100
101.	STUDY ON SKILL DEVELOPMENT PROGRAMME FOR MANAGEMENT STUDENTS SAGAR SRINIVAS	101
102.	A STUDY ON OPPORTUNITIES AND CHALLENGES OF READYMADE GARMENTS IN INDIA RESHMA	102

103.	LEARNING AND CAPABILITY ACQUISITION: A CASE STUDY OF THE INDIAN AUTOMOBILE INDUSTRY NITHESH SHETTY MOHAMMED RIDWAN	103
104.	APPLE INC. A CASE STUDY POOJA VASUDEVA NAIK	104
105.	BADISCHE ALNILIN AND SODA FABRIK LTD (BASF LTD.) - CASE STUDY AKSHATA LAXMAN NAYAK	105
106.	NESTLE – A STUDY DHANYASHREE K.	106
107.	CASE STUDY OF WALMART INDIA PRIVATE LIMITED GAYATRI PAI	107
108.	AXA GROUP KUMUDA.VISHWESHWAR.BHAT	108
109.	HSBC BANK NAMRATA	109
110.	A CASE STUDY ON HP PAVITRA MADHUKAR SHANBHAG	110
111.	PEPSICO INC. A CASE STUDY SHREYA RAI M	111
112.	A CASE STUDY ON SAMSUNG ELECTRONICS SUMITHA. K M	112
113.	VOLKSWAGEN CASE STUDY KOMATLAPALLI SATYAKIRAN	113
114.	UNITED SPIRITS LTD AMIT ATOM	114
115.	DDB MUDRA COMMUNICATION LTD AMAL.T	115
116.	A STUDY OF ASHOK LEYLAND COMPANY SHREYAS K.V	116
117.	BSNL KIRAN P MATHEW	117

118.	CENTURY PLYBOARDS INDIA LTD. DHINU.A	118
119.	COX AND KINGS LTD DANIEL P JOHN	119
120.	MEDICAL TOURISM: THE FUTURE OF GLOBAL TRAVEL AND TOURISM DANIEL P. JOHN	120
121.	MICROMAX SIBIL XAVIER	121
122.	MURUGAPPA GROUP AKSHATA A. PATIL	122
123.	SYNDICATE BANK SHARATH. K. M.	123
124.	LIFE INSURANCE CORPORATION SUDARSHAN ACHARYA K	124
125.	AIR INDIA SUHANI S	125
126.	TCS COMPANY POOJA GUNAGI	126
127.	UNION BANK OF INDIA SUBHALAXMI T G	127
128.	VIJAYA BANK NIKHITHA JANE DSOUZA	128
129.	WESTERN INDIA PLYWOOD LTD PRANAV K	129
130.	DHARMA PRODUCTION PRIVATE LIMITED SONAL K. FERNANDIS	130
131.	HINDUSTAN UNILEVER LIMITED DEEPIKA.P	131
132.	ICICI PRUDENTIAL LIFE INSURANCE COMPANY ADIL DAWOOD SAYED	132
133.	A STUDY OF TOYOTA AUTOMOBILES VAISHAK M K	133

134.	CASE STUDY ON THE INTERNATIONAL BUSINESS STRATEGIES OF MULTINATIONAL FIRM NIKE INC WITH REFERENCE TO INDIA MUDDASSIR KHADAR	134
135.	COCA-COLA COMPANY JASHMITHA.N.P	135
136.	ROYAL DUTCH SHELL CASE STUDY KIRANKUMAR MANJUNATH NAIK & M ABDUL ATHIF	136
137.	AN ONLINE STUDY ON IOT-BASED SMART FARMING SYSTEM TO HELP FARMERS SAVE WATER USHADEVI P.	137
138.	IDEAL UBIQUITOUS PLACEMENT MODEL FOR OPEN GLOBAL PLACEMENT VARUN SHENOY P. S. AITHAL	138

Paper 1

INFORMATION ASSURANCE? FROM MEANING TO FOUNDATION

P. K. Paul¹, P. S. Aithal²

¹Executive Director, MCIS, Department of CIS, Raiganj University (RGU), West Bengal, India

²Vice Chancellor, Srinivas University, Karnataka, India

Corresponding Author: pkpaul.infotech@gmail.com

ABSTRACT

Information Assurance is one of the important area of Information Science and Technology in recent past. This is the advanced area of Information Security as well. Security is the prime focus for most of us today. The organizations and Institutions to Individuals everyone are interested and concern about this security and privacy related affairs. Information Assurance is the broader version of Security related affairs. It is mainly deals with assurance related to technological products and manual systems related to information and content. Initially within the security spectrum Cryptography treated as most valuable and important but gradually other areas have been developed viz. Computer Security, then Network Security, Web Security, Database Security etc. Gradually as a whole, these are treated as Information Technology Security; it is also important to note that many universities and researchers worked and thoughts about manual content's security related affairs and a new concept has been developed called Information Security. The field and nomenclature, IA i.e. Information Assurance is the latest of this security edition and this is talks about the manual and technological information security related affairs leading to design, development and formulation, framework of security related affairs for the organizations, institutions and individuals. This paper described the basics of Information Assurance with reference to its root and historical foundations, basics meaning and features. Paper also talks about the function of Information Assurance as a brief with special reference to the process of Information Assurance.

KEYWORDS: Information Assurance, IT Security, Web Security, Network Security, Information Privacy, Information Security, Information Science, IT.

Paper 2

ACADEMIC EXCELLENCE THROUGH EXPERIENTIAL LEARNING: A CASE STUDY ON EARLY ADOLESCENTS

Gururaj Ganapati Gouda 1*, Laveena D'Mello 2**

1*Research Scholar, Srinivas University, Mangalore, Karnataka, India.

Email: gururajitgi@gmail.com

2**Assistant Professor, Social Work Department, Srinivas Institute of Management Studies, Mangalore, Karnataka, India. Email: lavyoronha@gmail.com

ABSTRACT

Background: There are multi-dimensional methods of both teaching and learning process. As per a research, we remember 20% of what we read, 30% of what we hear, 40% of what we see, 50% of what we say, 60% of what we do and around 90% of what we say, hear, see and do. So hereby we can understand there are different types of learners such as visual learners, auditory learners, and kinesthetic learners, but most of our educational institutions are not looking into the learning demands and dimensions of pupils. The unchanged Indian education system has blocked the student's interest in active learning in the classroom. All the time and all the ways students are demotivated, distracted and pressurized. Corporal punishments, exams and home works have only become the different parameters to measure the children. It made all the way children feel helpless, hopeless and worthless. So the severe need of modified teaching style targeting different types of learners in the classroom making them have experiential learning for better academic performance is going to be one of the important aspects in the Indian education system.

Result: As per this case study the teaching included the multi-dimensional approach such as visualized teaching, auditory-based teaching and kinesthetic approach has created better improvement among adolescents in their academic performance. The particular concept in the classroom teaching is thought in multiple ways by using body language, oral and warble through blackboard, visualization of the topic using smart board showing videos related to the topic, giving practical work to the students on the same topic such as group activities and making the students to get involved in teaching activities such as acting, dancing, painting, modeling etc.

Conclusion: 360 degrees of approach in classroom teaching makes adolescents have an experiential learning for the better understanding of the particular concept and have a long time memory. However human learn better through experiences than just learning through visualization or auditory based. This case study explored the other dimension of classroom learning that is the enthusiasm among students in getting high involvement in the learning and teaching process. The 360 degrees of approach is also creating students active participation and building a positive attitude towards the subject as well as teachers. So leaning through the experiences by the 360 degrees of teaching approach is one of the effective methods in bringing the best academic outcome among early adolescents.

KEYWORDS: Early adolescents, Experiential learning, Academic excellence,

Paper 3

FIPPS & INFORMATION ASSURANCE: THE ROOT AND FOUNDATION

P. K. Paul¹, P. S. Aithal², A. Bhuimali³, Kalishankar Tiwary⁴, R. Rajesh⁵

¹Executive Director, MCIS, Department of CIS, Raiganj University (RGU), West Bengal, India

²Vice Chancellor, Srinivas University, Karnataka, India

³Vice Chancellor, Raiganj University, West Bengal, India

⁴Dean (Science & Management), Raiganj University, West Bengal, India

⁵Principal, Rohini College of Engineering and Technology, TN, India

Corresponding Author: pkpaul.infotech@gmail.com

ABSTRACT

Within Information Science, there are various concepts and among these Fair Information Practice is important one. Fair Information Practice in short is called as FIPPs. It is the result of commission's enquiry into the web in which online entities collect various personal information and also assure that practice in information is fair enough. The Fair Information Practice is a core for healthy information privacy protection. It is important to note that FTC has been engaged regarding the online privacy from 1995. The Fair Information Practice basically proposed in the year 1973 in the report called US Secretaries Advisory Committee on Automated Personal Data System. It proposed to talks about record, computers and Right of the Citizen. The fundamental contribution of this committee was design and development of codes for fair information practice for the betterment of Automated Personal Data System. It is important to note that this commission may also have played a big role in development of Fair Information Practice Principle (FIIPs) in 1977 in their report called Personal Privacy in an Information Society. The Information assurance is about the design, development, and management of information related policies. It talks about the assurance of the content and information having manual and technological attributes. Information Assurance is the broader area of Security related areas. The FIIPs is an important affair of Information Assurance. As Information Assurance is about the policy and framework designing so in this paper several affairs leading to FIPPs, its role and importance, its characteristics, features and functions have been described in brief manner.

Keywords: Information Assurance, Fair Information Practice Principle, FIPPs, Information Security, IT Laws, Information Policies

Paper 4

A COMPARATIVE STUDY ON REGULAR AND DISTANCE EDUCATION

Vidyalaxmi M. N. and Prajna Kumari
Srinivas University, Mangalore-575001

ABSTRACT

Education is an integral part of human era. It helps in gaining knowledge and it changes the perspective of a person. We think logically and practically and then take decisions, as a result of which, we humans, are considered to be the most intelligent species on the planet. Education not only provides knowledge, but also contributes to the economic growth of a country and increases its stability. Since we all belong to different strata of the society, people go with a type of education which is suitable for them. According to the convenience of people, we have both regular and distance mode of education. In this paper, the Regular and Distance mode of education are compared based on their ability to provide quality and innovative post graduates in terms of quality, latest innovative curriculum, study materials, specialisations, programme duration, interactive sessions, flexibility, convenience, mentality of pupil and examination system and employability. Comparison is done by considering some of public and private universities who provide regular and distance post graduate education and their ability to add value to the programme with reference to quality, employability and convenience of pupil. Finally, merits and demerits of both regular and distance mode of education are identified and are listed under organisational, students, societal issues using focus group method.

KEYWORDS: Regular education, Distance education, correspondence education, comparative study, education, interaction

Paper 5

A STUDY ON PROBLEMS FACING BY THE GOVERNMENT COLLEGE STUDENT IN RURAL AREAS IN UDUPI DISTRICT

Vaishnavi H., Ramya R. Rao & Kavyashree

1st MCOM students, S K V M S govt. First grade college, Kundapura-Koteshwara.

Email Id: vaishnavikundapur@gmail.com

ABSTRACT

Education to all is a global slogan of Government. Education is one of the most significant factors for development of the economy. It provides an opportunity to reflect on the social, cultural, economy and moral values in the society and also provides brightness to human life it is regarded as potential investment in future for individuals , government also takes initiatives to the development of higher education system of India. Students all over world face a number of problems which dishearten them.

The purpose of the study is examine to understand the distinctive problems and challenges faced by rural government college students in Udupi district , the objective of the study to know how government college are helping rural students in education. To find the problems and challenges of government college students and also identify the satisfactory level of students. The study is mainly based on primary data and collected through questionnaire form. The researcher collected the data from four government colleges in Udupi district.

KEYWORDS: Challenges, Government colleges, satisfactory level, educational facility, rural community.

Paper 6

OBSERVATION OF SOME NEW STRATEGIES FOR SURVIVAL & GROWTH IN INTERNATIONAL BUSINESS OF 21ST CENTURY

P. S. Aithal

Srinivas Institute of Management Studies, Srinivas University, Mangalore – 575 001, INDIA
E-mail : psaithal@gmail.com

ABSTRACT

Globalization started during 20th century opened up many opportunities of International business. Depending upon environmental conditions and policies of the countries, multinational companies found many ways /modes of entering other countries to encash opportunities to expand their market share by means of production global locations as well as selling in global markets. Many strategies are developed and used by these multinational companies which include green field investment, acquisition & merger, International outsourcing etc. There are three main international strategies available are multi-domestic strategy, global strategy, and transnational strategies. The four basic global strategies to enter and compete in the international environment are identified as global standardization strategy, localization strategy, transnational strategy, and international strategy. In this paper, some of the new strategies observed in recent years in international business by Multi-national companies are identified and discussed. These strategies falls under five categories which include survival, sustainability, differentiation, monopoly, and prosperity.

KEYWORDS: Multi-national companies, New strategies in international business, global markets, Survival & Growth.

Paper 7

A STUDY ON THE IMPACT OF E-COMMERCE ON OFFLINE RETAIL BUSINESS

Vivek T. S., Divya U.

Student- Dept. of PG Studies and Research in Commerce, Kuvempu University,
Shankaraghatta.

ABSTRACT

E-commerce is one of the greatest inventions in this decade, it took the physical market into the virtual world with the help of the internet by offering more convenience logistics, easy return and variety of stocks, in the last five years Indian e-commerce industry has seen significant growth with the emergence of many online retailers, in the same period many offline retailers have suffered much loss on this background this study has been undertaken to know which type of offline retailers has suffered much impact among electronic shop, clothing shop, pharmacy, book shop, and provision store, electronics and clothing shop had much impact so far and all retailers feel the need of adopting e-commerce to their business.

KEYWORDS: E-commerce, Retail business, offline, customer attraction.

Paper 8

A STUDY ON INFLUENCE OF CARTOON CHARACTERS ON CHILDREN'S PURCHASE OF TOYS

Jeetha¹, Krishna Prasad K.², Srinivasa Pejathaya³

^{1 & 2} College of Computer and Information Sciences, Srinivas University, Mangalore – 575001, Karnataka, India

³Government First Grade College, Carstreet, Mangalore – 575003, Karnataka, India
E-mail: jeethasaakshi@gmail.com

ABSTRACT

Most of the popular cartoon characters are developed on the basis of scientific studies in the domain of human behavior. Marketing through cartoon characters is a new area of studies. Studies shows that perceiving capacity of children purely depends on various psychological elements such as color, facial expressions, friendliness, familiarity, repetition and such others. Idea of Marketing to young consumers is not a new concept but the way of integrating is. India is the 8th biggest toy market in the world. During the financial year of 2017-18 the Indian toy industry is close to 800 to 1250 Billion Rupees. Indian toy Industry is 10% organized and 90% is unorganized. Some study about retail shops revealed that today kids take the buying decisions and parents only pay. This research paper has an objective of understanding the buying behavior of children towards toys influenced by cartoon characters in the city of Mangaluru, India. The study follows qualitative content analysis as well as random sampling to collect primary data from parents and snowball sampling method to understand business aspects from the retailer's perspective. The study mainly focuses on the influence of cartoon characters which affects the kids buying behavior in Mangalore City. The kids take the buying decision while purchasing the toys based on the popular cartoon characters such as ChhotaBheem, Barbie, Doraemon, Spiderman, Little Singham, Dora, Sinchan and such others. Economical conditions of the parents suggest that they purchase most of the cartoon character-based toys from unorganized sector rather than brand outlets in the city. Due to high rate to overseas settlements, most of the kids get their choice of cartoon character toys from foreign countries such as UAE, USA and such others. Children has the exposure to cartoon characters in home via television channels, smartphone-based Apps and from their circle of friends in the school and neighborhood.

Keywords: *Children, cartoon, toys, buying behavior, advertising, Marketing, Mangaluru.*

SMART & PRECISION FARMING USING ICCT BASED METHODS – SOME NEW INSIGHTS & PREDICTIONS

P. S. Aithal

Srinivas Institute of Management Studies, Srinivas University, Mangalore – 575 001, INDIA

E-mail : psaithal@gmail.com

ABSTRACT

From drones to satellite images and sensor technology, the agricultural industry is changing in a remarkable way. Technological innovations are reshaping the way farming is done. Modernization of agriculture and the use of digital technology have caused new concepts to emerge such as precision farming, digital farming and smart farming. Precision farming is defined as: “a technology-enabled approach to farming management that observes, measures, and analyzes the needs of individual fields and crops”. According to McKinsey, the development of precision farming is shaped by two trends: “big-data and advanced-analytics capabilities on the one hand, and robotics—airial imagery, sensors, sophisticated local weather forecasts—on the other”. Smart & Precision Farming is a concept of farming management using modern Information and Communication Technologies to increase the quantity and quality of products. Among the technologies available for present-day farmers there are : Sensing technologies, including soil scanning, water, light, humidity, temperature management; Software applications—specialized software solutions that target specific farm types; Communication technologies, such as cellular communication; Positioning technologies, including GPS; Hardware and software systems that enable IoT-based solutions, robotics and automation; and Data analytics, that underlies the decision making and prediction processes. In this paper, we have discussed how Information Communication & Computation Technology (ICCT) and its underlying technologies are helping and affecting the Smart & Precision Farming objectives for early realization.

KEYWORDS: Smart & Precision Farming, Information Communication & Computation Technology (ICCT), Applications of big-data and advanced-analytics.

Paper 10

FESTIVE SEASONS IN INDIA AND ITS IMPACT ON ON-LINE BUYING BEHAVIOR

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

Professor, Srinivas University, Pandeshwar, Mangalore 575001. India
shailashrivt@gmail.com

ABSTRACT

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. 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.

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.

KEYWORDS: Consumer Buying Behavior, Online Marketing, Festive season, Digitization

Paper 11

EDUCATION INDUSTRY MANAGEMENT – A STUDY OF THE CURRENT SCENARIO AND FUTURE TRENDS

Keerthan Raj¹ & P. S. Aithal²

^{1,2}Srinivas Institute of Management Studies, Srinivas University, Mangalore – 575 001,
INDIA.

ABSTRACT

Education management itself is becoming a major trend today, during the last couple of decades the young talent across the globe and specifically in India is growing. Educational institutions are facing new challenges resulting from technological driven changes in teaching and learning, globalization of higher education and changes in the economic climate. The government has planned a comprehensive program – ‘New India- 2022’, RISE (Revitalising Infrastructure and Systems in Education), envisioned for boosting the higher education system in India. It is the belief that the biggest resource in the classroom are a teacher, and institutions are called to invest in scaling up the knowledge and skill of the teachers to make higher education more holistic and relevant. Also, fostering entrepreneurship has become a topic of priority in public policy. Successful universities in the US place impetus on the role of academic institutions as catalysts for high technology start ups. In this paper we analyse the ‘education management’ situation in India and the newer approaches required in the light of global citizens looking towards quality education.

KEYWORDS: Education, globalization, knowledge, skill

Paper 12

A COMPREHENSIVE STUDY ON EFFECTIVENESS OF NEW TECHNIQUES ADDED TO OPERATIONS RESEARCH SUBJECT DURING 21ST CENTURY FOR DECISION MAKING

P. S. Aithal

Srinivas Institute of Management Studies, Srinivas University, Mangalore – 575 001, INDIA

E-mail : psaithal@gmail.com

ABSTRACT

Operations Research, also known as Management Science or Decision Science is a Quantitative Subject added to Natural and Philosophical sciences during 20th Century. Operations Research is both knowledge and skill based subject consisting of many techniques to solve many practical problems of many fields of the society optimally. Started officially during the Second World War, Operations Research subject grown to many facets of the Scientific, engineering, and social science area to solve problems with an objective and many constraints, optimally. Many techniques are added to Operations Subject in order to optimize the decisions using realistic and probabilistic models. Operations research is often concerned with determining the extreme values of some real-world objective: the maximum (of profit, performance, or yield) or minimum (of loss, risk, or cost). Operations Research Subject grown in such a way that many new subjects emerged during the second half of 20th century and during 21st century became subfields of the subjects. This includes simulation, decision theory, predictive analysis, descriptive, predictive & prescriptive analytics, etc. In this paper, we have identified many new techniques developed during 21st century under the umbrella of Operations Research and discussed the Effectiveness of such New Techniques in solving present and future problems involving many variables.

KEYWORDS: Operations research, New techniques under OR, Optimization techniques, Decision science, predictive analysis, predictive & prescriptive analytics.

Paper 13

A STUDY ON “NON TRADITIONAL OUTLETS” WITH REFERENCE TO BRAND FASTRACK AT TITAN INDUSTRIES LTD.

Priti K. Rao

Assistant professor, Government First Grade College, Punjalakatte, Belthangady Taluk,
E-mail pritijeevan@gmail.com

ABSTRACT

Titan Industries are well known for their impeccable marketing strategies and along with its other brands Fastrack and Sonata, Titan is the market leader of the watch industry in India. Brand Fastrack comprises of sporty and trendy collection of watches, sunglasses and accessories (bags, belts and wallets) specially designed for the youth segment, Fastrack sunglasses are titled as the ‘largest selling sunglasses in the country’. Titan Industries have always been experimentative with this brand owing to its brand personality of energetic and restless youth. Fastrack so far was sold in exclusive Fastrack outlets, or other Titan showrooms or stores that sold products of the same genre. Titan Industries are now intending to place the brand in those outlets where a consumer would not expect the product to be available but would buy in case given the opportunity. The reason for entering into this area is market expansion because the size of the Non Traditional Outlet segment is substantial as most of the outlets in the list are chains of stores. For Instance, Crossword has 78 stores in the country. Placement of Fastrack products in these stores would imply that simultaneously the brand is placed in 78 outlets. This study is conducted in order to know the customers’ reaction to the concept in Bangalore market, the dealer’s reaction to the proposition, the presence of competitors in NTOs, Dealer’s expectations from Fastrack for placing the brand in their outlets. The results of the study conducted on 100 respondents in the customer category and 20 respondents from the Non-Traditional Dealers Category in Bangalore market.

KEYWORDS: Non traditional outlets, Fast track, dealers

Paper 14

A STUDY ON THE ROLE OF COMMUNICATION AND INFORMATION TECHNOLOGY IN BANKING SECTOR

Vijay Kumar

Lecturer in Commerce, Sri Bhuvanendra College, Karkala

vijayvikram11@gmail.com

ABSTRACT

In the current time, banking organizations are no longer interested in developing better communication strategies that will serve their clients. This is because they are obsessed with making money, and maximizing on their profitability. In view of this, most of the banks are unable to attract new customers, and their normal customers run away from them, because of poor communication strategies.

The banking industry of India is in the Information technology revolution. A combination of regulatory and competitive reasons has led to increasing importance of total banking automation in this industry. Information technology has basically been used under different avenues in banking. One is communication and connectivity and another one is business process reengineering.

Information technology enables difficult product development, better market infrastructure, implementation of reliable techniques for control of risks and helps the financial intermediaries to reach geographically distant and diversified markets. This paper focuses on the role of communication in banking sector in current scenario.

KEYWORDS: Banking revolutions, Importance of communication

Paper 15

PREDICTIVE ANALYSIS ON CONSEQUENCES TWO UNIVERSAL TECHNOLOGIES IN SOLVING CHALLENGES OF THE SOCIETY

Shubhrajyotsna Aithal¹ & P. S. Aithal²

¹Faculty, College of Engineering & Technology, Srinivas University
Mangalore, India

²Srinivas Institute of Management Studies, Srinivas University, Mangalore – 575 001, INDIA
E-mail : psaithal@gmail.com

ABSTRACT

There are many general purpose technologies (GPT) developed to solve problems pertaining to many areas in the society. Out of them, two GPT's are anticipated as Universal General Purpose Technologies (UGPT) are expected some almost all problems of human being related to basic needs, advanced wants, and dreamy desires. Information Communication and Computation Technology (ICCT) and Nanotechnology (NT) are these two UGPTs. ICCT is an umbrella of technologies and has many underlying technologies which include Artificial intelligence, Big data & business analytics, Cloud computing Technology, Digital marketing Technology, 3D printing Technology, Internet of Things (IOT), Online Ubiquitous education & Training Technology, Optical computing Technology, Information Storage technology, and Virtual & Augmented Reality. Recently we have developed a qualitative predictive analysis model to predict future. Predictive analysis is an analytical method consisting of several techniques to predict future possibilities using present trends. In this paper, we have used Predictive analysis model to analyse the effect and consequences of ICCT & NT Universal Technologies in solving challenges of the Society related to basic needs, advanced wants, and dreamy desires.

KEYWORDS : General purpose technologies (GPT), Universal General Purpose Technologies (UGPT), Information Communication and Computation Technology (ICCT) and Nanotechnology (NT).

Paper 16

A STUDY ON “PROBLEMS OF FORMER” WITH SPECIAL REFERENCE TO UDUPI DISTRICT

***Fathima Jabina **K. Swathi Shet ***Jableena**

*M com previous, SKVMS Government First Grade College and Centre for PG studies,
Kundapura-576222, Email: jabeena1998@gmail.com

**M com previous, SKVMS Government First Grade College and Centre for PG studies,
Kundapura-576222, kswathishet@gmail.com

***Student, III B com, Dr. B.B. Hegde First Grade College Kundapura-576222,
Email: jableen.m@gmail.com

ABSTRACT

Agriculture is one the most important pillars of the Indian economy. The science or practice of farming including cultivation of the soil for the growing of crops and the rearing of animals provide food, wool and other products. Rural farmers account for the greater part of the population of any developing country such as India. The history of Indian agriculture dates back to 10000, years. Indian agriculture began during 9000 BC as a result of early cultivation of plants and domestication of crops and animals. The middle ages in India saw irrigation channels that reached a new level of sophistication. Land and water management systems were developed with objective of providing uniform growth. The agricultural sector employed 60 per cent of the total workforce in India, and despite a steady decline of its share in the GDP, it still remains the largest economic sector. Agricultural development is one of the most talked about issues as a major portion of our population is still engaged with the agricultural industry. The widespread modernization of agriculture, development of many modern techniques and improvement in farm productivity all are the basic characteristics of agricultural development. More than half of the Indian population is dependent on agriculture for its subsistence. Since the beginning years of economic development, it has been one of the main drivers of growth of the economy as it supplies was a major source of raw materials to most of the manufacturers. To examine the different innovative measures adopted by different social groups for agricultural development in the district at block level. Agricultural extension services can and should play an important role in addressing many of these challenges.

KEYWORDS: Agricultural production, Growth, Technology, changes, Farm, Crops.

Paper 17

STUDENTS SATISFACTION LEVEL IN HIGHER EDUCATIONAL INSTITUTES- A STUDY OF PUBLIC INSTITUTES IN MANGALORE CITY.

Sulfathu Nafila M. K., Shreeraksha

II M.Com, Dr. P. Dayananda Pai- P. Sathish Pai Government First Grade College
&PG Study Centre Mangalore, Carstreet

Email: sulfathunafilamk@gmail.com, Email: Shreerakshau1996vp@gmail.com

ABSTRACT

Students' satisfaction has never been considered as an issue of importance by educational authorities nor regarded as a matter of survival by higher education institutions. The measurement of student satisfaction can be useful to higher education institutions, to help them to pin point their strengths and identify areas for improvement. The study measures the students' satisfaction level in higher educational public institutes in Mangalore City. Satisfaction ratings go beyond teaching assessments, which have a narrow focus, to include broader aspects of the student learning experience. To grasp the complexity of that learning experience, it is not enough to know the degree to which students are satisfied, it is important to understand the factors that contribute to student satisfaction. The purpose of this study is to identify aspects of the educational experience that are associated with students' overall expression of satisfaction and determining which features of the student experience are most closely related to satisfaction may provide information about actions that can be taken to maintain high levels of satisfaction and improve student learning.

Keywords: Higher Education, Public Institutes, Students Satisfaction.

Paper 18

SUPER-SPECIALTY EDUCATION MODEL IN NEW GENERATION HIGHER EDUCATION SYSTEM – BOON OR BANE ?

P. S. Aithal¹ & Shubhrajyotsna Aithal²

¹Srinivas Institute of Management Studies, Srinivas University, Mangalore – 575 001, INDIA

²Faculty, College of Engineering & Technology, Srinivas University, Mangalore, India

E-mail : psaithal@gmail.com

ABSTRACT

The higher education institutions (HEI) which have autonomy in their operations have opportunities do innovations as per society requirements. Using autonomy fearlessly to improve the Higher Education System (HES) is challenge for many administrators. Higher education system should provide suitably skilled human resources for future requirements of industries. There are many strategies used in HES to develop new innovative courses both at UG and PG levels to provide skills related to future requirements of many specific industries. Many of new generation universities which focus their education model with an objective of imparting advanced Skills in futuristic industries. Accordingly, super-speciality courses, and industry integrated courses model is evolved. Many new generation universities are now started to offer so called super-specialty courses in some industry sectors like Aviation, Port & shipping, E-Business, Business Intelligence, ICCT underlying technologies, Nanotechnology, etc. These courses are designed to meet the specific knowledge & skills required for the graduates who are job aspirants in a specific industry. In this paper, we have discussed the advantages, benefits, constraints and disadvantages of such super-specialty courses at UG, and PG levels with a Question on whether Super-specialty Education Model in New Generation Higher Education System is Boon or bane ?

KEYWORDS : Higher Education System (HES), Innovations in HEI, Super-speciality courses, Aviation, Port & shipping, E-Business, Business Intelligence.

Paper 19

A NEW UBIQUITOUS PLACEMENT APPROACH IN HEI'S

Varun Shenoy* & Dr. P. S. Aithal**

College of Management and Commerce*, Srinivas University**

City Campus Pandeshwar, Mangalore – 575001

varun_shenoy@rediffmail.com

ABSTRACT

It is a common phenomena in placements, that a recruiter cannot visit all the institutions in the country or area simultaneously at once for their hiring requirements. Therefore, recruiters agree in a pooling agreement with a host college in the locality for mobilizing the candidates. However, such an arrangement still deem to open up the probability of certain students not reaching the host venue college owing to academic committments or even personal issues or any other unknown arisable external / internal factors. Considering few recruiters also choosing only one premium college for hiring owing to their own defined institutional benchmarks and also other unknown relationship criteria again opens up the probability of deprivation of job opportunity for other college students of the nation or a locality for the job positions. Therefore, to create parity in the unequal ocurrence of generation of placement opportunity among various educational instututions of the country, in this paper, we recommend a possible equilibrium strategy through researching applications of technology as a cure to this predicament.

KEYWORDS: Universal Campus Placements, Ubiquitous Campus Recruitments, Uniform Placement Opportunity, General Placement Event.

Paper 20

CHILD PROTECTION – STRATEGIES TO COMBAT VIOLATION, EXPLOITATION & ABUSE

Pradeep M. D.¹ & Saumya S. K.²

¹ Assistant Professor, College of Social Sciences & Humanities, Srinivas University, Mangaluru, Karnataka, India.

Email: mdpradeepnair767@gmail.com

² Second Year M.S.W, College of Social Sciences & Humanities, Department of Social Work, Srinivas University, Mangaluru, Karnataka, India

ABSTRACT

Indian laws defines child to be a person who is below the age of fourteen years. Biologically, Child is a state of human development falling between the stages of birth and puberty. It is estimated that, 40 per cent of Indian population approximately 440 million are children. The violation of Child Rights in the name of tradition, religion, gender, class, caste, race and reputation causes physical or mental injury or even death of innocent children. Many children are frequently subjected to physical or sexual abuses at home, school and society. Small children are the victims of erroneous offences including Child Labour, Rape, Sexual Exploitation, Forced Marriage, Torture, Kidnapping, Negligence, Deprivation etc. Child Right falls within the ambit of Human Rights for food, basic needs, education, health care, identity and freedom of children. Child Protection shall be emphasized within the policy framework of both Central and State Government. Child Welfare is possible through the collective efforts of Police, social workers, health care professionals, local authorities and volunteers. Child is a gift of almighty which need to be nurtured, cared, respected, loved and protected. This paper will explore various strategies and challenges to curb violence, discrimination, neglect, abuse, exploitation against children.

KEYWORDS: Child, Child Right, Offences, Policy Framework, Child Welfare.

Paper 21

Essential Infrastructure Requirements for Innovative Smart City of 21st Century – A Bottom to Top Human Life-Cycle Model

P. S. Aithal

¹Srinivas Institute of Management Studies, Srinivas University, Mangalore – 575 001, India
E-mail : psaithal@gmail.com

ABSTRACT

The concept of Smart Cities is developed to promote cities that provide core infrastructure and give a decent quality of life to its citizens, a clean and sustainable environment and application of 'Smart' Solutions to day to day problems. Smart cities use data and technology to create efficiencies, improve sustainability, create economic development, and enhance quality of life factors for people living and working in the city. It also means that the city has a smarter infrastructure for providing and managing Nutritious food, Potable water, Systematic environmentally harmless transportation, Green energy production & usage, quality education, business, quality health services, etc. In this paper, we have developed a model to plan and provide essential infrastructure requirements for innovative smart city for 21st century based on Human life cycle model which focus on facilities to be developed using technology under Physical, digital, transportation, Renewable, Housing, Education, Recreation, Finance banking & other investments, Industry, Tourism and Travel, Healthcare, Old age home, and finally crimination. Based on finding and using suitable technology for optimizing these infrastructures, the concept of SMART city can be effectively realized.

KEYWORDS : Smart city, Human life-cycle model, Essential infrastructure for smart city, Smart solutions using technology.

Paper 22

DEMONITISATION AND ITS IMPACT ON INDIAN ECONOMY

B. Sudheer Kumar

Research Scholar at VTU, Belgaum,

E-Mail Id: - bskmba06@gmail.com

ABSTRACT

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.

KEYWORDS: Demonetization, Indian economy, Common man, Black Money, Corruption

Paper 23

DIGITALIZATION IN EDUCATION - A COMPARATIVE STUDY BETWEEN GOVERNMENT SCHOOL TEACHERS AND PRIVATE SCHOOL TEACHERS IN MANGALURU CITY.

Ms. Renita Joyce Fernandes* , Ms. Kavya *

*Student, Department of PG studies in Commerce, University College Hampankatta
Mangaluru,

Email id: renitafernandes95@gmail.com, kavyam15@gmail.com

ABSTRACT

Information technology has reformed each sector it has grasped and it is currently in the promising phases of altering academia. In the coming decades if information technology has its approach, education will be far changed, more immersive and hopefully more constructive to the people than it is today. Digitization in education industry has totally changed the learning and also the teaching process to a very great extent. Technology has made imparting education stress-free for both students and educators. The true revolution in education can only be achieved via digitization of education so that students can learn at their own speed both within and outside the classroom. Their learning upgrades while they carry on to advantage from fostering, mentorship and direction of their teachers. Various teachers are ready to accept the wave of digitization but more effort still need to be exercised when it comes to teacher training. Most educators are at the stage of figuring out how to use technology meaningfully for teaching. And these teachers are right to be concerned, since depending on how it is use, technology can either help or hinder the educations process. So, this paper highlights the gap between the usage of digital technologies in teaching between the private school teachers and government school teachers and to know their perception regarding digitalization.

KEYWORDS: Digitalisation, Teachers, Students, digital techniques.

Paper 24

A NEW ATTITUDE-BEHAVIOUR-CHOICE-DECISION (ABCD) THEORY FOR ACCEPTABLE LEADERS IN WINNING ORGANIZATIONS

P. S. Aithal¹ & Shubhrajyotsna Aithal² & Suresh Kumar P. M.³

¹Srinivas Institute of Management Studies, Srinivas University, Mangalore – 575 001, India

²Faculty, College of Engineering & Technology, Srinivas University, Mangalore, India

³Faculty, Dept. of Social Sciences, Christ Colloge, Bangalore

E-mail : shubhraaithal@gmail.com

ABSTRACT

The organizational fate depends on a committed effective decision maker who can predict the future business situations based on various affecting parameters on the organizational business. Such right decisions at right time to be taken by a decision maker can transform himself as an acceptable leader. Such decisions can also decide the fate of the organization along with the livelihood of its employees. A winning leader is an asset of an organization and the employees are directly and indirectly get the benefits of such leader. If the leader fails in predicting the future of a profit oriented organization or not for profit organizations, the employees are directly going to be the victims of such wrong decisions. In this paper, with case studies and prediction model support we have developed a theory on Acceptable Leadership in winning organizations called ABCD Theory of Leadership which depends on the attributes of Attitude, Behaviour, Choice, Decision of leader while analysing and making decisions on a problem solving by considering organizational perspective.

KEYWORDS : ABCD Theory of Leadership, Attitude, Behaviour, Choice, Decision, Winning Leader, Winning organizations.

Paper 25

FINANCIAL LITERACY AMONG WORKING WOMEN - A STUDY WITH REFERENCE TO MANGALORE CITY

Bharathi R., Helma Preethi Rodrigues

Assistant Professor, Dept of Commerce

St Aloysius College, (Autonomous) - Mangalore.

Email id : bharathibangera28@gmail.com

ABSTRACT

Financial literacy is closely connected to an individual's emotional, personal, social, economic, and employment success. An individual needs to understand the basics of money management, and use financial resources appropriately to function well in society at a personal, professional, business and community level. Financial literacy enables the people to access, effectively use and derive maximum benefit from financial services. This is a continuing process by which individuals improve their understanding of financial products, concepts and risks develop skills and confidence to be more aware of financial risks and opportunities to make informed choices. There is a vast segment of population in India who suffer from lack of financial literacy in terms of utilizing their own money and also safe and secure place to avail savings, credit, insurance and remittances .Financial literacy enables people to know, understand and also to estimate the future risk and return associated with the financial products and make responsible decisions. Financial literacy is needed for maintaining the financial stability of the country.

Keywords: financial literacy, investment avenues, government.

Paper 26

FISH PRODUCTION IN INDIA AND THEIR MARKETING VALUE

Prajna Kumari and Vidyalaxmi M. N.

1st Year MBA, Srinivas University
Mangalore-575001.

ABSTRACT

Fish production and its consumption have been of a great importance to India. Right from 300 B.C., Kautilya's Arthashastra had some texts showing evidence of fish culture. Earlier, it was a in a small pond, to fishing at large banks of water with the use of technological aids, technology has changed the outlook of Indian fish culture techniques. As known, coastal regions of India stand apart at their various diversity of fishes. Lots of variety of fishes has been exported everyday to the different parts of the world. Nowadays, fishes are also available part of hobby which gradually changed into need and then form of livelihood. Right from fishing in fermented form (fish pickles), so as to consume it for a longer period of time. Both freshwater and marine water fishes delicacies have been attracting tourists towards our country. Hence, it is of a great deal to the manufacturers of fish products to provide the best quality without any compromise. Also, the price becomes a factor of deal too. Hence, this study will be helpful to know about the amount of fish produced in India, its increase in years and its market value. The study will provide a bright outlook on the fish production in India.

KEYWORD: Fish production, cost, fishery, marine, economy, aquaculture.

Paper 27

A STUDY ON HIDDEN STRATEGIES OF PHARMACEUTICAL COMPANIES FOR SURVIVAL IN GLOBAL COMPETITION

Architha Aithal,¹ & P. S. Aithal²

¹Fourth Year Pharm D., Srinivas College of Pharmacy, Volachil, Mangalore, India

²Srinivas Institute of Management Studies, Srinivas University, Mangalore – 575 001, India

E-mail : psaithal@gmail.com

ABSTRACT

Pharmaceutical industry is one of important and high revenue generation industries in Secondary industry sector. Since this industry is globally integrated and sharing the global markets and essential industry for manufacturing life-supportive drugs, hectic competition is observed among the players. Apart from struggle to invent new effective drugs between many global players, the industry is experiencing heavy torture from Country governments and bureaucrats in the form of imposing unacceptable, impracticable regulations, and even many times bans on high cost medicines from different country governments. Since pharmaceutical business is majorly a high investment global business, facing uncertainty due to various reasons including sudden sanctions imposed to many countries by home country government may affect the market share of the global pharmaceutical companies. To avoid such uncertainties in the market both locally and globally, many pharmaceutical companies developed new strategies called strategy for survival. In this paper, we explore some of such strategies developed to manage global operations and global markets in order to maintain the market share and the sustainable revenue.

Keywords : Pharmaceutical industry, Global market share, Hidden strategies, sustainable revenue.

Paper 28

MICRO INSURANCE AND INCLUSIVE GROWTH IN INDIA

M. Rajeev

Assistant Professor, Post Graduate Department of Economics, Sree Narayana College,
Kannur, Kerala.

ABSTRACT

Insurance is a mechanism of pooling the risks and resources. Micro insurance is the new term used to refer insurance services that are specially aimed at poor that involve modest premium and coverage amount. Micro insurance is the provision of insurance services to the low income households. It serves as an important tool to reduce risks and hardships of the vulnerable groups. An International Labor Organisation (ILO) Report (2000) defines Micro Insurance Scheme as the scheme set up by self-employed and informal economy workers to meet their priority social protection needs. Micro insurance makes it possible for poor to fight against the risks. Hence, micro insurance is recognized as a useful tool of inclusive growth. Against this background the present study tries to study the various micro insurance schemes in India and the impact of micro insurance on financial vulnerability of the poor in India. The study is based on secondary data sources which include Insurance Regulatory Development Authority, NABARD and various journals and books by eminent authors.

KEYWORDS- Micro Insurance- Inclusive Growth, Financial inclusion-Poverty alleviation

Paper 29

A CRITICAL STUDY ON APPLICATIONS OF MACHINE LEARNING ALGORITHMS IN BUSINESS ANALYTICS

Dr. Krishna Prasad K.

Associate Professor, College of Computer and Information Sciences,
Srinivas University, Mangaluru-575001, Karnataka, India
E-mail: krishnaprasadkcci@srinivasuniversity.edu.in

ABSTRACT

The advancement of Information and Communication Computing Technology (ICCT) and Artificial Intelligence (AI) made a revolution in Computer Science and its applications areas like Business Intelligence (BI). Artificial Intelligence, Business Intelligence, and Machine Learning work together in order to predict and analyze some complex business analytics and thereby assisting the top managers to take some better decisions at higher levels. With the aid of Artificial Intelligence, Machine Learning can able to provide the ability to machines or systems automatically learn, and take decisions like human beings without programming explicitly based on experience. Machine Learning concepts have applications in diverse fields like day-to-day or daily business transactions to complex business analytics like Marketing Analytics, Pricing Analytics, Social Media Analytics, Customer Analytics, Supply Chain Analytics, and many more. Business Analytics is analyzing the business in 3600 angle which covers historical perspective or Descriptive, future perspective or Predictive and combinations of both or Perspective in order to make better and highly valuable decisions. Machine learning algorithms include supervised learning, unsupervised learning, and Meta-learning. The Machine learning algorithms include different techniques like Nearest Neighbour, Naive Bayes, Decision Tree, Classification Rule, Regression Analysis, Regression Trees, Neural Networks, Support Vector Machines, and many others. Unsupervised learning includes Clustering, Anomaly Detection, Association Rule, and a few others. Meta-learning algorithm covers Bagging, Boosting, Random Forest and a few others. This paper covers applications of machine learning algorithms in different areas of business analytics which includes Marketing Analytics, Pricing Analytics, Social Media Analytics, Customer Analytics, Supply Chain Analytics, Healthcare Analytics, and Portfolio analytics. This paper also tries to distinguish between supervised learning and unsupervised learning. This paper tries to find upcoming areas where machine learning algorithms can best fit in order to make some complex decision or to solve complex business problems.

KEYWORDS: Machine Learning, Artificial Intelligence, Neural Network, Supervised Learning, Unsupervised Learning, Business Analytics, Meta-Learning.

Paper 30

CSR STRATEGIES OF INDIAN AUTOMAKERS TO CONTROL ENVIRONMENTAL POLLUTION

Domenic Joseph¹ & P. S. Aithal²

¹Research Scholar, Srinivas Institute of Management Studies, Srinivas University, Mangalore – 575 001, India

²Srinivas Institute of Management Studies, Srinivas University, Mangalore – 575 001, India
E-mail : psaithal@gmail.com

ABSTRACT

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 Indian Automakers to Control Environmental Pollution by promoting the production and marketing electric and other non-green house gas emissions.

KEYWORDS: CSR, Social welfare, Automakers, Control Environmental Pollution.

Paper 31

PERCEPTION OF RURAL CADETS TOWARDS EVENT MANAGEMENT AS A CAREER OPPORTUNITY.

Mahima Jogi **ShwethaMandara Jogi****Chaitanya N**

*Student, M.Com Previous, SKVMS Government First Grade College and Centre for PG studies, Kundapura-576222, Mobile:8105326133, [Email:mahimajogi2407@gmail.com](mailto:mahimajogi2407@gmail.com)

**Student, M.com Previous, SKVMS Government First Grade College and Centre for PG studies, Kundapura-576222, Mobile:9591000425, [Email:shwethak2410@gmail.com](mailto:shwethak2410@gmail.com)

***Student, 1st BBA, Bhandarkar's Arts and Science College, Kundapura-576222, Mobile:9980919714

****Student, M.com Previous, SKVMS Government First Grade College and Centre for PG studies, Kundapura-576222, Mobile:9632165654, [Email:chaitanya92n@gmail.com](mailto:chaitanya92n@gmail.com)

ABSTRACT

Event management plays a vital role in bringing out the talents of innovative entrepreneurs. Event management is the application of projects management to the creation and development of large scale events such as festivals, conferences, ceremonies, weddings, formal parties concerts or conventions an event manager is in charge of planning, organising, executing all types and sizes of events like musical concerts food, festivals, etc

The main objective of the present study is to understand the perception of rural people towards event management as a career with special reference to coastal belt of Udupi and South Canara districts. The current study was aimed at evaluating the perceptions of the rural cadets towards choosing event management as a career.

Event planners co-ordinate and manage conferences meeting and parties a bachelors degree in hospitality, communications or a related field typically is needed to start a career. as a event planner.

KEYWORDS – Event Management, Innovations, Potentialities, Event managers

INFLUENCE OF SOCIO-DEMOGRAPHIC FACTORS ON WORK LIFE BALANCE (WLB) AMONG UNIVERSITY TEACHERS IN KARNATAKA

Sonia Delrose Noronha¹ & Dr. P. S. Aithal²

¹Research Scholar, Department of Management, Srinivas University,
Pandeshwar -575001, Karnataka, India.

^{1,2}Srinivas Institute of Management Studies, Pandeshwar, Mangaluru –575 001, India
E-Mail : soniadelrose@gmail.com

ABSTRACT

In today's fast paced society managing Human resources has become a challenging yet dynamic and exciting task. Organizations have realized that human resources are their most unique and valuable assets. In this era where the world has become a global village educational institutions are trying to keep pace with the competition by retaining key employees through reducing disparities, improving faculty effectiveness, morale and increasing developmental opportunities. Work Life balance is a delicate aspect that results in teacher satisfaction and effectiveness. It has been proved over the years that the balanced work life results in well-being of the faculties, students as well as the organization. Work life Imbalance affects the performance at work place on one side and family care on the other side. This can also create Glass ceiling resulting in lack of opportunities for career growth and development. Organizations are formulating policies and women themselves have adopted strategies to maintain work life balance and overcome glass ceiling. The present study is an attempt to understand the influence of socio-demographic factors on WLB among the faculties of the public universities in Karnataka. This study is based on the primary data. For this purpose a survey was carried out among the university teachers of the Public universities of Karnataka. An attempt has been made to highlight the challenges faced by women in maintaining the work life balance in this sector.

KEYWORDS: Work life Balance, WLB, Glass ceiling, Educational Institutions, Human Resources, University teachers.

Paper 33

Paper 15

AUTONOMY FOR EXCELLENCE IN HIGHER EDUCATION INSTITUTIONS THROUGH RESPONSIBILITY AND ACCOUNTABILITY

P. S. Aithal¹ & Shubhrajyotsna Aithal²

¹Srinivas Institute of Management Studies, Srinivas University, Mangalore – 575 001, INDIA

²Faculty, College of Engineering & Technology, Srinivas University, Mangalore, India

E-mail : psaital@gmail.com

ABSTRACT

The higher education institutions which have autonomy in their operations have opportunities to substantially improve the overall quality of education and hence show their existence globally. Such global brand building exercise is crucial for development and growth. Due to enhanced challenges through online courses and online universities, many existing campus based universities are redefine their quality and teaching-learning model for either survival, or sustainability, or differentiation, or monopoly, or growth & prosper depending on their present status and future plan. In this paper we have analysed the challenges of present generation campus based universities and how such challenges can be addressed using their operational autonomy to aim for excellence through responsibility and accountability. This include the challenges of campus based universities to improve the quality of higher education at low cost by awaking the responsibilities of stakeholders along with imposing accountability, and the nature and usage of autonomy given to higher education institutions for academic, research, and technology based innovations, and autonomy for collaboration and expansion. The results of the research to develop suitable frameworks for autonomy with responsibility at different organizational level in higher education system, the consequences for autonomy with accountability at different levels of organization in higher education system are included. Finally, the Autonomy and Theory of Accountability for achieving Excellence are correlated.

KEYWORDS : Autonomy in HEI, Excellence in Higher Education Institutions, Theory of Accountability, Responsibility in HEI.

MICRO HEALTH INSURANCE FOR THE POOR- A CASE STUDY OF SAMPOORNA SURAKSHA SCHEME IN MANGALURU CITY

Shobha*, Dr. Udayachandra P. N.**

*Assistant Professor, St Aloysius College, Autonomous, Mangaluru.

Research Scholar, SDM Ujire, Tumkur University.

shobhanchan@gmail.com

**Associate Professor, Department Of Commerce,
SDM College, Ujire.

ABSTRACT

The greatest hurdle for poor families trying to be independent is the sudden incidence of serious illness requiring hospitalization. Today hospitalization expenses are so high which will drain the savings and push the poor to the vicious cycle of debt. Apart from medical expenses, other non medical expenses like, births and deaths also put them under severe financial crisis. Health is a right of everyone. The private companies offer different kinds of health insurance schemes with a premium which can't be afford by the poor sections of the society. Therefore micro insurance is one such scheme which will be exclusively helpful for the under privileged people in the country. The present case study focuses on the usage of the micro health insurance by the holders of the scheme. Study throws some light on the problems faced by the facilitators of micro insurance scheme. Data has been analysed by taking the beneficiaries of micro health insurance scheme sampoorna suraksha in Mangaluru city, of DK district. The findings of the study reveal that there is a maximum use of insurance scheme by the holders of the same. Micro Insurance schemes are functional mainly because of the NGOs. There is a need to support these NGOs to run these schemes in the long run in the most successful way. This can be made possible by providing them with financial assistance and help. But there can be some changes or developments done by government facilitate the continuity of the scheme.

KEYWORDS: Sampoorna Suraksha, NGO, Health Insurance, Rural Poor, Women.

E-EDUCATION IN HIGHER EDUCATION: A CASE STUDY OF UDUPI DISTRICT

***Sandesh, **Sowparnika, ***Anu**

*Student Previous M.Com Reg.No:186743527 Shree Kalavara Varadaraj M Shetty
Government First Grade College and Centre for PG Koteswara Kundapura
sandeshgs29@gmail.com ph:8150972758.

** Student Previous M.Com Reg.No:186743533 Shree Kalavara Varadaraj M Shetty
Government First Grade College and Centre for PG Koteswara Kundapura
sowparnika12@gmail.com ph:9632462050

*** Student Previous M.Com Reg.No: 186743504 Shree Kalavara Varadaraj M Shetty
Government First Grade College and Centre for PG Koteswara Kundapura
anuav4435@gmail.com ph:9483437501.

ABSTRACT

E-Education refers to utilizing the electronic technologies to access educational curriculum outside of a traditional classroom . In the age of globalization and technological revolution, four-year degrees are just the start of a forty-year continuing education. Electronic learning is a type of Technology supported education where the medium of instruction is computer technology. It has brought in a revolution in the education sector; on one hand, teachers use technology in their classrooms to make learning interesting for students, and on the other hand, students use the internet to do more in-depth research on the subjects of their interest. Today numerous institutions are rendering educations by the ITC (Information and communication Technology) based methods .The study is based on the primary as well as secondary sources of data. Primary datum are collected by the opinion of student communities, the research was conducted by the survey of 100 students of various colleges in Udupi district and secondary datum collected by referring various journals and magazines .The study suggests that the students are preferred to the ITC based teaching methods but they faced hurdles of communication and inefficient uses of material resources by the institutions.

Keywords: E-Education Higher Education ITC Student Community Hurdles

Paper 36

A CASE STUDY ANALYSIS ON AUTOMOBILE INDUSTRY IN INDIA AND ITS EFFECT

Nihash S. B. & Shailesh Shetty

1st year E-MBA

Srinivas Institution of commerce and management studies

Pandeshwar, Mangalore-575001 Karnataka India.

Email : nihashsb@gmail.com

ABSTRACT

The average growth rate of GDP of India from 1947 to 1991 has been of order 2.5 to 3%. This slow rate was due to protectionism policy followed by the government of India. The introduction of liberalization policy in 1991, many industries started flourishing including the automobile sector and the average growth rate of India jumped to high level ranging from 5 to 8%. At present India is sixth largest country in production of motorized vehicles with the turnover of 38.3 billion USD which is nearly 8% of India's GDP. Employment wise, this sector employs 19 million people. The Automobile industry is the major contributor to the growth of the Indian economy but increase in the number of vehicles has also created enormous pressure on environment that resulted in air pollution. Air pollution causes many health problems like: respiratory and cardiovascular diseases. The levels particulate matter such as PM2.5 and PM10, also the concentration of dangerous carcinogenic like Sulphur Dioxide (SO₂) and Nitrogen Dioxide (NO₂) have reached alarming proportions. The secondary data on automobile sector in India and the air pollution level is collected from the multiple sources and a linear correlation technique is used to test the relationship between automobile growth and air pollution. This paper is a study on growth of automobile industry in India and its impact on Air pollution.

Keywords : Air pollution, Automobile Industry, GDP, Growth rate

Paper 37

NECESSITY OF TRAINING AND DEVELOPMENT IN HIGHER EDUCATION INSTITUTIONS

***Vinutha, ** Vranda**

*M.com, Shri Kalavara Varadaraja M Shetty Government First Grade College, Koteshwara,
Kundapura-576 222, Udupi District

Email: - vinuthabhat8435@gmail.com

**M.com, Shri Kalavara Varadaraja M Shetty Government First Grade College, Koteshwara,
Kundapura-576 222. Udupi District

Email: - vranda241997@gmail.com

ABSTRACT

India is the richest human capital country in the world. However enrolment in higher education is lower as compared to developed countries. It is a setback to take Indian economy on rapid economic growth path. Thus, in recent year's government of India paid highest attention to enhance enrolment ratio in higher education under NITHI AYOGA. The major difficulty is how to develop employability among graduates particularly in rural India. Keeping this in mind various levels of government introduced skill development training to improve the qualities of graduate of rural area. In this context this paper makes an attempt to highlight the necessity of various kinds of occasional training and skill development schemes within the framework of higher education institution. The paper suggests the government to integrate soft skill and job skill training with course curriculum of graduation and post graduation. The integration of training and development with course curriculum will improve the employability amongst rural people thereby channelize human resource to economic growth.

KEYWORDS: Development, Higher education, Necessities, Training, Soft skill

ACCOUNTING STANDARDS AND FINANCIAL STATEMENTS OF MANGALORE CHEMICALS AND FERTILIZERS LTD AND KARNATAKA BANK LTD

Ms. Sandhya Rani*, Caroleena Janefer**

*Trisha College, Mangalore

**St Aloysius (Autonomous) College

Mangalore

Mail:janefer_caroleena@rediffmail.com

ABSTRACT

A company consists of varied number of users who contribute for the growth and prosperity of the organization. It is the duty in the part of the company to be accountable to such users. This can be achieved by summarizing the working of the organization in terms of monetary value in its financial statements. It is required to maintain these financial statements in a way which is acceptable and understandable to all the users of financial statements. This paper is based on the implication of accounting standards on the company's two different sectors, Mangalore Chemicals and Fertilizers Ltd and Karnataka Bank Ltd.

KEYWORDS: Accounting Standards, Financial Statements.

PLASTIC INDUSTRY ANALYSIS - IN NORTHERN INDIA

Davood Safwan and Mohammed Razeen

Srinivas Institute of Management Studies, Pandeshwar, Mangalore - 575001, INDIA

E-Mail: safwan14july@gmail.com razinmohammad786@gmail.com

ABSTRACT

Plastic industry is making significant contribution to the economic development and growth of various key sectors in the country such as: Automotive, Construction, Electronics, Healthcare, Textiles, and FMCG etc. India is currently net importer of Polyethylene (PE) however with the commissioning of IOCL plant at Panipat, the imports are expected to go down significantly. India observes significant regional diversity in consumption of plastics with Western India accounting for 47%, Northern India for 23% and Southern India for 21%. Bulk of the consumption in Northern India is from end use industries of Auto, packaging plasticulture applications, electronic appliances etc. which are concentrated mostly in UP and Delhi- NCR. However, plastic processing in other parts like Rajasthan, Punjab, Haryana, Uttarakhand, J&K and Plastic industry is making significant contribution to the economic development and growth of various key sectors in the country such as: Automotive, Construction, Electronics, Healthcare, Textiles, and FMCG etc. Northern India is said to have an inherent disadvantage of being away from ports hence a difficult target for low cost supply of plastics through import. However this same situation makes the domestic plastic processing more competitive and provides significant opportunity. Plastics application in agriculture can also lead to huge monetary benefits as well as improve the overall productivity. Indian Plastic industry faces environmental myths and lacks in technology. Going ahead recycling & reuse of plastics could be a foremost step towards fostering innovation and sustainability. Also increased awareness through help of industry groups and Government could help address some of these challenges.

Paper 40

HOW DOES THE TRANSFORMATION OF AN AVATAR FACE GIVING A FAVORABLE IMPRESSION AFFECT HUMAN RECOGNITION OF THE FACE?

Reshma Balakrishnan*, Thrupthi P. J.*

*Student(B.E), SDIT, Mangalore
reshmabalakrishnan44@gmail.com
thrupthipj6@gmail.com

ABSTRACT

We investigated how different appearances in the favorable impressions of 3D avatar faces affect face-recognition performances by humans. We conducted an encoding and testing experiment using synthesized facial images and artificially manipulated the strength of the perceived impressions in three different dimensions. We also subjectively assessed the favorability of the synthesized faces that were used as visual stimuli in facerecognition tests and found that facial transformation, which decreased the favorability impressions, generally deteriorates human face-recognition performance.

KEYWORDS: Social impression of face, morphable 3D facemodel, facial impression manipulation, Thurston's pairedcomparison, face memory.

Paper 41

E-BANKING SERVICES : A STUDY ON CONSUMER PERCEPTION TOWARDS E-BANKING SERVICES WITH REFERENCE TO MANGALURU CITY

Sandhya P., Anitha B.

Final M.com, Dr. P. Dayananda Pai – P. Sathish Pai, Government First Grade college
Carstreet, Mangaluru

Sandhyarama6726@gmail.com

Anithabgatty462@gmail.com

ABSTRACT

Now a days banking is known as innovative banking. Developments in information technology have given a rise to innovations in the product and service designing and their supply in the banking sector and finance industries, customer services and satisfaction are their centre point of all the efforts. Financial sector plays an important role in the economic development of a country. Banking is the lifeline of an economy. A strong and healthy banking system is important requirement for economic growth. Indian banking industry, today is observing an IT revolution. The implementation of internet in banking organizations has modernized the banks. Implementing the internet banking approach has benefited the both i.e. consumers as well as banks. The competition among the banks has led to the increasing total banking automation in the Indian banking industry. E-Banking is a generic term encompassing internet banking, telephone banking, mobile banking etc. Through E-Banking the bank wants to introduce the core concept of IT based Enabled Services (ITES). The E-Banking services are executed only upon the customer, and these e-banking services would fully integrate with the core banking solution that is already in usage. The objective of the present paper is to examine and analyze the progress made by e-banking services in Mangalore city.

KEYWORDS: E-Banking, Information Technology, Internet Banking

HEALTH CARE INDUSTRY ANALYSIS

Mohammed Razeen and Davood Safwan

Srinivas Institute of Management Studies, Pandeshwar, Mangalore - 575001, INDIA

E-Mail: razinmohammad786@gmail.com safwan14july@gmail.com

ABSTRACT

The Healthcare sector, in India, has become one of India's largest sectors - both in terms of revenue and employment. The industry comprises hospitals, medical devices, clinical trials, outsourcing, telemedicine, medical tourism, health insurance and medical equipment. The Indian healthcare industry is growing at a tremendous pace due to its strengthening coverage, services and increasing expenditure by public as well private players. The Indian healthcare industry is projected to continue its rapid expansion, with an estimated market value of US\$ 280 billion by 2020, on the back of increased population growth in India's low income communities. Large investments by private sector players are likely to contribute significantly to the development of India's hospital industry and the sector is poised to grow to US\$ 100 billion by the year 2015 and further to US\$ 280 billion by 2020. Private sector's share in healthcare delivery is expected to increase from 66 per cent in 2005 to 81 per cent by 2015. Private sector's share in hospitals and hospital beds is estimated at 74 per cent and 40 per cent, respectively. Healthcare spending in India accounts for over 5 per cent of the country's GDP. Out of this, the public spending in percentage is around 1 per cent of GDP. The presence of public health care is not only weak but also under-utilized and inefficient. Meanwhile, private sector is quite dominant in the healthcare sector. Around 80 present of total spending on healthcare in India comes from the private sector. Inadequate public investment in health infrastructure has given an opportunity to private hospitals to capture a larger share of the market. In addition the demand for hospital services has been increasing due to the rise in lifestyle related diseases.

Paper 43

ARTIFICIAL INTELLIGENCE AND SENSORS BASED ASSISTIVE SYSTEM FOR THE VISUALLY IMPAIRED PEOPLE

Nikita Nakte, Soumya
4th year CSE, SDIT Mangalore
naktenikita@gmail.com
soumya@gmail.com

ABSTRACT

The need for developing a low-cost assistive system for the visually impaired and blind people has increased with steady increase in their population worldwide. The stick system presented in the paper uses artificial intelligence along with various sensors in real time to help the visually disabled people to navigate their environment independently. Image recognition, collision detection and obstacle detection are the three tasks performed by the system. The image recognition task was performed using a smartphone application powered by artificial intelligence. The tasks of collision detection and obstacle detection utilized ultrasonic sensors to alert the user of the obstacles appearing in his route. The stick system also managed to demonstrate the important characteristics of affordability, high efficiency, mobility and ease of use.

KEYWORDS: visually impaired; image recognition; collision detection; obstacle detection; artificial intelligence; real-time system

ENTREPRENEURSHIP DEVELOPMENT AND EMPLOYMENT GENERATION- A CASE STUDY OF RUDSET INSTITUTE IN KERALA

Dr. V. Shaharban

Assistant Professor, Department of Economics
Kannur University, Thalassery Campus, Palayad-670661
E-mail- shaharban79@gmail.com

ABSTRACT

As marching towards encompassing a high rate of growth with great potential of human resources, Indian economy struggling to utilise its man power because of lack of employment opportunity, absence of successful ventures etc. Poverty, social exclusion, inequality, and unemployment etc are still haunting Indian economy, despite a number of planned efforts made by both central and state government to mitigate them. Though, Kerala is rich with her natural endowment and high potential educated youth, still struggling to make the most out of them because of lack of successful entrepreneurship activities and absence of a favourable industrial climate. A large number of youth in rural and semi-urban Kerala could not access high professional education and employment due to financial constraint and their high orientation towards white colour jobs. The theory of development by Schumpeter highlighted the significant role played by entrepreneurs and their innovative and imperative role in the development process of the economy. Absence of credit, poor infrastructure, socio-economic backwardness due to some religious and cultural taboos and customs especially on women and marginal section etc acts as a barrier to the natural growth of entrepreneurship in India and Kerala. Both Central and State government initiated a number of programmes to foster entrepreneurial development. In 1982, an innovative initiative was taken by Sri. Dharmasthala Manjunatheswara Educational trust, Syndicate bank and Canara bank finally resulted in the setting up of a very well appreciated RUDSETI model in India to tackle unemployment issues in rural area by providing credit accessibility and skill development programmes for entrepreneurial development for the socially disadvantaged people mainly belongs to SC, ST, BPL and women. The present study is to analyse the organisational structure and functioning of RUDSETI of Kerala situated in Taliparamba and also to evaluate various Entrepreneurship Development Programmes (EDP) offered by the institute.

KEYWORDS: Unemployment- Rudset- Entrepreneurship and skill development- Training- Motivation

Paper 45

INDUSTRY ANALYSIS – OVERVIEW OF INDIAN CHEMICAL INDUSTRY

Shailesh¹ & Nihash²

¹Srinivas Institute of Management Studies, Srinivas University,
Mangalore -575001, INDIA.

²Srinivas Institute of Management Studies, Srinivas University, Mangalore - 575001, INDIA
E-mail: shaileshshetty05@gmail.com

ABSTRACT

Chemical Industry is one of the oldest industries in India, which contributes significantly towards industrial and economic growth of the nation. Since this industry has numerous forward and backward linkages, it is called the backbone of the industrial and agricultural development of the country and provides building blocks for many downstream industries. The Indian chemical industry has gained a major share in Asia's growing contribution to the global chemical industry. It has also emerged as one of the preferred destinations for investment in the chemical industry worldwide. Indian Chemical Industry's main growth segments are Petroleum and Petrochemicals, Chlor-Alkali, Pesticides, Specialty Chemicals and Pharmaceuticals & Bulk Drugs. Indian Chemical sector has a potential to cross USD 300 Billion market by 2025 and promises strong growth across the value-chain. Moving with the global competitive world, vision for "Make in India" is always the first choice to be more competitive globally.

Chemical industry is the mainstay of industrial and agricultural development of the country and provides building blocks for several downstream industries such as textiles, papers, paints, soaps, detergents, pharmaceuticals, varnish etc. Covering more than 80,000 products, this industry services large number of end use application industries. In India it is estimated that more than 2 Mn people are employed in this industry.

KEYWORDS: Chemical Industry, Industrial Development, Economy growth, Global competitiveness, Employment.

Paper 46

SMART ENERGY METERING BASED ON IOT AND POCKET PICKING USING ARDUINO AND GSM

Nisha and Nikita V. Nakte

CSE Dept , Shree Devi Institute of Technology , Mangalore

ABSTRACT

Here the idea of smart energy meter using IoT and Arduino have been introduced. In this method we are using Arduino because it is energy efficient i.e. it consume less power, it is fastest and has two UARTS. Energy meter which is already installed atour houses are not replaced, but a small modification on the already installed meters can change the existing meters into smart meters. The use of GSM module provides a feature of notification through SMS. One can easily access the meter working through web page that we designed. Current reading with cost can be seen on web page. Automatic ON & OFF of meter is possible. Threshold value setting and sending of notification is the additional task that we are performing.

Energy theft is a very common problem in countries like India where consumers of energy are increasing consistently as the population increases. Utilities in electricity system are destroying the amounts of revenue each year due to energy theft.

KEYWORDS: Smart Energy Meter, Pocket Picking, Electric board, UARTS, IoT, GSM, Wi-Fi, webpage.

Paper 47

INVESTMENT BEHAVIOUR OF WOMEN INVESTORS IN THE STOCK MARKET: A STUDY WITH REFERENCE TO MANGALURU

Helma Preethi Rodrigues*, Bharathi R.**

Assistant Professor

St.Aloysius College(Autonomous) Mangalore

Phone:8971045484

*helma_05j@yahoo.co.in

**bharu2886@yahoo.co.in

ABSTRACT

Investment means keeping some money aside so that it grows more valuable after a period of time. At the same time investing is difficult because people have to be patient and disciplined for long stretches of time. It's because all around us we see people spending and having the time of their lives while we sacrifice those pleasures. Investing involves lot of decisions - differentiating between needs and wants. Men and women differ in their approach to the investment game. Particularly stock market investment has become popular among men and women. In most of the cases the women want to earn stable income. While forming investment portfolio women are concerned about safety, liquidity and profitability but men mostly think about profitability alone. This study is an attempt to study the behavior pattern of women who invest in stock market.

Paper 48

SURVEY ON WOMEN SAFETY USING IOT

Sowndarya*, Sneha H.**

U.G Student, Dept. of CSE U.G Student, Dept. of CSE
Srinivas School Of Engineering, Srinivas School Of Engineering,
Mukka, Mangalore Mukka, Mangalore
sowndaryacachar@gmail.com* snehashriyan2@gamil.com**

ABSTRACT

Nowadays women are facing many security problems in the society. In such cases, they feel handicap and need help to protect them. Even though many technologies have been introduced for women still kidnapping, eve teasing and sexual harassment are taking place in our country. When the women face into unsecured situations, to ensure the safety, automatic detection system needs to establish which send an alert message which includes the location of the police department. This can be done by sensing various factors such as abnormal sounds, body reaction like trembling, dreading and heartbeat which can be sensed using sensor and to provide the alert message. In this paper, we surveyed the existing mechanism for detecting locations, for sending communications and collecting physical parameters of the human body using sensors.

Paper 49

A STUDY ON RURAL INFRASTRUCTURE FUNDING – A CASE STUDY ON PAVOOR GRAM PANCHAYAT

Shakin Raj*, Arjun Prakash**

Assistant professor, St Aloysius (Autonomous) College

*shakinraj03@gmail.com

**arjunetu@gmail.com

ABSTRACT

In a country, infrastructure plays an important role in supporting nation's economic growth. Rural infrastructure assumes great importance in India because of the country's predominantly rural nature and the crucial linkages of rural infrastructure to economic growth, poverty alleviation and human development as a whole in the country. In fact, as per Census 2011, there are 6.4 lakh villages in India, which shelter more than two-third of the country's population. In such a scenario, the role and importance of rural infrastructure in India cannot be neglected. The study on operational and financial operations of the Pavor Gram Panchayat helps to know the various sources of funds received and amount of funds actually utilized towards rural infrastructure development.

KEYWORDS: infrastructure, rural infrastructure

Paper 50

CUSTOMER SATISFACTION TOWARDS E-BANKING SERVICES, A STUDY WITH SPECIAL REFERENCE PUBLIC SECTOR BANKS IN UJIRE

Vignesh Pai B. H.**Padmini Y. S.Vijetha Pai B. H.**

2nd M.COM, SDM College (Autonomous) Ujire

*Email: bhvigneshpai@gmail.com

**Email: Raniprishabharadhwaj@gmail.com

***Email: Vijetha.paibh@gmail.com

Abstract

Bank industry is most favoured industry for the development of the country. From the past few years banks have taken revolutionary steps to satisfy its valuable customers. The technology has strengthened the banking sector, the services provided by them have been updated and also uplifted the citizens of the world. The time has emerged for each and every bank to go electronically. This paper studies the role of e-banking towards the customers. The paper has made an attempt to investigate the satisfaction level of customers towards e-banking services provided by various public sector banks in Ujire. The study utilises the research paper and structured questionnaire is developed and distributed to collect the primary responses based on convenience sampling method. Results and findings are generalised through table and graph.

KEYWORDS: Bank, Services, Technology, e-banking, customers.

Paper 51

WATER LEVEL MONITORING AND MANAGEMENT OF DAMS USING IOT

Akhila, Mekhala R.

Dept. of CSE

SDIT, Mangalore

Akhiju19@gmail.com Mekhalarao96@gmail.com

ABSTRACT

The history, culture, current and future socioeconomic status and environmental sustainability of India and its people are intricately linked to the water resources which are available from dams. These water resources available through dams are one of the main sources available for the usage to industries, livestock, irrigation etc. and there is a critical need to ensure the safety of the water level at these dams against any natural or anthropogenic threats and to develop an effective Water Level Management system using IoT. This paper gives an outline for the development of an information system based on the existing systems with the utilization of some sensors and IoT. This paper also proposes a novel idea of collecting and sharing real-time information about water levels to an authorized central command center through far field communication. The authorized central command center then takes a call whether to release the water by opening dam gates or keep them closed. By doing so, the operation of dams all over the country is centralized and automatized.

Paper 52

A STUDY ON E-BANKING SERVICES IN MANGALURU CITY- CUSTOMER SATISFACTION AND AWARENESS

Sowmya K. P.*, Ashwini Pavanaskar**

Final M.com, Dr P Dayananda Pai-P Sathisha Pai, Government First Grade College,
Mangalore

*E-mail: ssowmya2016@gmail.com

**E-mail: ashwinipavanaska@gmail.com

ABSTRACT

E banking is a method of banking in which the customer conducts transactions electronically via the Internet. Internet banking is changing the banking industry, having the major effects on banking relationships. Electronic banking has many names like e banking, virtual banking, online banking, or internet banking. It is simply the use of electronic and telecommunications network for delivering various banking products and services. Through e-banking, a customer can access his account and conduct many transactions using his computer or mobile phone. It is more helpful because there is lesser transaction costs, a reduced margin for human error, lesser paperwork, reduced fixed costs, more loyal customers. The popular services under e-banking in India are, ATMs (Automated Teller Machines), Telephone Banking, Electronic Clearing Cards, Smart Cards, EFT (Electronic Funds Transfer) System, ECS (Electronic Clearing Services), Mobile Banking, Internet Banking, Telebanking, Door-step Banking. Tap, click and swipe-these are the new sounds of money. Modern technology is fast replacing paper with computer files, and banks too have come a long way from the old days of manually recording transactions in registers and tallying them up at the end of the day.

KEYWORDS: e-banking, internet, advantages, service.

Paper 53

A STUDY ON SOCIAL MEDIA MARKETING IN MANAGALURE CITY-CUSTOMER BENEFITS

Devika*, Bhavuya G.**

Final M.com, Dr P Dayananda Pai- P Sathisha Pai, Government First Grade College,
Mangalore

*poojarydevika9@gmail.com

**sandeepoojary19@gamil.com

ABSTRACT

Social media is playing a vital role especially in developing countries. It is an emerging source for all companies to create awareness for their products or services in customer minds now a days the majority of the customer in modern days using internet. Social media is one of the way to give short and eminent information to their target customers and to improve the company sale with the help of Social media companies are share message via the internet through websites ,social networks. Social media now a days is among the 'best possibilities available' to an item to get in touch with potential customers. Community social networking websites are the method to interact socially. These new media win the believe in of customers by linking with them at a deeper level. Social media is most important for social networking content sharing and online accessing did to its reliability. Social media opens a wide place for business such as online marketing .marketing which occur via social media marketing. Social media marketing is a powerful way for businesses of all sizes to reach prospects and customers. Your customers are already interacting with brands through social media, and if you're not speaking directly to your audience through social platforms like Facebook, Twitter, Instagram,

KEYWORDS: social media, growth of internet user. Forms of social media, role of social media technics of marketing management.

A STUDY ON THE INNOVATIVE TRENDS IN EMPLOYEE RETENTION WITH SPECIAL REFERENCE TO AVIATION INDUSTRY IN INDIA

Jayaprakasha K.¹, Pradeep M. D.²

¹Lecturer, College of Management and Commerce, Srinivas University, Mangaluru,
Karnataka, India

Email: jai4appu@gmail.com

²Assistant Professor, College of Social Sciences and Humanities, Srinivas University,
Mangaluru, Karnataka, India

Email: mdpradeepnair767@gmail.com

ABSTRACT

Employee retention involves the effective management of organization through retaining eminent work force thereby considered to be the mastery of managing resources. Every organization invests its time and money to groom newly recruited and developing them to be an efficient employee. Losing a trained employee is a great loss for any organization. Employee retention is an art of using various unique techniques to influence an employee to stay in an organization for the longer duration of his service. Hertz Berg's and Maslow's in their theory have quoted about factors influencing for individual growth and development. Aviation business is facing a serious problem of high attrition since long due to the shortage of technical, non-technical and other skilled professionals. The retention strategies in business help in reducing employee turnover, recruitment and training cost. It also preserves talent and organizational knowledge. The businesses have inculcated trending tools of competitive salary, fringe benefits, skilled hiring, work life balance, career development, friendly work culture, employee engagement, branding, bonding, open communication, work from home, flexible working, fancy designation to demark employee retention. Innovative strategies for employee retention in aviation sector are the need of the day. This paper highlights upon various modern tools and strategies on employee retention with special reference to aviation industry emphasizing on out of the box benefits to its employees.

KEYWORDS: Employee Retention, Efficient Employee, Techniques, Aviation Industry, benefits.

A STUDY ON PROBLEMS FACING BY THE GOVERNMENT COLLEGE STUDENT IN RURAL AREAS –SPECIAL REFERENCE TO KUNDAPUR TALUK UDUPI DISTRICT

Vaishnavi H., Ramya R. Rao, Kavyashree

1st MCOM students, S K V M S govt. First grade college, Kundapura-Koteshwara.

Email Id: vaishnavikundapur@gmail.com

ABSTRACT

Education to all is a global slogan of Government. Education is one of the most significant factors for development of the economy. It provides an opportunity to reflect on the social, cultural, economy and moral values in the society and also provides brightness to human life it is regarded as potential investment in future for individuals , government also takes initiatives to the development of higher education system of India. Students all over world face a number of problems which dishearten them.

The purpose of the study is examine to understand the distinctive problems and challenges faced by rural government college students in Udupi district , the objective of the study to know how government college are helping rural students in education. To find the problems and challenges of government college students and also identify the satisfactory level of students. The study is mainly based on primary data and collected through questionnaire form. The researcher collected the data from four government colleges in Udupi district.

KEYWORDS: Challenges, Government colleges, satisfactory level, educational facility, rural community.

PERCEPTION OF BANK CUSTOMERS IN THE ERA OF BANK DIGITALIZATION-A STUDY WITH REFERENCE TO MANGALURU CITY

Bhavishya, Soumya

Final M.com, Dr. P. Dayananda Pai – P. Sathish Pai
Government First Grade College Carstreet, Mangaluru
bhavishyakundar7@gmail.com, soumyarshettigar@gmail.com

ABSTRACT

The tremendous advances in technology and the aggressive infusion of information technology had brought in a tremendous shift in banking activities. Digitalization that has revolutionized the banking industry. Worldwide has turned out to be the nucleus issue of various studies all over the world.

Now a day banking is known as innovative banking. One of the most important areas of banking where information technology, has a positive impact so, on substitutes for fund movement services. Development in the technology or the digitalisation of banking transaction has promoted the banks to embrace technology to meet the increasing customer expectation and face the tuff competition.

In recent years the banking industry has adopted many technological changes which resulted from manual oriented work industry into the technologically dependent. The usage of traditional branch banking has reduced its impact in customers mind after the usage of Technology. So, banks started to use the internet facilities to attract their customers and to meet their expectations by providing various new services to them.

KEYWORDS: Banking, Information, Technology, Customer, Digitalization, Services

A CRITICAL ANALYSIS OF SUSTAINABLE BUSINESS POLICIES OF TATA CONSULTANCY SERVICES LIMITED

K. Vikranth¹ & Krishna Prasad K.²

¹Research Scholar, Srinivas University, Mangaluru, Karnataka, India

²College of Computer Science & Information Science, Srinivas University, Mangaluru,
Karnataka, India

Email: vikranth.kadya@gmail.com

ABSTRACT

Company Analysis is one kind of tactics in research methodology to study the different aspects of the company. There are several industries and numerous companies in each industry. Here each company follows different strategies to step up the industries thereby to survive and make a profit. The software industry is also a type of industry is a big boon for most of the young population who are anticipating to beginning their career in this field. Software and Information Technology (IT) is one of the segments where the number of departments is working together to develop any product or to give services. TCS (Tata Consultancy Services Limited) is one of the most reputed Indian based IT company particularizes its business all over the world around 46 countries. In its journey of business, it was a partner with many companies from the past 50 years. TCS deals with consulting-led, cognitive powered, integrated portfolio of business, technology and services and solutions. In terms of market capitalization, TCS is the second largest company in India. According to Forbes most innovative company list, TCS placed 64th rank in all over the world and 1st rank in India. It service provider sector TCS has second place in all over the world. In this paper, we examine how the company's growth takes place starting from 1968 to date. This paper also explains different industries in which TCS expands its business wings, products, and services of the company and contribution of the company to the software industry and to our nation and finally analyses the business strategies of the company using a SWOT analysis.

KEYWORDS: Case Study, Information Technology, SWOT, Application Programming Interface, Artificial Intelligence, Cloud compute, Software Technology.

A STUDY ON THE PORTRAYAL OF TRANSGENDERS IN THE MOVIE “NAANU AVANALLA.... AVALU” BY B. S. LINGADEVARU

¹Clifford Chetan Ambler, ²Dr. Shubha. H. S., ³ Dr. Laveena D’Mello

¹Assistant Professor, Senior Faculty-Film making, Srinivas University, Mangalore

²Associate Professor & Head - Dept. of Media Studies, School of Communication, Manipal
Academy of Higher Education

³Head of the Department, College of Social Sciences and Humanities, Srinivas University,
Mangalore

Email: ¹cliffordchetanambler@gmail.com, ²shubha.hs@manipal.edu

ABSTRACT

Transgenders are the individuals whose gender identity differs from their biological sex. For several decades, the transgenders have been victimized to harassment, stigma, physical assault, sexual violence and are being deprived of employment and education. The current study is aimed to look into the discrimination faced by transgender character(s) in the film “Naanu Avanalla... Avalu” directed by B. S. Lingadevaru. In this study we look into the protagonist, a character named Madesha (Vidhya) who faces discrimination at various levels for being a transgender person. On the contrary, there has been significant increase in the portrayal of transgender characters in Television shows, Stand up comedies, web series and movies. Specially in a country like India, where we have a conservative society that has been treating transgenders as outcasts. Hence, we have mostly seen the negative portrayal of transgenders where we have seen them as characters who are not well adapted to the society. Only recently we have seen transgenders playing major roles in television shows and movies. The current study will also observe transgenders playing lead characters in the film “Naanu Avanalla... Avalu”.

KEYWORDS: Transgenders, Harassment, Stigma, Physical assault, Sexual violence, Individual rights

Paper 59

A CASE STUDY ON BHARATI ENTERPRISE

Amal S. V.

II Year MBA, Srinivas Institute of Management Studies, Srinivas University, Manglore,
India

Email: amalsvamal5824@gmail.com

ABSTRACT

Bharti Enterprises Limited is an Indian business conglomerate headquartered in New Delhi, India. It was founded in 1976 by Sunil Bharti Mittal and currently operates in 18 countries across Asia and Africa. Bharti Enterprises owns businesses spanning across telecommunications, agribusiness, financial services and manufacturing. The company was founded by Sunil Bharti Mittal with his two siblings in 1976. The company initially started manufacturing bicycles before diversifying into other sectors. It entered into telecommunications industry in 1995. The company was founded by Sunil Bharti Mittal with his two siblings in 1976. It entered into telecommunications industry in 1995. Bharti Foundation is the philanthropic arm of Bharti Enterprises. The Foundation has established schools in villages across India and offers free quality education with free books, uniform and mid day meals to poor children. Bharti Enterprises Limited operates in telecom, agri and food business, financial services, insurance, real estate, and retail and manufacturing businesses. The company provides 2G, 3G, and 4G wireless services; and mobile commerce, fixed line, high speed DSL broadband, IPTV, DTH, and enterprise services to carriers in India, as well as 2G and 3G wireless services, and mobile commerce in other countries across Asia and Africa. It also offers general insurance for retail, rural, and commercial clients; and life and health insurance, as well as wealth management services for customers in India. In addition, the company deploys, owns, and manages telecom towers infrastructure for various mobile operators in India; and constructs and manages its own, as well as third party properties, including commercial, retail, and residential facilities. Further, it operates neighborhood stores that sell products for day-to-day needs; and compact hypermarket stores that offer apparel, home furnishings, appliances, mobile phones, meat, general merchandise, fruits, vegetables, and others. Furthermore, the company distributes products in the areas of mobile phones, IT peripherals, and fixed line telephones for customers worldwide; and offers learning and skill-building solutions in the areas of customer service, distribution, sales, productivity, and profitability for global firms, central and state ministries, PSUs, and Fortune 500 companies.

KEYWORDS: Bharati, Customer, Rural

Paper 60

CLOUD BASED SMART DUSTBIN SYSTEM FOR METRO STATION

Chandana Sagar*, Pooja Sanil**

U.G Student, Dept. of CSE, Srinivas School Of Engineering, Mukka, Mangalore.

Chandanasagar777@gmail.com, poojasanil04@gmail.com

ABSTRACT

RFID based Smart Dustbin System is a prototype model of next generation dustbin which would be highly equipped with sensors. This model mainly focuses on the security aspects. Some of bomb blasts during 2008 serial blasts in Delhi were placed in dustbins. After the blasts dustbins were removed from all the metro stations in Delhi. This is because dustbins are an easy way to put the explosives. In this paper we present a viable solution for dustbins at metro stations. We have built this prototype model of this smart dustbin system using RFID tags, RFID reader, Ultrasonic sensors, Geared motors, Servo motors, Arduino UNO, Raspberry-pi and solar panel for power supply. The system uses cloud based monitoring system for garbage monitoring. With the use of cloud based system there is no need of routine checking of dustbins. To make the system ecofriendly and preserve carbon neutral footprint of metro we are using miniature solar panel for power supply.

Paper 61

STUDY OF KNOWLEDGE MANAGEMENT POLICIES AND KNOWLEDGE SHARING IN SOFTWARE INDUSTRIES

Rekha M.¹ and Lewlyn L. R. Rodrigues²

¹Research Scholar, Lecturer, Dept. Of Computer Science, M.G.M. College, Udupi.

²Professor & Head Dept. of Humanities & Management, Manipal Institute of Technology
Manipal.

ABSTRACT

Knowledge Management (KM) is defined as those processes, tools and infrastructures by which an organization continuously improves, maintains and exploits all those elements of its knowledge base which the organization believes are relevant to achieving its goals.

Knowledge Management helps to improve the overall organizational performance. Active and dynamic implementation and management of knowledge are the two critical ways of enabling organizational performance enhancements, problem solving and decision making (Liebowitz, 1999).

Knowledge is often defined as a “justified personal belief.” There are much taxonomy that specify various kinds of knowledge. The most fundamental distinction is between “tacit” and “explicit” knowledge. (King, 2009)

Paper 62

EMPLOYEE DEVELOPMENT PROGRAM INITIATES TO MANAGE THE PERFORMANCE OF THE ORGANIZATION

Ravisha B.*, Chethan, Divya****

*Assistant professor, MSNM Besant Institute of PG Studies
Bondel, Mangalore

**Student, MSNM Besant Institute of PG Studies
Bondel, Mangalore

ABSTRACT

In the recent days because of globalization there is a rapid change in the developmental concepts of the industry. Industries want to establish new sophisticated Employee development technologies to improve the quality and to produce the standards products in the market. Improving and giving modernized Employee development touch to the machines are not only important concept in the corporate world. But more than that majority of the companies want to develop their employees to achieve the desired Employee development result. Employees are the real asset for the company; it is the duty of the every HR department has to make a good plan for employee development. HR department has to execute many employee development projects based Employee development on the employee developments of the employees in the organization. Proper research oriented Employee development activities will help the companies to find out the areas where employees are require Employee development to develop their skill. Development of employees is ongoing process in the every company by looking at the future prospective. Development will increase the ability, skill and competitive positions of the employees. This will lead to increase the productivity of the employees and increase the production ability of the company. Employee development projects are the investment on employees for the future to get good returns from them. Developing a good work team will always turns as a real asset for the company. This paper designed Employee development with a purpose that to identify the areas where employees are want to be develop themselves and take necessary step to meet the requirements of the employees. Research tools are developed Employee development to analyze the data collected Employee development to interpret the result in the meaningful way. Theoretical part is developed on the basis of statistical analysis to know the importance of the employee development.

KEYWORDS: corporate, projects, skill and ability

Paper 63

A SURVEY ON VARIOUS MULTICAST ROUTING PROTOCOLS WITH AND WITHOUT CROSS LAYER TECHNIQUES IN MANET

Adithya Aithal¹, Akshay D. Bhat², Mrs. Shifana Begum³

^{1,2} U.G. Student, Dept. of CSE, Srinivas School of Engineering, Mukka, Mangaluru

³ Assistant Professor, Dept. of CSE, Srinivas School of Engineering, Mukka, Mangaluru

Email: 1adithyaaithal1999@gmail.com, 3shifanabgm@gmail.com

ABSTRACT

MANET is the wireless, infrastructure-less, continuously self-configuring network which plays an important role in the point-to-point communication and multipoint communication. Since unicast routing suffers from certain drawbacks, the Multicast Routing is introduced for the efficient and secured communication but it does not guarantee QoS. The Cross-Layer Multicast Routing is later introduced to increase the Quality of Services and for the effective communication. By using the CLMR Protocols, we can elite the information from multiple layers and these can also be used to increase the performance of overall network. The CLMR uses several protocols which will increase QoS and increase the signal strength when compared to the nCLMR. This paper presents the survey based on various multicast routing protocols with cross layer and without cross layer techniques in MANET.

KEYWORDS: MANET, Communication, Multicast, QoS, Cross-Layer

Paper 64

SECURITY ISSUES IN SOCIAL NETWORKING WEBSITES

Vaikunth Pai T.

College of Computer & Information Science, Srinivas University, Mangalore-575001, India

E-mail: vpaistar@yahoo.com

ABSTRACT

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 65

THE STUDY OF SOLAR CHARGE CONTROLLER USING PWM TECHNIQUE AND A MODEL TO IMPROVE ITS PERFORMANCE

P. Sridhar Acharya * P. S. Aithal **

College of Computer and Information Science, Srinivas University, Mangaluru-575001,
E-mail: sridharaacharya@gmail.com* psaithal@gmail.com**

ABSTRACT

The performance efficiency of solar energy is identified to be around 20%. The major portion of the solar energy produced will be lost due to several reasons like photon incident, impurities in the photovoltaic cell, the guiding media which is the copper wire offering resistance to the flow of current, the performance of the charge controller and the voltage level of the battery bank. Its really difficult to improve the efficiency of the solar energy due to the above reasons. The performance of solar charge controller is very essential to improve the efficiency of solar energy. The solar charge controller also plays a very important role in improving the life of the storage device. There are various types of solar charge controller available. Recently the solar energy system started using the PWM based charge controller technique to improve the performance of the solar energy system as well as to increase the life span of the battery backup. This paper contains the performance of solar charge controller using PWM technique. The variation in the charging depends on the pulse width. This paper proposes the new model in addition to the PWM charge controller to divert the solar energy to the load during short pulse width. This improves the performance efficiency of the solar energy.

KEYWORDS: PWM, solar, charge controller, pulse, width, efficiency.

INTERNATIONAL BUSINESS STRATEGY OF SUZLON ENERGY LTD– A CAUSE STUDY

Fredin Dominic

II Year MBA, Srinivas Institute of Management Studies, Srinivas University

Mangalore, India

Email: fredindominic@gmail.com

ABSTRACT

Suzlon is one of the world's leading providers of renewable energy solutions that revolutionize and redefine how sustainable energy is used worldwide. Suzlon is present in 18 countries in Asia, Australia, Europe, Africa and America and is leading a greener tomorrow with its strong energy efficiency in renewable energy systems. Suzlon's extensive range of powerful and reliable products, backed by the latest R & D and more than two decades of experience, is designed to ensure optimal performance, higher returns and maximum return on investment for customers. Headquartered in One Earth - Pune, Platinum is a platinum - certified campus and a recipient of the GRIHA 5, one of the world 's most prestigious universities. Suzlon Energy Limited is a provider of renewable energy solutions. The company is a producer of wind turbines. It offers a range of solar energy solutions, such as solar radiation assessment, land tenure and approval, infrastructure and energy clearance, supply chain, installation and asset management for commissions and life cycles. . The S97 provides S111 and classic feet. Your S97 is a wind turbine generator designed to make low wind sites viable. The S97 is available in two different types: S97 90 meters (m) and S97 120 meters. The S111 is suitable for Class III sites and a range of elevations and temperatures. The S111 is available in two different types: S111 90m and S111 120m. There are manufacturing facilities for wind turbine components and rotary blades in India, Brazil and the United States. The Suzlon Group aims to make renewable energy simple and profitable for customers.

KEYWORDS: harnessed, suzlon energy, turbins, power.

INTERNATIONAL BUSINESS STRATEGY OF ITC LIMITED

Jishnu Chandra

II Year MBA, Srinivas Institute of Management Studies
Srinivas University, Manglore, India
Email: jishnchandran@gmail.com

ABSTRACT

ITC is an Indian cigarette company based in Calcutta. Its five diversified businesses are fast moving consumer goods (which include food, personal care, cigarettes and cigars, clothing, stationery and education products, incense sticks and safety matches), hotels, cardboards and special papers, packaging , business and agricultural information Technology. While the cigarette business contributes more than 80% of the company's profits, 80% of the capital is invested in non-tobacco businesses. Established in 1910 as 'Imperial Tobacco Company of India Limited ', the company was renamed 'India Tobacco Company Limited 'in 1970 and subsequently to 'I.T.C. Limited 'in 1974. The points in the name were removed in September 2001 for the company to be renamed 'ITC Limited ', where 'ITC 'would no longer be an acronym. The company completed 100 years in 2010 and, as of 2012-13, had an annual turnover of US \$ 8,310 million and a market capitalization of US \$ 50,000 million. It employs more than 30,000 people in more than 60 locations throughout India and is part of the Forbes 2000 list. "ITC Limited" was incorporated under the name "Imperial Tobacco", which was later renamed "Imperial Tobacco Company of India Limited ", succeeding WD & H.O. Wills on August 24, 1910 as a British-owned company registered in Calcutta. Because the company relied heavily on agricultural resources, in 1911 it partnered with farmers in the southern part of India to buy leaf tobacco. Under the umbrella of the company, the 'Indian Leaf Tobacco Development Company Limited' was formed in the Guntur district of Andhra Pradesh in 1912. The company's first cigarette factory was founded in 1913 in Bangalore. In 1918, leaf purchase points were created in South India.

Keywords: Cigars, Apparel, Agri-Business, Non-tobacco, Capitalization

A CASE STUDY OF MURUGAPPA GROUP

Sumitha K. M.

1st Year, MBA, Srinivas Institute of Management Studies

Srinivas University, Mangalore, India

Email: sumirkv@gmail.com

ABSTRACT

Murugappa Group is one of India's leading business conglomerates has founded in 1990 and is headquartered in Chennai, India. The Group has 28 businesses including nine listed Companies traded in NSE & BSE. The businesses of this group includes agriculture, engineering, financial services, etc. The Group has a wide geographical presence all over India and spanning 6 continents. The Murugappa Group has a consistent and strong financial record, with steady balance sheets, robust cash flows and a good growth rate. The turnover of the Group as of 31st March 2018 is INR 329 billion. The story of the Murugappa Group is a legacy of entrepreneurship that started in 1934 and lives to this day. A series of investments included a sandpaper plant, manufacturing of steel safes, setting up of an insurance company, a rubber plantation and more. The Group has drawn from its heritage and carried out organisational and entrepreneurial changes with transparency; and was one of the first to successfully transition from a family-managed group to a professionally managed corporate house. Renowned brands like BSA, Hercules, Montra, Mach City, Ballmaster, Ajax, Parry's, Chola, Gromor, Shanthi Gears and Paramfos are from the Murugappa stable. TA financial holding company is a type of bank holding company that offers a range of nonbanking financial services and the insurance company pools client's risks to make payments more affordable for the insured. Firms provide engineering services for virtually every industry, product and system. They range in scope from massive civic planning projects to microchip design, and can be employed at any stage in a production project, whether prototype generation or package engineering. This paper is focused to analyse the each and every stages of the growth of Murugappa Group and the diversified businesses or products of different companies of the group.

KEYWORDS: Murugappa Group, Nonbanking Financial services, Financial holding company, Insurance company and Civic planning projects.

Paper 69

INTERNATIONAL BUSINESS STRATEGY OF PARLE AGRO MUMBAI

Chethana

II year MBA, Srinivas Institute of Management Studies, Srinivas University ,Pandeshwar ,
Mangalore,India.

Email id: chethanaanchan96@gmail.com

ABSTRACT

Parle Agro commenced operations in 1984. It started with beverages, and later diversified into bottled water plastic packaging and confectionery, the first product rolled out of Parle Agro in 1985, became the largest selling mango drink in India. The original Parle group was amicably segregated into three non-competing businesses. But a dispute over the use of "Parle" brand arose, when Parle Agro diversified into the confectionery business, thus becoming a competitor to Parle Products. Parle Products sued Parle Agro for using the brand Parle for competing confectionery products. Later, Parle Agro launched its confectionery products under a new design which did not include the Parle brand name in 2009, the ruled that Parle Agro can sell its confectionery brands under the brand on condition that it clearly specifies that its products belong to a separate company, which has no relationship with Parle Products. This paper covers swot analysis pestle analysis and marketing strategies the and also covers the international business strategies used the Parle agro

Keywords: Parle , strategies, beverages, analysis

Paper 70

INTERNATIONAL BUSINESS STRATEGY OF LARSEN AND TOUBRO LTD

Roshith C. P.

II Year MBA, Srinivas Institute of Management Studies

Srinivas University, Manglore, India

Email: roshiiith007@gmail.com

ABSTRACT

Headquartered in Mumbai, Larsen & Toubro Limited is one of the largest and most respected companies in the private sector in India. With more than 80 years of a strong customer-focused approach and a continuous pursuit of world-class quality, L & T has unparalleled capabilities in technology, engineering, construction and manufacturing, and maintains leadership in all of its core business lines. The company we run has a strong heritage of professionalism that places the highest value on merit and integrity. The technological strength of L & T constitutes a strategic combination of internal Research and Development and the experience of its partners in joint ventures. With a continuous focus on innovation, L & T leads in almost all the business areas in which it operates. Serving customers in more than 30 countries, in various industries, explore our offers by industry or company. Larsen & Toubro originated in a company founded in 1938 in Mumbai by two Danish engineers, Henning Holck-Larsen and Søren Kristian Toubro. The company started as a representative of the Danish dairy equipment manufacturers. However, with the start of World War II in 1939 and the resulting restriction of imports, the partners started a small workshop to undertake work and provide service facilities. The German invasion of Denmark in 1940 stopped the supply of Danish products. The need for war to repair and recondition ships offered L & T an opportunity, and led to the formation of a new company, Hilda Ltd, to manage these operations. L & T also started repairing and manufacturing ships to signal the expansion of the company. The sudden entry of German engineers into British India (due to suspicions caused by World War II), who were to install a soda ash plant for the Tata, gave L & T the opportunity to enter the installation field.

Keywords: Professionalism, Resulting, Integrity, Merit, Suspicions

INTERNATIONAL BUSINESS STRATEGY OF MIND-TREE LIMITED

Stephy Maria Shaji

IIYear MBA, Srinivas Institute of Management Studies, Pandeshwar,
Srinivas University, Mangalore, India

Email: chrisebins@gmail.com

ABSTRACT

Mind Tree Limited is an Indian multinational information technology and outsourcing company headquartered in Bengaluru, India and New Jersey, USA. UU Founded in 1999, the company employs approximately 19,908 employees with annual revenues of \$ 846 million. The company is dedicated to electronic commerce, mobile applications, cloud computing, digital transformation, data analysis, business application integration and business resource planning, with more than 339 active clients and 43 offices in more than 17 countries, at 31 July, 2018. Its largest The operations are carried out in India and the main markets are the United States and Europe. In August 1999, Mind Tree Consulting Private Limited was founded by ten IT professionals, of which three of them invested through an entity incorporated in Mauritius. It was funded by venture capital firms Walden International and Sivan Securities, and later in 2001 by Capital Group and Franklin Templeton. It became a public company on December 12, 2006 and was included in the Bombay Stock Exchange and the National Stock Exchange. The IPO was opened on February 9, 2007 and closed on February 14, 2007. The IPO subscribed in excess more than 100 times. Mind Tree announced a new brand identity and logo, with the slogan "Welcome to Possible" on September 28. As of 2017, the company had 43 offices in more than 17 countries. In 2012, Mind Tree installed its first delivery center in the US. UU (USDC) in Gainesville, Florida, under the leadership of Scott Staples, co-founder and global sales director. The company works in Application Development and Maintenance, Data Analysis, Digital Services, Enterprise Application Integration and Business Process Management, Engineering R & D, Enterprise Application Services, Testing and Infrastructure Management Services.

KEYWORDS: Mind Tree, Multi- national, NSE, BSE.

INTERNATIONAL BUSINESS STRATEGY OF RANBAXY LABORATORY LIMITED

Swathi Koyyodan Pradeep

II Year MBA, Srivinas Institute of Management Studies, Pandeshwar,
Srinivas University, Mangalore, India

Email: swathi30495@gmail.com

ABSTRACT

Ranbaxy Laboratories Limited was an Indian pharmaceutical company that was incorporated into India in 1961. The company went public in 1973 and the Japanese pharmaceutical company Daiichi Sankyo acquired a controlling stake in 2008. In 2014, Sun Pharma acquired 100% of Ranbaxy in a single company agreement, making the conglomerate the fifth largest specialty pharmaceutical company in the world. Ranbaxy was exporting its products to 125 countries with land operations in 43 and manufacturing facilities in eight countries. As a pharmaceutical organization, it carries out improvement tests on women, who have credibility first of all. The firm makes sure that all our tests in safe and clean places. This ensures that the samples are not contaminated in any way and, as a result, the company gets the correct result. The test is done for many years and this has given the company the necessary experience. This experience has been very useful because it helps to know which errors should be avoided. With the improved experience, you can make the ability to detect even the smallest problem with the products. Ranbaxy contains clarithromycin and belongs to the family of drugs known as macrolide antibiotics. It is an antibacterial agent with a broad spectrum of activity against many pathogens, especially those responsible for infections of the upper and lower respiratory tract. The initiatives of the World Health Organization (WHO) and the Clinton Foundation are being implemented through Indian pharmaceutical companies.

KEYWORDS: Ranbaxy laboratory, Pharmaceutical, Medicines.

A CASE STUDY ON STATE BANK OF INDIA

Tony Vincent

I Year MBA, Srinivas Institute of Management Studies

Srinivas University, Manglore, India

Email: tonyvincenttony@gmail.com

ABSTRACT

Founded in 1806, the State Bank of India (SBI) is an Indian multinational, public sector bank and financial services company headquartered in Mumbai, Maharashtra. The bank descends from the Bank of Calcutta, which makes it the oldest commercial bank in the subcontinent. The merger of the Bank of Madras with two banks of the Presidency of British India, the Bank of Bombay and the Bank of Calcutta that led to the formation of the Imperial Bank of India, which eventually became the State Bank of India when the Reserve Bank of India (RBI) had 60.% stake it changed to State Bank of India. Later, in 2008, the government took over RBI and assumed full control of the Public Sector Bank. With the configuration of 60 digital branches known as sbiINTOUCH, the bank aims to offer advanced services such as instant loan approvals, access to the latest mutual. funds, assistance in the selection of investment portfolios and other financial services. Equipped with the latest technology, they create an instant connection to customers in real time with an audiovisual experience and the ability to print, scan and share the document through touch screen controls, ensuring that the bank does not lose a potential customer .. OSI segments the market based on geographic, demographic and behavioral variables, such as people from rural, urban and metropolitan areas who are self-employed Employees, students, businesses or the government also employ behavior and the psychographer includes people who trust the banking system and frequently use the bank and its value-added services.. The market share of the Savings and Current Account Deposits of the SBI customers as of March 2018 was 26.55% and 16.83% respectively. The market share for mortgage loans was 13% and the 67.65% share in government business shows its predominance in the government sector. OSE clients include farmers and workers in rural areas, students, early workers, professionals working in the public and private sector, entrepreneurs, young entrepreneurs

KEYWORDS: Customer, Rural, Portfolio, Technology

Paper 74

ICICI BANK COMPANY ANALYSIS

Anisha Dsa

I Year MBA, Srinivas Institute of Management Studies, Pandeshwar,
Mangalore – 575001, INDIA
Email:anishavdza@gail.com

ABSTRACT

The banking history in India has a huge strong history, which covers the traditional banking practices from the time to Britishers to the reforms period, nationalization to privatization of banks and now increasing number of foreign banks in India. Therefore Banking in India has been through a long journey. The use of banks has brought a revolution in the working style of banks. Nevertheless, the fundamental aspects of banking i.e. trust and confidence of the people on the institution remain the same. The majority of the banks are still successful in keeping with the confidence of the shareholders as well as other stakeholders. However, with the changing dynamics of banking business brings new kind of risk exposure. India's banking system is featured by a huge network of bank branches, and it serves many sort of financial services of the people. ICICI Bank is the second largest bank in India in terms of assets and market capitalization. The present study attempts to study about ICICI BANK and its related aspects like its history, organisational structure, its products and services, its subsidiary companies, etc. This analysis applies the technique of SWOT analysis to study ICICI BANK and also study the objective of the bank and to give efficient and effective suggestions for improvement in the bank. The study is mainly based on the secondary data.

KEYWORDS: Stakeholders, Foreign Banks, Assets, Capitalization.

ITC LTD.

Mohammed Mufeed

I Year MBA, Srinivas Institute of Management Studies, Pandeshwar, Mangalore, India.

Email: mohammedmufeed62@gmail.com

ABSTRACT

ITC is a company headquartered in Kolkata. Its five diversified businesses are Fast-Moving Consumer Goods (comprising Foods, Personal Care, Cigarettes and Cigars, Apparel, Education and Stationery Products, Incense Sticks and Safety Matches), Hotels, Paperboards & Specialty Papers, Packaging, Agri-Business and Information Technology. Although the cigarette business contributes more than 80% of the profits of the company, 80% of the capital is invested in the non-tobacco businesses. The objective of the paper is to analyze the various strategies of ITC and understand how these strategies are offering the company a competitive, sustainable development even on account of intense competition. The research is done using secondary data. The secondary sources include Internet, Journals.

KEYWORDS: FMCG, Cigarette Business, Strategy, Secondary data.

A STUDY ON MARS COMPANY

Aysha Nida

1st Year MBA Srinivas Institute of Management Studies, Srinivas University

Mangalore, India

E-Mail: aysha90nida@gmail.com

ABSTRACT

The first person to discover the chocolate is Joseph fry in 1847, the volume of the market for chocolate in India was roughly calculated at 30000 tons in 2008. The chocolate industry has the largest Gst tax rate of 28% Indians consumed 228000 tones worth of chocolate in 2016 2017 and its growing 10-12 percent annually and in today's world chocolate is not just a snack but it is used in different recipes. The per capita income of chocolate in India is 20gms. Mars chocolate, the world's largest chocolate confectionary introduced in the year 1991 by Frank C. Mars, they have 45.4 percent share in all India focuses on the all age groups, India is an invest market for Mars inc. The chocolate category in India is valued at close to 8000 crore. It also introduced 10 price point for its chocolate brand snickers. India is a high priority market Mars. It has 48 percent share on all-India basis in the category in 2016. Mars brands are snickers, Mars, Bounty and Twix which has over taken 5-star and Cadbury fuse and its market has been growing at an annual compound growth rate (CAGR) of 15% in the last 3 years. Mars is India's third largest chocolate player with a 6% share. Its authorized share capital is 20,000,000,000 and its paid-up capital is Rs.18,231,162,900. An annual growth of 15 percent has been noticed in the demand for imported chocolates in India with the overseas brands estimated to be about Rs.35 crore, 75 percent of the non-consumers are open to the idea of buying foreign chocolate in the future. This paper is analyzed to SWOT analysis and market competitors of the company.

KEYWORDS: CAGR, market Share, per capita.

ASHOK LEYLAND

Subodh

I Year MBA Srinivas Institute Of Management Studies, Srinivas University, Mangalore,
India

E-mail: subodhsbd3@gmail.com

ABSTRACT

Ashok Leyland is an automobile company headquartered in chennai, India. The aim of the study is to know about Ashok Leyland and its product range and to do the financial analysis and cost analysis of Ashok Leyland. And to do production and sales analysis about the Corporate governance and social responsibility. To understand about the practices followed by the company in respect to environment and safety. Every business has its own competitors so here the tough competitors of this real estate are studied. It is owned by the Hinduja group. It is the second largest commercial vehicle manufacturer in India. Fourth largest manufacturer of buses in the world and manufacturer of trucks globally. Operating nine plants, Ashok Leyland also makes spare parts and engines for industrial and marine applications. It sold many vehicles. Ashok Leyland is a market leader in the bus segment. In the truck segment Ashok Leyland primarily concentrates on the sixteen to twenty five ton range. However, Ashok Leyland has a presence in the entire truck range. Ashok Leyland UK Subsidiary optare has shut down its bus factory in Blackburn, Lancashire. This subsidiary traditional home in Leeds has also been vacated in favour of a purpose built plant at Sherburn-in-Elmet. Its aim is to match industry current fiscal economy. This paper studies the company's operations and growth strategies using secondary data from published sources and uses SWOT analysis technique.

KEYWORDS: Automobile, Manufacture, Technology.

A STUDY ON PARLE COMPANY

Reswil Preema Tellis

1st year MBA, Srinivas Institute of Management Studies, Srinivas University

Mangaluru, India

E-mail: reswiltellis@gmail.com

ABSTRACT

Today, the great strength of Parle Products is the extremely widespread distribution network. Parle Products has been India's largest manufacturer of biscuits and confectionery for almost 80 years. It has been the world's largest selling biscuit, Parle-G, and a host of other very popular brands, the Parle name symbolizes quality, nutrition and great taste. Times changed, variety of biscuits did come and go but nothing has changed with these biscuits. Consumers who differ in their needs, attitudes or incentives to act in particular ways should perceive one company's offer to be distinct from and more valuable than other competitive offers. With a reach spanning even to the remotest villages of India, the company has definitely come a very long way since its inception.

Many of the Parle products- biscuits are market leaders in their category and have won honor at the universe Selection, since 1971. For decades, the product was instantly recognized by its conic white and yellow wax paper wrapper with the depiction of a young girl covering the front. The study of this paper is to find out the preference of people to this company, Parle has grown to become a multi-million dollar company. While to consumers it's a beacon of faith and trust, competitors look upon Parle as an example of marketing brilliance. Parle is eyeing on increasing its market share in premium segment biscuits from current 15 % to 20 % in the year 2017-2018. Today, the great strength of Parle Products is the extremely widespread distribution network. In this paper we are going to study the possible outcome is that the three major attributes which influence the position of the biscuit in the market were Quality, Price and Distribution of the biscuit.

KEYWORDS: Competitors, Marketing Brilliance, Quality.

INDIGO AIRLINE COMPANY ANALYSIS

Deesha Dsouza

I year MBA, Srinivas Institute of Management Studies, Pandeshwar,
Mangalore-575001, INDIA

Email: deeshadsouza97@gmail.com

ABSTRACT

Indigo is a low-cost carrier based in Gurgaon, India. The carrier, which is owned by Rahul Bhatia's Interglobe Enterprises, operates an extensive domestic network and international services to South Asia, Southeast Asia and the Gulf. In this competitive and fast paced world ensuring the delivery of the advanced customer experience is becoming a matter of great attention in the service sector. The key to gaining competitive advantage over a majority of hostile products or services the companies need to offer varied market contributions that fuel durable experiences. Customer experience in the civil aviation sector is budding as a vital constituent. To gain competitive advantage in the industry it is essential for airline companies to put forward pleasurable experiences to customers. This paper analyses the operational strategies of Indigo and uses secondary data from published sources to conduct a SWOT and Mc Kinsey's 7 S Analysis techniques.

Keywords: Customer experience, Indigo airlines, Ticketing,

Paper 80

MANGALORE CHEMICALS & FERTILIZERS LIMITED

Sijal Khan

1st Year MBA, Srinivas College of Management Studies, Pandeshwar, Mangalore, India
Email:sijalkhan63@gmail.com

ABSTRACT

In the growing agriculture scenario, where the fertile and productive land area is reducing due to unscientific and excess use of chemicals and fertilizers, there is a necessity to correct the soil condition to suit for modern agriculture. Fertilizer is the necessary component in feeding a growing Global population. In India the fertilizer industries plays a major part. Many technically capable fertilizers are produced by various companies. It deals with the performance appraisal of Mangalore Chemicals and Fertilizers which was the very first state public sector unit in Karnataka to be privatized and its renewal through Strategic Alliance partnership by inducting the UB Group on its Board. From the year 1996-97, the Company's performance dramatically improved with higher levels of production in all the plants. In fact, the rated extent of Urea was manufactured for the initial time in 1996-97 since engaging in 1976, a singular attainment.

The company is committed to protect, promote and maintain health and safety in the work place and stimulate attitudes and methods and systems which will lead to refine physical and mental health of employees. The Company is executed to ethical and lawful business conduct and recognizes it as critical to the Company's success. The Company will sustain ethical and lawful standards while tracking its objectives. The company has acquired Occupational Health and Safety Management System Certification as a part of its adherence to regular development. Mangalore Chemicals & Fertilizers (MCF) is a big part of India's growing agricultural industry. The study found that there is a clear alignment between company acquisition and the employee's job stress. Findings of this Research has replicated that employees related problems such as conflicts shared as a goals, Lack of communication, role overload. Information was collected by using secondary data. The analysis includes financial and SWOT information, industry analysis, opinions, estimates, plus annual and quarterly forecasts made by stock market experts. The data also enables direct comparison to be made between Mangalore Chemicals & Fertilizers and its competitors.

KEYWORDS: Soil, Chemicals, Strategic Alliance partnership, Safety, Global population.

STUDY ON CAMPCO

Shriraksha V. S.

1st year M.Com., Srinivas Institute of commerce and management studies

Mangalore-575 030

Email:shriraksha97@gmail.com

ABSTRACT

The Campco Ltd., is a success story of the people, by the people and for the people. It is a fruit of successful implementation of the vision and values of the all founders and the farmers of this region. In early 1970's, a glut in the market caused the price of arecanut fall down sharply and consequently the growers were put into misery and hardship. The solution for this crisis was found in the form of 'CAMPCO', CAMPCO as a saviour of growers, was formed on 11th July 1973 a multi-state co-operative - a joint venture of the states of Karnataka and Kerala. CAMPCO has developed a brand which people trust through their own experiences. The Management of CAMPCO vests in the Board of Directors consisting of 17 Directors. These Directors are elected or nominated as per the provisions of Bye Laws.

The Central Arecanut and Cocoa Marketing and Processing Co-operative Limited or CAMPCO was found on 11 July 1973 at Mangalore. Savior of Arecanut farmer and the organisation working on principles of co-operative was found to mitigate the sufferings of arecanut and cocoa growers in Indian states of Karnataka and Kerala. CAMPCO has now extended its services to other states of India like Gujarat, Maharashtra, Uttar Pradesh, Madhya Pradesh, New Delhi, Bihar, Tamil Nadu, Odisha, Assam and Goa also. The CAMPCO has now become multi state co-operative under relevant Indian laws. The organisation is mainly into procurement, marketing, selling and processing of arecanut and Cocoa. The Company has now entered in Rubber and Black pepper market. The company also provides guidance for farmers for growing arecanut and cocoa. This paper analyses the overall working and cooperative movement success strategy of the company.

KEYWORDS: cocoa, co-operative, success

UNION BANK OF INDIA

Subhalaxmi T. G.

1st Year MBA, Srinivas Institute of Management Studies, Srinivas University
Mangalore, India

Email: Subhalaxmiganesha@gmail.com

ABSTRACT

As per the Reserve Bank of India (RBI), India's banking sector is sufficiently capitalized and well regulated. The financial and economic conditions in the country are far superior to and other countries in the world. India consists of 27 public sector banks, 46 foreign banks, 1574 urban cooperative banks and 93913 rural cooperative banks, in addition to cooperative credit institutions. Public-sector banks control more than 70 percent of the banking system assets, thereby leaving a comparatively smaller share for its private peers. Indian banks are increasingly focusing on adopting an integrated approach to risk management. Banks have already embraced the international banking supervision accord of Basel 2, and majority of the banks already meet capital requirements of Basel 3. The modern banking industry is a network of financial institutions licensed by the state to supply banking services. The principal services offered relate to storing, transferring, extending credit against, or managing the risks associated with holding various forms of wealth. The precise bundle of financial services offered at any given time has varied considerably across institutions, across time, and across jurisdictions, evolving in step with changes in the regulation of the industry, the development of the economy, and advances in information and communication technologies. In this study we understand that the banking industry is classified into private sector and public sector. The banking industry gives high opportunity for the job. Now a day the banking industry is facing several problems in raising their capital. Banking industries are one of the major industries of nations' growth. This paper analyses UBI using Porter's five forces analysis technique.

KEYWORDS: Customer Service, Internet Banking, Health Insurance, Vehicle Loans

A STUDY ON PC JEWELLERS

Reshma Dsouza

1st year MBA, Srinivas Institute of Management Studies , Srinivas University

Mangalore India

Email: reshmadsouza2197@gmail.com

ABSTRACT

The Diamond Industry is an industry which attracts all, but is not for all as it requires high skills, right check and loads of financial transaction with trust care & faith are involved. Cut, carat, Clarity and Colour are the four C's which is must in diamond industry. The diamond is quite literally the 'crown jewel' of all gemstones. 90% of the world's diamonds pass through the Indian state of Gujarat for polishing, thus making the Indian state a main member of the diamond supply chain. India's diamond exports ranked second in the world valued at US\$ 18.1 billion which accounted for 15.3 per cent of the global diamond exports. In FY17 Exports of cut and polished diamonds from India showed high growth of 4.17 per cent to \$23.74 billion in 2017-18. Last year, India's import of rough diamonds rose 24.5 per cent to 149.8 million carats. And the export of cut and polished diamonds witnessed a surge of 28.3 per cent in carat value diamonds in India. USA, Belgium, Israel and Hong Kong are the some prominent countries where diamonds are exported from India. Indian diamond market supply chain can be divided into three segments, they are firstly Rough diamonds, polishing and cutting, and retailers. Rough diamonds are primarily imported to India from mines located in Africa and Russia. Most of these rough diamonds pass through Indian state of Surat for polishing and cutting stage, thus forming the midstream of the supply chain in Indian diamond industry. Then in the end finally the polished diamonds are exported to retailers in Belgium, United States, Dubai and China and to other parts of the country making India as the world's prominent and largest markets for diamonds. When it comes to Indian diamond market, PC Jeweller has made a remarkable journey so far in Indian jewellery market and has created strong brand of its own in the market with sustainable customer initiatives and high quality that loyal customers ask for in jewellery. With contemporary, traditional, modern and classic jewellery designs aimed for longevity, PC Jeweller are committed to providing you the best buying experience and satisfaction by using a collaborative approach across both online platform and showrooms in most suitable locality. This paper analyses the company using SWOT and PORTER'S FIVE FRAMEWORK ANALYSIS techniques, information is gathered through secondary data in the form of articles and papers from published sources.

KEYWORDS: Jewellery Products, Competition, Market share, Market capitalization

A STUDY OF TOYOTA AUTOMOBILES

Vaishak M. K.

1ST Year MBA, Srinivas Institute of Management Studies, Mangalore, India,
Email: vaishakmk81@gmail.com

ABSTRACT

We all know that in this new modern arena automobiles are facing a very important role in the all over the world. What am going to study that an organization is a social arrangement which pursues collective goals, which controls its own performance, and which has a boundary separating it from its environment. Organization is the association formed by a group of people who see that there are benefits available from working together towards some common goal. Organization studies are the study of individual and group dynamics in an organizational setting, as well as the nature of organizations themselves, whenever people interact in organization, many factors come into play. Organizational studies attempt to understand and model these factors and refers to the study of organization as whole and getting adequate knowledge with various departments in the organization. This analysis is done to know the organizational structure and functioning of toyota. Toyota is the popular dealer in India they given more importance to the organizational building. The impact of automobile industry on the rest of the economy has been so pervasive and momentous that is characterized as second industrial. It helps the nation to produce higher value goods & service and in enhancing their skills and impose tremendous demand for automobile. This paper has used secondary data from various published sources (journals, websites, and newspapers) to study the company and its operations.

KEYWORDS: Automobile, Organizational structure, Toyota India, automobile demand

KARNATAKA SILK INDUSTRY CORPORATION

Pradyumna

1st year MBA Srinivas Institute of Management of Studies, Pandeshwar,
Mangalore-575001
pradyub94@gmail.com

ABSTRACT

India is famed for several things exceptional and distinctive. 'Saree' (sari), the sensual ancient costume, is so associate degree integral a part of this individualism. whereas we will quite with pride say it's the most effective apparel to intensify a woman's feminism, the attire boasts of a history geological dating back to the three,000 year previous Indus vale Civilization. Sericulture, a manufacture par excellence, is one in all the foremost effortful sectors of the economy. Bharat has tremendous untapped potential for silk development. it's time the country stirred from home or bungalow based mostly production to giant scale producing. the fashionable silk business in Bharat has full-grown to fulfill the domestic instead of export needs and this can be a reality of nice importance for the business. Further, this business provides employment opportunities to concerning sixty large integer individuals in Bharat and plays a novel role within the upliftment of rural economy, besides earning respectable exchange. Bharat encompasses a sturdy tradition and culture-bound domestic market of silk. In Bharat silk is created primarily within the States of state, state, Tamil Nadu, Jammu and state, whereas the non-mulberry silks area unit created in Jharkhand, Chhattisgarh, state and also the north-eastern states. The operations of silk business within the country warrant a complete restructuring. The silk business has been effort a excessiveness of issues and impediments. A executable strategy is that the want of the hour to urge eliminate the issues and place the business in right perspective. Against this background, this paper seeks to look at the origin, growth and development, issues and prospects of silk business in Bharat. The suggestions offered within the study would prove a gate-way to the prosperity of the business. There area unit four kinds of natural silk that area unit commercially glorious and created within the world. Among them mulberry silk is that the most vital with the opposite 3 falling into the class of non-mulberry silks specifically Eri, Tasar and Muga. Bharat is that the second biggest producer of silk within the World. In 2012 the silk production of Bharat stood at 23679 MT and had a fifteen.49 % share in total world silk production. Mulberry is that the largest practiced sericulture business accounting for nearly seventy nine % of the complete silk production of the country. This paper analyses the operational efficiency of the company using SWOT analysis.

KEYWORDS: Sericulture, Silk Development, Large Scale Manufacturing, Indian Silk, Karnataka; Growth And Development, Silk Production, Central Silk Board (CSB), Employment, Latest Technology, Economic Conditions.

Paper 86

PRESTIGE ESTATES PROJECTS LIMITED

Sapna

Ist Year MBA, Srinivas Institute of Management Studies, Srinivas University,
Mangalore, India.

Email: sapnabhandary68@gmail.com

ABSTRACT

Prestige Estates Projects Limited is engaged in the business of real estate development. The Company's principal products/services include Development and construction of Properties, Leasing of commercial properties and Share of profit /loss from partnership firm. The aim of the study is to know designing, developing, managing and leasing real estate properties. Company operates in five segments: Residential, Commercial, Retail, Hospitality and Real estate services. The Company's geographical segments include Bengaluru, Chennai, Kochi, Hyderabad and Mysuru. Prestige Projects Limited Company Profile” is a detailed strategic and analytical report on Prestige Projects Limited. The 2018 version of the report offers detailed insights into the company’s strategies, developments, outlook and drivers. In addition to SWOT Analysis and Financial Overview, the report analyses key projects, business description, products, services, brands, operating locations, subsidiaries and affiliates of Prestige Projects Limited. Prestige Projects Limited business operations across the value chain are included. Further, all major operating and planned locations, related contacts, details of subsidiaries and partnerships of Prestige Projects Limited are also analysed. Detailed SWOT Analysis of the company including key strengths and weaknesses of Prestige Projects Limited, on which it can build its business along with potential opportunities and threats in the near to medium term future are detailed. Key employees of the company including the management team and board of directors are listed with their designations. Further, statistics on key parameters such as employee count, organization structure etc is provided. Financial analysis of Prestige Projects Limited including key ratios, income statement, cash flow statement and balance sheet are provided for the company. In addition, Key historical events, summary analysis of the Prestige Projects Limited and all latest updates of the company are provided. Further, M&A deals, expansion and asset purchase plans of the company are also detailed. The 2018 version of the Prestige Projects Limited report is presented after intensive primary and secondary research processes and it presents the insights in a complete impartial and reader friendly format.

KEYWORDS: Hospitality, Indian Partnership Act, Companies Act, Real Estate Services.

HINDUSTAN CERAMICS LIMITED

Vanditha

I year MBA, Srinivas Institute of Management Studies, Srinivas University, Mangalore-575001

Email: vandipoojary@gmail.com

ABSTRACT

The ceramic industry came into existence about a century ago and has matured over time to form an industrial base. Over the years, the industry has been modernizing through new innovations in product profile, quality and design to emerge as a modern, world class industry, ready to take on global competition. Though there are a number of large companies in the ceramics sector, small and medium enterprises account for more than 50% of the total market in India. The ceramic tiles industry in India is set to witness nearly 9 per cent growth in demand this year, higher than the 3-5 per cent growth recorded last year. Initiatives such as Swachh Bharat Abhiyan (SBA), building of smart cities, development of industrial corridors and housing for all schemes will drive the growth in the near future. India is passing through one of its highest inflation rates in years, marked by rising land, fuel, cement, steel and people costs. This has vast implications for companies like Sanitary ware and Container Glass manufacture. We need to counter this reality through enhanced operational efficiencies and proactive price negotiations with customers. Hindustan Ceramic is a sanitary ware manufacturing unit located at Thangadh, Morbi, Gujarat in India. It was established by a group of dynamic and quality delivering entrepreneurs. The group founders with more than 20 Years of experience in manufacturer and supply of high quality sanitary ware, are confident of meeting the customer needs and desires with the wide range of products they have to offer. Hindustan Ceramics is a global web site of Hindustan Sales. They are suppliers of high quality sanitary ware from India. The main objective of the company is to manufacture and sell Bone China ceramics, Tableware's, Kitchenware's & Art wares. The main objective of the study is to examine whether Hindustan ceramic have expertise that is skills and knowledge to cater or satisfy customers' needs by offering excellent products and services with high quality at best competitive price. The analysis has been made using secondary data which has been collected from different sources such as websites, journals, books etc.

KEYWORDS: ceramic industry, Initiatives, Sanitary ware, Container Glass manufacturers, location.

Paper 88

ZOETIS CODE OF CONDUCT - THE WAY THEY DO BUSINESS

Rovina Mena Rebello

1st year MBA students, Srinivas Institute of Management Studies, Srinivas Campus,
Mangaluru, India 575001
E-mail: roвина271@gmail.com

ABSTRACT

The veterinary pharmaceutical industry discovers, develops, produces and markets drugs or pharmaceutical drugs for use as medications to be administered or self-administered to patient to cure them, vaccinate them or alleviate a symptoms. Pharmaceutical companies may deal in generic or brand medications and medical devices. They are subject to variety of rules and regulations that govern the patenting, testing, safety, efficiency and marketing of drugs. Manufacturing of medicines are not only for human use, but also for the animals. Such as medicine for ticks, fleas and lice tablets and suspensions for deworming are all veterinary medications intended to use only for animals. Zoetis is one of the world's largest producers of medicine and vaccinations for pets and livestock. The company was a subsidiary of Pfizer, the world's largest drug maker, but with Pfizer's spinoff of its 83% interest in the firm it is now a completely independent company. It has a sole focus on animal health and customer service. Most sales for Zoetis are done through livestock medicines but the companion animal department is catching up quickly. It's prides itself on being the most loved by their customers. It is the growing up company that has sixty years of work behind it. It is important that the company solves its communication problems before the problem gets out of control. In this paper will are going to understand the customers or regulations of a particular market. While Zoetis benefits from all their differences, there is one important area where they must all be knowledgeable, and that is their code of conduct. Analysing as their core beliefs in the way they do business every day. Also as how they work with their customers, colleagues and other stakeholders in a responsible and ethical manner. This paper analyses will come across all the aspects of the company, as how, where and when the growth and development taken place.

KEYWORDS: Companion Animal Department, Customers, Stakeholders, Fair Competition.

STATE BANK OF INDIA

Ranjitha N. T.

I Year MBA, Srinivas Institute of Management Studies, Pandeshwar,
Mangalore – 575001, INDIA

E-mail: ranjithanarayanan10@gmail.com

ABSTRACT

Banking sector is one of the fastest growing sectors and been one of the most preferred avenues of employment in India. Today's banking sector is becoming more complex. Today banks have diversified their activities and are getting into new products and services that include opportunities in credit cards, consumer finance, wealth management, life and general insurance, investment banking, mutual funds, pension fund regulation, stock broking services, custodian services, private equity, etc. Further, most of the leading Indian banks are going global, setting up offices in foreign countries by themselves or through their subsidiaries. Performance evaluation of the banking sector is an effective measure and indicator to check the soundness of economic activities of an economy. Evaluating Indian banking sector performance is not an easy task. There are multiple factors to be considered while differentiating good banks from bad ones. To evaluate the performance of banking sector the CAMEL model has been used which measures the performance of banks from each of the important parameter like Capital Adequacy, Assets Quality, Management Efficiency, Earning Quality and Liquidity. After deciding the model the performance of 42 public and private sector nationalized banks is evaluated over a period of five years (2009-2013). According to the importance of study each parameter is given equal weights. Results shown that on an average Andhra bank was at the top most position followed by bank of Baroda and Punjab and Sindh Bank. It is also observed that Central Bank of India was at the bottom most position. This paper analyses State Bank of India using PEST analysis and SWOT analysis.

KEYWORDS: Banking Industry, Wealth Management, Consumer Finance

ZEE TELEVISION

Ashwija

1st Year MBA, Srinivas Institute of Management Studies, Srinivas University

Mangalore, 575001

E-mail: 1996ashwija05@gmail.com

ABSTRACT

Subhash Chandra also known as Subhash Chandra Goel was born on 30th November 1950 is the owner of the Essel Group, an Indian Conglomerate. He is the proud owner and launcher of India's first satellite TV channel Zee TV, which he launched in the year 1992 and later the first private news channel Zee News. Mr. Punit Misra. Punit Misra is the CEO - Domestic Broadcast Business, Zee Entertainment Enterprises Limited (ZEEL). In his previous stint, Punit was Executive Director - Sales and Customer Development at HUL and a member of the Management Committee of HUL Zee TV is an Indian pay television channel owned by Zee Entertainment Enterprises, a media and entertainment company based in Mumbai, Maharashtra. A part of the Essel Group, it started to broadcast on 2 October 1992 as the first Hindi-language subscription channel in India. Zee TV, India's leading Hindi entertainment channel, announces a new brand identity featuring a new logo with a slogan 'Umeed Se Saje Zindagi' with the objective of taking forward a progressive outlook for the channel. Under this initiative, ZEEL MD & CEO, Punit Goenka shared a first look of the new brand identity for its flagship Hindi entertainment channel, Zee TV, at a press conference in Mumbai. The new logo, packaging and positioning was unveiled in the event 'Umeed ka Naya Chehra' telecast on 19th June 2011 at 9 pm on Zee TV. Along with Zee TV, other channels of Zee Network like Zee Cinema, Zee News, Zee Café to name a few, have also donned a separate and unique identity in the form of new logo for every channel. Launched in 1992 against the backdrop of post-liberalization with its social, cultural and economic upheaval, Zee brought a new meaning to entertainment in India. It created a revolution in entertainment broadcast technology with its content, which mirrored the common man's life and dreams. Eighteen years later it stands tall as a leading player in India and the largest Indian entertainment network in the world. Zee TV shares a very strong emotional bond with its viewers. It has endured due to its ability to innovate and keep pace with changing times and expectations. A reflection of the adage that tomorrow belongs to those who prepare for it today. With its longstanding heritage and strong connect, Zee TV has bridged the gap between the older and emerging paradigms and championed new beliefs through its stories and character. This paper analyses the company with specific reference to its growth trajectory and operations in the highly competitive broadcasting industry.

KEYWORDS: Television, Movies

ACC COMPANY ANALYSIS

Jeshma Maria Dsouza

I year MBA, Srinivas Institute of Management Studies, Pandeshwar,
Mangalore-575001, INDIA

Email: jeshmamariadsouza@gmail.com

ABSTRACT

Arabian Construction Company (ACC) is a leading construction contractor in the MEMA region with a portfolio that includes some of the Middle East and India's most iconic and sophisticated construction masterpieces. ACC Limited is one of the largest producers of cement in India. Its registered office is called Cement house. It is located on maharishi Karve road, mumbai. The stock price of company contributes in calculating BSE Sensex. The management control of company was taken over by Swiss cement major Holcim. ACC Limited is India's foremost manufacturer of cement and ready mixed concrete with a countywide network of factories and marketing. At ACC the most important resource is employees and aiming to build a challenging and rewarding work. ACC have shaped the skylines of major cities, set the infrastructure for large industrial facilities and built landmark projects in healthcare, hospitality, commercial and residential. It is focus on delivering quality which helps the construction which maintaining the highest health and safety standards to the people live in. ACC Limited is India's foremost manufacturer of cement and ready mixed concrete with a countrywide network of factories and marketing office. Established in 1936, ACC has been a pioneer and trendsetter in cement and concrete technology. ACC's brand name is synonymous with cement and enjoys a high level of equity in the Indian market. Among the first companies in India to include commitment to environment protection as a corporate objectives, ACC has won several prizes and accolades for environment friendly measure taken at its plants and mines. The company also accolades for good citizenship. ACC has rich experience in mining, being the largest user of limestone. As one of largest cement producers in India, it is also among the biggest customers of domestic coal industry, of Indian railway, and a considerable user of country's road transport network service for inward and outward movement of materials and products. The reasons to study this company is how the cement is stronger than ordinary cement companies. The crushed stone that is used in the manufacturing process of cement in building the industry.

KEYWORDS: Materials, Cement, Manufacture, Indian market.

Paper 92

A STUDY ON EFFICIENCY OF TRAINING AND DEVELOPMENT PROCESS AT ADANI WILMAR LTD, MANGALORE

Saumya S. K.¹

¹ II Year M.S.W, Department of Social Work, Srinivas University, Mangalore, Karnataka, India
Email. saumyaanilkumar2017@gmail.com

ABSTRACT

Training and development involve improving the effectiveness of organizations, individuals and teams within them. Training can be seen as related to immediate changes in organizational effectiveness through organized instruction, while development is related to the progress of long-term organizational and employee goals. Training and development is one of the main functions of the human resources management department. It refers to a systematic configuration in which employees are trained and taught technical knowledge issues related to their jobs. It focuses on teaching employees how to use particular machines or how to do specific tasks to increase efficiency. It assumes an increasingly important role as a result of the advancement of technology that has resulted in increasing competition, an increase in the expectation of quality and customer service and the subsequent need to reduce costs. It is also increasingly important worldwide to prepare workers for new jobs. Company focus more on the emerging need for training and development, its implications for individuals and employers. At Adani Wilmar Ltd Human Resource Development (HRD) focuses on both training employees for their current jobs and developing skills for their future roles and responsibilities.. adaptability, leadership and human relationships. To maintain a competitive advantage in the market, the company must invest in the training and development of employees.

With the vision of being a world leader admired in integrated agribusiness, Adani Wilmar Ltd will be known for its great ambition, speed of execution and quality of operation. Training is very important in the organization to lead the growth story of the Indian food industry

Paper 93

A STUDY ON EMPLOYEE HEALTH AND SAFETY AT TVS SONS PVT LTD, KANNUR, MANGALORE

Mohammad Nasiruddin¹

¹ II Year M.S.W, Department of Social Work, Srinivas University, Mangalore, Karnataka, India
Email:nasirbplg3@gmail.com

ABSTRACT

All workers have the right to work in environments where the risks to their health and safety are well controlled. Under the health and safety law, the main responsibility for this lies with employers. Employers have a duty to consult with their employees, or their representatives, about health and safety issues. In the workplace, health and safety standards are fundamental to the well-being of employees and the employer. Health and safety procedures in the workplace greatly reduce employee illnesses and injuries. These procedures can help the employer and employees understand the potential hazards present in the work environment. Potential hazards are rampant in almost all work environments. Equipment, chemicals, certain behaviors and activities, and even furniture can cause injury or harm to you or your workers. Health risks can range from contamination of food due to unsafe handling or preparation practices to an outbreak of infectious disease caused by inadequate hygiene and personal care. For employers, one of the fundamental principles of health and safety in the workplace is the risk assessment that identifies all hazards and possible damages while working. The study focuses mainly on the health and safety of TVS & Sons Pvt Ltd. The company is mainly concerned with sales and service of vehicles. When it comes to such vehicles, it is important to follow the safety and health instructions to avoid hazards. Many risks are present in today's work environments, and the employer's job is to keep their employees safe from these hazards. Employers must provide information and training on workplace hazards and on safe work practices.

Paper 94

A STUDY ON THE MARKETING STRATEGIES OF KASTURBA HOSPITAL MANIPAL WITH AN EMPIRICAL ANALYSIS ON AROGYA CARD MARKETING INSIGHTS

Anumesh Kariappa , Muddashir Khader

Assistant professor, College of Management and Commerce, Srinivas University City
Campus

E-mail anumesh5@rediffmail.com

II year MBA, Srinivas University, City Campus, Pandeshwar, Mangalore -575001E-mail
muddassirk@gmail.com

ABSTRACT

Healthcare has become one of India's largest sectors - both in terms of revenue and employment. India's competitive advantage lies in its large pool of well-trained medical professionals. The private sector has emerged as a vibrant force in India's healthcare industry accounting for almost 74 per cent of the country's total healthcare expenditure. The healthcare Industry in India is highly driven by direct payments made to the Doctors or Hospitals unlike other developed countries where it is entirely insurance driven. The presence of a number of Hospitals has only increased the level of competition. Till about a decade ago hospitals were marketed entirely by word of mouth and the reputation of their eminent panel of doctors. The scene has changed completely now with more innovative methods used for marketing the Hospital services. The rise of corporate hospitals have also skyrocketed the costs and the large number of below poverty line (BPL) patients cannot afford such hospital services. The middle income segments also face a similar problem. With recent advancement in treatment and technologies, the cost of healthcare has increased spirally. Companies in the Healthcare industry compete on the basis of the state of art medical facilities, standard of hygiene, customer satisfaction etc. The focus of this paper is to analyse the various Marketing strategies adopted by Kasturba Hospital, Manipal which provides quality tertiary care to patients both domestic and international and has emerged as a premier healthcare institution. OPD cover is generally expensive across all private insurance players. Special emphasis has been laid on the Manipal Arogya card scheme (MAC) provided by Manipal Hospitals which is among the largest non insurance and non government healthcare schemes in India covering both OP and IP treatments and has numerous benefits. Marketing insights have been drawn out from the Manipal Arogya Card utilisation and enrolments over a two year period to generate interesting statistics that are presented in this paper. The data was analysed using analytical software and mathematical calculations were performed over it to generate graphical charts that have been used by the marketing management to take strategic marketing decisions.

Keywords: Marketing Strategy, OPD, Insurance, Manipal Arogya Card, Healthcare, Hospitals.

Paper 95

A LITERATURE REVIEW: PROBLEMS AND PROSPECTUS OF MANGALORE RAILWAY STATION WITH SUGGESTIVE MEASURES

Akhila Rao

Research scholar of Srinivas University

akhilarao87@gmail.com

ABSTRACT

Indian railways is the largest railways in Asia and 4th most profoundly used system in the world. In India, railways are wholly owned by government of India and offers passenger and goods transport to the whole country at comparatively low cost than other modes of transport. The area of the study, the Mangalore Central railway station of Karnataka state is one of the major railway stations of the Southern railway zone, connecting various parts of India. The employees posted in the Mangalore railway station and the Government play a major role in the performance of the station. Unfortunately, both employees and government work was untapped for study. So this literature review paper, discusses some of the problems faced by passengers, employees and the government/ service provider in India and foreign countries and also converses necessary recommendations for change.

KEYWORD: Railway Passengers, Railway Employees, Indian railways, Literature review

Paper 96

AN EMPIRICAL STUDY OF ONLINE BANKING SYSTEM

Mr.Amith Donald Menezes*, Dr. Prakash Pinto**

*Assistant Professor, Srinivas Institute of Management Studies Pandeshwar , Mangalore
& Research Scholar at VTU

E-mail- amith.menezes@yahoo.co.in

**Professor and Dean/ Research Guide, Department of Business Administration
St. Joseph Engineering College, Vamanjoor, Mangalore

E-mail- prakashpinto74@gmail.com

ABSTRACT

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 by the customers, 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 online banking to be improved.

KEYWORDS : Online Banking system, Electronic Payments

Paper 97

A CASE STUDY ANALYSIS ON INDIAN TRANSPORTATION INDUSTRY

Sharada V. H. & Sagar Srinivas

College of Management and Commerce, Srinivas University

Pandeshwara, Mangalore - 575001

Email : sharadaappu@gmail.com, sagarsrinivas@ymail.com

ABSTRACT

The movement of goods from one point to another is complex in transportation industry and helps to contribute and increase GDP growth of the country. Transportation industry is a blend of the networks, infra-structure, equipment, information, technology and employee's to transport the large variety of products safely and efficiently throughout the nation and around the world although generally considered separate transportation entities, trains, plane, ship and trucks which actually part of an integrated network. In this case study we have analysed the employment opportunities, transportation industry forms and industry's effect on our life style. This study consists of three objectives that are gained by secondary data. Transportation industry has played major role on people's day to day life, business industry and growing economy. Road transportation is the best among the four modes of transportation as this gives larger connectivity and door to door service and its cheaper when compared to other mode of transportation. Rural sectors too get benefited by this mode of transportation. Agriculture and industrial sectors which are located far from city limits get connectivity of road transport.

KEYWORDS: Employment, Growth, life style, Technology, Rural sector.

Paper 98

A CRITICAL STUDY ON CHARACTERISTICS OF ONLINE SHOPPER BEHAVIOR -A CASE STUDY FROM PRIME ABGB PVT. LTD

Anvar Shathik J.¹ & Krishna Prasad K.²

¹Research Scholar, Srinivas University College of Engineering & Technology, Mukka,
Mangalore, 574146, Karnataka, India

²Associate Professor, College of Computer and Information Sciences, Srinivas University,
Mangaluru-575001, Karnataka, India

Email: anvarshathik@gmail.com

ABSTRACT

Progressively increasingly online business is getting the chance to be acclaimed and looked for after among the overall public all around the world because of the tremendous number of things that are sold worldwide through the different web-based business locales. Among that PC equipment are high thought items and in general, has more expensive rate focuses. By and by, an expansive number of populaces favor buying stuff online because of convenience, prices and deals, variety of products, compare at costs and quality, avoid the hassles of the crowd, and to make discreet purchases. Shopper behavior in the online commercial center has commonly been accounted for as affected for the most part by the factor of accommodation. On the off chance that it is advantageous, at that point the shopper will support web-based shopping. As innovation grows, so too that impact purchaser conduct, which thus impacts innovation, etc. Different customer models have developed to clarify web-based shopping conduct. While a lot of web-based shopping research concerns the web interface and how it is seen by clients and how that impacts their purchasing conduct, there is additionally a lot of research on purchaser conduct, including socioeconomics.

Understanding customer interests and behavior is essential in order to adapt to business-to-customers' prerequisites. Nowadays we are having more technologies that estimate the manner in which shoppers carry on when they are taking part in business exercises, retailers are currently starting to comprehend the different ways that individuals shop. These buyer experiences can give focused on motivating forces to those clients, trying to pick up their business. There is a wide range of online customer identity types or social qualities of customers. Everyone has certain qualities and handy promoting experts stress the significance of adapting each sort so as to plan shopping administrations that are appealing to individuals from each kind or client portion. There are eight different types of online shopper's personalities such as Recreational shoppers, Deal hunters, Researcher, Impatient shoppers, Rewards shoppers, Hipsters, and Intrepid explorers. In this paper, we are going to look at individual qualities as they impact different practices and frames of mind toward online design shopping and various characteristics of online shopper behaviors are studied from Prime ABGB Pvt. Ltd. and furthermore proposed a few enhancements in the web composition with the point of expanding its efficiency.

KEYWORDS: Online Shopping Channel, Key Dimensions, Website Characteristics, Research Synthesis, Data Analytics, Big Data

Paper 99

EFFECTS OF MUSIC ON COGNITIVE DEVELOPMENT OF TEENAGERS

Krupamani* , Divya Rani M. and Seema S.****

*Assistant Professor, Department of Psychology, Maharani Women's Arts, Commerce and Management College, Seshadri Road, Bangalore-560001

Email id: krupamani1@gmail.com

**PG Student Msc Psychology , Maharani Women's Arts, Commerce and Management College, Bangalore-560001

Email id: divyar.dr15@gmail.com

ABSTRACT

In this paper, we describe the effects of music on cognitive development of teenagers. Music is a form of art; an expression of emotions through harmonic frequencies. Most music includes people singing with their voices or playing musical instruments, such as the piano, guitar, drums or violin. Music can be found in every culture all around the world. Music has become such a big part of our lives, that researchers can't help but want to study how music affects people, especially teenagers. Music effects various aspects of cognitive development such as perception, memory, language skills, information processing, intelligence, reasoning and memory etc. The purpose of this conceptual paper is to music involvement in teenagers lives to help develop memory, perception, language, vocabulary, spoken skills and reading skills. Music can helpful tool to enrich teenager's cognitive development. The effects of music on cognitive development of teenagers is elaborated with its aim, underlying principles and concepts, particular contextual features or challenging issues that have had to be addressed in detail.

KEYWORDS : Music, Cognitive, Development, Teenagers, Skills.

Paper 100

ACHIEVEMENTS AND OUTCOMES OF TECHNOLOGICAL INNOVATIONS: A CASE STUDY OF THE FOOD PROCESSING INDUSTRY

Mohammed Ridhwan, Nithesh Shetty

MBA Evening, 1st year, College of Management and Commerce, Srinivas University, City
Campus, Pandeshwar, Mangalore – 575 001.

ABSTRACT

This study analyzes the role played by Small and Medium Enterprises (SMEs) in the food processing industries in India. With the advent of planned economy from 1951 and the subsequent industrial policy followed by Government of India, both planners and Government earmarked special role for small-scale industries and medium scale industries in the Indian economy. As per the Ministry of Food Processing Industry as data source, the food processing sector is highly fragmented industry, it widely comprises of the following sub-segments: fruits and vegetables, milk and milk products, beer and alcoholic beverages, meat and poultry, marine products, grain processing, packaged or convenience food and packaged drinks. A huge number of entrepreneurs in this industry are small in terms of their production and operations, and are largely concentrated in the unorganized segment. India is the world's second largest producer of food after China but accounts for less than 1.5 per cent of international food trade. The total food production in India is likely to double in the next ten years and there is an opportunity for large investments in food and food processing technologies, skills and equipment, especially in areas of Canning, Dairy and Food Processing, Specialty Processing, Packaging and Frozen Food. India is a country of over 1.10 billion consumers, increasing urban population is also another factor for growth and there is a large untapped domestic market of consumers in the food processing sector.

KEYWORDS: Technological Innovations, Sales Growth, Organized Food Processing, Agriculture.

Paper 101

STUDY ON SKILL DEVELOPMENT PROGRAMME FOR MANAGEMENT STUDENTS

Sagar Srinivas

College of Management and Commerce, Srinivas University
Pandeshwara, Mangalore - 575001
Email: sagarsrinivas@ymail.com

ABSTRACT

The education sector is changing and growing very fast. The market scenario is 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 high pay as salary and other fringe benefits. But today hard skills and experience alone is not adequate enough for the way to enter and to have constant growth in the corporate world. Employers prefer to hire and promote those personnel who are resourceful, ethical, and self directed and motivated with good communication and soft skills. Shortage of soft skills in the candidates has resulted in low hiring by corporate. Corporate giants have made its point clear regarding skill development programme to be included in the management courses and the institute will surely have a positive overall development in the students and 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.

KEYWORDS: Soft skills, Communication, Soft skills, Training programme.

Paper 102

A STUDY ON OPPORTUNITIES AND CHALLENGES OF READYMADE GARMENTS IN INDIA

Reshma

MBA I year (Evening Batch), Srinivas university, Pandeshwar, Mangalore

Email : reshmabsalian@gmail.com

ABSTRACT

The Textile Industry is the second largest industry after Agriculture Industry in India. It covers a wide range of activities from production of Raw Materials like Cotton, Jute, Silk and Wool to providing value added products such as Fabrics and Readymade Garments to Consumers.

In India Textile Industry is facing several problems and challenges for the development of Readymade Garments. It improves the marketing innovations, production strategies and provides fashionable clothes to the needy people as per the new trend of clothes prevailing in the modern market. Opportunities and Challenges makes involvement of Employees and Employers. By Creating opportunities to the employees the employers strive to build new garment industries by introducing new fashions and new trends in garment industry which attract foreigners to buy these garment materials and also which are of export quality. Thus, the growth and all round development of this Industry is directly responsible for the Improvement of Indian Economy.

KEYWORDS : Marketing Strategy, Fashion, Export, Employment , Economic Growth

Paper 103

LEARNING AND CAPABILITY ACQUISITION: A CASE STUDY OF THE INDIAN AUTOMOBILE INDUSTRY

Nithesh Shetty, Mohammed Ridwan

MBA Evening, 1st year, College of Management and Commerce, Srinivas University, City
Campus, Pandeshwar, Mangalore – 575 001.

ABSTRACT

This study analyzes the impact of government policy regime on the learning and capability acquisition of firms over time. Through a case study analysis of the Indian automotive industry, the study develops three hypotheses relating policy regimes with learning strategies of firms.

The study tests these hypotheses through a model of learning using a panel data for the Indian automotive industry. It finds that speed of knowledge assimilation is more important in the liberalized policy regime vis-à-vis protection when knowledge assimilation per se was a more Important economic goal.

The Indian auto industry became the 4th largest in the world with sales increasing 9.5 per cent year-on-year to 4.02 million units (excluding two wheelers) in 2017. It was the 7th largest manufacturer of commercial vehicles in 2017.

The Two Wheelers segment dominates the market in terms of volume 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.

KEYWORDS: Growth, Learning, Capabilities, Industrial Policy, Automobile industry, Asia, India.

APPLE INC. A CASE STUDY

Pooja Vasudeva Naik

^{2nd}Year MBA, Srinivas Institute of Management Studies, Srinivas University Mangalore
India.

Email:poojanaiks29@gmail.com

ABSTRACT

Apple Inc. is an American multinational technology company headquarters in Cupertino, California. The Apple Company is one of the most famous companies in the world, the producer of iPods, Mac computers and the iPhone. Apple develops designs and sells consumer electronics, computer software, and personal computers [1]. It is considered one of the Big four technologies along with Amazon, Google, and Face book. In September 11, 2012, Apple is the largest publicity traded company ever. Apple has established a unique reputation in the consumer electronics industry. This includes a customer based that is devoted to the company and its brand, particularly in the United States. Fortune magazine named Apple the most admired company in the United States in 2008 and in the world in 2009. This paper has discussed current developing situations of Apple Inc. and based on its choice and sale conditions. This paper study's objective is to carry out a strategic analysis of Apple Company using different analysis tools. This papers covers factors that exist in its internal and external environment and also evaluate the company utilizes its resources to maintain competitive advantage in the market. Three different descriptive strategic tools will be used in this study includes SWOT analysis, VMOST analysis and Michal Porter Five forces analysis and other popular analyzing methods [2]. After this analysis, the paper gets a conclusion that although the high – quality products and good brand awareness of Apple Inc. allow this company to attract an lot of potential customers and strengthen their loyalties, it is also very important to capture the market shares from other strong competitors such as Dell, Samsung, and Lenovo by investing more money into the emerging markets than other rivals, keeping innovation and lowering pricing.

Keyword: Apple Inc, Technology Industry, Computer Software, VMOST Analysis, Lowering Pricing.

Paper 105

BADISCHE ALNILIN AND SODA FABRIK LTD (BASF LTD.) - CASE STUDY

Akshata Laxman Nayak

2nd Year MBA, Srinivas Institute of Management Studies, Srinivas Univercity, Pandeswer,
Manglore India.

Email:akshatalnayak@gmail.com

ABSTRACT

BASF is an initialism for Badische Anilin und Soda Fabrik (German for "Baden Aniline and Soda Factory". It was founded by Friedrich Engelhorn on 6 April 1865 in Mannheim, in the German-speaking country of Baden. BASF is a German chemical company and the largest chemical producer in the world. The BASF Group comprises subsidiaries and joint ventures in more than 80 countries and operates six integrated production sites and 390 other production sites in Europe, Asia, Australia, the Americas and Africa. Its head quarters is located in Ludwigshafen, Germany. BASF has customers in over 190 countries and supplies products to a wide variety of industries. Despite its size and global presence, BASF has received relatively little public attention since it abandoned manufacturing and selling BASF-branded consumer electronics products in the 1990s. BASF is the leading chemical company, which chemicals are used in almost all industries. The production of the company is separate in six different segments: Chemicals, Plastics, Performance Products, Functional Solution, Agricultural Solution and Oil & Gas.

KEYWORDS:-Chemical company, Agricultural Solution and Oil & Gas.

NESTLE – A STUDY

Dhanyashree K.

II Year MBA, Srinivas Institute of Management Studies, Srinivas University, Mangalore,
India,

Email: dhanyadoddikana@gmail.com

ABSTRACT

This paper addresses some of the ways that Nestle is making a long-term commitment to the health and well-being of consumers. In particular, Nestle, like other food companies, has a role to play in improving people's health and wellness by improving the nutritional profile of foods, by ensuring sound communication on nutrition and consumer education, and by collaborating with other stakeholders in order to improve consumer health. Though Nestlé from its beginnings adopted a coordinated marketing strategy for its regionally and culturally diverse urban markets, it also had to consider local variations and resistance. The Ottoman Empire was unique as a multi ethnic and multi religious society that was facing its demise. The reforms which were carried out by the government in order to prevent the disintegration led to an ever growing ethnic fragmentation. This paper will contemplate the socio political transformations and the increasing nationalism the ottoman state had to face.

KEYWORDS: Health, nutrition, obesity, marketing strategy.

CASE STUDY OF WALMART INDIA PRIVATE LIMITED

Gayatri Pai

II Year MBA Srinivas Institute of Management Studies, Pandeshwar,

Mangalore - 575001, India

Email: gayatrihaldipur123@gmail.com

ABSTRACT

Walmart is American multinational retail corporation that operates a chain of hypermarket, discount departmental store and grocery stores. Walmart continues to be leader in sustainability, corporate philanthropy and employment opportunity. With a single discount store and the simple idea of selling more for less, Walmart has grown over the last 50 years into the largest retailers in the world. The retail sector in India is rapidly booming. India's economic growth and its demographic profile make the country a compelling business case for global retailers planning an international foray. The strong economic growth is attributed to high disposable incomes, growing middle-class influence, increasing individual wealth and the country's large young population. Walmart desperately needs India, the final frontier for retail. The world's biggest retailer, with annual revenues of \$486 billion, is all but a footnote in the \$672 billion Indian retail market. Regulations barring FDI in multibrand retail and a failed partnership with Bharti have restricted Walmart India to cash-and-carry wholesale only. The small business unit reported \$557 million annual revenue, minuscule in terms of Walmart's global turnover as well as the size of India's retail industry. Clearly, Walmart cannot ignore the fifth largest retail market in the world, which is growing at 12% a year. The focus on of this paper is to understand the how Walmart. Inc is operated in India and their competitive players & forces in the Indian market along with analyzing their core strengths and weaknesses. Walmart stands next to Reliance retail in terms of multi brand retailing but with the acquisition of Flipkart has opened up it wings online and is doing pretty well in India.

KEYWORDS: Walmart, Flipkart, Multi Brand Retail

AXA GROUP

Kumuda Vishweshwar Bhat
2nd year MBA, Srinivas University, Mangaluru,
Email- kumudakumta@gmail.com

ABSTRACT

AXA is a French insurance multinational based in Paris and France. and has a workforce of around 165,000 operators in 64 countries serving 107 million customers. The AXA group has a strong presence in the following five insurance sectors: life and savings, property and accident insurance, international insurance, asset management and other financial services. Property and accident insurance products include auto, home, property and general liability insurance, as well as a variety of retail banking products and services. It is also the parent company of the Swift insurer's online coverage. AXA serves its customer base, which includes individual and commercial customers through agents, sales force, brokers, independent financial advisors and banking networks. The product is also marketed through direct sales channels, such as telephone, e-mail and the Internet. The AXA group operates mainly in Western Europe, North America, the Asia Pacific region and the Middle East, with a presence also in Africa. AXA is a conglomerate of independently managed companies, managed in accordance with the laws and regulations of many different countries. The company is part of the 50-euro stock market index and the AXA group analyzed the SWOT, PESTL and Michael Porter framework work. A SWOT analysis that the company faces with the group resulting from a brand change in recent years, the brand has emerged with a strong identity and is a market leader in its segments.

KEYWORDS: Electronic mail, Stock Market Index, Financial services, Bank Network

HSBC BANK

Namrata

2nd year MBA, Srinivas Institute of Management Studies, Srinivas University Mangalore,
India.

Email:namratakubal86@gmail.com

ABSTRACT

HSBC is British multinational banking and financial services company headquartered in London, United Kingdom. It is the world's second largest bank. It was founded in London in 1991 by the Hong Kong and Shanghai Banking Corporation to act as a new group holding company. The origins of the bank lie in Hong Kong and Shanghai, where branches were first opened in 1865. The HSBC name derived from the initials of the Hong Kong and Shanghai Banking Corporation. As such the company refers to both the United Kingdom and Hong Kong as its 'Home Markets'. HSBC operates almost all of its transactions, loans, with the help of computers and technology systems which make the work not only more efficient but also more productive. It also talks about HSBC internet websites and how clients' life becomes easier.

KEYWORDS: Banking, Financial Institute, Service Industry.

A CASE STUDY ON HP

Pavitra Madhukar Shanbhag

I Year MBA, Srinivas Institution of Management Studies, Srinivas University, Pandeshwar,
Mangalore, India.

E-mail: mspavitra.10@gmail.com

ABSTRACT

The Hewlett – Packard Company commonly referred as HP, was an American multinational informational technology company headquartered in Palo Alto, California. It developed and provided a wide variety of hardware components as well as software and related businesses (SMBs) and large enterprises, including customers in the government, health and education sectors. It operating in 170 countries with a network of more than 250,000 channel partners, HP uses the power of ideas to put technologies to work for everyone and everywhere. It was formed on November 1, 2015, renamed from the personal computer and printer divisions of the original Hewlett- Packard Company, with its enterprise products and services businesses becoming Hewlett- Packard Enterprise. The split was structured so that Hewlett Packard changed its name to HP Inc. and it retains Hewlett Packard’s Pre-2015 stock price history and its former stock ticker symbol, HPQ, while Hewlett Packard trades under its own symbol HPE. HP is listed on the New York Stock Exchange and is a constituent of the S&P 500 Index, it is the world largest personal computer vendor by unit sales, having regained its position in 2017 since it was overtaken by Lenovo in 2013. HP ranked No. 58 in the 2018 fortune 500 list of the largest United Corporations by total revenue. The revenue of this company as per 2018 US\$ 58.472 billion and the net income (2017) was US\$ 2.526 billion. The number of employees working in this HP Inc.is 55,000(2018). To sustain long term relationships with the customers, HP’s strategy to sell solutions, not just products to that end, the company offers “complete solutions” for partners and customers through integration of HP devices, suppliers, and services. **KEYWORDS:** Expansion Strategy, Customer Relationship, Stock Exchange and Growth Strategy.

PEPSICO INC. A CASE STUDY

Shreya Rai M.

2nd Year MBA, Srinivas Institute of Management Studies, Srinivas University Mangalore
India.

Email id: shreyaraim96@gmail.com

ABSTRACT

Food and beverage services sector contributes a great deal to the profits in hospitality industry. With the increase in importance of business meetings, a range of personal and social events, a large number of customers visit catering establishments frequently. The food and beverage professionals tirelessly work to intensify customers' experience through their service as of January 26, 2012, 22 of PepsiCo's brands generated retail sales of more than \$1 billion spices, and the company's products were distributed across more than 200 countries, resulting in annual net revenues of \$43.3 billion. Based on net revenue, PepsiCo is the second largest food and beverage business in the world. Within North America, PepsiCo is the largest food and beverage business by net revenue. Ramon Laguarta has been the chief executive of PepsiCo since 2018. The company's beverage distribution and bottling is conducted by PepsiCo as well as by licensed bottlers in certain regions. This paper provides a descriptive analysis of PepsiCo.inc Company in relation to production, SWOT analysis, Pestle analysis and marketing competitiveness and challenges affecting the energy sector. Companies face many opportunities and challenges for their development. An analysis of the PepsiCo.inc Company reveals a number of competitors and therefore requires one consideration in their strategies. This performance looks for a number of issues around the company in relation to the business.

KEYWORDS : Food and beverages, PepsiCo

A CASE STUDY ON SAMSUNG ELECTRONICS

Sumitha K. M.

2nd Year, MBA, Srinivas Institute of Management Studies
Srinivas University, Mangalore, India
Email: sumirkv@gmail.com

ABSTRACT

In the electronics industry, which especially means consumer electronics, emerged in the 20th century and today has become a global industry worth billions of dollars. Contemporary society uses all types of electronic devices built in automated or bayang automated factory that operated industries. Product is compiled from the integrated circuits, especially in photolithography of printed circuit boards. The size of the industry and the use of materials which are toxic, as well as the difficulty of recycling has led to a series of problems with electronic waste. International regulatory and legal environment is developed in an attempt to address the issue. Is one of the leading companies of Samsung if concerned sales of electronics. Over the years before entering the electronics industry, the company is well known for the various areas together. Samsung However is able to go global by ensuring that all their electronics is known all over the world. It is interesting to learn how companies manage, operate and administer the daily business in the effective purpose of a concern such as Samsung Electronics. Samsung is multiplied and captured substantial market throughout its existence in the industry. Samsung make work, play and recreation experience better for each one of its customers. This is a company that relied on changes and became one of the Giants in the global market of today. This paper focuses on the importance and significance of the firm, examines the strategies for successful development of Samsung Electronics and various methods to create sustainable management for the existence of the business. This paper provides insight on how to overcome operational issues and emerge successful amidst stiff competition. Secondary data from published sources has been used for this purpose.

KEYWORDS: Samsung Electronics, Electronic industry, Growth strategy, Sustainable management and successful brand.

Paper 113

VOLKSWAGEN CASE STUDY

Komatlapalli Satyakiran

2nd Year MBA, Srinivas Institute of Management Studies, Srinivas University Mangalore
India.

Email: kirankomatlapalli@gmail.com

ABSTRACT

Adolf Hitler had a keen interest in cars even though he did not like to drive. In 1933, shortly after taking over as leader of Germany, he teamed up with Ferdinand Porsche to make changes to Porsche's original 1931 design to make it more suited for the working man. Hans Ledwinka discussed his ideas with Ferdinand Porsche, who used many Tatra design features in the 1938 "KdF-Wagen", later known as the VW Käfer—or Volkswagen Beetle. When Chrysler brought out the 1934 DeSoto Airflow coupe, its design enabled Mr. Porsche to finalize his design of the Beetle. On 22 June 1934, Dr. Ferdinand Porsche agreed to create the "People's Car" for Hitler's mother. The case examines the marketing strategies of Volkswagen Group India, the Indian subsidiary of German automobile manufacturer, Volkswagen AG (Volkswagen). Volkswagen entered the Indian passenger car market in 2001 by launching its car brand - Skoda. In 2007, two of its other brands Audi and Volkswagen, were also launched in India. Volkswagen Group India emphasized on all aspects of marketing mix including product, price, place and promotion. The company offered three brands including Audi, Skoda and Volkswagen that together comprised of 15 different models as of late 2009. Volkswagen Group India mainly catered to the luxury segment of the Indian car market. The company had established presence in India through separate distribution channels for each of its brands. In its initial years, Volkswagen Group India primarily used the print media to promote its products. However, considering the growth potential of India's automobile market, the company started using electronic, digital and out of home media along with print media. In November 2009, the company launched an integrated marketing campaign to strengthen its brand image. The case describes the marketing campaign and ends with a discussion on the growth prospects of the company in future.

Keywords: Ferdinand Porsche, Marketing strategies, Volkswagen, Distribution Channels

UNITED SPIRITS LTD.

Amit Atom

I Year MBA, Srinivas Institute of Management Studies,
Pandeshwar, Mangalore, India.

Email :atomamit622@gmail.com

ABSTRACT

United Spirits Limited (USL) is a spirits company engaged in the business of manufacture, purchase and sale of alcoholic beverages. The company operates through two segments: India and outside India. The India segment is engaged in the business of manufacture purchase and sale of Beverage alcohol, including through tie up units/brand franchisees within India. The outside India segment is engaged in the business of manufacture purchase and sale of Beverage alcohol, including through tie up units/brand franchisees outside India. This analysis is based on Indian segment. USL is the largest alcohol beverage company in India and among the largest consumer goods companies. Alcohol industry in India is a high-risk industry, on account of the high taxes and innumerable regulations governing it. Despite the risk of possible danger in the market, USL put forward upon a growth strategy. The objective of this analysis is to understand the various strategy that USL use to sustain, expand and growth of this company and also to analyze the current scenario of the competition in Indian alcohol industry.

Keywords: United Spirits Limited, Two Segments, Indian Segment, High-risk industry, Key brands, Strategy, Growth.

Paper 115

DDB MUDRA COMMUNICATION LTD

Amal T.

MBA, Institute of Management Studies, Srinivas
University, Manglore, India
Email:amalthattarath@gmail.com

ABSTRACT

It is estimated that by 2018, the share of ad spend in India's Gross Domestic Product (GDP) will be around 0.45 per cent. The Indian government has given tremendous support to the advertising and marketing industry. Advertising expenditure is likely to increase in the financial sector, driven by Reserve Bank of India (RBI) policies which could result in a more favourable business environment. Also, proposed licences for new banks and better market sentiments render the advertising and marketing industry in India a fertile space. India's Advertising industry is expected to grow at a rate of 16.8 per cent year-on-year to Rs 51,365 crore (US\$ 7.61 billion) in 2016, buoyed by positive industry sentiment and a strong GDP growth of 7 per cent and above.

India's digital advertising market has grown at a fast pace of 33 per cent annually between 2010 and 2015, while spending as a percentage of total advertising increased to 13 per cent or nearly US\$ 1 billion in 2015. Print contributes a significant portion to the total advertising revenue, accounting for almost 41.2 per cent, whereas TV contributes 38.2 per cent, and digital contributes 11 per cent of the total revenue. Outdoor, Radio and Cinema make up the balance 10%. Of the current Rs 2,750 crore (US\$ 407.66 million) digital advertisement market, search and display contribute the most – search advertisements constitute 38 per cent of total advertisement spends followed by display advertisement at 29 per cent, as per the study. Advertising agencies in the country too have taken a leap. They have come a long way from being small and medium sized industries to becoming well known brands in the business. Mudra, Ogilvy and Mathew (O&M), McCann Ericsson, Rediffusion, Leo Burnett are some of the top agencies of the country. This paper analyses the company and its operational strategies.

Keywords: Advertisement, Ad agencies, Marketing, Online advertisement

A STUDY OF ASHOK LEYLAND COMPANY

Shreyas K.V.

1st year MBA, Srinivas Institute of Management Studies, Srinivas University
Mangalore, India

E-mail: shreyas.kv1997@gmail.com

ABSTRACT

Ashok Leyland is an Indian automobile company headquartered in Chennai, India. It is owned by the Hinduja Group Founded in 1948, it is the second largest commercial vehicle manufacturer in India, fourth largest manufacturer of buses in the world and 10th largest manufacturer of trucks globally. Operating nine plants, Ashok Leyland also makes spare parts and engines for industrial and marine applications. The “**India Commercial Vehicle Market Analysis**” observed that the commercial vehicle segment of the Indian automobile industry has shown great recovery after withstanding the effects of the global economic crisis. With economic revival, increasing public & private spending on infrastructure and higher penetration of financing facilities, we expect the growth trend in each segment of commercial vehicles to continue in the coming years. Leyland started manufacture of commercial vehicles in 1955, with technology from and equity participation by Leyland Motors Ltd., UK. With its own Research & Development base, strengthened by collaborations with international automotive leaders, the company has established a tradition of technological leadership and a strong reputation for product reliability. Since then it has been a major presence in India’s commercial vehicle industry.

Ashok Leyland is the second largest commercial vehicle manufacturers in India. Ashok Leyland manufactures various ranges of commercial vehicles and diesel engines. Its current production capacity is 1.5 lakh vehicles per annum. The Company’s annual turnover exceeds US \$ 1.61 billion. For 30 years, Ashok Leyland has remained a pioneer in the design & development and manufacture of special vehicles for the Armed Forces 168 developing a host of modern special application vehicles to address special needs and offers a logistics solution for the Armed Forces. Besides, Rapid Intervention Vehicles and Crash Fire Tenders made by Ashok Leyland are on the alert at India’s international Airports. Ashok Leyland also makes water sprinklers, oil field trailer cementing units and dumper trucks. Ashok Leyland makes 95% of the Marine Engines of the requirement of the country. Ashok Leyland also manufactures Industrial Engines and a range of products that meets the varying needs of their customers. This paper analyses the operational growth and success strategies of Ashok Leyland using secondary data from published sources.

KEYWORD: Ashokleyland, vehicles, manufacture, commercial, truck

BSNL

Kiran P. Mathew

1st Year MBA, Institute of Management Studies, Srinivas University
Mangalore, India

Email: Kiranpmathew96@gmail.com

ABSTRACT

The telecommunications industry within the sector of information and communication technology is made up of all Telecommunications/telephone companies and internet service providers and plays the crucial role in the evolution of mobile communications and the information society. Traditional telephone calls continue to be the industry's biggest revenue generator, but thanks to advances in network technology, Telecom today is less about voice and increasingly about text (messaging, email) and images (e.g. video streaming). High-speed internet access for computer-based data applications such as broadband information services and interactive entertainment, is pervasive. Digital Subscriber Line (DSL) is the main broadband telecom technology. The fastest growth comes from (value-added) services delivered over mobile networks. The telecom sector continues to be at the epicenter for growth, innovation, and disruption for virtually any industry. Mobile devices and related broadband connectivity continue to be more and more embedded in the fabric of society today and they are key in driving the momentum around some key trends such as video streaming, Internet of Things (IoT), and mobile pay .Think of telecommunications as the world's biggest machine. Strung together by complex networks, telephones, mobile phones and internet-linked PCs, the global system touches nearly all of us. It allows us to speak, share thoughts and do business with nearly anyone, regardless of where in the world they might be. Telecom operating companies make all this happen. In this paper am going to study about the company BSNL. This paper analysis the growth and operations of the company using SWOT analysis, technique using secondary data from published sources.

KEYWORDS: Telephone companies, Internet providers, Traditional telephones.

Paper 118

CENTURY PLYBOARDS INDIA LTD.

Dhinu A.

1year Mba, Institute Of Management Studies, Srinivas University, Mangalore, India
Email:dhinuani19526@gmail.com

ABSTRACT

The lumber industry or the wood industry is usually a private economic sector concerned with the forestry, logging, timber, and the production of products, primary forest and, the secondary products and wood products like wood pulp for pulp and the paper industry. In addition, increasing attention is being paid to both the fuels and chemicals that can be extracted from the wood. Off all these products, lumber is the most important in terms of volumes manufactured and the values.

In this paper am going to study about the company named Century Plyboards India Ltd. Century ply boards manufacture exports and sell plywood and veneers over 20 countries and headquarters situated in Kolkata, West Bengal. Century ply has revenue of \$312.7M, and 7116 employees and the main competitors are Greenply, Stylam industries and, Sai ply.

The Company's actual results, performance or achievements, levels of activity could differ materially and adversely from results in implied or expressed by this paper. The Company assumes no obligation to update any forward-looking information contained in this paper. The Company's segments include plywood, CFS services, laminate and, others. The Company's geographical segments are demarcated into overseas and India. The plywood segment includes plywood, block-board, timber, and veneer. Century Plyboards (India) Limited is a plywood manufacturer.

Keywords: Plywood Companies, Home Furnishings Industry, Real Estate Companies.

COX AND KINGS LTD

Daniel P. John

I Year MBA, Srinivas Institute of Management Studies,
Pandeshwar, Mangalore, India.

Email: danny147john@gmail.com

ABSTRACT

As we are all well aware that traveling has become a habit for the human beings in the 21st century, the ease of connectivity with different modes of transportations, gets people to their destination in no time. Cox and kings a travel company which has laid a very solid foundation helps providing people ease in travel. As people travel for various occasions, it can be for work, leisure, or to even visit their relatives who stay far away, the person can travel inside as well as outside their country for these activities. Travel and tourism industry is one of the biggest revenue generators in the world. In India, it's growing in leaps and bound. It helps the GDP growth, as well as the status of the country. Cox and kings have been serving people since 1758. This paper analyses the emergence of this segment as a booming service industry and the operational strategies by companies to maintain and grow their businesses. Secondary data from published sources has been used for the analysis.

KEYWORDS: GDP, Revenue, strategies, Cox and Kings.

Paper 120

MEDICAL TOURISM: THE FUTURE OF GLOBAL TRAVEL AND TOURISM

Daniel P. John

I Year MBA, Srinivas Institute of Management Studies,
Pandeshwar, Mangalore, India.

Email: danny147john@gmail.com

ABSTRACT

This paper reviews on how tourism and hospitality is a boon for many nations in various ways. It's not a niche activity that only the selected can indulge in. People have become more and more interested in various events of all kinds and will travel far to participate in events that they find interesting. Tourism is a crucial sector that plays the role of an economic booster, hence an analysis of its impact, as well as a SWOT analysis has been reported. The paper focuses mainly on the accelerating impact of medical tourism in today's world, along with the risks associated with it. The cut-throat competition in the world market will be studied along with a detailed examination of the roles and initiatives which hospital management teams perform, to attract patients. A case study of Cox and Kings has been carried out, to analyze their efficient role as a travel agency promoting medical treatment overseas.

Keywords: Economic booster, medical tourism, competition, Cox and Kings, international medical treatment.

MICROMAX

Sibil Xavier

1st year MBA Srinivas College of Management studies Pandeshwar, Mangalore, India
Email: sibuxav96@gmail.com

ABSTRACT

Micromax is an Indian consumer electronics company headquartered in Gurgaon, Haryana. It was emerged as an IT Software company operating in the Embedded Devices Domain. It later entered the Mobile Handset business. By 2010, Micromax be one of the largest domestic companies making handsets in the low-cost characteristic phone segment in India. As of Q3 2014, Micromax is the Tenth Largest Smartphone vendor in the world. The company is facing stiff competition from Chinese companies that are intense the Indian market. The company also owns YU Televentures, which sells the products under the brand name YU. Micromax was included as Micromax Informatics Ltd. in the year 1999. It began advertising mobile phones in 2008 focusing on democratizing technology for sufficient to compete with international players. The company has also introduced handsets with new features. For instance, Micromax's co-founder Rahul Sharma once saw a public call office being powered by a truck battery because of frequent power cuts in its locale. This prompted him to launch a feature mobile phone with a long battery life. This was the X1i phone, Micromax's first telephone with a month-long battery back-up. In 2014, Micromax's sales in India exceeded those of Samsung. It became the mobile telephone manufacturer delivers the most telephones in one part in India. On 24 January 2014, Micromax became the first Indian mobile company to sell in Russia.¹ As of 10 April 2016, Micromax announced a planned partnership with digital payments company Transfers and major global payments technology Visa to offer the next generation of payment solutions in India. Micromax has always stood for democratizing technology for the masses and that is exactly the aim with which they frequently innovate and create products that truly understand the needs of the consumer. This paper analyses micromax using published secondary data to study the operational and competitive strategies to attain success.

KEYWORDS: Electronic industry, Recent launches, Manufactures, Marketing strategy

MURUGAPPA GROUP

Akshata A. Patil

I Year MBA, Srinivas Institute of Management Studies, Pandeshwar,
Mangalore - 575001,
Email: patilakshata53@gmail.com

ABSTRACT

Shri A.M.M Murugappa Chettiar Research Centre(MCRC) is a non profit research organisation established in 1973 at Chennai and register under the societies Registration Act 1860. MCRC develops sustainable solutions using appropriate Science and technology for improving livelihoods in rural India. MRCRC has its Registered Office at Alwarpet, two R&D campuses in Chennai, a field station at vadakadambadi and project sites in various parts of Tamil Nadu. The goal research at MCRC is to develop decentralized processes and products which are simple, cost effective use easily available local resources, skills and context to improve livelihoods of rural commodities. These appropriate technologies are designed to avoid using scarce capital and are scalable at village and village to village i.e manage to overcome issues of poor transportation, communication and other logistical bottlenecks through micro enterprises. MCRC is recognized by department of Scientific and Industrial Research(DSIR) government of India, as an independent Scientific and Industrial Research Organisation(SIRO) for 3 decades. MCRC has been a Technology Resource centre for CAPART, Govt of India and continues as a centre striving for Excellence in Rural Development under Department of Science and Technology(DST) Core Support Programme.

MCRC encourages young researchers by providing a platform to take their innovative ideas further through interdisciplinary ph.D programs in the areas of Energy, Bio-Energy and Bio-mass for rural development recognized by the University of Madras. In Summary MCRC strives to promote green economy “that result in improved human well being and social equity, while significantly reducing environmental risk and ecological scarcities “ using appropriate science and technology. MCRC believes that growth in rural income and employment should be driven by technologies that simultaneously enhance resource and energy use efficiency, reduce carbon emission & pollution and prevent the loss of biodiversity. The Organisation had develop and nurture engagement which has requires two way relationship between employer and employee.

KEYWORDS: Agriculture Employment & Reports , Modern business Corporations, Business Entities.

SYNDICATE BANK

Sharath. K. M.

I Year MBA, Srinivas Institute of Management Studies, Srinivas University,
Mangalore, India.

Email:sharathkmgowda7@gmail.com

ABSTRACT

A bank is a business center that deals in financial in service. A bank is a place where your money is safe-locked and a secure place to dispose off your earnings. Banking service in general includes receiving deposit money, lending money and processing transactions. The history of origination of bank goes back a long way. Since then, banks have influenced the economy of countries. India has a number of both government undertaken banks as well as private ones. The commercial banking industry in India can be traced to 1786 with the establishment of the Bank of Bengal in Calcutta. Three presidency banks were set up in Calcutta, Bombay and Madras. In 1860, the limited liability concept was introduced in banking, resulting in the establishment of joint stock banks like Allahabad Bank Limited, Oriental Bank of Commerce Limited, Bank of Baroda Limited and Bank of India Limited. In 1921, the three presidency banks were combine to form the Imperial Bank of India, which took on the role of a commercial bank. The establishment of RBI as the central bank of the country in 1935 ended the quasi-central banking role of the Imperial Bank of India. In order to serve the economy in

general and the rural sector, the All India Rural Credit Survey Committee recommended the creation of a state-partnered and sponsored bank taking over the Imperial Bank of India and integrating with it. Accordingly, the State Bank of India ("SBI") was constituted in 1955.

Subsequently in 1959, the State Bank of India (Subsidiary Bank) Act was passed, enabling the SBI to take over eight former state-associate banks as its subsidiaries. In 1969, 14 private banks were nationalized followed by six private banks in 1980. Since 1991 many financial reforms have been introduced substantially transforming the banking industry in India.

Keywords: Commercial Bank, Treasury Services, Capital Market, Government, Balance Sheet, Home Finance.

LIFE INSURANCE CORPORATION

Sudarshan Acharya K.

I Year MBA, Srinivas Institute of Management Studies, Srinivas
University, Mangalore, India.

Email: sudarshan.acharya.k@gmail.com

ABSTRACT

In India, Insurance has well established history of more than thousand years. In Rigveda, there is a concept called Yogakshema, which means prosperity and security of people. Also Insurance was mentioned in Manusmrithi, Dharmashastra and Arthashastra. In those times insurance refers to pooling of resources that could be re-distributed in times of natural calamities such as fire, floods, epidemics and famine. This was probably a pre-cursor to modern day insurance. The modern form of Life Insurance came to India from England in the year 1818. Oriental Life Insurance Company started by Europeans in Calcutta was the first life insurance company on Indian Soil. The insurance companies established during that period were brought up with the purpose of looking after the needs of European community and Indian natives were not being insured by these companies. However, later with the efforts of eminent people like Babu Muttylal Seal, the foreign life insurance companies started insuring Indian lives.

But Indian lives were being treated as sub-standard lives and heavy extra premiums were being charged on them. Bombay Mutual Life Assurance Society heralded the birth of first Indian life insurance company in the year 1870, and covered Indian lives at normal rates. Bharat Insurance Company (1896) was also one of such companies inspired by nationalism. The Swadeshi movement of 1905-1907 gave rise to more insurance companies such as The United India in Madras, National Indian and National Insurance in Calcutta and the Co-operative Assurance at Lahore. In the year 1912, the Life Insurance Companies Act, and the Provident Fund Act were passed. The Life Insurance Companies Act, 1912 made it necessary that the premium rate tables and periodical valuations of companies should be certified by an actuary. On 19th of January, 1956, that life insurance in India was nationalized. The Parliament of India passed the Life Insurance Corporation Act on June 1956, and the Life Insurance Corporation of India was created on September 1956, with the objective of spreading life insurance much more widely and in particular to the rural areas with a view to reach all insurable persons in the country, providing them adequate financial cover at a reasonable cost. The LIC had monopoly till the late 90s when the Insurance sector was reopened to the private sector. This paper analyses the long standing presence, growth trajectory especially after the liberalization of the sector. Secondary data from published sources has been used for the analysis.

KEYWORDS: Manusmrithi, Co-operative Assurance, National Insurance.

AIR INDIA

Suhani S.

suhanisorake@gmail.com

1st year MBA Srinivas Institute of Management of Studies, Pandeshwara
Mangalore-575001

ABSTRACT

In a connected and globalised world, civil aviation is a catalyst for economic development and trade. The domestic sector of Indian civil aviation is also witnessing a boom. The market is dominated by six players: Air India, Jet Airways, Kingfisher, Spice Jet, Indigo and Go Air.

Service quality is one of the most important determinants which affect the competitiveness in the aviation industry. In spite of being the largest carrier with longest standing and support of the government, the market share of Air India is behind Kingfisher and Jet Airways. This study attempts to uncover the reasons for Air India's lack lustre performance by measuring the service quality and comparing with other five airlines by creating perception maps of travellers and travel agents. A total of 100 Air India passengers; 100 fliers of other five airlines and 23 travel agents were involved in this study. SERVQUAL model identified that for Air India customer expectations are falling short of perceptions on Tangibility, Reliability and Assurance dimensions. These areas need reinforcements. Attribute based maps created with the perceptions of fliers as well as of travel agents revealed that Air India positioning is more close to Go Air and far removed from the industry leaders Kingfisher and Jet Airways. But the perceptual map of different airline brands as a whole indicates that users of airlines perceive Air India to be similar to Kingfisher and Jet Airways. This indicates that there is a strong case for re-positioning Air India by strengthening its service levels, redesigning its service package and creating distinctive positioning through communication. This paper uses data from published sources to analyse the company on its operational strategies and building competency in line with private players in the airlines segment.

KEYWORDS: Civil Aviation, Air India, Domestic Sector.

TCS COMPANY

Pooja Gunagi

1st Year MBA, Srinivas Institute of Management Studies, Srinivas University,
MANGALORE, 575001

E-mail: poojagunagi19@gmail.com

ABSTRACT

Today all kinds of innovation and research work is done by partnership of competent entities each having some specialized skills. Like the development of the global economy, global innovation partnership have grown considerably and form the basis of most of the sophisticated innovations today. To further streamline and simplify such co-operation, several innovation networks have been formed, both at local and global levels. It discusses the different types of innovation and how co-operation can benefit innovation in pooling of resources and sharing of risks. One example of an open global co-innovation network promoted by Tata Consultancy Services, the TCS Co-innovation network is taken as a case. It enables venture capitalists, consultants, companies, research agencies, and universities, from

modes of the network so that each entity can play a meaningful role in the innovation network. Further, two innovation projects implemented using the Co-innovation network are discussed. Innovation Networks like these could form the basis of a unique global innovation network, which is not owned by any company and is used by innovation partners globally to collaborate and conduct research and development. The present study remained as an effort to analyse strengths, weakness, opportunities and threats of TCS for study period of 5 years from 2009 to 2013. Assessment of the long-term financial health is an important task to

formulate business strategy for investors and lenders. Objective of the study is to analyse profitability, liquidity and solvency and asset management situation of the company. This study is a review of knowledge management practices at Tata Consultancy Services an increasingly global IT consulting firm headquartered in Mumbai- which has enabled it to meet ambitious growth targets over the past 5 years. This also narrates some of the continuing challenges that confronts TCS and the potential risks pertaining to leveraging knowledge capital.

KEYWORDS: SWOT, Learning Organization, Knowledge Management, Innovation Partnership.

UNION BANK OF INDIA

Subhalaxmi T. G.

1st Year Mba, Srinivas Institute Of Management Studies, Srinivas University
Mangalore, India

Email: Subhalaxmiganesha@gmail.com

ABSTRACT

As per the Reserve Bank of India (RBI), India's banking sector is sufficiently capitalized and well regulated. The financial and economic conditions in the country are far superior to and other countries in the world. India consists of 27 public sector banks, 46 foreign banks, 1574 urban cooperative banks and 93913 rural cooperative banks, in addition to cooperative credit institutions. Public-sector banks control more than 70 percent of the banking system assets, thereby leaving a comparatively smaller share for its private peers. Indian banks are increasingly focusing on adopting an integrated approach to risk management. Banks have already embraced the international banking supervision accord of Basel 2, and majority of the banks already meet capital requirements of Basel 3. The modern banking industry is a network of financial institutions licensed by the state to supply banking services. The principal services offered relate to storing, transferring, extending credit against, or managing the risks associated with holding various forms of wealth. The precise bundle of financial services offered at any given time has varied considerably across institutions, across time, and across jurisdictions, evolving in step with changes in the regulation of the industry, the development of the economy, and advances in information and communication technologies. In this study we understand that the banking industry is classified into private sector and public sector. The banking industry gives high opportunity for the job. Now a day the banking industry is facing several problems in raising their capital. Banking industries are one of the major industries of nations' growth. This paper analyses UBI using Porter's five forces analysis technique.

KEYWORDS: Customer Service, Internet Banking, Health Insurance, Vehicle Loans

VIJAYA BANK

Nikhitha Jane Dsouza

1Year MBA, Srinivas Institute of Management Studies, Srinivas University

Mangaluru, India.

Email :nikhithadsouza01@gmail.com

ABSTRACT

The banking sector is one of the most rapidly growing areas in financial sector. As an economy grows over the years banking sector intensifies and broadens its reach. The banking sectors scaling new heights it is expanding enormously. The bank with an efficient credit appraisal and loan recover system will be able to survive in this highly competitive industry.

Such banks have good management control and inherent strength in terms of a highly motivated staff, which are further enhanced by the regulatory and supervisory system. It provides credit for various development project of the government and also control the flow of credit through credit creation mechanism. Only a strong and financially viable banking system can be a strong foundation development of a country. Therefore it is in the interest of the economy and country that this system is managed and developed in sound line to make it responsive to need of the Indian economy. This study will help bank to know their weak and strong points and to redesign their strategies to maintain and improve their asset quality which is the need of the hour.

KEYWORDS: Credit appraisal, strategies, development, redesign.

Paper 129

WESTERN INDIA PLYWOOD LTD

Pranav K.

I Year MBA, Srinivas Institute of Management Studies, Srinivas University, Mangalore, India.

Email: pranavpremanvv@gmail.com

ABSTRACT

The research study focus on the growth and development western India plywood's. Wood touches our lives every movement. The wood industry in India is growing in a rapid speed with demand and opportunity. Wood products are used in education, healthcare, food trade and packing. The population in India has been growing at a significant pace which has led to increase in the wood consumption as each individual utilizes wood and other related products. The lessons and insights learned from these case studies could be used to better understand how to develop a value stream mapping analysis in other wood products manufacturing industries around the world. Trees, and their derivative products, have been used by societies around the world for thousands of years. Contemporary construction of tall buildings from timber, in whole or in part, suggests a growing interest in the potential for building with wood at a scale not previously attainable. As wood is the only significant building material that is grown.

KEYWORDS: wood industry, wood products industry.

Paper 130

DHARMA PRODUCTION PRIVATE LIMITED

Sonal K. Fernandis

1st year MBA, Srinivas Institute of Management Studies

Srinivas University, Mangalore, India

E-mail: sonu.feds96@gmail.com

ABSTRACT

The main stream of Hindi film producing industry is popularly known as Bollywood. It is the largest film producer in India. Regional cinemas compete both in terms of quality and quantity of film production with the mainstream cinema. In world, the Indian film industry has major film studios in Mumbai, Calcutta, Chennai, Bangalore and Hyderabad. Mumbai is one of the India's foremost centers of arts and culture being one of the biggest sites of the country's theater scene. In India nearly 50 years, the Indian cinema has been the central form of entertainment and with its increased visibility and success abroad, it won't be long until the Indian film industry will be thought out to be its western counterpart Hollywood. In Indian cinema, commercial cinema is the most popular form. Commercial or popular cinema is made not only in Hindi but also in many other regional languages of East and South India. Music is another important feature of commercial in India. Thus cinema not bound by the limitation of mobility and literacy reached and satisfied the Indian public in a way no prior medium had. From that time to today, cinema has been the most popular platform of mass media in the country.

The role of women changed dramatically as societies entered the world of modernization. Dharma Production company helps to develop women by providing career opportunities in film industry. It helped women as more independent, confident and career oriented. Revenue generation of this company has shown healthy growth to the country. This company is an economic factor for Indian's growth. The reasons that led to this growth as well as the role of globalization and Indian's Diaspora on this development are described in an extended way. This paper includes about the company's journey in Indian cinema. About the competitors in the market with their comparison charts. Dharma Production Box office collections in the year. Improvements and suggestions to the company in growing conditions.

KEYWORDS: Bollywood, Technologies, Technical manpower, Social media, Marketing, Economic growth

Paper 131

HINDUSTAN UNILEVER LIMITED

Deepika P.

2ND Year MBA, Srinivas University, Mangalore, India

Email: deepi12421@gmail.com

ABSTRACT

Marketing is a developing in pricing, promoting, and distributing specific goods and services. It leads to a desired exchange with consumers to satisfy their needs, wants and also to achieve organizational objectives. Products, which have a quick turnover, get replaced within a year and have relatively low costs, are known as Fast Moving Consumer Goods (FMCG). FMCG products are those that get replaced within a year. Hindustan Unilever Limited (HUL) is India's largest Fast Moving Consumer Goods Company with a heritage of over 80 years in India. The Indian Economy has always played an influential role in the lives of people. Acquiring companies for the sole purpose of sustaining growth rates may also not help unless and until the acquisition fits well with the company's strategic growth plans and vision. The FMCG sector does need economies of scale but this need not necessarily come through M&A's, given the current trend of high valuations for target companies, too much money is chasing too few brands. Companies need to figure out whether acquisitions would give them the necessary scale or is building own brands a more viable option. So, the business also needs to come at the right price.

Keywords: Goods and services, Fast moving consumer goods,

Paper 132

ICICI PRUDENTIAL LIFE INSURANCE COMPANY

Adil Dawood Sayed

1st Year MBA, Srinivas College of Management Studies Pandeshwar, Mangalore, India

Email:adilsayed488@gmail.com

ABSTRACT

India has witnessed an unrivalled economic growth over the last decade, seeing comfort growth in diverse key sectors including financial services, manufacturing and telecom. In the same essence, life insurance too has developed into a thriving industry. In the past year, we have observed the entry of new companies - both Indian and foreign - as well as the introduction of several advanced products and intensify distribution strength. These developments have stimulated eminent customer awareness and adoption of life insurance and have driven the industry to accomplish growth of more than 90% above the previous year. When ICICI Prudential Life ventured into the Indian life insurance market over six years ago, they pursued to revolutionize the industry.

For over a decade, ICICI Prudential Life has kept its dominant position amidst private life insurers in the country, with an array of products to clash the different life stage prerequisites of customer and qualify them to achieve their durable financial goals. ICICI Prudential Life was lately ranked 'The Most Respected Private Life Insurer' by Business world magazine, a console declaration to give world-class assistance. One of the leading challenges of operating in a booming economy is that of seduce talent. The theoretical studies are not sufficient to get into the corporate world. Only practical knowledge can help us to understand the complexities of large scale organizations. To develop healthy managerial and administration skill in potential managers, it is necessary that theoretical knowledge must be supplemented with exposure to the real environment. This paper analysis specifically examines the current state of a company's operational and structural framework and productivity indicators and uses the key success factors, competitor's analysis and also SWOT analysis to provide an effective solution in order to improve company's current market scenarios which will be helpful to increase the market share of the company.

KEYWORDS: Insurer, Research-driven, Guarantee, Financial goals.

Paper 133

A STUDY OF TOYOTA AUTOMOBILES

Vaishak M. K.

1Year MBA, Srinivas Institute of Management Studies, Mangalore, India,
Email: vaishakmk81@gmail.com

ABSTRACT

We all know that in this new modern arena automobiles are facing a very important role in the all over the world. What am going to study that an organization is a social arrangement which pursues collective goals, which controls its own performance, and which has a boundary separating it from its environment. Organization is the association formed by a group of people who see that there are benefits available from working together towards some common goal. Organization studies are the study of individual and group dynamics in an organizational setting, as well as the nature of organizations themselves, whenever people interact in organization, many factors come into play. Organizational studies attempt to understand and model these factors and refers to the study of organization as whole and getting adequate knowledge with various departments in the organization. This analysis is done to know the organizational structure and functioning of toyota. Toyota is the popular dealer in India they given more importance to the organizational building. The impact of automobile industry on the rest of the economy has been so pervasive and momentous that is characterized as second industrial. It helps the nation to produce higher value goods & service and in enhancing their skills and impose tremendous demand for automobile. This paper has used secondary data from various published sources (journals, websites, and newspapers) to study the company and its operations.

KEYWORDS: Automobile, Organizational structure, Toyota India, automobile demand

Paper 134

CASE STUDY ON THE INTERNATIONAL BUSINESS STRATEGIES OF MULTINATIONAL FIRM NIKE INC WITH REFERENCE TO INDIA

Muddassir Khadar

II Year MBA Srinivas Institute of Management Studies, Pandeshwar,

Mangalore - 575001, India

Email: muddassirk@gmail.com

ABSTRACT

The focus of this paper is to understand how NIKE has established itself as a market leader in the sports segment of footwear, apparels and sports equipment and what makes it stand apart from its peers. It also aims to understand the international expansion strategies of Nike and how well it focuses on the various aspects of marketing and operations within the firm to make it a global leader. It also makes efforts to understand how the Global Strategies transform into the regional Strategies and defines NIKE's success in India. The very reason for selecting NIKE as a company has been its growing popularity and the stiff competition in the growing sports market. India as a market segment has been witnessing a huge upsurge in the different sports segments and though Puma is the leading sport manufacturer in India, although Nike being a global leader is yet to reach the top of charts in India but is not very far away trying to chip in and make inroads into the Indian sports arena. Having already signed up with the BCCI for being the kit sponsor for the Indian cricket team, NIKE's steps in India have just begun to grow. It needs to do a lot in the marketing segment and the customisation to become famous in other sports categories within India and also fend off competition from the local players who are able to reach the mass segment of Indian consumers. Nike's share price has come under pressure as with a decline in North American sales and margins. Nike is doing better off in International regions of China and other emerging markets like India as compared to its home base of North America.

KEYWORDS: Nike, Shoes, Running, Basketball, swoosh

COCA-COLA COMPANY

Jashmitha N. P.

2nd year MBA Srinivas Institute Of Management Studies, SrinivasUniversity ,Mangalore

Email: jashmithajashmitha4668@gmail.com

ABSTRACT

The purpose of this research is to analyse the efficiency of global strategies. Coca-Cola owns or markets more than 500 non-alcoholic beverage brands, mainly sparkling beverages, but also a variety of non-alcoholic beverages such as water, improved water, juices and ready-to-drink tea and coffee, and energy and Sports drinks. Along with Coca-Cola; Recognized as the most valuable brand in the world, it owns and markets four of the five most important brands of soft drinks in the world, including Diet Coke, Fanta and Sprite. The finished beverage products that carry our trademarks, sold in the United States since 1886, are now sold in more than 200 countries. This project is about the different types of sales tools and promotions used by Coca-Cola Company to attract customers to their product. This will include that ads and sales promotions are a very important tool in the current scenario. This project is an essential reading for any serious person. The document focused on Coca-Cola operations in the United States, China, Belarus, Peru and Morocco. The author used electronic journals from different countries to determine the effectiveness of Coca-Cola in these countries. The document revealed that Coca-Cola was very successful in implementing strategies independently of the country. However, the author learned that Coca-Cola did not effectively use all the strategies in each country. Coca Cola has a unique flavour and, to be honest, I would describe it as unnatural, since most other soft drinks are made from a fruit, even though they contain almost nothing. For example, all Tango drinks are made up of fruits, the sprite is made of lemons and lemons. But coke is not well made of any fruit, it's just coke. Sucking the coke when you are thirsty will not quench your thirst, although it will feel as if you are quenching your thirst. The truth is that the coca cola actually makes you feel thirstier, like most soda drinks. As you probably know, the best you can drink when you're really thirsty is water. And if it's not water, a pumpkin still orange should do the trick. A cup of hot tea also apparently.

KEYWORDS: independently, beverages, implementing, strategy, honesty.

ROYAL DUTCH SHELL CASE STUDY

Kirankumar Manjunath Naik & M Abdul Athif

2nd Year MBA, Srinivas Institute of Management Studies, Srinivas University Mangalore
India.

Email: naikkirankumar56@gmail.com
aathif.099@gmail.com

ABSTRACT

Royal Dutch shell is commonly known as Shell it is British Dutch oil and Gas Company headquartered in the Netherlands and incorporated in the United Kingdom. Shell was first in the 2013 Fortune Global 500 list of the world's largest companies in that year its revenues were equivalent to 84% of the Dutch national \$556 billion GDP. The Royal Dutch Shell is a worldwide group of energy and petrochemical company which helps meet need of the world's growing demand for energy in environmentally, economically, and socially responsible ways. Shell is engaged in the principal activities of oil and natural gas industry. Shell companies face a number of opportunities and challenges in as far as their growth is concerned. An analysis of the Shell Oil Company reveals a number and therefore a consideration of the same in their strategies is necessary. This paper looks at a number of issues surrounding this company in as far as its performance as a business is concerned. One of the household names across many countries of the world when it comes to Oil and Oil products is the Shell Oil Company. Undeniably, Shell oil is one of the largest Oil multinational companies controlling huge market share not only in the United States of America, but the world as well. The company seriously challenge with the environmental concerns such as sulphur dioxide emission, volatile organic compounds, carbon monoxide emission, emission of nitrogen oxides. Shell operation is reported to produce adverse effects to the vast majority of migratory birds' community due to drilling operation North Sea. This paper provides a descriptive analysis of Shell Oil Company in relation to production, SWOT analysis, and marketing competitiveness and challenges affecting the energy sector. Companies face many opportunities and challenges for their development. An analysis of the Shell Oil Company reveals a number of numbers and therefore requires one consideration in their strategies. This performance looks for a number of issues around the company in relation to the business.

KEYWORDS: Energy and Petrochemical Company, Natural Gas Industry, Oil Products.

Paper 137

AN ONLINE STUDY ON IOT-BASED SMART FARMING SYSTEM TO HELP FARMERS SAVE WATER

Ushadevi P.

Lecturer, College of Computer and Information Science, Srinivas University, Pandeshwar, Mangaluru, Karnataka, India-575001

Email: ushapanoor@gmail.com

ABSTRACT

The Internet of Things is changing the agriculture like never before by empowering farmers and growers to deal with the challenges they face. Till now, agriculture has been a high-risk, labour-intensive, low-reward profession. Farmers are likely to be impacted by unexpected environmental changes, economic problems, and many other risk factors.

IoT can help farmers in a number of ways. Sensors are used across farm and farming machineries in order to enable farmers to gain complete data, such as the temperature required for different plants, the amount of fertilizer used, the amount of water in the soil, the number of seeds planted, storage conditions etc.

The increasing number of water problems and issues in agriculture especially in some parts of India has created a more demand for a smart irrigation system that can conserve water. To cater to this demand, the researcher has to research in this regard to find an IoT-based irrigation system that can facilitate remote monitoring of soil moisture content, reduction in water usage and automated release and stoppage of water supply as per the moisture content. This paper gives the key features of IOT based irrigation system used in smart agriculture especially in India and also what is the impact of this in agriculture.

KEYWORDS: IOT, Sensor, irrigation

Paper 138

IDEAL UBIQUITOUS PLACEMENT MODEL FOR OPEN GLOBAL PLACEMENT

Varun Shenoy & P. S. Aithal

¹Srinivas Institute of Management Studies, Srinivas University, Mangalore – 575 001, India

E-mail : varun_shenoy@rediffmail.com

ABSTRACT

An ideal placement process or a system is envisioned as requirement of minimal resources to execute, consumes no energy, space and time to operate as well as result in beneficial employment opportunities for the stakeholders in all spheres of the world. Similarly, a ubiquitous placement model is envisaged as an omnipresent procedure accessible or available to stakeholders anytime anywhere globally. Based on open source and social media's global accessibility, operating success to worldwide users, this paper therefore attempts to provide a work placement model for companies to provide global employment opportunities to eligible students worldwide irrespective of their nationality, caste, religion and ethnicity. From a very detailed survey method of secondary data, we have proposed an open global placement system here that describes the global job opportunity offering process equally to all the students of the world.

KEYWORDS: Ideal Placements, Ubiquitous Placements, Open Placements, Free Global Placements,



SRINIVAS UNIVERSITY

SAMAGRA GNANA

UNDERGRADUATE

B.Des. UX (User Experience)
B.Des. Fashion Design
B.Tech Computer Science & Engg.
B.Tech Mechanical Engineering
B.Tech Civil Engineering
B.Tech Electronics & Comm. Engg.
B.Tech Cloud Tech. & Info. Security
B.Tech Data Science
B.Tech Nanotechnology
BPT Physiotherapy
B.Sc. Cardio Vascular Technology
B.Sc. Perfusion Technology
B.Sc. Medical Lab Technology
B.Sc. Renal Dialysis Technology
B.Sc. Optometry
B.Sc. OT & Anaesthesia Technology
B.Sc. Imaging Technology
B.Sc. Respiratory Care Technology
B.Sc. Forensic Science
B.Sc. Digital Film Making & VFX
B.Sc. Animation & VFX
B.Sc. Interior Design
B.Sc. Fashion Technology
B.Sc. Hotel Management
BHMCT HM & Catering Technology
BCA Software Development
BCA Cloud Tech. & Info. Security
BCA Info. Security & Mobile Apps.
BCA Network & Server Admin.
BBA (Honors)
BBA Aviation Management
BBA Aviation & Airport Mgmt.
BBA Port Management
BBA Logistics & Supply Chain Mgmt.
BBA International Business
BBA Financial Services
BBA Journalism & Mass Comm.
BHA Hospital Administration
B.Com (Honors)
B.Com Int. Accounting with ACCA
B.A. Journalism & Mass Comm.
B.Ed. Education

POSTGRADUATE

M.Des. UX (User Experience)
M.Tech. Structural Engineering
M.Tech. Nanotechnology
M.Tech. Computer Science
M.Tech. Research Based (All Branches)
M.S. Research Based (All Branches)
M.Sc. MLT Clinical Biochemistry
M.Sc. MLT Haem. & Blood Transfusion
M.Sc. MLT Microbiology & Immunology
M.Sc. Echocardiography
M.Sc. Cardiac Catheterisation & Interv.
M.Sc. Respiratory Care Technology
M.Sc. Medical Imaging Technology
M.Sc. Anesthesia and OT Technology
M.Sc. Psychology & Councelling
MPT Physiotherapy
MBA Dual Specialization
Finance & Marketing
Marketing & HRM
Finance & HRM
MBA Super Speciality
Aviation Management
Port Management
Business Analytics
Logistics & SCM
Hotel Management & Tourism
Hospital & Health Care Management
M.Com. Finance & Banking
M.Com. Auditing & Taxation
M.Com. With Integrated ACCA
MCA Lateral Entry & Dual Specialization
DS & Cloud Computing
MSW Master of Social Work
Dual Specialization

RESEARCH

M.Phil. | Ph.D. | D.Sc. | D.Litt.
Science, Commerce, Economics,
Management, Social Sciences, Humanities,
Engineering & Technology, Education,
Inter-Disciplinary, Health Sciences

CONTACT US

Administrative Office
G.H.S Road,
Mangaluru- 575 001
Karnataka, India.

T 0824-2412382, 2444891, 2422381
M 9741141433, 9980951074
E admission@srinivasuniversity.edu.in
W www.srinivasuniversity.edu.in