

Abstract Proceeding of

**National Level Conference on Recent Trends in Literature, Journalism, Education, Social Sciences and Management Practices.
(NCRLJESM-2015)**

Date: 20th December 2015

Message

I hope this message finds you and your family in the best of health and spirits. It was nice to hear you have presented in International Conference. It was really a delight to hear that it has been fairing well in the field of Engineering Applications and Basic Sciences

International Conference on Emerging Trends in Engineering Applications and Basic Sciences – 2015 addresses these issues through the seminar and exhibitions, bringing together representatives of all those involved at every fields of business, industry, academic, government and civil.

I must congratulate you on the attending and presenting research paper. The conference focuses on “Emerging Trends in Engineering Application and Basic Sciences”. This conference is going to address many issues. I wish all the delegates a successful techno career and take the privilege to welcome you all to this International Conference AICETEAB-2015.

I wish that International Conference on Emerging Trends in Engineering Applications and Basic Sciences – 2015 breaks all records in participation.

In this moment of celebration I congratulate one and all who involved in conference.

All the Best.

Dr. R. Sampath Kumar

M.A., M.B.A., PGDCA, PGDPR, Ph.D.,

Assistant Professor

University College of Commerce & Business Management

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Message

“National Conference on Recent Trends in Literature, Journalism, Education, Social Sciences and Management Practices” addresses these issues through the seminar and presentations, bringing together representatives of all those involved at every fields of business, industry, academic, government and civil strata.

The national conference facilitates ideas, information and programs on a platform that encourages creative thinking and innovation in the fields mentioned in the theme of the program. The conference focuses on “Recent Trends in Literature, Journalism, Education Social Sciences and Management Practices” which is very relevant to the present day scenario. I congratulate the organizers, coordinators sponsoring members, participants of the National Conference on “Recent Trends in Literature Journalism, Education, Social Sciences and Management Practices” I am confident that the deliberations and the outcome of your efforts will raise public awareness about the role and value of the theme of the conference as a tool to promote economic, social and cultural development while addressing the complex issues on the agenda.

I wish all the members involved a successful program ahead

With best wishes.....

Dr. Smitha Sambrani
Assistant Professor
Department of Business Management

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Message

“Heights by great men reached and kept were not attained by a sudden flight, but they while their companions slept were toiling upward in the night”.

The meaning of the above stanza is self-evident, nothing comes from nothing, and nothing ever could. Success and achievements are commensurate with will power, hard work, grit, resourcefulness and single-minded approach.

Anveshana Educational and Research Foundation understand the social relevance of research and its contribution in developing a body of knowledge and therefore gives immense importance to the research output. In order to encourage the researchers in various fields relating to Literature, Journalism, Education, Social Sciences and Management Practices Anveshana Educational and Research Foundation has been organizing conferences with different contemporary themes on a regular basis. The focus here is on blend of academics & cutting edge research and innovation through inter-disciplinary activities.

A saying goes like this ***“Ordinary things done in an extraordinary way make people great”.*** I hope that the deliberations in the Conference will help researchers from academia and industry and the Conference will provide a platform for initiating collaborative research projects.

I wish the Conference a fabulous success.

**Dr. M. Girija Reddy
Dean Finishing School & Professor of English
Krishna Murthy Institute of Technology & Engineering**

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National Level Conference on Recent Trends in Literature, Journalism, Education, Social Sciences and Management Practices – 2015 addresses these issues through the seminar, workshops, symposia and exhibitions, bringing together representatives of all those involved at every fields of business, industry, academics, government and general public..

The National Level Conference facilitates ideas, information and program possibly to solve industrial and social issues. The conference focuses on “Recent Trends in Literature, Journalism, Education, Social Sciences and Management Practices”. This conference is going to address many issues. I am confident that your deliberations and the outcome of your efforts will raise public awareness about the role and as a tool to promote economic, social and cultural development while addressing the complex issues of business and community in general.

I wish all the delegates a great successful in their professional and personal life. I take the privilege to welcome you all to this National Level Conference NCRLJESM-2015.

We look forward for your active participation.

With best wishes.

**Dr.Y.Jahangir
Asst.Professor& Vice- Principal
UCC & BM, OU, Hyd.**

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‘TEACHING FOR UNDERSTANDING’:A FRAMEWORK

[Paper ID: EDU1001]

A Paper Presented by:M. Sharada Mani, Assistant Professor, KMIT
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ABSTRACT

The loftiest and the most elusive aspiration of education is nurturing understanding. Understanding is being able to do a variety of thought provoking things with a topic, such as explaining, generalizing, applying, finding evidence and examples, analogizing and representing the topic in new ways. Understanding of a topic should enable students to carry out a variety of actions as „performances“ by using knowledge in a new way. An enduring quest for pedagogy of understanding can be established after reviewing the educational history. In 1988, three faculty members of Harvard Graduate School of Education-Howard Gardner, David Perkins and Vito Perrone, with their insights and commitments, designed a five year research project, called the“ Teaching for Understanding, (TfU) project with a group of school and university based teachers. The project“s mission was to develop a research based, classroom-tested approach to teaching for understanding. Since the inception of the project, researchers and practitioners have collaborated to develop, refine and test the pedagogy.

TfU framework is a tool for designing, conducting and reflecting of classroom practices that nourish the understanding of students. The TfU framework provides answers to questions like:

- What topics are worth understanding?
- What about them must students understand?
- How can we foster understanding?
- How can we tell what students understand?

The TfU framework has four main components answering the above questions related to“ four corner stones of pedagogy“(David Perkins). These four key ideas are:

- Generative topics
- Understanding goals
- Performances of understanding
- Ongoing assessment

This framework is found to be exceedingly successful in English teaching practice. The paper will focus on how the framework provides a set of guidelines to help English teachers plan, teach, and assess units of work more effectively.

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**INFLUENCING FACTORS OF CITIZENSHIP BEHAVIOR AT WORK PLACE- A
STUDY ON EMPLOYEES OF SELECT PROFESSIONS**

[Paper ID: MGT1002]

A Paper Presented by: B. Lavanya¹; Dr. S. Saraswathi²; Dr. M. Sudheer Reddy³

*Assistant Professor, School of Management Studies,CBIT, Hyd¹; Head & Associate professor, School of Management Studies,CBIT²; Hyd;
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Abstract

One of emerging trends at workplace, with regard to human resources management is to, guard their citizenship behavior. Organizational Citizenship Behaviour(OCB) is a special type of work behaviour that are defined as individual behaviours that are beneficial to the organization and are discretionary, not directly or explicitly recognized by the formal reward system. These Behaviours are thought to have an important impact on the effectiveness and efficiency of work teams and organizations, therefore contributing to the overall productivity of the organization. It is essential for every organization to identify what factors govern this citizenship behavior of their employees, so that necessary initiatives can be taken to promote OCB, in order to ensure productivity and congenial relations at workplace. The study aims at identifying the employee perception and factors governing citizenship behavior of employees of select professions. Both primary data and secondary data sources have been used for the study. Descriptive statistics have been for the analysis. The study revealed that the both personal and organizational factors influence citizenship behavior.

Keywords: Human resources management, citizenship behavior, discretionary behavior, sufficiency of work.

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USING MOVIES TO TEACH SOFTSKILLS

[Paper ID:LIT1003]

A paper presented by: Raja Vishwanathan, Department of Humanities and Social Sciences, National Institute of Technology Warangal
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Abstract

Movies have been used in the second language classroom primarily to teach ESL students the nuances of stress, rhythm and accent. They have also been used to entertain students in institutes such as IITs and NITs where a movie is screened on open air auditorium every week with the theme of movies ranging from the banal to the most sophisticated. These days, movies have an additional function to perform provided they are properly chosen and expertly wielded as instruments of learning : teach soft skills to students.

The idea of using movies to educate is particularly worth considering since movies are essentially seen as a source of entertainment. Here we also see them as edutainment. Engineering colleges advertise for soft skills trainers and companies look put for graduates with as much EQ as IQ and other skill sets. Team working skills and leadership skills are much talked about topics these days and there can't be a better way to impart soft skills than through movies. This paper reports an "experiment" conducted in a National Institute of Technology to evaluate the efficacy of whole length movies in teaching soft skills.

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**STUDENTS AWARENESS TOWARDS CAREER CREATION WITH
JOB PORTALS**

[Paper ID: MGT1004]

A paper presented by: S. Venkata Siva Kumar, Assistant Professor, Laqshya College of Management, Khammam-507305
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Abstract

This article attempts to evaluate the job seeker's awareness on online job portals to get settle down in the job market with respect to their qualifications. It gives the outline of job seeker's knowledge on job portals like how they are utilizing the online job portals to lay down a remarkable career path. The data was collected through a structured questionnaire by taking a sample of 100 Job Seekers" (Final Year Pursuing Graduates & Post Graduates) who are studying in the surrounding degree colleges, engineering colleges, and MBA colleges in Khammam district, A.P. and the respondents are personally interviewed. The research reveals that job seekers are having lack of knowledge on Online Job Portals in the way how to utilize the job portals, how to register in a job portal with all his/her qualifications, qualities etc., It also reveals the difference in between post graduation and graduate students in terms of "knowledge on job portals". Finally, some important suggestions were delivered to students how to utilize Job Portals and how to lay their Career Path by using Electronic Recruitment techniques like Online Job Portals.

Keywords: Online Job Portal, E-recruitment, Students Awareness, Job Seekers

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VIRTUAL TEAMS- BUILDING BLOCKS OF ORGANIZATION LEARNING

[Paper ID:MGT1005]

A paper presented by: Gujarai Rani, Senior Research Fellow
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Abstract

Virtual teams are the latest addition to the new management trends that have resulted due to globalization across the globe. It has become a necessity for companies to have people from two different areas (regionally/globally) to work on the same project based on the expertise the people provide to achieve a common goal together. There is a constant knowledge flow from these virtual team members to each other as they work on a single project at a time.

This article focuses on virtual teams and their management in a noted IT company. The virtual teams here specifically refer to the group of people here as well as in US who corroborate together to work on a development of a product, i.e., a mobile application with the use of information technology. The study focuses on understanding whether the information is shared between the team mates cross country and if shared how much is it retained. A small sample is chosen to understand the above.

A standard structured questionnaire is used to know the opinions of the employees in the company and thus the results are interpreted.

Keywords: *Virtual teams, management, effectiveness, learning*

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A STUDY ON RURAL MARKET IN INDIA: OPPORTUNITIES AND CHALLENGES

[Paper ID: MGT1006]

A paper presented by: Muthe Srinivas, Assistant Professor Department of Business Management, KGR Institute of Technology and Management

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Abstract

Management Guru Mr.C.K Pralhad's thought – fortune lies at the bottom of the pyramid is very true when it comes to exploring the rural markets and grabbing an opportunity to expand the market. The FMCG sector in India is the fourth largest in the economy, with a market size of over Rs 110,000 crore and is estimated to grow to over Rs 185,000 crore (around \$37 billion) by 2014. None of the FMCG companies present in India would like to miss this opportunity. Rural markets offer immense growth opportunities like untapped market, large population, first mover advantage, huge scope for penetration etc, at the same time these markets poses some challenges also. Rural markets are an important and growing market. And it has become an important one especially for telecom operators in India. Though characteristics features such as thin population situated at distance from one another, heterogeneity, low literacy rate limited purchasing power, cyclical cash flows of rural consumers make them less attractive, but suitable marketing strategy such as bottom of pyramid, 4A's mode availability, acceptability, affordability, and awareness, and adopting some innovative marketing strategies there by creating a win-win situation, can help companies in tapping the vast rural market. Rural markets are volume game rather than value game. This Paper tries to understand what rural markets are? Their traits, importance and challenges faced by the companies while penetrating these markets. This article also glimpses the study of some of the innovative practices undertaken by FMCG companies.

Keywords: Rural, Urban, FMCG, Cyclical cash, innovative, disposable income.

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COMPETENCY MAPPING IN ELECTRONIC MEDIA-AN OVERVIEW

[Paper ID: JOR1007]

A paper presented by: Jagadeesh Medarametla, Research Scholar, Rayalaseema University

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Abstract

Human Resource Management gurus have evinced a lot of interest in organizational and human resource development professionals to develop core competencies especially for risk and disaster management. Organizations of the future will have to rely more on their competent employees than any other resource. It is a major factor that determines the success of an organization. Competencies are the inner tools for motivating employees, directing systems and processes and guiding the business towards common goals that allow the organizations to increase their value. Competencies provide a common language and method that can integrate all the major HR functions and services. Competencies include the collection of success factors necessary for achieving important results in a specific job or work role in a particular organization. Success factors are combinations of knowledge, skills, and attributes. This article concentrated on Media generally and electronic media specifically. The information is collected from the various management people in the specified field to know the effect of competency in the achievement of the organization goals.

INTRODUCTION

COMPETENCY MAPPING

Over a decade human resource and organizational development professionals have evinced a lot of interest in the notion of competencies as a key element and measure of human performance. Competencies are becoming a frequently-used and written-about vehicle for organizational applications for defining the factors for success in jobs (i.e., work) and work roles within the organization, assessing the current performance and future development needs of persons holding jobs and roles, mapping succession possibilities for employees within the organization, selecting applicants for open positions, using competency-based interviewing techniques. Competency mapping is a process through which one assesses and determines one's strengths as an individual worker and in some cases, as part of an organization. It generally examines two areas: emotional intelligence or emotional quotient (EQ), and strengths of the individual in areas like team structure, leadership, and decision-making. Large organizations frequently employ some form of competency mapping to understand how to most effectively employ the competencies of strengths of workers. They may also use competency mapping to analyze the combination of strengths in different workers to produce the most effective teams and the highest quality work.

OBJECTIVES OF THE STUDY:

1. To analyze the importance of competency mapping
2. To study the importance of competency mapping in electronic media
3. To compare the competencies of existing employees with the required competencies.

DATA COLLECTION

PRIMARY DATA

Data is collected through various sources like personal interview with the top level managers and officers who are working in the electronic media.

SECONDARY DATA

Secondary data is collected through various journal, published and unpublished data and articles books, websites.

KEY WORDS: Competency mapping, competency gaps, human resources functions and services, functional competency.

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A REVIEW ON REGIONAL RURAL BANKS OF INDIA: PERFORMANCE ANALYSIS WITH RESPECT TO TELANGANA STATE

[Paper ID: MGT1008]

A paper presented by: Dhanraj & Dr.R.Saikumar

Research Scholar, Sri jagdishprasad Jhabaramal Tibrewala & Professor, Holly Mary Institute of Engineering & Technology

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Abstract

Regional Rural Banks are established under the provisions of an ordinance promulgated on the 26th September, 1975 and the RRB Act, 1976 with an objective to ensure sufficient institutional credit for agriculture and other rural sectors. Reforms and mergers introduced by the government of India in consultation with Reserve Bank of India (RBI) and National Bank for Agriculture and Rural Development (NABARD) in the years 1994-95 to 2005-06 have yielded positive results in respect of key performance indicators such as number of banks and branches, capital composition, deposits, loans, loans and the trend of investments. The objective of this paper is to investigate whether the merger/amalgamation of Regional Rural Banks in India, undertaken in 2005-06 has helped improve their performance. Several committees have emphasized the need to improve the performance of these banks which play an important role in the rural credit market in India. The study is diagnostic and exploratory in nature and makes use of secondary data. The study finds and concludes that performance of rural banks in India has significantly improved after amalgamation process which has been initiated by the Government of India.

Keywords: Rural Credit Market, Performance, State Governments, Sponsor, Reserve Bank of India

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**RECENT TRENDS ON OUTCOME BASED ENGINEERING
EDUCATION SYSTEM**

[Paper ID: EDU1009]

A paper presented by: P.V.Ramana¹, B.Sudheer Premkumar², D.Maheswar³

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Abstract

Learning outcomes of assessment Levels in Blooms Taxonomy is knowledge, understanding, application, analysis, synthesis and evaluation. This can be applied for course outcome based education. Taxonomy of learning outcomes, writing learning outcomes (LO's), discussion and mapping, Learning Outcomes (LO's) to program Outcomes (Po's) and can get the attainment level. Now everyone should know in the profession of teaching, what is a learning outcome? It is nothing but defining what kind of thinking and learning will happen in your classes. Suppose you are teaching a particular subject in the class, you should know the subject what is your are teaching in the class and what extent you have to prepare. Prepare thoroughly the subject, expect what type of questions you may face. Pose questions on you on yourself. What do you do during class? What do students do during class? What students will be able to do at the end of teaching unit? Teaching strategies like over view of revision of previous class, brain storming to start the class, simultaneous reporting, un-sequencing, think-pair-share, snowballing, questioning and problem solving.

Blooms Taxonomy Levels- one is knowledge (Information) Level(2) comprehension and understanding , Level (3) application(independent problem solving), level (4) Analysis(logical order, components),Level (5) synthesis(create) and level(6)evaluation(appreciation) all these six levels covers on outcome based education. how do I know I have reached this level? What do I do at this level? How will teacher know Iam at this level? What are the typical ways I can demonstrate my knowledge? What are the typical work products? To get solutions to these questions preparing program outcomes, course outcomes, mapping of PO's to Co's and find out the attainment level of the particular subject. This is with the help of conducting class tests, class quiz's, giving assignments, midterm examinations and final examinations.

Keywords: course outcomes (Co's), learning outcomes (Lo's), program outcomes (Po's) and mapping

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**THE STUDY OF LEADERSHIP WITH REFERENCE TO
ORGANIZATION CULTURE & JOB SATISFACTION IN IT/ITES
COMPANIES**

[Paper ID: MGT1010]

A paper presented by: K.Venkat Rao & Dr. D.Sucharitha
Research Scholar, S.J.J.T. University & Associate Professor, Siddhartha Institute of Tech & Science
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Abstract

This paper makes an attempt the organizational culture in respect to leadership styles and employee job satisfaction. Culture is the medium by which organization expresses itself to its employees or members. The core of the culture is formed by the values which are not visible but are shared by people even when membership in group changes. Shared values and norms focus employees' attention on organizational priorities and guide their behavior and decision making. Leadership styles have been determined in terms of initiation, consideration and charismatic variables. To achieve competitive advantage the industry needs visionary leadership to drive change and performance. Results of the study on IT/ITES industry in India show a positive association between cultural values and charismatic leadership styles. Organizational culture exhibiting characteristics of accountability, collaboration, decentralized leadership; alignment and adaptability hold the key to successful survival.

Keywords: Leadership styles, Initiation, Consideration, Organizational Culture

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**INTERACTION EFFECTS OF JOB SATISFACTION IN WORKPLACE
IN PROCESS INDUSTRY**

[Paper ID: MGT1011]

A paper Presented by: Nakka Rinku Venkatesh & Dr. B.D. Kompalwar Research Scholar, S.J.J.T University Associate Professor, People college, Nanded., MS Email Id- rinkunakka1986@gmail.com, balajikompalwar@gmail.com

Abstract

Job satisfaction goes up when there is a larger fraction of male and older workers in the workplace and when there is a smaller fraction of high earners against whom to compare pay. These are among the findings of research on the impact of social interactions in the workplace. The analyses data from the Workplace Employment Relations Survey to examine the impact of aggregate job satisfaction in the workplace and the local labor market on individual-level job satisfaction. They find that an increase in aggregate job satisfaction level leads to three times higher increases in individual-level job satisfaction at the workplace than in the local labour market. This study examines whether aggregate job satisfaction level in a certain labour market environment can have an impact on individual-level job satisfaction. If the answer is yes, then policies targeted to increase job satisfaction can increase productivity not only directly, but through social interactions too. An increase in aggregate job satisfaction level leads to three times higher increase in individual-level job satisfaction at the workplace than at the local labour market. Contextual social effects also have a significant impact on individual job satisfaction level.

Keywords : Job satisfaction, Workplace, Employment Relations, labour market.

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**MICROFINANCE AND MICROINSURANCE AS A TOOL OF
ECONOMIC UPLIFTMENT OF RURAL POOR IN INDIA”**

[Paper ID:MNT1012]

A paper presented by: Dr. Vipin Ghildiyal, Rajeev Rana
Assistant Professor, Graphic Era University, Dehradun Uttarakhand, India.
Research Scholar, SGRR PG College Dehradun, Uttarakhand India.

Abstract

Development strategy adopted in the post independence era in India has achieved many goals. Yet on the front of rural development it could have done little. India is still a country with majority of its population living in rural areas and the benefit of the economic growth could not have trickled down to the rural poor and low income group people. Microfinance package has come as a ray of hope in this context and it can be utilized for the purpose of rural development in India. Amidst this fact the present paper attempts to explore the efficacy of the micro finance and microinsurance initiatives for economic development or rural poor in India. It has been concluded that with certain modifications and proper implementation, microfinance and micro insurance can help the poor to uplift his socio-economic condition and he can come out of vicious trap of poverty and deprivation.

Keywords: Micro finance, SHG, Poverty, socio-economic development, NGOs.

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**RIGHT TO EDUCATION AND ITS ACCESS FOR GUJJARS OF
UTTARAKHAND**

[Paper ID:EDU1013]

A paper presented by: Archana Thapliyal

*Resource Scholar, Department of Education, HNBGU Srinagar Garhwal, Uttarakhand

Abstract

The Gujjars of Uttarakhand, who are also known Van-gujjars is a nomadic community which has less access to education. They reside in the foothills of Shivalik range of forests. The community is engrossed in their occupation of animal husbandry and may hardly think of the outer world. Their priority is to involve their children as a helping hand in their work. Due to absence of education the Gujjars are suffering from social and economic disabilities. Despite the best efforts of the Indian government the Van-gujjars have a long way to access the right to education. This is a very thought provoking issue. "The Right to free and Compulsory Education Act, 2009 has been notified as law on 3rd September 2009 , after receiving the assent of the President on 26th August 2009. The law came into effect in the whole of India except the state of Jammu and Kashmir from 1st April 2010(Govt. of India, 2009). The paper attempts to explore the reasons which are proving as obstacles for Gujjars in accessing Right to Education.

Key words:- Gujjar, Access , Right to Education