<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Title &amp; Name of the Author(s)</th>
<th>Page No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Implementation of The Literature and Culture Program (LCP) in The Malaysia National Service Program (MNSP). Dr. Chew Fong Peng</td>
<td>6-7</td>
</tr>
<tr>
<td>5</td>
<td>Challenges To Be Faced By The Dealers Of Household Appliances In The Changing Business Environment With Special Reference To Coimbatore City. Dr. (Mrs.) A. Kumudha and Mr. K. Prabakar</td>
<td>14-15</td>
</tr>
<tr>
<td>6</td>
<td>An Integrated Approach to Rural Digital Services-Case Study on Common Service Centres in Hundred Thousand Villages of India. Sambhu N. Mukhopadhyay and Jayanta Chatterjee</td>
<td>16-17</td>
</tr>
<tr>
<td>7</td>
<td>Understanding Effect of Mass Media on Disaster Management: A Case Study. Ganesh Desai and V L Dharurkar</td>
<td>18-19</td>
</tr>
<tr>
<td>8</td>
<td>Operational Adequacy Of Working Capital Management Of Selected Indian Automobile Industry - A Bivariate Discriminant Analysis. Dr. N. Pasupathi</td>
<td>20-21</td>
</tr>
<tr>
<td>9</td>
<td>Indian Mutual Fund Industry: Emerging Issues And Challenges. Preeti Aggarwal and Chhavi Bhardwaj</td>
<td>22-23</td>
</tr>
<tr>
<td>10</td>
<td>Role Of A Business Plan In Business Promotion. C. S. Ramanigopal and G. Palaniappan</td>
<td>24-25</td>
</tr>
<tr>
<td>11</td>
<td>Cultivation Practices of Small Cardamom Growers - A Study in Western Ghats of South India. Dr. S. Manivel, Dr. K. Manikandan and Dr. K. Gunaseela Prabhu</td>
<td>26-27</td>
</tr>
<tr>
<td>12</td>
<td>Causal Factors of School Dropouts (A study of Aligarh district, Uttar Pradesh, India). Dr. Saba Khan and Ms Gauri Pandey</td>
<td>28-29</td>
</tr>
<tr>
<td>13</td>
<td>The Changing Buying Behavior Of Customers In Organized Retail Sector Of Pune City. Atul Kumar</td>
<td>30-31</td>
</tr>
<tr>
<td>14</td>
<td>A Study On Viability Of Bt Cotton In Andhra Pradesh. Dr. A. Balakrishna</td>
<td>32-33</td>
</tr>
<tr>
<td>15</td>
<td>Quality Identified Of A Manufacturing Organization From Supply Chain Perspectives: A Case Study. Bhupender Singh and Mahesh chand</td>
<td>34-35</td>
</tr>
<tr>
<td>16</td>
<td>British Educational Policy And Its Impact In Tamilnadu. C. Jeya Paul</td>
<td>36-37</td>
</tr>
<tr>
<td>17</td>
<td>Does Spatial Usage And Physical Attributes of Thinnai, (House Front Sit Out) Promote Prosocial Behavior Of The Occupants: An Empirical Investigation With Regional Context. K. Premkumar</td>
<td>38-39</td>
</tr>
</tbody>
</table>
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IMPLEMENTATION OF THE LITERATURE AND CULTURE PROGRAM (LCP) IN THE MALAYSIA NATIONAL SERVICE PROGRAM (MNSP)

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University of Malaya,
Malaysia
Abstract:

Language and Literature Program (LCP) is one of the programs in the National Service Training Program (NS) which aims to expand the knowledge of participants about the importance of language and national literature (Malay literature) in a relationship of goodwill among the ethnics. In this program, anthologies of poetry, My Motherland (2005) was chosen as the reading text for the participants in an effort to foster cultural understanding, thus fostering goodwill among ethnics. Delivery of training done in groups which coach will lead the each group to learn the elements of nationhood which includes the land, people, culture and religion in the anthology, and staged it at the Arts and Cultural Night Presentation. However there are some implementation problems, such as short period of LCP, anthology poetry, My Motherland (2005) are not supplied to all participants, presentations that do not involve all the participants, and others. Some proposal presented in this article to improve the LCP in order to foster goodwill among the ethnics because youths are the future leader in the country.

Keywords: Malaysia, Literature and Culture Program, National Service Program, national literature
REVIEWING STATISTICAL METHODS IN INNOVATION ACTIVITIES: NEW AND OLD LESSONS

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Abstract:

Innovation activities contribute essentially to the regional dimension of growth. Technological infrastructure and innovation capabilities affect not only regional growth, but also the economy as a whole. Research and Development (R&D) and technical change are both directly related to industrial infrastructure conditions, modernization process, productivity levels, and regional socio-economic growth. In the last decades, new measures and indices have been introduced regarding R&D expenditure, innovation activities, patents etc., namely estimating innovation inputs and outputs. However, there are a lot of problems and questions regarding the measurement of innovation activities at regional level. This paper attempts to analyse the framework of innovation statistics, particularly examining the specific issues and perspectives regarding statistical methods applied in innovation activities estimation.

Key words and phrases: Growth, Innovation Activities, Statistical Methods
DOES NATIONAL PURSUIT OF A HEALTHIER ENVIRONMENT LEAD TO REDUCED ECONOMIC GROWTH? SOME CROSS COUNTRY EVIDENCE

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ABSTRACT:

Using a recently developed overall measure of environmental performance that considers a whole host of environmental dimensions, this paper employs cross country regression analysis on a large number of countries around the world in order to investigate whether improved national environmental performance adversely affects national economic growth. The results are consistent with the hypothesis that actions taken by countries to upgrade the environment come at a price of reduced economic growth.

The essence of economics is that mankind lives in a cost world, a world of trade-offs. If humans want more of one good, then, unfortunately, they must sacrifice, make due with less of another good. The same holds true for the good known as environmental quality. While those who are emotionally charged with environmental concerns might sincerely wish, might want to convince themselves and others, that we can improve the environment without any negative consequences, this, as in all endeavors in this scarcity ridden milieu we inhabit, is not apt to be case. In the real world as opposed to the world we dream to have, we can never have our cake and eat it too. Improved environmental performance, improved environmental quality, imposes an added cost on industry for producing other goods. For example, if we want less pollution in the air, then, among many other changes, coal generating electric plants must install expensive pollution abatement equipment, cars must be built with pollution control devices, and cars must be designed to use less fuel.

The major hypothesis of the paper is that improved national environmental performance, by increasing the cost of producing goods and services, reduces economic growth. That is to say, national policies and regulations targeted at bettering the quality of the environment come at the expense of lower economic growth. The purpose of the paper is to use cross country regression analysis to test the hypothesis, and given that the hypothesis is true, to get some notion of the magnitude of the effect of incremental improvement of the environment on economic growth.
TOWARDS THE DEVELOPMENT OF CAREER EXPLORATION PROGRAM FOR SECONDARY SCHOOL IN MALAYSIA: NEEDS ASSESSMENT

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Abstract:

This article discussed a proposal for developing a career guidance and counseling program: Career Exploration Program (CEP) for Malaysian Secondary Schools (high school). The needs of career intervention or program have been discussed. The Planning of CEP in this research employed the Five-Stages Planning Model for Career Guidance and Counseling by Herr, Cramer, and Niles (1996). For the purpose of developing program rationale and program philosophy, needs assessment was also conducted. In order to get the required information for the needs assessment, the researcher conducted a few methods of data collection for needs assessment such as conducting interview sessions with the school’s counselors and secondary school students as well as conducting a survey by using the Crites Career Maturity Inventory (1995). The findings from the needs assessment, as well as the the input from the needs assessment for the researcher in designing the CEP were also discussed.

Keywords: career guidance, career exploration program, career intervention, need assessment, career maturity
CHALLENGES TO BE FACED BY THE DEALERS OF HOUSEHOLD APPLIANCES IN THE CHANGING BUSINESS ENVIRONMENT WITH SPECIAL REFERENCE TO COIMBATORE CITY

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Abstract:

Development is related to technological change which is instrumental in improving the quality of the life of the common man. Recent and subsequent decades are apt to witness further advancement in every field. Home equipments developed from simple hand-operated tools for cooking, washing and cleaning into highly complicated electrical appliances, many of them automatically controlled. There were a number of reasons for this development, the main one being the near disappearance of the domestic servants. Equipments were therefore designed to save the people's time and energy. The demand for these new and improved appliances was increased by the growing number of married women employed outside the home or self-employed. Modern household appliances can be divided into two main heading, electrical and non-electrical. The electrical appliances include mixie, grinder, washing-machine, water purifier, refrigerator, cooker, ovens, iron-box and heater.
AN INTEGRATED APPROACH TO RURAL DIGITAL SERVICES—
CASE STUDY ON COMMON SERVICE CENTRES IN HUNDRED
THOUSAND VILLAGES OF INDIA

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Jayanta Chatterjee
Professor, IIT Kanpur
Abstract:

Efficient, effective and un-hindered, symmetric access to Governmental information is a fundamental goal of India’s National E-governance Project (NeGP). The plans for this project recognize that citizens’ Information needs are for both generic and specific purposes. Post-deployment research on earlier experiments with rural telecentres has shown that successful deployment of ICT platforms for development needs both dynamic updates to local data and knowledge that can aid decision-making process for personal and economic well-being of rural citizens. While access to relevant information may be key to rural development, mere availability of information is not enough. Information is a necessary but not a sufficient condition for citizen-empowerment. This paper studies the over-arching needs of architecting the front end delivery system of Government to Citizen (G2C) services through an one-stop ‘Common Service Centers’ (CSC) in Indian villages through a case study in the action research mode. An analysis utilizing AHP (Saaty, 1998) rank orders and prioritises the critical to quality and critical success factors for this integrated approach.

Keywords: Telecentres, Common Service Centers, e-Governance, Informational G2C Services, Service Quality, Analytic Hierarchy Process (AHP)
UNDERSTANDING EFFECT OF MASS MEDIA ON DISASTER MANAGEMENT: A CASE STUDY

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Abstract:

The general social science literature on media and disaster needs to focus on issues related to ethical concern that dominates the mass communication and journalism literature. To endeavor the benefits to the society a great deal about human and organizational behavior in crisis and disaster needs to be studied in order to reduce the dichotomy in the area of social sciences and mass communication and journalism.

Since the creation of this world, human beings are experiencing disasters and in spite of desperately trying to grapple with the disaster, there is any significant progress in this field. The very basic reason behind this is the complex nature of the system where this disaster takes place. Disaster can be broadly categorized as natural disaster and man-made disaster. The advancement in science and technology has made significant contribution to mitigate natural and some manmade hazards. However hybrid disasters like terrorism, which include bomb explosions, kidnapping, killings and hijacking are difficult to mitigate, as victims are targeted with a planned strategy. The one of its type is the recently experienced Mumbai terrorist attack of 26/11.

Mass media plays a significant role in humanizing disaster by emphasizing “human interest” stories as well as portrayals of the bureaucratic nature of the disaster management agencies. However, there exist up to some extent the portrayals of fiction too particularly through newspaper and movies. Mass media took up the cause with every major and minor disaster reported worldwide. But by doing so, what effect does it leads to, in case of hazards like that of Mumbai terrorist attack of 26/11.

This paper investigates and identifies the role of mass media in mitigating the disaster of Mumbai terrorist attack of 26/11.

Keyword: Manmade disaster, Mass media, Mumbai terrorist attack 26/11.
OPERATIONAL ADEQUACY OF WORKING CAPITAL MANAGEMENT OF SELECTED INDIAN AUTOMOBILE INDUSTRY – A BIVARIATE DISCRIMINANT ANALYSIS

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Abstract:

The study in general aims at making a study of the management performance relating to working capital in the selected units of the automobile industry in India. It covers seventeen major units in the automobile industry (five in commercial vehicles sector, three in passenger cars and multiutility vehicles sector and nine in two and three wheelers sector). For the purpose of the study, necessary data on working capital and other related variables were collected for the period 1992-93 to 2006-07. The financial statements used were mainly the Profit and Loss accounts and Balance Sheets published in the annual reports of the respective units. The study used a variety of financial ratios to accomplish the objectives. It employed discriminant analysis to examine adequacy of working capital.

The operational adequacy of the working capital of the selected units has also been assessed by employing the discriminant analysis based on the size of working capital in terms of monthly operational requirements and sales requirements as independent variables. The construction of discriminate function suggests that the size of net working capital in terms of monthly operational requirements appeared to be stronger than sales requirements in all the years. The discriminate Z values were estimated and the good risk and poor risk enterprises may also be identified by computing the cut-off values.

The comparison of good and poor risk units as per the current ratio and as per the discriminant score shows that the misclassification of units is noticed in all the years. It can be concluded that in the years 1992-93 to 2006-07 Ashok Leyland Ltd in commercial vehicles sector, Mahindra and Mahindra Ltd in passenger cars and multiutility vehicles sector and Bajaj Auto Ltd in two and three wheelers sector units maintained adequate size of the working capital throughout the period under study.
INDIAN MUTUAL FUND INDUSTRY: EMERGING ISSUES AND CHALLENGES

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ABSTRACT:

Mutual Funds have become a hot favorite of millions of people all over the world. The driving force of mutual fund is the ‘safety of the principal’ guaranteed, plus the added advantage of capital appreciation together with the income earned in the form of interest or dividend. A mutual fund is a professionally managed type of collective investment scheme that pools the money from many investors to buy stocks, bonds, money market instruments and other types of securities. It works on the principle of ‘small drops of water make a big ocean’. The owner of a mutual fund unit gets a proportional share of the fund’s gains, losses, income and expenses. The main objective of this paper is to examine the importance and growth of mutual funds and evaluate the challenges & issues of mutual funds and suggest some measures to make it a successful investment avenue in India.

KEYWORDS: AMC, UTI, CAGR, MUTUAL FUND, NAV, SEBI, AMFI
ROLE OF A BUSINESS PLAN IN BUSINESS PROMOTION

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International Journal of Research in Social Sciences  
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Abstract:

A business plan conveys the business goals, the strategies called biz plan. They will use to meet them, potential problems that may confront the business and ways to solve them, the organizational structure of the business (including titles and responsibilities), and finally, the amount of capital required to finance the venture and keep it going until it breaks even. This study deals with various meaning and importance, types of business plan along with its importance. Also deals with various essential components of a business plan and its easy norms with valuable valid reasons. It provides guidelines to prepare and implement to achieve the objective of the entrepreneur. This study helps learners to understand the necessity of the business plan clearly, provides required strategy and helps to implement successfully for the success achievement of any business.

Key Words: Biz plan, Business Plan, Entrepreneur, Business goals, Strategy
CULTIVATION PRACTICES OF SMALL CARDAMOM GROWERS
- A STUDY IN WESTERN GHATS OF SOUTH INDIA

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Abstract:

This article is based on a sample study conducted among 300 cardamom planters in three states viz., Tamil Nadu, Kerala and Karnataka. The study was conducted so as to understanding the cultivation practices of cardamom with a view to provide an understanding to help decision making of cardamom growers. As such the study has revealed the practices in cardamom cultivation in terms of the area under cultivation of cardamom, inter- cropping adopted, cardamom varieties chosen for cultivation, seasonality of cardamom cultivation, high yielding varieties, borrowing for cultivation, replantation, span of cardamom plant, irrigation, manuring, soil testing, application of pesticides and harvesting, and post-harvesting. The study has suggested some measures based on the findings, that would help the cardamom growers in three states to make decisions with regard to quantity and quality of cardamom production.

Key Words: Cardamom Cultivation, Practices, Plantation, Production.
CAUSAL FACTORS OF SCHOOL DROPOUTS

(A STUDY OF ALIGARH DISTRICT, UTTAR PRADESH, INDIA)

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ABSTRACT:

Education has always been associated with providing a better quality of life for human beings. Education is the basic requirement for human development and survival of the society. There is many problems in Indian education system. School dropout is one of them. The present study was aimed at finding out causal factors of school dropouts. A total sample of 101 school dropouts was selected in Dhanipur block, Aligarh district, Uttar Pradesh, India. Data were selected from school dropouts through interview schedule. The study revealed some factors namely personal, family school and socio-economic factors are playing a significant role in life of school dropouts.

Keywords: Indian Education system, School dropouts, casual factors: personal, family, school and socio-economic
THE CHANGING BUYING BEHAVIOR OF CUSTOMERS IN ORGANIZED RETAIL SECTOR OF PUNE CITY

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ABSTRACT:

This paper aims to identify the changing buying behavior of customers in organized retail sector. In addition it also assesses the influence of cultural, social, & personal factors on buying behavior of customers. A total of 400 personal surveys were conducted in selected area of Pune City in 2011. Simple percentage and Kolmogorov-Smirnov one sample test analysis was conducted. The results of the study indicate that there is a huge change in buying behavior of customers in organized retail sector in terms of their purchase decisions making, information collection decisions, preference while making purchase decisions, money spending, and loyalty. Main cause of these changes are increase in literacy rate, household income, working women population, nuclear families, changes in life style, and young demographics of customers. Results also point out that there is a significant influence of factors on buying decisions of customers viz… culture, society, family, status in society, role in family, occupation, education, experience, economic status, life style, personality, age and life cycle stage, attitude, and motivation.

Keywords: Organized Retailing, Buying Behaviour, Customers Demographics, Pune.
A STUDY ON VIABILITY OF BT COTTON IN ANDHRA

PRADESH

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Guntur - 522510,
Andhra Pradesh.
Abstract:

As the demand for Bt cotton has been increasing, it has invoked novel interest and exciting emotion among a large section of eminent Indian personalities like biotechnologists, plant breeders, social scientists, environmentalists and on the likely impact of Bt cotton. An in-depth and intensive analytical survey has been carried out through personal interaction and group conversation with the respondent farmers. Although none of the farmers reported cases of any health, food or environmentally negative effects of Bt cotton, some expressed concerns about the possible risks. Several farmers emphasized the need for a cautious approach while exploiting GM technology and asked for a science-based pre and post-release testing and monitoring.

Key words: Bt cotton and Non-Bt cotton, Size of holding, Perceptions.
QUALITY IDENTIFIED OF A MANUFACTURING ORGANIZATION FROM SUPPLY CHAIN PERSPECTIVES: A CASE STUDY

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ABSTRACT:

In Today Scenario, new generation has brought new challenges for industries. Success in such times is demanding new perspectives on competitiveness. There is need of Analysis of competitiveness related problems of manufacturing firms in India which identifies weaknesses in understanding about the concept and its implementation. Literature Review of competitiveness, by classifying it at three levels, clearly indicated the importance of the firm level. The focus of this work is on review of literature at the firm level and study of competitiveness-related frameworks and models. The studies are further classified on the Strength Weakness Opportunity Threats (SWOT) framework Key criteria. Select frameworks and models of competitiveness were reviewed and categorized. A SWOT analysis is used for the competitive measurement.

Key words: SCM, Competitiveness, SWOT, Quality
BRITISH EDUCATIONAL POLICY AND ITS IMPACT IN TAMILNADU

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Abstract:

Tamil Nadu had an ancient and effective Gurukula system of education. It led to the origin of Monitorial System. “The system was in the nature of an informal approach to the problem of making available and adequate supply of teachers for the indigenous educational institutions. It was based on the principle of ‘mutual instruction’, and was worked out in practice by splitting up a school or a class into a number of homogeneous groups and by placing each group under the charge of a promising and superior pupil called the ‘monitor’. The duties of the monitor were fairly comprehensive, for he was not only expected to look after the routine organizational and disciplinary matters but had also impart individual as well as collective instruction to the pupils in his group and to keep the teacher informed of their day-to-day work and progress in studies. Through such a system of mutual instruction, the monitors naturally gained, in due course of time, some proficiency in teaching and class-control which enabled them to teach in an independent institution of their own, if, after completing their education, they chose teaching as the profession of their life”.
Does spatial usage and physical attributes of Thinnai, (house front sit out) promote prosocial behavior of the occupants: An empirical investigation with regional context

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Abstract:

This study attempts to demonstrate that the spatial usage and physical attributes of Thinnai (house front sit-out) has the potential to promote prosocial behavior of the occupants. In pursuit of this, Darley and Latane’s (1969) helping behavior model is applied and the findings revealed the potential of the physical setting in an objective manner. The research questions examined here are: 1) Does the spatial usage and physical attributes of Thinnai facilitate the occupants in providing help in way finding for a stranger. 2) Does the spatial usage and physical attributes of Thinnai facilitate the occupants to return the dropped wallet to the person 3) Does the spatial usage and physical attributes of Thinnai facilitate the occupants to return the dropped Voter’s Identity card to the card holder.4) Does the spatial usage and physical attributes of Thinnai facilitate the occupants in providing help by lifting and carrying the domestic load for the one who finds difficult to do so. Data collected with questionnaires completed by 143 respondents from rural residential setting were analyzed and the results indicate that The spatial usage and attributes of Thinnai is significant in promoting Helping behavior of the occupants besides the other uncontrolled variables.