

**A STUDY ON DIFFICULTIES FACED BY SPORTS WOMEN IN
WOMEN'S ENGINEERING COLLEGE**

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ABSTRACT

Sports activities are very helpful for the overall development of its participant without any inequity. Female have the same right as male to take part in the sports activities but female are facing various problems. Parents concerns are not obstacles in the way of female elite athlete. Societal limitations do not affect the sports participation of female elite athlete. Cultural norms and tradition do not control the female section to participate in sports activities. Islam does not oppose the participation of female in sports activities. The female athlete face coaching and training problems at elite level in our country and the attitude of male athletes is not positive towards participation of female athletes.

KEYWORDS: sports activities, physical health, Physical, physiological, Psychological, Sociological, Economical, Women.

INTRODUCTION

The world has treated women differently in the terms of rights and dues as compared to men. Women only have to asset their abilities to perform all functions required of a dominant sector of a society. Every women has own job or dury in this modern society in which men are still the strongest gender. We can't forget that a women's life is lot more complicated than a men life

Sport includes all forms of competitive physical activity or games which, through casual or

**A STUDY ON INCREASING POPULARITY OF READY-TO-COOK PRODUCTS
AMONG WOMEN IN KURNOOL CITY**

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ABSTRACT

Food has always been an integral part of the society. Over the period, India has been witnessed to be influenced by the Western Culture and so does creeps in Ready-to-Cook (RTC); Food packages . With the changing style of food consumption and the benefits availed through the use of Ready-to-Cook food has resulted in a subsequent rise in the RTC market. The research focused on finding the reasons for the increasing popularity of Ready- to-Cook food among women. It thus focuses on knowing the perception of the working and non-working women towards Ready-to-Cook food and the impact of factors on their purchase intention. In order to derive a niche expertise of derived findings, the research was restricted to only branded Ready-to-Cook products and to Consumers who were aware about RTC food products and the findings suggest that ‘Ease of Use’ and ‘Saving of Time’ were the two most important factors that affect buyers and potential buyers of RTC food.

KEYWORDS: Ready-to-cook food, increasing popularity, busier lifestyle.

INTRODUCTION

Globally the demand for Ready-to-cook (RTC) meal products has been increasing over a last few years on account of busier lifestyle of consumers and their rising income levels. Every region has different culture and different perceptions related to meal. The food industry has prepared a concerted effort to meet up the desires of a time-hungry consumer through enlarged offerings of semi prepared and ready to cook meals. The families and bachelors residing in

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**A STUDY ON COMSUMER PERCEPTION WITH REFERENCE TO ONLINE
GROCERY STORES**

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ABSTRACT

Consumers are playing an important role in online shopping. The increasing use of Internet by the younger generation in India provides an emerging prospect for online retailers. If online retailers know the factors affecting Indian consumers' buying behaviour, and the associations between these factors and type of online buyers, then they can further develop their marketing strategies to convert potential customers into active ones. The main objective of the study is to determine the customer perception towards online grocery shopping. The sources of data used in this project report are both primary and secondary data. Primary data consists of original information gathered from sample size of 80 respondents. Survey method is used to collect the primary data. The major findings of the study are 46% of respondents quoted the reason for choosing the online shopping is to purchase unique and special articles, and they want to find the best price of the product. The outcome of the research paper also revealed that the demographic variables, such as gender, age group don't have influence of the factors of customer satisfaction.

KEYWORDS: Buyer behavior, Consumer perception, online grocery Shopping, Online Shopping.

INTRODUCTION

Internet is changing the way consumers shop for goods and services, and has rapidly evolved into a global phenomenon. Many companies have started using the internet with the aim of cutting marketing cost, thereby reducing the price of their products and services in order to stay ahead in highly competitive markets.

Companies also use the internet to convey, communicate and disseminate information, to sell the product, to take feedback and also to conduct satisfaction surveys with customers.

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USAGE AND AWARENESS OF ECO-FRIENDLY BAGS: NEED OF THE DAY

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ABSTRACT

Today's consumer is in the caucus of 'going green' because of the environmental threats. Companies are under continuous pressure from legislature and consumer to ensure that every product from womb to tomb is following environment friendly journey. The sincere environmentally consumers are increasingly concerned about environment protection and are the driving force for companies to engage in environmental management. A green consumer prefers purchasing environment-friendly or eco-friendly products which are made from natural resources that are having little or no packaging and products that are manufactured without causing pollution. But, because of some of unaware consumer, nature brings back threats in the form of floods and disaster. The indiscriminate use of plastic polythene poses huge threat to the environment and poses serious health hazards for life on the earth. The main problem with such materials is that they are non-biodegradable, they choke drains and sewers, and when burnt, they emit poisonous gases. Government has passed strict regulations to check the usage of plastic bags and protect the environment.

KEYWORDS: Green Marketing, Plastic Bags, Eco-Friendly Bags

INTRODUCTION

According to the American Marketing Association, green marketing is the marketing of products that are presumed to be environmentally safe. Thus green marketing incorporates a broad range of activities, including product modification, changes to the production process, packaging changes as well as modifying advertising. Yet defining green marketing is not a simple task where several meaning intersect and contradict each other. Other similar terms used

**A COMPARATIVE STUDY OF FAMILY-WORK CONFLICT AND LIFE
SATISFACTION AMONGST WORKING MARRIED COUPLES**

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ABSTRACT

With the changing trends, more and more women have started entering the workforce, and are on par with men with regards to sharing financial responsibilities. The stereotype of the male breadwinner is no longer relevant as more and more women are venturing out to work and support the family. But how much of support do the women receive in shouldering domestic responsibilities? Do the women continue to be more burdened by domestic responsibilities and thereby more susceptible to family-work conflicts than their male counterparts? Do the two categories of population experience similar levels of life satisfaction? Intrigued by these questions, the aim of the study was to compare levels of family-work conflict and life satisfaction among married working men and women. 30 working heterogeneous couples were assessed on the scales of Family-Work Conflict Scale (Netemeyer et al., 1996) and Satisfaction with Life Scale (Diener et al., 1985) and the mean difference between the scores of the male partners and female partners were compared. Although t test revealed no significant difference between the means, various implications and further research directions have been discussed.

KEYWORDS: Family work Conflict, Gender, Women

INTRODUCTION

The recent years has witnessed a widespread growth of women entering various professional fields and exploring arenas that were earlier assumed to be occupied only by men. Despite changes in this realm of women's lives, equal advances in traditional gender roles at the home front have not seen such brisk changes. Women continue to be responsible for a disproportionate amount of work within the home, including childcare responsibilities.

Research shows that in heterosexual relationships women experience more multiple role demands than do men (Fassinger, 2000). In addition, work and family roles can have a meaningful impact

**EFFECT OF FORGIVENESS ON SHAME & GENERAL HEALTH AMONGST
INTROVERTS AND EXTROVERTS**

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ABSTRACT

The present research focuses on three variables namely; Forgiveness, Shame and General Health. It hypothesized that there is a significant difference between Introverts and Extroverts with respect to the effect of Forgiveness on Shame and General Health. The aim of study was to see the effect of Forgiveness on Shame and General health between Introvert and Extrovert population. This study attempt to understand how some of the most avoided and the most influential variables to the human life has an effect on one another. The instruments that were used to measure the variables were Heartland Forgiveness, The Shame Inventory and General Health Questionnaire¹². The Introvert Scale was used to divide the participants into two groups, Introvert and Extrovert. The number of participants involved in the study were 120 between the age-range of 18 to 30 years. The population was selected using the Snowball sampling method. The scores were compared using Analysis of Covariance (ANCOVA), to determine whether there is a significant difference between the introvert group and extrovert group. The F value obtained in the Multivariate test was found to be significant at .01 level of significance.

KEYWORDS: Forgiveness, Shame, General Health, Introvert, Extrovert

INTRODUCTION

Forgiveness is a concept, where individual perception plays a major role while expressing ones stand in situations. Psychologists generally define forgiveness as a conscious, deliberate decision to release feelings of resentment or vengeance toward a person or group who has harmed you, regardless of where they actually deserve your forgiveness (Forgiveness, n.d.). Although views of the exact nature of forgiveness may vary, the consensus is that it is beneficial to the people.

EQUALIZATION OF EDUCATIONAL OPPORTUNITIES FOR WOMEN IN HIGHER EDUCATION

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ABSTRACT

The strength of feminist studies lies in its challenge to androcentric frameworks and generalizations in scholarship. Women-centered inquiry remains critical to analytical vision evolved by feminist studies. For many people (and many departments), Women's Studies is already a euphemism for Feminist Studies; a Dept. of Feminist Studies could/would study the whole world from the vantage point you get from assuming that the existing society is an oppressive patriarchy, and that this oppression causes social pathologies of far-reaching consequences.

Global resurgence of interest in Women's University in the last quarter of 20th university has continued even in the 21st century. Scholars have time and again asked the question: Are women's universities still necessary? Their argument is: Originally, women's universities were made because all other forms of higher education were reserved exclusively for men. And now that colleges are (for the most part) co-ed, women's college may seem to be dated. So maybe they're not necessary. Feminist Studies scholars have countered this as women's experiences have revealed that women's colleges and women's universities create the nurturing community and flexible environment of women's university as against cut-throat competitive and mercenary culture of co-ed universities is incredibly important for women who want to go in to a male- dominated work force. The support and welcoming community that women's colleges create protects women from being ignored and treated as less than men. And that environment is something feminist studies see as being very necessary.

Established in 1916, SNDT Women's University was the first women's university in South Asia inspired by Japan Women's University that was established in 1901. New women's universities have been established during last 80 years as follows: [Banasthali₁](#), [Vidyapith\(1935\)](#), Rajasthan (India), [Avinashilingam Institute for Home Science and Higher Education for Women](#) (1957), Tamilnadu (India), [Sri Padmavati Mahila](#)

PERFORMANCE EVALUATION OF SYSTEMATIC INVESTMENT PLAN SCHEMES OF HDFC MUTUAL FUND

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ABSTRACT

A mutual fund is a kind of investment where the money of a number of investors is pooled together and used by the fund manager (referred to as the ‘Asset Management Company’ or the ‘AMC’) to invest in underlying securities in accordance with the objectives of the mutual fund scheme. Mutual funds offer one various types of schemes. Whether one is a ‘risk-taking’ investor or a ‘risk-averse’ investor, one can find the schemes suitable to their needs. Mutual fund industry on a whole is a fairly attractive industry.

Key Words: Mutual Fund, Fund Manager, Portfolio, Beta.

Ellipsis: Net Asset Value (NAV), Systematic Investment Plan (SIP), Asset Management Company (AMC), Securities and Exchange Board of India (SEBI), Yield to Maturity (YTM).

PROLOGUE

SEBI (Mutual Fund) Regulations, 1996 as amended till date define “mutual fund” as a fund established in the form of a trust to raise monies through the sale of units to the public or a section of the public under one or more schemes for investing in securities including money market instruments or gold or gold-related instruments or real estate assets.

HDFC ASSET MANAGEMENT COMPANY

HDFC Asset Management Company Ltd. operates as a subsidiary of Housing Development Finance Corporation Limited. HDFC Asset Management Company Ltd. is a privately owned investment manager. The firm manages equity, fixed income, and balanced mutual funds for its

**A STUDY ON CONSUMERS' PURCHASE BEHAVIOUR IN OUT OF STOCK
SITUATION AT RETAIL OUTLETS IN MUMBAI**

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ABSTRACT

A customer is considered to be focal point of the entire marketing process. All the decisions that a marketer takes with regard to product are always in consideration with the customer. These decisions are highly revolve around customer. Customer satisfaction is another target that a marketer wishes to achieve after sales and profit. Making the product available at the right time is a key towards customer satisfaction. In the present study, researchers are trying to understand the behavior of consumers when a certain required product is not found at the market place when it is demanded. Study also makes an attempt to evaluate customer-seller interaction in out-of- stock situation.

KEYWORDS: Out-of-stock situation, consumer behaviour, brand switching, customer satisfaction.

INTRODUCTION

Consumer behavior is the study of how people buy, what they buy, when they buy and why they buy? It blends elements from psychology, sociology, socio psychology, anthropology and economics. It attempts to understand the buyer decision making process, both individually and in

INTERNET FOR YOUNGSTERS: A CURSE OR A BLESSING

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ABSTRACT

Internet has unquestionably arrived with a generous number of advantages and is helping broaden horizons, the world over. It is doing its bit to make the world a smarter place as frequent and reliable resource sharing and discovery is brought to you by this new-age technological innovation. This being a low-cost and instantaneous medium of sharing ideas, knowledge and skills has made collaboration trouble-free. But, like any other scientific innovation, it should be used ethically for the welfare of the society. A youngster addicted to internet has higher possibility of having problems in mental development.

Internet addiction is a serious problem for teenagers. Young people are getting used to doing everything on the Web, such as making friends, and buying clothes. Sometimes they may get addicted to the fictitious cyber world. The Internet is a tool for them to get in touch with the world. However, spending too much time checking information from friends is a waste of time. Myopia is a common disorder of teenagers and the age at which children get it has become younger. The Internet has become a part of young people's life. However, the more time they spend on the Internet, the more chances they will have myopia. The eye disorder is bad for teenager's study and health. Blurred vision will disturb their learning, and they cannot pay attention to what the teacher is talking about.

KEYWORDS: Internet, Youngsters, Worldwide Web, Email, Social Networking, Entertainment, E-Commerce.

IMPACT OF NEUROTICISM ON PERCEIVED NEGATIVE LIFE EVENTS AND EMOTION REGULATION AMONG ADULTS

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ABSTRACT

The impact of neuroticism personality type, perceived negative life events in adults with respect to their emotion regulation is less studied; this research aims to study the impact between these variables. Knowing this would help to understand if people who are better able to regulate their emotions perceive less negative life events in spite of having neuroticism personality type. In order to find these three questionnaires were administered on adults across Mumbai city between the ages 20-40. Data was collected using the Negative Event Scale for Middle Aged Adults, Emotion Regulation Questionnaire and the Eysenck Personality Questionnaire-Revised. For statistical analysis t test was used to understand if there is statistical difference in the two groups i.e. high and low neuroticism adults with respect to their perceived negative life events and emotion regulation. And Pearson's Product Moment Correlation was also used to understand the relationship between Emotion regulation and perceived negative life events. Findings revealed no significant differences between individuals with High and Low neuroticism with respect to the emotion regulation; $t(98) = -0.78$. However a significant difference was observed among the two groups with respect to their perception of negative life events; $t(98) = 3.23$. A negative correlation was observed between perceived negative life events and emotion regulation.

KEYWORDS:Neuroticism, Negative Life events, Emotion Regulation

**LONELINESS AND PERCEIVED SOCIAL SUPPORT AS A FUNCTION OF
INTERNET ADDICTION AMONG YOUNG ADULTS**

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ABSTRACT

Internet Addiction has been a relatively new field in psychology. The world is rapidly getting connected through internet and though in India the online revolution came much later than the developed countries the educators and psychologist are beginning to wonder about the impact of the internet on the social skills and psychological well-being (Affonso, 1999). The purpose of this study was to explore Loneliness and Perceived Social Support as a function of Internet Addiction. The participants of this study consisted of 60 young adults of age ranging from 20 - 35 years old from both the gender. The instrument like Internet Addiction Test, to screen out individuals with high and low level of internet use and UCLA Loneliness Scale and Multidimensional Scale of Perceived Social Support were used to collect data. Two t- tests were used as a statistical technique to measure whether there is a significant difference between the scores on loneliness and Perceived social support in comparison of high level of internet addiction users with the low level of internet addiction users respectively. The finding revealed significant differences in the means of loneliness between high and low level internet addiction groups; $t(58) = 6.931, p < 0.05$ one-tailed. However, it was observed no significant differences in perceived social support among both the groups; $t(58) = -1.195, p > 0.05$ one-tailed.

KEYWORDS: - internet addiction, loneliness, perceived social support

Training Need Assessment – Key Driver for Organizational Success

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ABSTRACT

In the era of decision making, every company or a corporate looks to have a cutting edge over competitors. It is all about human resources who play a pivotal role in enriching the organization towards its goals and winning the brand image of the organization in the market. But in order to have a strong and potential manpower means we need to enrich the skills sets based on the changes in the environment through potential training and development interventions based on the requirement of the organization. Training and development plays an important role in the effectiveness of organizations and to the experiences of people in work. At present, majority of the corporate and industries are investing huge investment in training and development in order to develop their human resources. But after having the training and development programmes, the organizations are not coming with successful results in terms of their expectations. This is due to lack of training need assessment by the organizations. This paper will begin with an overview of the training and development function and how the needs assessment fits into this process, followed by an in-depth look at the core concepts and steps involved in conducting a training need assessment.

Keywords: Employee training needs, training and development, organizations, training need assessment.

INTRODUCTION

The training needs assessment is a critical activity for the training and development function. Training needs assessment is an ongoing process of gathering data to determine what training needs exist so that training can be developed to help the organization accomplish its objectives. Conducting needs assessment is fundamental to the success of a training program. Often, organizations will develop and implement training without *first* conducting a needs analysis. These organizations run the risk of overdoing training, doing too little training or missing the point completely.

**A STUDY ON CONSUMERS OPINION TOWARDS PATANJALI PRODUCTS AS A
NEW FMCG ENTRANT IN THE MARKET**

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ABSTRACT

The Indian herbal market is flooded with numerous well-known and recognized herbal brands. Consumers of this millennium have become more concerned about their health and also inclined to maintain quality of life which is reflected through the preferential consumption of those products that protects the good state of their health as well as provide maximum satisfaction. In pursuit of a healthy lifestyle Indian have become more inclined to Ayurvedic or Herbal therapy as alternative healthcare for natural cure. The choice and usage of a particular brand by the consumer over the time is affected by the quality benefits offered by the brand especially when it comes to brand of eatable and cosmetics. Consumer satisfaction is derived when he compares the actual performance of the product with the performance he expected out of the usage. Philip Kotler observed that is a person's feelings of pressure or disappointment resulting from product's perceived performance in relation to his or her expectations. If the perceived benefits turned out to be almost same as expected, customer is highly satisfied and that is how the company achieves loyalty of the customer towards the product.

KEYWORDS: Patanjali product, consumer's preference

INTRODUCTION

Patanjali Ayurved started in 2006 and has benefited from closed association with well-known yoga Guru Baba Ramdev. The company is different from a typical business and the stated philosophy is to plough back profits into the company or to be present in as many categories as possible in order to give consumers more choices, and profits are to be reinvested in innovation and capacity expansion so pricing can be made more competitive. The firm, in fact has priced its product at a significant discount to others in a number of categories, which

**A STUDY ON IMPORTANCE OF SELF DEFENSE AMONG GIRLS AT SNT
WOMEN'S UNIVERSITY AND MEASURES TAKEN BY THE COLLEGES**

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ABSTRACT

This article explores the effectiveness of self-defense training for college women. Advocates of self-defense training believe these courses will not only provide women with the physical survival techniques necessary to repel attacks effectively, but that this kind of training will also help to prevent future violence by developing traits such as assertiveness and confidence in individuals. There is evidence that women who convey such characteristics are less likely to be victimized. Opponents argue that self-defense training does not properly prepare women for an attack, does not adequately address acquaintance rape threats, and can provide a dangerous false sense of security to students. This article reviews the relevant literature, outlines practical suggestions for initiatives in this area, and describes a model self-defense course at one university. Guidelines for evaluation and implications for university policy and program decisions that address violence against women on college campuses are included.

KEYWORDS: Rape prevention, self-defence, women and violence

INTRODUCTION

Education is itself means knowledge skills in India. But, more importantly when it comes to girls' education it becomes safety, judgment, self-respect and prestige in our society. Though we have different views on girls education but it often remains on paper. There are very few institutes who really care or give preference to girl education when it comes to girls' education. Society has a broadening and most pertinent role with respect to maintaining dignity and self respect for women. Social message and awareness regarding prevention and cautions of sexual harassment, obsessive threatening and abuses must be given to girls regularly. On the other hand education on future development in academic, research,

Comparative Analysis of Economic Value Addition of Selected Automobile Companies

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Abstract

Economic Value Added (or) Addition (EVA) is a value based financial performance measurement tool used to assess the true economic profit of an enterprise. It is the performance measure directly linked to the creation of shareholders wealth over time. Shareholders are much choosy for their interest into the business and they like management to come up with very specific solution. Automobile sector as a vital sector of economy has been known for wealth creation for shareholders and economic upliftment of society through employment creation on large scale. Hence, I have selected 3 major two-wheeler companies viz. Hero Motors, Bajaj Motors, & TVS Motors for the study.

Keywords: EVA, Shareholders, Automobile sector

Introduction

Economic Value Addition (EVA) is an estimate of a firm's economic profit, or the value created for the company's shareholders. EVA is the net profit less the opportunity cost of the firm's capital. The idea is that value is created when the return on the firm's economic capital employed exceeds the cost of that capital. This amount can be determined by making adjustments to GAAP accounting.

Economic Value Added (EVA)

EVA is superior to accounting profits as a measure of value creation because it recognizes the cost of capital and, hence, the riskiness of a firm's operations. Under conventional accounting, most companies appear profitable but many in fact are not. As Peter Drucker put the matter in a Harvard Business Review article, "Until a business returns a profit that is greater than its cost of capital, it operates at a loss. Never mind that it pays taxes as if it had a genuine profit. The enterprise still returns less to the economy than it devours in resource. Until then it does not create wealth; it destroys it." Company may intentionally pay tax to

GST AND RETAIL SECTOR: ISSUES AND CHALLENGES

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ABSTRACT

GST is a revolutionary measure in India's tax history. The Goods and Services Tax was launched at midnight on 30 June 2017 by the Prime Minister of India, Narendra Modi. Goods & Services Tax Law in India is a comprehensive, multi-stage, destination-based tax that will be levied on every value addition. GST will improve the collection of taxes as well as boost the development of Indian economy by removing the indirect tax barriers between states and integrating the country through a uniform tax rate. Here researcher is focusing on "GST's effect on retailer". There are some of the issues like difficulties in understanding the procedure for filing tax returns, digitization process and networking, maintain a proper record, trapping under taxes etc. Challenges are to provide a proper training, to remove the fear of tax, to develop help center, to make process easier etc. Through study researcher found that one nation one tax will improve the tax structure and in future it will help to control over a black economy, corruption, malpractices in bill, and illegal activities.

KEYWORDS: GST, Comprehensive, Digitization, Retailer, Networking.

INTRODUCTION

After the seventeen years of marathon on 1st July 2017 GST bill was launched by Government. The journey started in 2000 during Atal Bihari Vajpayee government with setting up of a committee to suggest a GST modal, followed by the formation of a taskforce under the chairmanship of Vijay Kelkar in 2003. The main object of the GST is to transform the tax scenario of the country by streamlining the system through a single tax for supply of all goods and services across the country. With the implementation of GST India joined the league of over 160 countries, including Germany, Italy, UK, Canada etc. The Global experience has shown

HUMAN DEVELOPMENT INDEX: A COMPARATIVE STUDY OF INDIA AMONG DEVELOPING COUNTRIES

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ABSTRACT

This paper is an attempt to explore the current status of Human Development Index (HDI) in India as compared to other developing and BRICS countries. Human Development Index is a complete yardstick to measure the growth and development of a nation. Although India has shown the improvement in all aspects of development since 1990, its status among other developing countries is still low as far as human being development is concerned. The current status of India's HDI, comparison with some developing countries, causes for this lower growth and suggestions to improve the situation have been tried to elaborate in this paper.

KEYWORDS: Human Development, Health, Education, GNI

INTRODUCTION

In 1990 United Nation Development Programme transformed the development theory from quantitative approach to qualitative approach by introducing the Human Development Index. Human Development Report 1990 presented the concept of "human development" as progress towards greater human well-being, and provided country-level data for a wide range of well-being indicators. The Human Development Index, or HDI, embodies Amartya Sen's "capabilities" approach to understanding human well-being, which emphasizes the importance of ends (like a decent standard of living) over means (like income per capita) (Sen 1985). In HDI, component indices for life expectancy, literacy, school enrolment, and income are combined together into a single index that can be used to compare the level of human well-being among countries or to monitor country's progress over time. HDI provides an alternative to the common