

## **Journal of Management Science, Operations & Strategies**

Globalisation of market and operations places tremendous pressure on productive management of services and manufacturing enterprises. Services are increasingly important in today's developed economies. Nevertheless, manufacturing plays a major role in national economies and is essential for the survival of service organisations. Considering the globalisation of services and manufacturing, journal focusing on global perspective of operations management is of paramount importance. This journal focuses on new strategies, techniques and technologies for improving productivity and quality in both manufacturing and services.

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I am very delighted and pompous to put pen to paper for a highly motivated and aimed team. I am not only hoping but strongly indomitable that National Research and Journal Publication have a bright future and prosperous journey ahead.

I also thankful to NRJP to chose me as editor in chief. I vowed to support them always and fulfil the adequacy of my position. I am not only the position holder but I also the witness of their hard work, team spirit and goal oriented job, I was there from the first bench to saw the building of the publication team, rising of a journal house and publishing of their first journal.

I also feel very proud that, the mission of the journal has a very downstream purpose "Do Revision not Rejection". They even work harder to teach a layman student, technical paper writing. Meanwhile, the team has to work rather harder to make a paper ready to publish.

In sum, then, language is an important accessory, but never the main thing.

Every success story was written on the very first step, so with your first step and all the next steps, I shall always bless you and promise you to guide on every steps you needed from my end.

With Blessings and Regards,



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It is my privilege to present the print version of our Journals of Commerce and Management Studies, 2017. The intension of these Journals is to create an atmosphere that stimulates vision, research and growth in the area of Management and Studies. Timely publication, honest communication, comprehensive editing and trust with authors and readers have been the hallmark of our journals. NRJP Journals provide a platform for scholarly research articles to be published in journals of international standards. NRJP journals strive to publish quality paper in record time, making it a leader in service and business offerings. The aim and scope of NRJP Journals is to provide an academic medium and an important reference for the advancement and dissemination of research results that support high level learning, teaching and research in all the Management and studies domains.

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We also thankful to our Editor in Chief, and their vision of the advertisement of collages, across the city. His proposals for the advertisement of the collages, workshops and seminars through our journals are impactable, by which we are acting as a connection to integrate them and make them in light of current status and situations.

Finally, I express my sincere gratitude to our Editorial and Reviewer board, Authors and publication team for their continued support and invaluable contributions and suggestions in the form of authoring write ups, reviewing and providing constructive comments for the advancement of the journals. With regards to their due continuous support and co-operation, we have been able to publish quality Research and Reviews findings for our customers base. I hope you will enjoy reading this issue and we welcome your feedback on any aspect of the Journal.

**Swaranjali Gupta**

**Chairman, Swaranjali Publication  
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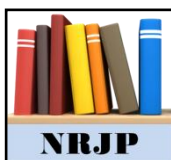
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**Volume 1 Issue 3**

**December, 2017**

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Review Article

## Business Analysis and Strategic Plan for Brand Patanjali

Roshan Shukla

Research Scholar, Banaras Hindu University, Varanasi, UP.

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### Abstract

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*Patanjali Ayurveda is a manufacturer of Ayurveda consumer goods and is one of the fastest growing consumer goods companies in India. The company was formed in 1997 by Baba Ramdev's Ayurveda medicines manufactured jointly with the, Sanskrit scholar Acharya Balkrishna and the knowledge of healing and Ayurveda of Vedas. Ramdev focuses on yoga, and Balkrishna distributes Ayurvedic products. The company offers many products and services aimed at the needs of the consumer. It is USP to offer high-quality products at attractive prices. It became a pseudonym. The company supplies raw materials directly from farmers and reduces intermediary costs to increase profits.*

**Keywords:** Patanjali, Ayurveda, Marketing strategy, marketing mix..

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### INTRODUCTION

In the current scenario, the welfare industry in India is less than 2% of the international market. There is an unprecedented opportunity in the welfare sector because the government has a special focus on this area in the 'Make in India' campaign. Active participation of individuals and utilities can have a major impact on the global market. Motivation is the spread of consciousness and usability(1).

It is one of the largest food and herbal parks in the world, equipped with world-class machines and R & D facilities. The management has a sales target for FY16 (about FY202.20 billion) to about INR50-600 million, leading its presence in most

categories of consumers. The company is trying to close the gap between the supply chain and distribution as planned to implement ERP (Inventory Control Improvement) and to integrate the online status. Strong innovation and new products in the pipeline, competitive peers discounts (15-30%), A & P spend less Ayurvedic (Arthurvedic) natural suggestion (leverage name recognition of Baba Ram dev (Baba Ramdev)) is the product of Patanjali Care for a competitive advantage for you(2). However, distribution remains an important target for monitoring.

Pressure on sales beyond profitability; Online traffic to promote growth, Despite

being a company, Patanjali remains with the consumer-oriented ideology of Baba Ramdev. The focus is therefore on turnover, not on profitability. The company is expected to realize target sales of approximately 50 ~ 60 billion yen in FY16 (FY20.2 billion annually). The profitability of the company is not good, cost management improvement (strengthening R & D capacity and the latest machines) and A & P spending to reduce FY15 EBITDA margin has exceeded 20%. We strengthen our online presence to improve our employability. Patanjali also implements ERP to help with inventory mapping. Mobile apps will soon be available to help you find retailers and order online Patanjali products(3).

#### **Powerful and innovative pipeline for new products**

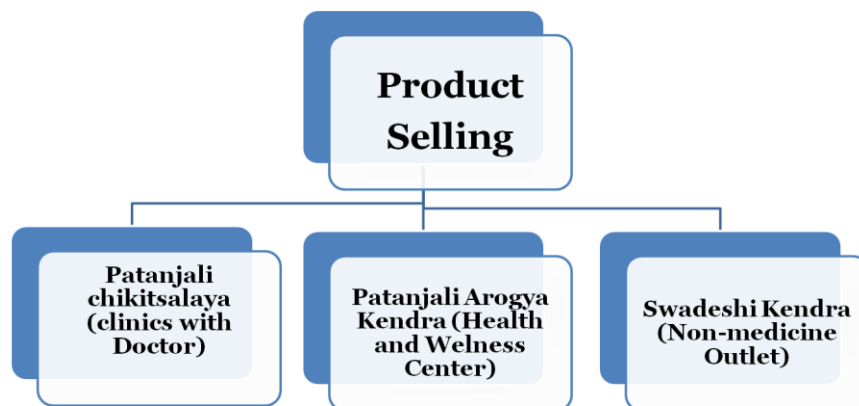
Patanjali has a powerful new product pipeline. The products are not only innovative, but also affordable. Separate central R & D facility equipped with the latest technology with the new department is

to help build a line after the launch of the new series a few months(4). The new release pipeline contains Such as Patanjali Noodles, Dant Kanti Advance, sugar free Chyawanprash, PowerVita, Seabuck visible nutritional supplements and powdered dyes are included.

#### **Strength to think**

In FY12-15, Patanjali achieved an average annual turnover of 64.7%. The company has an aggressive plan to introduce all consumer categories (except those that affect lifestyle and health). Today, many categories attract the attention of other consumer goods companies (except Ghee, which is expected to be worth 12 billion dollars in FY12 in the long term) Exceptional distribution can pose a serious threat to competition. Patanjali's aggressive development towards innovation was crucial for growth. Other consumer goods companies need to strengthen innovation in competitive herbal and Ayurvedic spaces (especially where distribution intensity will be useful)(5).

**Figure 1:** Products are sold through three types of medical centers



Patanjali operates various SewaKendras to provide free advice and yoga classes and has 5,000 franchise stores. The value proposition and positioning of Patanjali is in a gap where consumers are currently unsure about the benefits of FMCG products. The company generated total revenue without ads by selling products through its unique word-of-mouth advertising (free yoga class)(6).

### **Regulatory framework**

Indian Medical Systems (ISM) such as Ayurveda, Homeopathy, Siddha, Unani, Yoga and Naturopathy provide guaranteed government budget and stimulus support. Since Patanjali operates under AYUSH, the regulatory framework of the government is as follows:

1. Conservation of intellectual property rights: a wealth of knowledge about the formulation and medicinal use of plants that can be obtained from ancient Indian languages attracts foreign attention. Patents that claim innovation are already available in the public domain and can not be patented(4, 7).

2. Central Health and Family Welfare Council (1999): at least one Indian medical and homeopathic system doctor (ISM & H) must be available in all primary care centers and be vacant if there is no homeopathic physician. It was written by an ISM & H doctor.

3. The Medicines Central Committee Act of India (1970) and the Homeopathic Medicines Council Act (1973): 5.5 years of postgraduate education and 3 years of

postgraduate qualification. Also ensure appropriate clinical exposure and internships for students.

### **Three principles essential for growth**

Patanjali Ayurved is a company incorporated under the Companies Act (Patanjali Ayurved Limited). Although the company, its work and ideology are not perfect and can be compared to those of a perfect corporate culture. The company focuses on revenue growth rather than profitability. This business philosophy is inspired by the ideology of Swami Ramdev, who has contact with all life through Patanjali. Patanjali works in all areas where he thinks he can help consumers and get better products for a better price(3). The organization conducts business in accordance with three main principles:

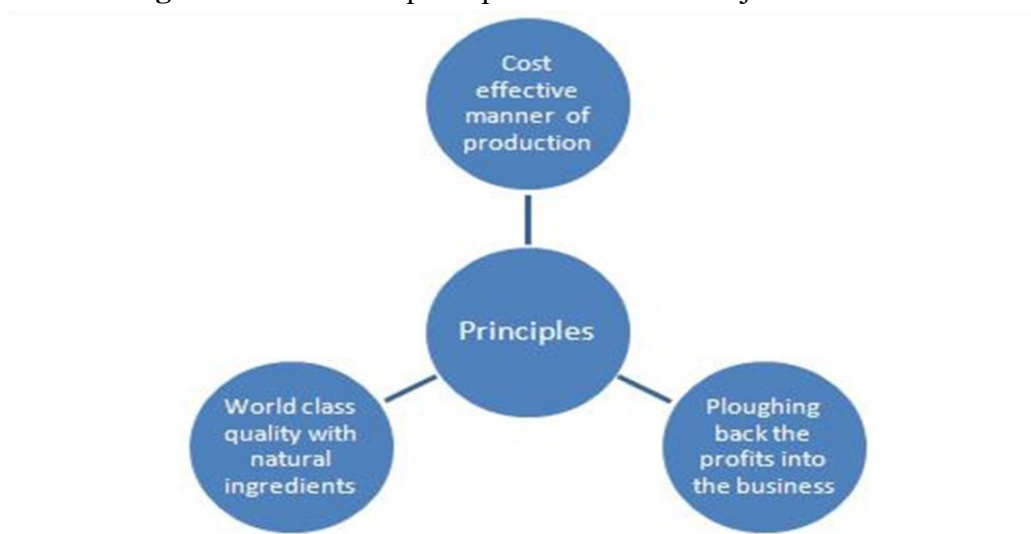
- (1) Give consumers world-class products (do not add preservatives or use natural preservatives if possible).

- (2) We produce the most economical products at the most reasonable prices.

- (3) All profits earned by the company can be invested in the company to make the same investment in launching new products, cost effectiveness or additional capacity expansion.

Patanjali will not launch products that are harmful to the health of consumers and are harmful to the health and lifestyle of people. As a result, companies do not enter into product categories such as tobacco and alcoholic beverages. We intend to open 500-600 branches of Acharyakulam (educational institution) in the future(8).

**Figure 2:** The 3 vital principles that drive Patanjali's business



### SUBSIDIES AND BENEFITS

1. The Ministry of AYUSH (Ayurvedic, Yoga, Naturopathy, Unani, Siddha and Homeopathy) has received Rs.1214 crore in budget 2015-2016. Government's intent to foster growth in this sector is very well evident. The areas to be covered in subsidising the sector are:

2. Developing the AYUSH educational Institutes and enforcing extensive quality control practices in the sector.

3. Focussing on Information, Education and Communication by creating awareness through "Arogya Fairs", exhibitions and also multimedia and print media campaigns.

4. Conservation, Development and Sustainable Management of medicinal plants.

5. The Centre of Excellence establishment supporting innovation at public and private Institutions(9).

6. Implementation of Central Sector Grant-in Aid Scheme for promotion of AYUSH

Intervention. 3years for implementation with maximum Rs1.50 crore provided to the grantee organization.

Patanjali receives subsidy as part of "Mega Food Park" scheme which is aimed at raising the processing of perishables in the country from existing 6% to 20% building share from 1.5% to 3% in global food trade by year 2015.

Target sales growth of more than 250% of FY16. Patanjali has exceeded EBITDA margin of 2-20% in dollars for fiscal year FY15 income month 20.3 lakh. The company aims for a turnover of Rs 5-60 billion in FY16 itself. Subscriptions (Expected \$ 120 million in FY16) the best selling product of the cow ghee of the company Dant Kanti and Kesh Kanti has grown happens along the back. Patanjali also has a powerful pipeline with new products to help you achieve your goals(10).

**Table 1:** Product Catalogue of Patanjali Ayurveda.

<b>Product Catalogue</b>		
<b>Grocery and Staples</b>	Dals and Pulses	
	Edible Oil & Ghee	Ghee, Mustard Oil
	Flour / Atta	Atta, Besan, Others
	Staples / Spices	Spices, Salt, Rice
<b>Ready Food</b>	Confectionery	Biscuits, Cookies , Candies
	Snacks & Breakfast	Honey, Papad, snacks, Namkeek
	Sauces & Pickles	Ketchup, Pickles
	Sweets	Murabba, Soan Papdi
<b>Beverages</b>	Juices & Fruit Drinks	Apple, Amla, Litchi
	Sharbat & Squash	Squash, Sharbat
<b>Personal Care</b>	Face Care	Face Cream, Lip Care, Face wash
	Body Care	Body Wash, Foot care, Lotions
	Hair Care	Shampoo, Conditioner, Hair Oil, Hair Color
	Soaps & Hand wash	Hand wash, soaps
	Oral Care	Tooth brush, paste
	Make up	Kajal
	Shaving and Grooming	Shave Gel, Shave cream
<b>Health Care</b>	Health Drinks, Chyawanprash,	
	Nutrition & Supplements,	
	Digestives	
<b>Households</b>	Worship related, Cleaning &	
	Washing, Herbal Gulal	

Patanjali operates through three divisions food, food (supplements, dairy products, dairy products, fruit juices, etc.), cosmetics (shampoo, soap, sink), household cleaning products (dishwashing cake, powder, liquids), etc. Ayurveda products (health care

products such as blood pressure, skin diseases, joint pain). In FY15 a total turnover of 20.3 billion won food and cosmetics sales of 8 billion won, respectively, it has achieved a balanced health care products. The company has

sufficient capacity to achieve a sales target of Rs. 5-6 billion in FY16.

**Some of the essential elements of the plan are:**

1. Provide infrastructure for pre-based food processing
  2. Value Added Assurance for agricultural products
  3. Create a sustainable supply chain for raw materials
  4. Introduction of the latest technology
  5. Resource pooling for activities that supplement food processing
  6. Quality assurance through process control, capacity building and optimization
- Patanjali is expected to receive government subsidies for the growth of the AAYUSH sector.

**Proposed variety**

Rs reach. The revenue of 10,000 cents is the prospect of Patanjali Ayurveda by supplying high-quality services and various product lines. You have to choose different products and a geographical range(11). The costs and risks associated with doing business depend heavily on political stability and the economic development of foreign markets. It also requires significant resources to enter the market. Given these two factors, Patanjali should use the Asian markets in developing countries and developing countries for its products. In the beginning you have to export your products without significant costs. Implement the strategy to become familiar with the market slowly by building an empirical curve of product success. Modes can change joint ventures in the long term depending on their success.

Standardization of product components is also essential by locating packaging for business prosperity(12).

An important part of the wellness of yoga and naturopathy is the main activity of Patanjali. We want to become a developed country with services that provide general health and physical fitness. In order to expand this market, recommendations from joint ventures are the most appropriate and Patanjali does not lose its core competencies.

**Implementation strategy**

Brands need to build and apply rigorous implementation frameworks to address different aspects of development.

1. Firstly to learn and promote the tradition of Ayurvedic medicine and oriental medicine formulations of rubber research and development. Since the components of the product must be constant, standardization on this platform must be recommended(13).
2. Personnel training at production units and service centers. The production unit must have experts for high-quality products. Service Center (Yoga Center, Ayurveda (Ayurvedic) spa, studio, etc.) Must have experts who are qualified to provide customers with the service.
3. Identify export-related problems by identifying the target markets and the segments on those markets. Sustainable packaging and simplified export process(2).
4. Set up the permit and the quality control authority for products before export. Safety measures must be taken during production and packaging.



5. To make the company run smoothly, you must register with various regulatory authorities at home and abroad.
6. Protection of intellectual property rights is important for products and services that are exported abroad.
7. Improvement of the infrastructure through the introduction of new technologies for plant expenditure, production of equipment and services.
8. Acquisition of products and medicines ISO 9000 is export certified for large international markets.
9. Open a new center in the northeast. We carry out R & D and infrastructure in areas rich in flora and fauna with the importance of Ayurveda(14)
10. Medical tourism can be improved in cooperation with the catering industry.
11. Maximize all perceptions by using a promotional mix. It is word-of-mouth promotion now.

### **Impact On Government Support**

Are to highlight financial incentives and tax benefits, such as a 10% interest in the 2-4% of the national health budget to increase or open Kendra (Kendras) to improve viability and competitiveness, further to the attention of the industry to improvise angry infrastructure offer.

1. The right that the sector must be restored because the effects of medicinal plants, the production and the export product that takes place in this area.
2. Obtaining the cooperation of the Ministry of Culture, such as CII, ASSOCHAM, FICCI.

3. The government adopts new legislation on dietary supplements and nutritional supplements. They need a permit.

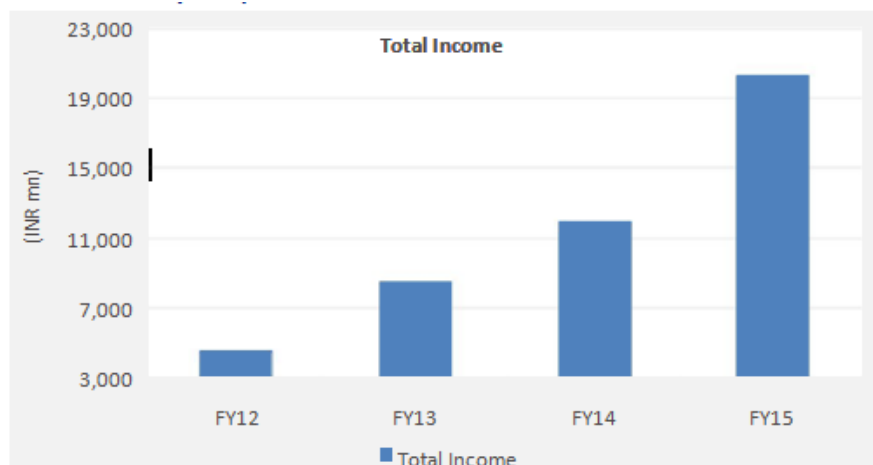
### **Potential problems**

The company may experience problems in the future. Some of the challenges that arise are:

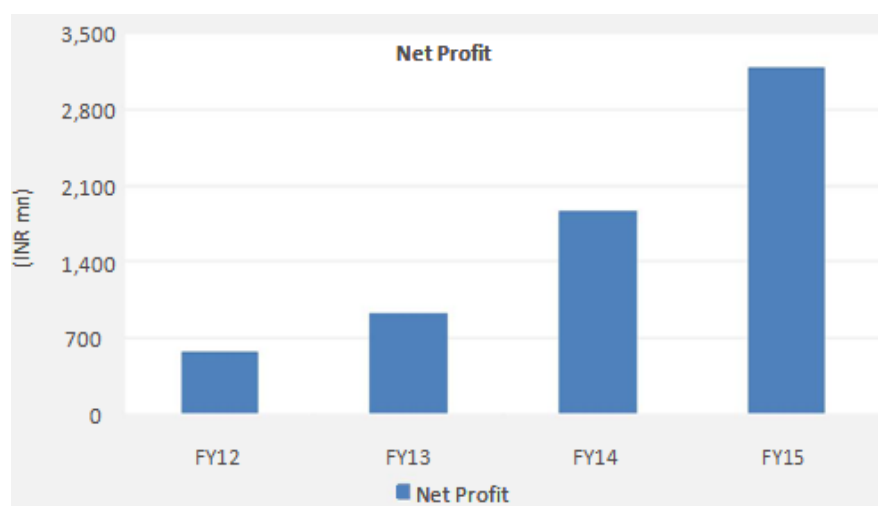
1. To overcome constraints across the sector, good training and skilled personnel are required.
2. Promote products in international markets as a result of business channels on unsystematic overseas markets.
3. The determination of the degree of localization is not clear, and therefore requires a lot of research on the various markets.
4. With growth the importance of IT knowledge, trust, access to capital, research and innovation is urgently needed.
5. ISM & H uses vegetable materials extensively to make medicines. Although 8,000 plants have medicinal properties, only about 500 species are generally used. Therefore, the development of resources is inappropriate(15)

### **Method of foreign direct investment**

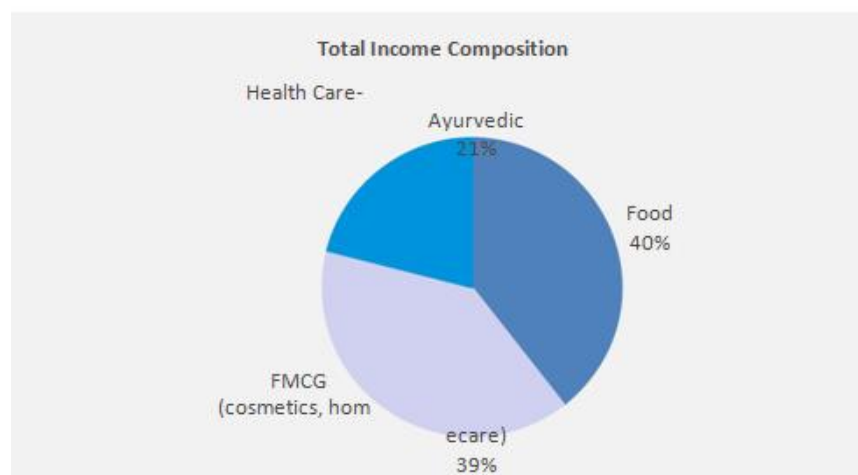
92% of the Company's shares are owned by Balakrishnan and 8% owned by a few in England. Choosing a joint venture is an FDI approach with a limited liability company. Foreign responding organizations must invest capital in infrastructure and machinery. In addition, the operation of Patanjali must encourage investment by using expertise to refine technologies.



**Figure 3:** Total Income of Patanjali Ayurveda in 5 Consecutive Financial Year.



**Figure 4:** Net Profit of Patanjali Ayurveda in 5 consecutive Financial Year.



**Figure 5:** Total Income Composition of Patanjali Ayurveda in 5 consecutive Financial Year.

Patanjali in the host country must use reputable partner channels for distribution, promotion and eventual sales. Cooperation company is also responsible for promoting the sale of goods, leading to the formation of localized (international in appeal) and brand equity(16).

Patanjali is studying kitchen concepts to launch products that will touch all categories of SKUs used in Indian kitchens. For example, the company already has products that are used in Indian kitchens, such as dishwashing bars, butter oil, rice (3 varieties of rice), legumes, spices, mustard oil, flour and madharam (instead of zigzag sugar). Patanjali under the brand name(17).

#### **Competitive price with attractive price and natural positioning**

Patanjali's core competencies are in pricing, except for exceptional product quality. The company's products are 15-30% cheaper than competitive prices, making it an attractive proposition for consumers. A & P expenditures are negligible. The A & P expenses in relation to A & P expenditures can vary from 12% to 18% of sales, so you can usually offer discounts. Another reason for the discount is to sell products of the highest quality at an attractive price with the consumer-oriented ideology of an organization. There may be products that cause a loss to the business portfolio or generate low margins, but they continue to sell this product to meet the needs of the consumer.

This alliance also enables you to realize a time-to-market price strategy and a promotional mix of products and services. Eventually there will be brand introductions that will improve over time.

#### **Lower and effective advertising aids lower pricing**

Patanjali Ayurved has low advertising costs, so you can affordably lower your advertising costs, giving you plenty of room for cost savings. The company advertises in limited ways, such as news counters, local newspapers and some digital advertisements, but can also launch other forms of advertising. Patanjali has adopted unique information-based advertisements. For example, it emphasizes the variety of cow breeds that Patanjali Ghee sells automatically. In the past, print ads have increased significantly(18).

For consumers, Babaram Dev remains the face of Patanjali and his products. Baba Ramdev presents Patanjali products. Inform participants about the benefits of using Patanjali products after the session is over. It is expected that 200 million people will increase to 70 million people who have contacted Baba Ramdev through a yoga camp. This emphasizes the potential reach that the Patanjali brand can have without much regular advertising. Also associated with Baba Ramdev helps to create a better awareness of being an Ayurvedic product for consumers. Patanjali products are healthy(19).

**Table 2:** Comparable Chart of Patanjali Products with Other Competitors.

Product Name	Qty	Patanjali Products Prices	Comparable Price	Comparable Company	Discount
Special Chyawanprash	500 gm	115	160	Dabur Chyawanprash	28.10%
Pineapple Juice	1 Ltr	85	99	Dabur Real Juice	14.10%
Cow Ghee	1 Ltr	450	710	Parsi dairy farm Cow ghee pure	36.60%
Honey	500 gm	135	199	Dabur Honey	32.20%
Patanjali Saundraya Face Wash	60 gm	60	80	Pears Face Wash	25.00%
Patanjali Kesh Kanti Anti Dandruff Shampoo	200 gm	110	159	Head & Sholders Anti Dandruff Shampoo	30.70%
Patanjali Dant Kanti (Tooth Paste)	200 gm	68	84	Pepsodent Germicheck	19.00%
Patanjali Kanti Neem Bathing Soap	75 gm	15	24	Himalaya Neem & Turmeric	37.50%
Patanjali Super Dish Wash Bar	175 gm	10	15	VIM Dish was Bar	32.80%
Patanjali Corn Flakes Mix	500 gm	145	182	Kelloggs Corn Flakes - Original	20.20%
Patanjali Detergent Powder Popular	250 gm	13	19	RIN Detergent Powder	31.60%

### Online platform to decorate the distribution network

Many people complain that the weak distribution system of Patanjali makes it difficult to buy and buy products everywhere. To address these concerns, the company announced an aggressive plan to improve its presence on the online platform. Currently sell our products through our website [www.patanjaliayurved.net](http://www.patanjaliayurved.net), and if the order value exceeds INR499, the

consumer can order the product and send it for free. Other companies such as bigbasket.com have not done so because they sell Patanjali products online. SAP is already implementing ERP to improve inventory management (SAP has already been implemented). Patanjali will also launch a mobile app where consumers can find nearby stores that sell Patanjali products and facilitate online ordering of their products.

Patanjali also sells products through Patanjali Chikitsalayas (free medical consultation by medical professionals), Patanjali Arogya Kendras (health and wellness center) and Swadeshi Kendras (regular sales outlets). The range has around 20 million stores in Chikitsalayas and Arogya Kendras and 10,000 franchise models. As a distribution method, the company operates through 100 superdistributors (which will be strengthened in the future) and supplies wholesalers and retailers (operating through 500 to 600 sales teams). Currently the company has no plans to have immediate reach(20).

In addition to its online presence, Patanjali is taking steps to strengthen its overall presence in the retail sector. The company has invited applications for distributors of its products. Patanjali offers a separate distributor for food and cosmetics compared to when a distributor who was gripped by the high demand for its products managed the previous system. In addition, the company offers distributorship that shows confidence in its growth trajectory and the demand for products at district, tehsil and mandi levels.

#### **Soon New Products:**

- Patanjali Noodles (compete with instant noodles such as Nestle and ITC).
- Dant Kanti Advance (already three varieties of toothpaste from Dant Kanti - Regular, with medication and junior).
- PowerVita (all health and beverage companies (Mondelez, GSK Consumer) - this product consists of Ayurvedic ingredients such as Brahmi).

- Sugar Free Chyawanprash (competition with chyawan prawn manufacturers such as Dybur and Emami).
- DRDO (created under a technology sharing agreement with DRDO) (used by army personnel as a power source on difficult terrain). This product will be rich in all the nutrients you need and will be delivered to citizens.)
- Powder color (the company has a separate device called Coloroma, which produces herbal pigments and dyes).
- Divyapay in a dip-dip format (a health drink similar to tea).
- Children's range (the company will release baby oil, talcum powder, baby soap, shampoo, etc. from Patanjali).

#### **Products in the R & D phase**

- Buttermilk in powder form. Oats and oats
- Chikori coffee (coffee without caffeine)
- Weight gain and loss products
- Madhuram - ginger and rose flavor

#### **Patanjali Food and Herbal Park: one of the largest facilities in the world**

Patanjali Food and Herbal Park is one of the largest food parks in the world, more than 150 hectares. The park has been completed in 10 months and has been in use for more than 5 years (completed in February 2009 and put into operation in January 2010). Patanjali has three production units in Haridwar. The production of unit 3 is divided into three parts: (1) food, (2) cosmetics; (3) Fire extinguisher and RTS(21). Ghee and ayurvedic medicines are

manufactured in two different production units.

Tetra Pack, Alfa Laval and others. Patanjali produces 90% in-house for the manufacture. However, it is possible to open production of third parties or new facilities beforehand in order to meet the demand and improve the capacity. The company has a waste-free technology in which the remaining material is processed for further use. The park employs almost 10,000 people (inside and outside the city within a radius of 25 km). Robust R & D ensures quality and development of new products; during the factory visit we visited the R & D facility of Patanjali, which has the latest equipment for product testing. The company has a separate R & D department for each production unit in which the manufactured products are tested. The company also has advanced central R & D facilities in the park. This facility ensures that products meet high quality standards and perform R & D for the development of new products(22).

#### **Organizational culture: building blocks**

Patanjali is not considered a perfect company, but the company takes important steps to specialize in its activities and integrate the necessary processes and technologies into its corporate culture(23).

Many experts have chosen to 'work' with the chosen employer to work independently with the company. During the visit and interaction we met many professionals who manage different departments and have experience in companies such as Dabur, Shehnaz Hussain, SGH Labs and Alkem Laboratories. Patanjali currently advertises a

number of functions. The company works with all major employers, such as naukri.com and linkedin, to get the best talent in the industry.

As far as the process is concerned, the company switches to the KRA-based operating system and defines the process and internal control system. SAP has already been implemented to automate most processes. The company is currently implementing ERP. In general, the organizational culture is very friendly, because employees engage in many educational and development programs. We are also involved in career counseling and mentoring activities(24).

#### **Conclusion**

Patanjali has a separate team to develop new products. The company could score due to the speed and frequency of launching new products. The robust R & D department quickly produced new products and reduced costs. Patanjali, for example, went to work on the instant noodle brand to post a Maggi issue and was ready for his own instant noodles within three months. This product has been sent for approval and is expected to be released within a month (I had a chance to taste the product and I really liked it). The company has a robust and innovative pipeline for new products and will soon be available in the R & D phase and some will be released.

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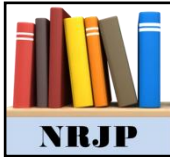
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Review Article

## Career Planning: Proper Way to Manage Your Education

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### Abstract

*Success, growth and survival are the most important responsibilities of the top management of the organization. Succession planning is the activity connected with the succession of incumbents to fill the key positions in the organizations hierarchy as and when a vacancy arises. Succession planning focus on identification of vacancies and locating the probable successor. It provides the succession chart in respect of a particular position.*

*The succession planning ensures the availability of the right kind of the management staff at the right time and in the right position in order to provide for continued organizational vitality and strength.*

**Keywords:** Career planning management, Education, promotion planning, strategy.

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### INTRODUCTION

The career is all the jobs that are held during ones working life. According to 'E.B. Flippo', career is a sequence of separate but related work activity's that provides continuity, order and meaning in a person's life.

#### Definition:

Edwin Flippo define a career as a sequence of separate but related work activities that provides continuity, order and meaning in a persons life. Wreather and Davis defined various terms of career planning as given below:

A career path is the sequential pattern of jobs that form a career (as per figure). Career Planning is the process by which one

selects career goals and the path to these goals. Career development is these personal improvements one undertakes to achieve a personal career plan.

Career management is the process of designing and implementing goals, plan and strategies to enable the organization to satisfy employee needs while allowing individuals to achieve their career goals(1).

#### Life and career Stages

Human resource managers must understand the issues that individuals face throughout their careers. A study of career development theories, life development theories and interrelationship among career stages and life stages will provide and understanding of

the issues that the individual face. Career and life stages are closely related as both are linked to age and cultural norms.

### **Need for career planning**

Career planning is necessary due to following reasons

#### **1) Attract competent person**

To retain the competent person or to attract them company need career planning, because this kind of person are company's asset. Competitors can try to hire this person so, company always try to retain these person.

#### **2) Provide suitable promotional opportunities**

To give exposure for employee's knowledge and talent, Career planning is important.

#### **3) Training for future challenges**

Enable employee to develop and make them ready to meet the future challenges.

#### **4) reduce job dissatisfaction**

It helps to increase job satisfaction for employee. When employee get exposure to show skill and when he learn more from job profile at that time job satisfaction automatically increase(2).

#### **5) Improve motivation and morale**

Career Planning is useful to improve motivation and morale of employees.

### **Process of Career Planning.**

- a) Analysis of individual skills, knowledge, abilities, aptitudes etc.
- b) Analysis of career opportunities both within and outside of organization.
- c) Analysis of career demand on the incumbent of skills, knowledge, abilities,

aptitude, etc., and in terms of qualifications, experience and training received etc.

d) Relating specific ob to different career opportunities.

e) Establishment of realistic goals both short term and long term.

f) Formulating career strategy covering areas of change and adjustment.

g) Preparing and implementing action plan including acquiring resources for achieving goals

### **Advantage of Career planning and development**

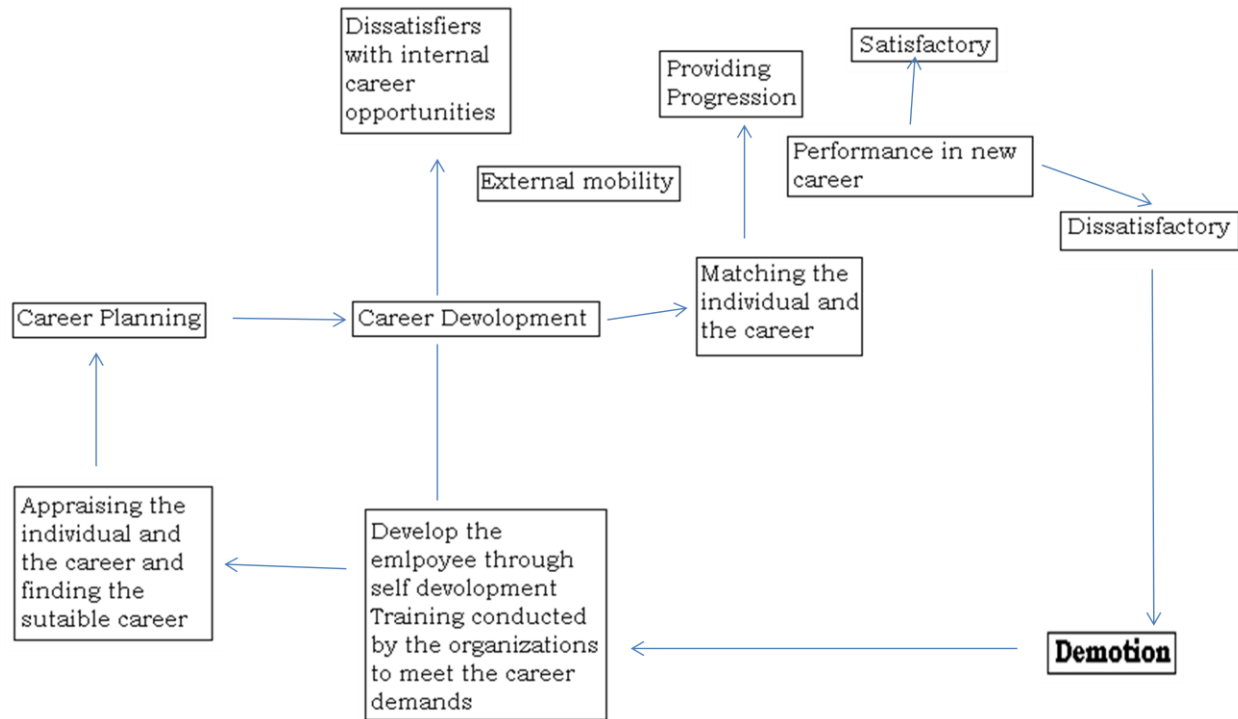
#### **For individuals**

- 1)It helps to the individuals to have the knowledge of various career opportunities, his priority's etc.
- 2)It helps to select career which is suitable for his life styles, preferences, family environment, scope for self-development etc.
- 3)It helps the organization identify internal employees who can be promoted.
- 4)Internal promotions, up-gradations and transfers motivate the employees; boost up their morale and also satisfaction(3).
- 5)Increase job satisfactions enhance employee commitment and create a sense of belongingness and loyalty to the organization.
- 6)Employee will await his turn of promotion rather than changing to another organization.
- 7)It helps to improve employee performance on the job by taping their potential abilities and further employee growth.
- 8)It satisfied employee esteem needs(4).

### For organization

- 1) The efficient policies and practices improve the organization's ability to attract and retain highly skilled and talent employees.
- 2) A proper Career Planning ensures that the woman and people who belongs to the backward communities get opportunities for growth and development
- 3) It continuously tries to satisfy the employee expectations and such as minimizes employee frustrations.
- 4) By attracting and retaining the people from different cultures, enhances cultural diversity.
- 5) Protecting employee's interest result s in promoting organizational good will.

**Varies stages of career planning and development are shown in figure.**



### Implementation of Career Planning

Career Planning is generally done by every organization. But method of career planning can differ. Career planning for company's employee, as follows:

#### Activity for Career Planning:

##### Training and development:

Most of the time company can try to retain the skilled employee, therefore company

provide various type of knowledge or training, for company benefits as well as employee.

##### Transfer department to department or unit to unit

If any employee would like to work in specific department or unit for his skilled work and if it will beneficial for company then it's also part of career planning(5).

### **Promotion**

In career planning, promotion is also a one part. To retain the skilled employee. Company makes promotion of this kind of employee.

### **Career planning at Officer's levels:**

For career planning company refer report of Performance appraisal, from that report they sort out an employee whose performance is above expectations. For this kind of employee they conduct career planning to retain that particular employee.

### **Analyze skill of worker:**

They analyze skill of worker by performance appraisal's report, and then they decide career planning of employee.

### **Transfer of worker:**

They search about interest of employees in his work profile.

And then they decide whether transfer of worker is suitable or not. Or change in work profile is suitable or not(6).

### **Promotion:**

They decide about employee's promotion if required and his training, They analyses whether training is required for employee or not. As per the need of organization HR head make his career planning for promotion.

### **Use of performance appraisal report:**

By Performance appraisal report, company can decide whether that employee should promote or not, They can study about employee's job satisfaction, his job skills, his talent etc(7).

### **Job enrichment**

Most of the time company checks job enrichment of employee, to check capacity of work within a given time as well as their skills also. Job enrichment is helpful to increase skills in employee.

### **Succession Planning**

What is Succession Planning?

*Succession planning is the systematic identification and professional development of internal talent. Its goal is to cultivate internal human capital in preparation for assuming leadership roles and other key positions that may become vacant due to retirement, expected or unexpected separations.*

For Succession planning for management staffing plans are required to be developed properly on an individual basis for all anticipated needs in the immediate year ahead and also for key positions. The business plans must be reviewed to determine their effects on managerial needs. Succession planning is one of the important functions of the top management. In fact the direct responsibilities of the chief executive and the top management group(8).

### **For Example:**

Suppose, Mr. A will retire within some days, from the post of "Production Manager" Then HR manager should place right person who will be able to carry liability of that post. For selection of right person as well as to give idea about job to candidate, mostly HR Manager prepare planning, like: HR Manager will place candidate under supervision of Mr. A to learn difficult things of job, or he will give training to that

candidate or he will search a candidate who already have idea about job profile of “Production Manager”, i.e. “Succession planning.”

In short when any employee or candidates leave job, HR manager should prepare plan to place correct candidate on that post(9).

### **What is Need For Succession Planning?**

To make succession planning following points are important.

- 1) Job Information
- 2) Job analysis
- 3) Job profile
- 4) Qualification and Experience define.  
Etc.
- 5) Availability of candidate
- 6) Analysis of Selection process

### **Benefits of Succession planning:**

- 1) Facilitates communication & knowledge management
- 2) Uninterrupted work productivity
- 3) Leadership continuity
- 4) Custom designed training programs
- 5) Candidate can understand job easily.

### **Challenges of Effective Succession Planning**

Successful succession planning, as we've seen, is an ongoing and complex endeavor that is necessarily broad in scope. It therefore presents significant barriers to both implementation and long-term maintenance. Here are some of the more challenging obstacles(10):

#### **Multiple Owners:**

Traditionally, HR has been considered owner of the succession planning process,

but meaningful success really requires a genuine sense of ownership and commitment at many levels of the organization. While HR may be best positioned to oversee the process, it can never fully know or evaluate every process participant the way managers and supervisors can.

#### **Number Of Positions:**

All but the smallest of organizations have a substantial number of positions critical to long-term performance, whether these involve leadership skills or technical expertise that would be difficult to quickly replace. Comprehensive succession planning must incorporate all such positions; yet, as the number of positions grows so too does the administrative burden.

#### **Strategic Alignment:**

Succession plans need to reflect long-term organizational goals and strategies. Companies must give thoughtful consideration not only to the plan's design and implementation, but also to sustaining the process over time. As strategies and goals shift, so too must the plan if the organization is to recruit and develop the workforce its future success will require(11).

#### **Organizational Complexity:**

Conglomerate, geographically dispersed, multi-industry, and other complex organizational forms significantly increase the challenge of succession planning. Often, higher-level positions require well-designed cross training to inculcate the unique knowledge and skills success in the organization requires.

### **Organizational Change:**

As companies evolve in response to marketplace threats and opportunities, the skills, talents, and expertise they will need to thrive evolve, as well.

### **Effectiveness & Efficiency:**

The larger and more complex an organization, the more challenging it is to maintain an effective and efficient succession planning process. Yet, by definition, the best process is the one that enables the firm to identify the best candidate in least amount of time and at the lowest cost.

Having this process in place is vital to the success of the organization because the individuals identified in the plan will eventually be responsible for ensuring the company is able to tackle future challenges. These 'high potential' candidates must be carefully selected and then provided training and development that gives them skills and competencies needed for tomorrow's business environment(12).

Another reason its important is because these high potentials will one day become the leaders of the Company. This is why their development needs to incorporate a broad range of learning opportunities in your organization. The individuals should also be exposed to as much of the working environment as possible so that they gain a good understanding of what the company requires to remain successful.

### **Implementation of Succession Planning:**

Succession planning is the planning to place a person on another employee's place who

will retire after one or two year. Succession planning is conduct in every organization. It is a part of Career planning.

### **Officer's level:**

At officer's level Succession planning conduct by following methods(13).

#### **1) Personal meeting**

Head of the department take the personnel meeting with the employee who is going to retire because he wants to know that employee's opinion about to place new right candidate on his place.

#### **2) Employee dialogue:**

Employee dialogue is a dialogue between employee (who will go to retire) and head of the department, regarding place new candidate at his post, which have ability to fulfill requirements of job(14).

#### **3) Opinion of subordinate:**

The head of the department should consider the opinion of other staff or subordinate also.

### **Employee assessment centre**

This method was first applied in Germany Army in 1930. Later business and industrial houses started using this method. This is not a technique of a performance appraisal by itself. In fact it is a system or organization, where assessment of several individuals is done by various experts by using various techniques.

In these approach, individual from various department are brought together to spend two or three days, working on an individual or group assignment similar to the ones they would be handling when promoted. Observers rank the performance of each and



every participant in order of merit. Since assessment centre are basically meant for evaluating the potential of candidates to be consider for promotion, training and development, they offer an excellent means for a conducting evaluation process in an objective way. All assess get an equal opportunity to show their talent and capabilities and secure promotion based on merit. Since the evaluators know the position requirements intimately and are trained to perform the evaluation process in an objective manner, the performance rating may find favor with majority of the employees. A considerable amount of research evidence is available to support the contention that people chosen by this method prove better than those chosen by other methods. The centre enable working in a low status department to compete with people from well-known departments and enlarge there promotional chances. Such opportunities, when created on regular basis, will go a long way in improving the morale of promising candidates working in less important positions.

#### **Employee assessment centre:**

Employee assessment is a committee of a Psychiatrist, advocate, consultant etc. there are 3 to 5 people on the committee. They give a one task to the employee and he should complete that task within a given time e.g. Give a presentation on specific topic within half an hour.

#### **Work of the Committee:**

Mainly committee observes how employee can survive in specific situation. How he can handle situation. They try to find out the

tendency of employee. They try to find out method of thinking of employee. In employee assessment they consider only an officers career planning.

#### **Training and Development**

After an employee selected, placed and introduced her or she must be provided with training facilities. Training is the act of increasing the knowledge and skills of an employee for doing a particular job. Training is a short-term educational process and utilizing a systematic and organized procedure by which employees learn technical knowledge and skills for a definite purpose. Dale S. Beach Define training, "The organized procedure by which people learn knowledge and/or skill for a definite purpose." In other words training improves, changes, moulds the employee's knowledge, skill, behavior, aptitude, and attitude towards the requirements of the job and organization. Training refers to the teaching and learning activity carried on for the primary purpose of helping members on an organization, to acquire and apply the knowledge, skills, abilities and attitudes needed by a particular job and organization. Thus, training bridges the difference between job requirement and employee's present specifications.

No organization matches the candidate who exactly matches with the job and the organizational requirements. Hence, Training is important to develop the employee and make him suitable to the job. Job and organizational requirement are not static, they are changed from time to time in view of technological advancement and

change in the awareness of the total quality and productivity Management(TQPM). The objective of the TQPM can be achieved only through training as training develops human skills and efficiency. Trained employees would be a valuable asset to an organization.

#### **Benefits of training For organization**

- Lead to prove profitability and/or more positive attitudes towards profit orientation
- Improves the job knowledge and skills at all level of the organization
- Improves the morale of workforce
- Helps people identify with organizational goal
- Helps create a better corporate image
- Aids in organizational development
- Learns from the trainee
- Helps to prepare guideline for work
- Organization gets more effective decision making and problem solving
- It helps to improve labor-management relations.

#### **Benefits to the individual which in turn ultimately should benefit the organization**

- Helps the individual in making better decisions and effective problem solving
- Through training and development, motivational variables of achievement, growth, responsibilities and advancement are internalized and operationised
- It helps to an individual to handle stress tension or conflicts.
- It provides information to improve leadership knowledge.

- Develops a séance of growth in learning
- Improves morale
- Improves impersonal skills

#### **Need for training**

Need for training arises due to following reasons:

To match the employee specification with the job recruitment and organizational needs: An employee's specification may not exactly suit to the requirement of the job and the organization irrespective of his past experience, qualifications, skills knowledge, etc. Thus every management finds deviation between employee's present specifications and the job requirements and organizational needs. Training is needed to fill this gap by developing and molding the employee's skill, knowledge attitude behavior etc. to the tune of the job requirements and organizational needs.

#### **Technological advances:**

Every organization in order to survive and to be effective should adopt the latest technology, i.e. mechanization, computerization, automation. Adoption of the latest technology means and methods will not be complete until they are manned by employees possessing skill to operate them. So, organization should train the employee to enrich them in the areas of changing technical skills and knowledge from time to time.

#### **Human relations:**

Trends in approach towards personel management have change from the commodity approach to partnership

approach, crossing the human relations approach. So, today, management of most of the organization has to maintain human relations besides maintaining sound industrial relations although hitherto the managers are not accustomed to deal with workers accordingly. So, training in human relations is necessary to deal with human problems and to maintain human relations.

**Change in the job assignment:**

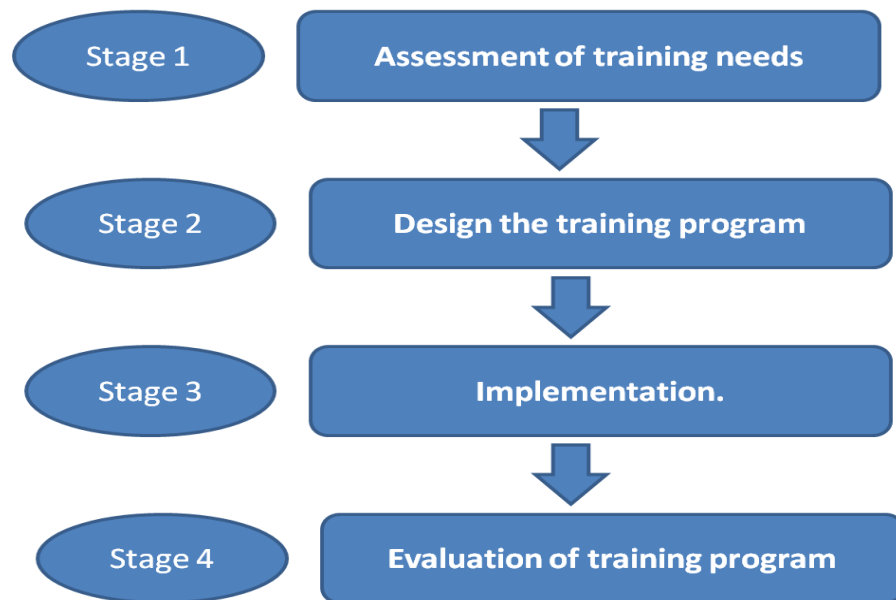
Training is also necessary when the existing employee is promoted to the higher level in the organization and when there is some new job or occupation due to transfer. Training is

also necessary to equip the old employees with the advanced disciplines techniques or technology.

The need for training also arises to:

- Increase productivity
- Improve quality of the product / Services
- Help a company to fulfill its future personnel needs.
- Improve organizational climate.
- Improve health and safety.
- Prevent obsolescence
- Effect the personnel growth
- Minimize the resistance to change.

**Stages in training as follows**



The most widely used methods of training used by organizations are classified into two categories: On-the-Job Training & Off-the-Job Training.

**ON-THE-JOB TRAINING**

It's given at the work place by superior in relatively short period of time. This type of training is cheaper & less time-consuming.

This training can be imparted by basically four methods: -

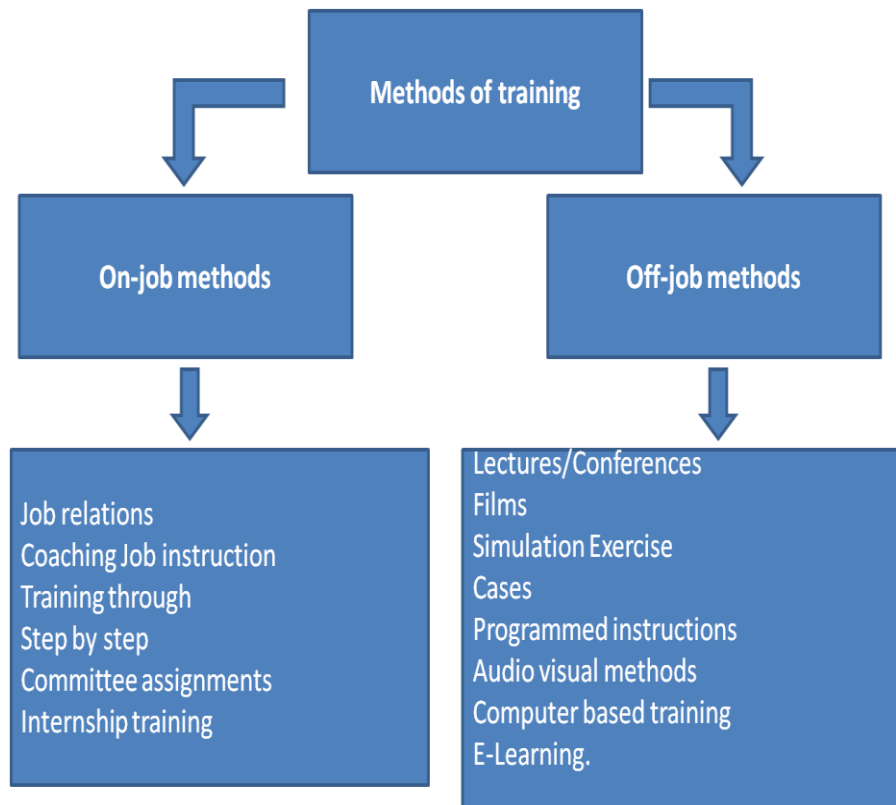
### **Coaching**

It is learning by doing. In this, the superior guides his sub-ordinates & gives him/her job instructions. The superior points out the mistakes & gives suggestions for improvement.

### **Job Rotation**

In this method, the trainees move from one job to another, so that he/she should be able to perform all types of jobs. E.g. In banking industry, employees are trained for both back-end & front-end jobs. In case of emergency, (absenteeism or resignation), any employee would be able to perform any type of job.

### **Methods of Training**



### **OFF THE JOB TRAINING**

It is given outside the actual work place.

#### **Lectures/Conferences**

This approach is well adapted to convey specific information, rules, procedures or methods. This method is useful, where the information is to be shared among a large

number of trainees. The cost per trainee is low in this method.

#### **Films**

It can provide information & explicitly demonstrate skills that are not easily presented by other techniques. Motion pictures are often used in conjunction with

Conference, discussions to clarify & amplify those points that the film emphasized.

### **Simulation Exercise**

Any training activity that explicitly places the trainee in an artificial environment that closely mirrors actual working conditions can be considered a Simulation. Simulation activities include case experiences, experiential exercises, vestibule training, management games & role-play.

### **Cases**

Present an in depth description of a particular problem an employee might encounter on the job. The employee attempts to find and analyze the problem, evaluate alternative courses of action & decide what course of action would be most satisfactory.

### **Experiential Exercises**

Are usually short, structured learning experiences where individuals learn by doing. For instance, rather than talking about inter-personal conflicts & how to deal with them, an experiential exercise could be used to create a conflict situation where employees have to experience a conflict personally & work out its solutions.

### **Vestibule Training**

Employees learn their jobs on the equipment they will be using, but the training is conducted away from the actual work floor. While expensive, Vestibule training allows employees to get a full feel for doing task without real world pressures. Additionally, it minimizes the problem of transferring learning to the job.

### **Role Play**

It's just like acting out a given role as in a stage play. In this method of training, the trainees are required to enact defined roles on the basis of oral or written description of a particular situation.

### **Management Games**

The game is devised on a model of a business situation. The trainees are divided into groups who represent the management of competing companies. They make decisions just like these are made in real-life situations. Decisions made by the groups are evaluated & the likely implications of the decisions are fed back to the groups. The game goes on in several rounds to take the time dimension into account.

### **In-Basket Exercise**

Also known as In-tray method of training. The trainee is presented with a pack of papers & files in a tray containing administrative problems & is asked to take decisions on these problems & is asked to take decisions on these within a stipulated time. The decisions taken by the trainees are compared with one another. The trainees are provided feedback on their performance.

## **Implementation of training and Development**

### **a. Method of training**

Method of training is totally depending upon the profile of training. E.g. for technical training if possible then they give on-job training otherwise company use method of off job training.

## **b. Procedure of training**

### **1. Assessment of need of training:**

It is the first step of training procedure. Head of the department and HR department assess the need whether employee need training or not. They find employee who require training.

### **2. Prepare budget for training:**

HR manager decide budget for training by considering its cost from the market, And benefits for the company.

## **c. Search for Internal or External trainer:**

### **1. Internal Trainer:**

After assessment of need of training, they search for a trainer in their company who can train their employee. They search trainer among their employees.

### **2. External trainer:**

If they didn't find internal trainer then they go for External trainer. They try to find external professional trainer from their personnel contact, by giving advertisement in news paper etc.

## **d. Design program for training:**

HR manager or head of the department present their need to trainer. They assess type of training and design training program by the help of trainer within the budget.

## **e. Report to head of the plant:**

HR manager give the details about training to head of the plant and sanction the approval of training.

## **f. Implementation:**

After designing the program for training, they implement in practical in their employee.

## **Conclusion**

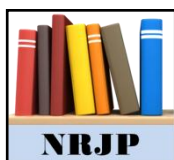
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Review Article

## Relevance of Sustainable Agriculture in India

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### Abstract

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*Modern agricultural practices, which rely heavily on the use of chemical insecticides, mineral fertilizers and growth regulators, have increased diversified agricultural production but increased at the expense of resource depletion, environmental degradation and loss of crop diversity. Therefore, since modern agriculture cannot be sustained over the long term, the notion of sustainable agriculture that maintains the quality of the environment as well as the conservation of natural resources is understood. There is often a misconception that sustainable agriculture and organic agriculture is the same thing.*

**Keywords:** Agricultural practices, sustainable development, technologies, Production.

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### Introduction

India is an agricultural country, where more than two-thirds of the population lives in rural areas. Here the rule of law is primarily through primary actions. It is not only the spine of the agricultural economy but also the means of livelihood in rural economy. That is why agricultural development in Indian context has been considered as synonymous with rural development(1).

For many centuries here, the farming community developed multi-dimensional customs with the creation of strong traditions with its agricultural-based economy. After the UK's industrial policy, the British Empire had a tremendous setback to the efforts of the plaintiffs to link India with great traditions to the great

urban civilization and the Indian economy was shaken.

The second sequence of modernization started after India's independence when extensive qualitative changes were made in the technique of India's agriculture based social structure, its form and production. It is reflected that Indian agriculture is going through a period of modernity, which has led to the threat of fragmentation of continuity and durability of agriculture and the current agricultural system has become irrelevant(2).

### Continuity and change in Indian agriculture

With the view of area, India is the seventh largest in the world and second largest

country in terms of population. 16.87% of the world's population lives in this country, spread over 2.4% geographical area of the world. India has the highest population of agriculture on India. Decimal population growth has decreased from an average of 24.66 percent in 1917 to 17.7 percent in 2011.

This is undoubtedly an auspicious time for the country, because the Indian population is going through stabilization and the attraction of the couple is increasing in couples. To bring the number to the optimum level will be in the country's interest. Only in the developing country like India, the high growth in the national production in the country, the full employment of the highest qualitative level of living resources, the use of resources can be achieved; the status of balance in the pollution-free development and population structure can be achieved. Otherwise, the size of which you will continuously decline in India and the continuous degradation of the agrarian ecosystem will continue to exist. Saturated will always remain unpalatable.

### **Historical valuation**

Evaluation in the historical context of fact and change with India, makes it clear that due to the agrarian economy in primary British India, local handicrafts and business services were directly related to agriculture. Due to policy changes in British period, the state of agriculture gradually became deenless and due to the economic crisis due to the destruction of handicrafts arts, landless agricultural laborers were born. In the medieval India, after the experience of several centuries, the farming community developed such a

system of agriculture which suited the region's particular climate. The farming community had its own developed disaster management system to deal with natural disasters. The balance between population growth and agricultural products in medieval India has always remained(3).

Independent North India got enough opportunity to revise the agricultural system, as a result of partition of India, where India got 75% of the total agricultural area, the same was found in 82 percent of the population. India became the importer of food grains due to lack of productive areas, India had to import 47 million tonnes of food grain in 1951. The planned five-year plans were launched to improve the condition of Indian agriculture and farming community(4). After 1960, significant changes in Indian agriculture were reflected when the revolutionary view of Green Revolution was incorporated with the objective to increase agricultural productivity and achieve self reliance. The use of irrigation chemical fertilizers, a packet program of extensive use of pesticides and high yielding seeds, has been implemented throughout the country(5).

By this experiment, agricultural productivity has reached the climax but many of its ecological effects have also been reflected in the past decades. With this experiment, where the resource base of agriculture is being destroyed on the one hand, forest destruction soil erosion desertification, increase in soil alkalinity and acidity, ecological problems like soil and soil pollution in soil temperature due to water logging are also present in the challenge of present agriculture system.

Have appeared in the form. Regardless of the maximum use of chemical fertilizers, agricultural production has become stable today(6). Because of this stability reflected in agricultural productivity, the Green Revolution has become irrelevant. In the whole of the village selected for Deoria and Kushinagar districts in the whole of 86.925277, according to the Green Revolution being described as irrelevant, it has been considered adverse for the quality of ecology and human life(7).

### **Problems of Indian Agriculture**

1. The stability that appears before Indian agriculture is definitely a big challenge. This is a big crisis for future generation. In a special study on the side effects of the Green Revolution and the problems of the current agricultural system, a social worker like Vandana Shiva in Karnataka has given rise to the status of permanent soil in the provisional water reservoir underground water and many visible and invisible ecosystems like water pollution. The problems have been described as the violence of the Green Revolution(8).

2. Realizing the need for ecological balance in the current agricultural system, a German thinker, HD Gohil has described the need for a gene revolution for the purpose of a policy change in the strategy of Green Revolution in his study 20 Years of Green Revolution(9).

3. French economist Eye Monster has told the essentiality of the second green revolution in India

4. Today, the concept of eternal Green Revolution has become the center of our contemplation panels in terms of development. Because sustainability and

association in agriculture is necessary for our future generation in long-term perspective.

### **Conclusion**

In the light of appropriate discussions and problems, this fact is unquestionable that sustainable agriculture has become the need of India today. Without sustainable agriculture we will not be able to fulfil the requirements of our future generation of Indians(10). In fact, sustainable development emphasizes the protection of the environment, which gives the maximum benefit to the use of the biosphere and the present generation, keeping its potential character for the needs and aspirations of the future generations. The general sustainable development is defined as the following:

Undoubtedly, the results of the Green Revolution in Indian agriculture and its obvious consequences are that due to the excessive capital investment, the actual expected benefit of the Green Revolution is not being received equally in all sections of the society(11). The mechanization of the Green Revolution has brought Indian agricultural laborers to extreme poverty. This has greatly widened the gap between the big and small farmers in the society.

According to Rao and Deshpande, the country has to pay a huge price in the form of economic social and ecological cost for the questionable and proxy achievement of the Green Revolution. Due to the Green Revolution today, the present agricultural system has remained a nutritious crop of crops(12).

This has affected land use pattern in agriculture and has given a crop pattern on a day in which crops based on pulse oilseeds and minimum rainfall are becoming extinct. In such a situation, the most likely option of the current agricultural system can be sustainable agriculture. The renewable agricultural environment of the screen can be termed as ecological farming and ecological agriculture.

### **Suggestions and Preferences**

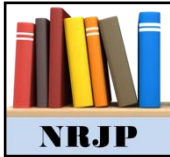
1. Land use models should be developed in accordance with the field ecology of the region specific in rural areas.
2. Development of irrigation system should be ensured in accordance with the agro-climatic conditions of the area, in which there is a coordinated meaningful and efficient land management and water management system based on the analysis of the water ecology.
3. be sure to use special techniques.
4. A well organized geographic information system and environmental impact assessment system is necessary for the development of sustainable agriculture.
5. for optimum use as per the availability and status of the land for agricultural development.
6. Use of pest management methods should be ensured for the protection of crops. In this, organic control should be used to prevent diseases with crop rotation of tolerant plants.
7. Overall nutrition management for sustainable agriculture is indispensable.

Habit habit efficiency can be increased while reducing ecological sequencing by its use. Using Vermi culture and tissue culture can give good results.

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Review Article

**Talent management survey**

**Vikas Kumar**

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**Abstract**

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*Talent points to the ability to learn and evolve in the light of new challenges. Talent is about potential from the past, not about past performance. Talent tends to take risks and be willing to learn from mistakes, measured in terms of having certain traits, such as reasonable (but not so high) ability to focus on the level of ambition and competitiveness, issues' big picture '. Awareness of your strengths, limitations and influences on others. Different talent management processes must be on a strategic level to be successful. These processes /strategies include talent validation, recruitment and evaluation, competency management, performance management, career development, learning management, compensation and succession planning.*

**Keywords:** *Tourism, SME's, Dual Economic Structure, Travel Agency, Retail Tourism Production.*

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**INTRODUCTION**

Talent management means recognizing someone's unique skills, qualities and personality and offering a job that suits him. Everyone has a unique talent that fits into a specific job profile and other positions cause discomfort. The management, especially the HR department, is to carefully and carefully place candidates. Incorrect conformance results in extra recruitment, retraining and other unnecessary activities. Talent management benefits both organizations and employees(1). Organizations can benefit from the following benefits: Better links between individual efforts and business goals; Deployment of valued employees; Turnover reduction; The bank strength is

increasing and the jobs and skills of people are getting better. Employees can benefit from: higher motivation and dedication; Career development; Increase knowledge and contribution to business objectives(2). Continuous motivation and job satisfaction. Nowadays, where competition is the only factor, it is important for organizations to develop the most important resources for all human resources. In this globalized world, human resources are the only thing that can offer organizations a competitive advantage because they can easily transfer technology from one country to another in accordance with new trade agreements and lack of



cheap financial resources. But talented employees are very difficult to find.

Talent management offers a number of benefits, such as consistent employee engagement, retention, strategic goals in order to understand future leadership, improve productivity in the organization, culture excellence(3).

### **Objectives of Study:-**

In the current scenario of intense competition, every company must survive to satisfy its customers by delivering high-quality products and services. Summer course in the company was conducted to study the commercial and operational aspects of a certain fundamentals and company. This training required the following investigation.

- Understand the whole process of talent management.
- Understand the need for talent management.
- Study the accuracy and quality of employee work according to talent management procedures.
- Suggest opportunities for improving talent management processes(4).

### **Rationale of research**

The 'talent' of an organization represents the value of the current employees and their employees.

### **Knowledge, skills and competencies.**

Talent management (or follow-up management) is the process of analyzing, developing and effectively utilizing talent to meet business needs. This includes specific processes that compare the current talent of a department with the strategic business needs of that department. The results lead to

the development and implementation of a response strategy to supplement deficits or surpluses.

Talent management for the HR community is a priority in the HR strategy for the HR community. The HR strategy recognizes and supports the role of HR professionals and supports HR professionals in their own professional groups, as well as to make HR professionals competent, dedicated and responsible. The introduction of a transparent and equitable talent management process is expected to prepare a workplace for role change by creating an environment where people can develop their skills to prepare for different opportunities in the future. The aim of this process is to map the business needs of the HR community with the potential of the employee and career development requirements in order to draw up a comprehensive talent management plan(5).

### **Limitations of the study: -**

- 1) All functions only relate to the personnel department.
- 2) Limitations on the working hours of factory workers.
- 3) Limitations on time and absence.
- 4) The company does not allow disclosure of confidential information.
- 5) The time scale was the main limitation of this survey. This is because the activities of the organization involved in the production process, directly or indirectly during the research process, must not be interrupted by the research.

### **Goal of the project:**



This 'Talent Management' project was completed by the company, the full-time course of Pune University in 2009-2010. The reason we have done research on talent management in the company is whether talent management is really useful. With this project I demonstrated that talent management really helps the company. I have completed this project because it is a requirement for our MBA full-time program. I have learned a lot from this project, such as audits, SAP HR modules and personal management(6).

### **People Management V / S traditional HR approach**

Traditional HR systems approach human development in terms of competence development in the organization. Companies that are active in developing sectors are often particularly dangerous because competencies have to be duplicated over time and new competencies have to be developed. So over time, the whole approach to human development may be a bad necessity to reconsider the entire development initiative.

Talent management focuses on improving the potential of people through capacity building. Capacity is the basic DNA of the organization and the potential of the individual.

D	Point of Departure
N	Navigation
A	Point of Arrival

In fact, the following describes appropriately the role of talent management.

Converts the organization vision to goals and maps competences and competences to

the required levels of values to achieve goals that align the values and vision of individuals with the values and vision of the organization(7).

A good understanding of the different roles within the organization and an appreciation of the value generated by themselves and others leads to a culture of trust, sharing and team orientation.

A talent assessment that describes the level of competence and competence that are in the organization.

- Improve your ability to learn, think and act through development initiatives.
- Personal growth that can accommodate and accommodate the overall increasing and changing role of perceptions of change.
- Gap analysis and identification of developmental pathways help individuals realize their full potential through learning and development.
- We have developed a person who delivers groundbreaking performance.

### **Understanding talent**

The idea to develop talent is not a new concept in every company. In fact, every successful company that has stood the test of time has done this because it is able to attract and retain as much of its talent as possible(8).

Today we read 'The War for Talent'. This happened because the company did not allow talent to be forgotten or fell off the radar. Because talent has changed in a

fundamental way. We have a new kind of young person who enters a business world with a completely different world view, values, priorities and goals(9).

### **Focus 1: Talent attraction and talent:**

To effectively attract and recruit talented employees, you need to know what talent you are looking for in your career and how you look at your company in terms of meeting your needs. Your approach to every new member of your potential recruits must be changed as they wish(10).

By looking at them from different generations, we can see their attitude and know what work, organization and benefits they want, and with which generation technology we can see how successful your recruitment process can be for each generation context.

This focus unit looks for:

- Attitude to work
- Career goals
- Views of your organization and how it is currently being implemented
- Advantages of every generation
- Technology that attracts different generations: What distinguishes an organization?
- Technology to recruit other generations: how should job offers be offered?

### **Focus 2: maintenance and development of talent**

To effectively retain and develop talent, it is important to understand what the generation expects in future careers and organizations.

You must change your approach to one employee to achieve your individual goals and personal needs(11).

This focus unit looks for:

- Work ethics and values
- Care plan
- Work environment and culture
- Benefits and reward systems
- Incentives

### **Focus 3: Talent Management**

In-depth perspectives on how to internalize generations of authority can help you adapt your management style to your needs(11). We can look at the attitudes of many generations like leadership and management. A kind of management approach can help you achieve maximum loyalty, productivity and job satisfaction of employees.

This focus unit looks for:

- Attitude towards authority
- Multiple generations of management styles, including dispute management
- Reading styles used by different generations
- Specific technologies to help manage generations, including communication and feedback preferences
- Preferences for coaching and mentoring
- The role of coaches
- Coaching course
- How to plan and make a call

### **Research methodology**

Research methods are a systematic way to solve research problems. It can be understood as a science of studying

scientific research. We study research problems with the logic behind it. Researchers must be familiar with the research methodology and methodology(12).

### **Research type: -**

The technical type of study. Narrative research Research and finding different types of questions. Explanation The main goal of the study is to describe the current state of existence. Main control over variables; He can report what he has to discover, even if the variable is not found. The researchers have exploited the research to explain how all kinds of methods are available(13).

### **Data source: -**

The source of the project depends on the correct data. This is the reason why removed researchers collect suitable data, which can vary considerably depending on the situation: money, costs, time and other sources.

There are two types of methods for collecting data available.

- 1) Primary data collection method.
- 2) Method for secondary data collection.
- 2.3 Primary and secondary data

### **1) Primary data collection method.**

The primary data is what the user has achieved to achieve. I took the basic information through the personal visits of the HR directors and HR managers of the company. You can get more reliable information at all levels and observations. I collected basic data using a "Yes" or "No" form completed by employees of the

company, which justified the explanations in this project(14).

### **2) Method for secondary data collection.**

Further data can be said that they have already been collected and stored, or have already been saved or prepared by someone else. I received secondary data from their journals, records and reports and got basic information about talent management in newspaper magazines, articles and the internet. I refer to examples of companies and collect secondary data from the company's books and websites.

### **A statement of hypothesis**

A hypothesis is a necessary assumption for the researcher to formalize the possible causes, consequences and eventual consequences of the researched problem. According to the hypothesis, a simple family or home must be proved or disproved. For the researcher this is the official question he wants to discuss. A hypothesis consists of a proposed description of a phenomenon or a rational proposal that suggests a possible correlation between multiple phenomena. Proven assumptions or facts through the completion of the project must be true(15).

The hypothesis of this project is as follows.

### **Null hypothesis:**

Employees who benefit from a talent management system

Employees can remain successful for the benefit of the organization.

Improving the performance of employees through talent management

Staff turnover of organizations affected by talent management procedures

### Alternative hypothesis:

Employees can not benefit from talent management systems

Employees cannot be successfully maintained for the benefit of the organization

Talent management can not improve the performance of employees.

Talent management has no influence on employee turnover(16).

### Introduction to data analysis.

The term analysis refers to the process of decomposition of a complex set of facts into simple elements, and interpretation refers to the analysis of sentences and the identification or explanation of the meaning of creative work. Analysis and interpretation is done per department and per questionnaire. This analysis and interpretation will help the company for future strategies. The following is the

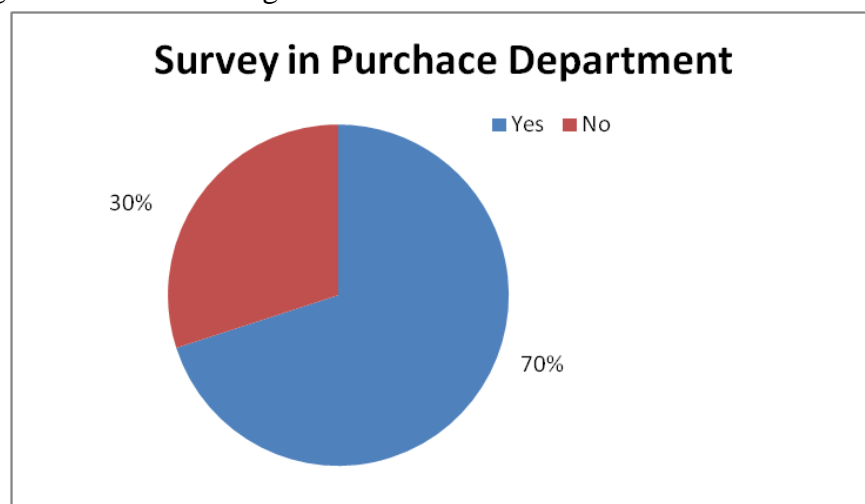
analysis and interpretation of the results. All these analyzes can be imagined by the general company. It is very necessary to understand the psychological trends of employees. Because it is quietly subjective, it will be somewhat out of the opinion of the staff. The department of the company that I conduct the survey. Each department has 100 employees. The total number of employees is 500.

1. Purchase
2. Finance
3. Production
4. Packaging and shipping
5. R & D

**Table 1:** Survey in Purchase Department:

Option	Responses	Percentage
Yes	70	70
No	30	30

(Source: Primary data: Questionnaire)



**Figure 1:** Survey in Purchase Department

The above pie-diagram shows that 70% of employees of purchase department are highly satisfied with the Talent Management

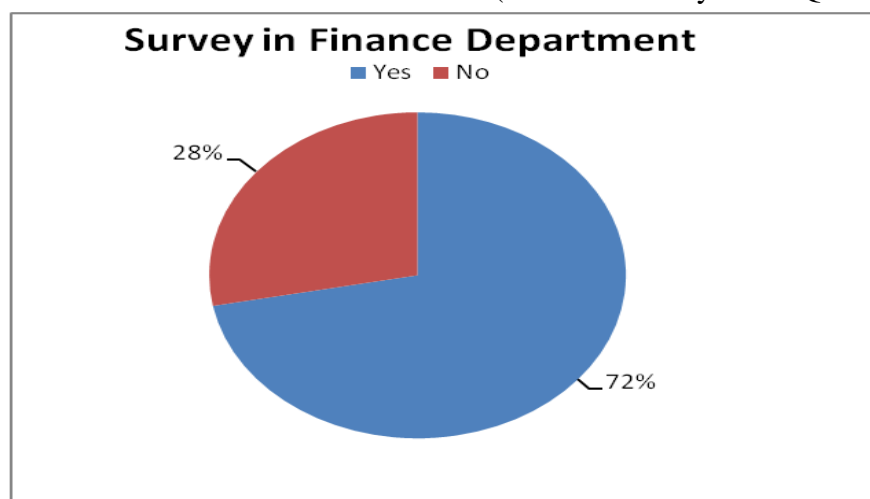
process. Hence, we can say in Purchase department talent management is effective

process for employee as well as organization.

**Table 2:** Survey in Finance Department:

Option	Responses	Percentage
Yes	72	72
No	28	28

(Source: Primary Data: Questionnaire)



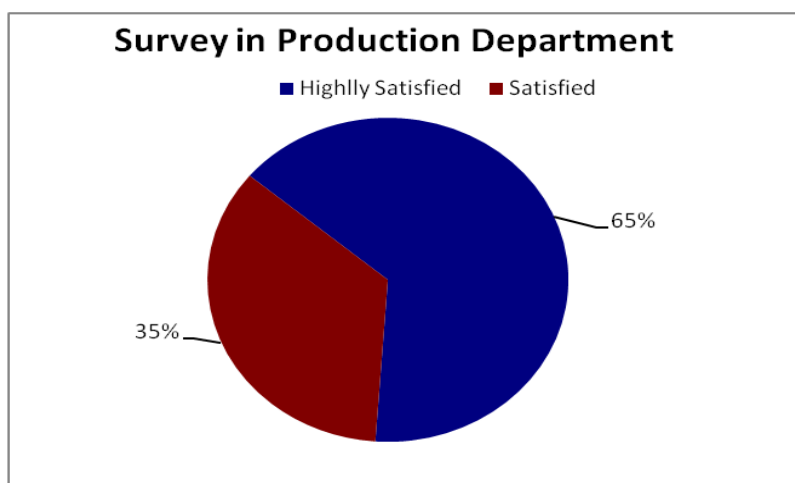
**Figure 2** (Source: primary data survey questionnaire)

The above pie-diagram shows that 80% of employee of finance department are highly satisfied with the Talent Management process, 10%are satisfied, 6% are natural, 4%are dissatisfied. Hence, we can say in Finance department, talent management is

effective process for employee as well as organization.

**Table 3:** Survey in Production Department:

Option	Responses	Percentage
Yes	65	65
No	35	35



**Figure 3** (Source: primary data survey questionnaire)

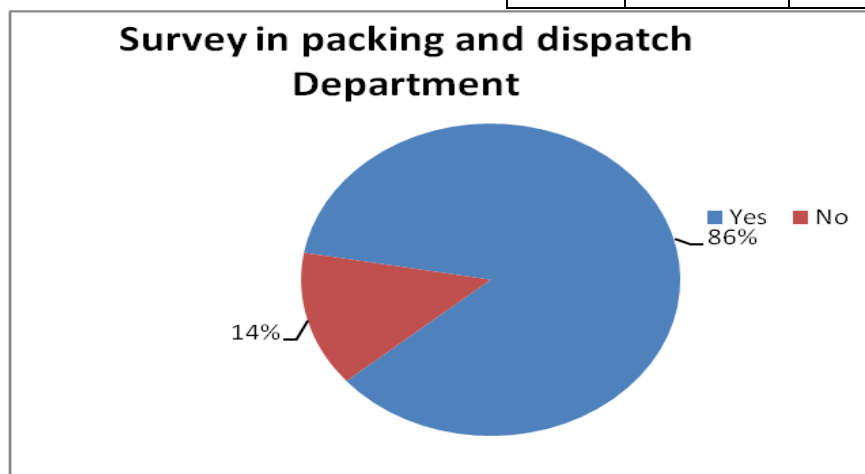
In Production department we can observe that 65% employee are answering 'Yes',

they getting exposure to show their talent in company. And 35% employees are

answering 'No'. means here, more than 60% employee answering 'Yes' means process of talent management is effective in this department.

**Table 4:** Survey in packing and dispatch Department:

Option	Responses	Percentage
Yes	86	86
No	14	14



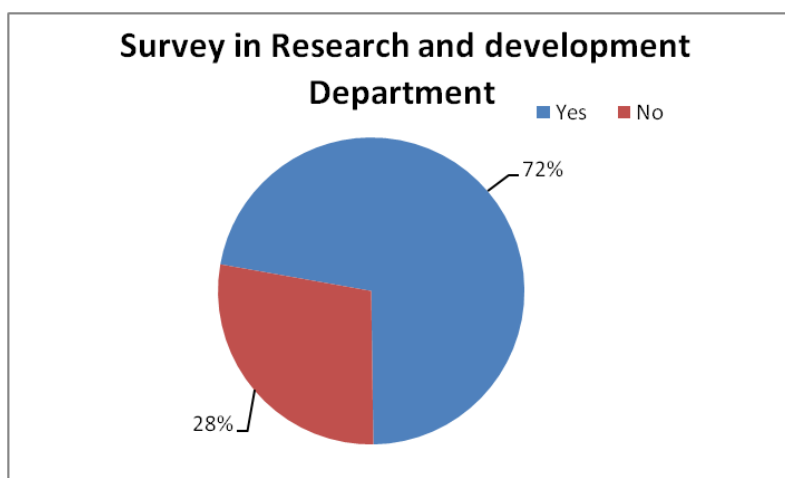
**Figure 4:** primary data survey questionnaire

In Production department we can observe that 86% employee are answering 'Yes', they getting exposure to show there talent in company. And 14% employees are answering 'No'. means here, more than 60% employee answering 'Yes' means process of

talent management is effective in this department.

**Table 5:** Survey in Research and development Department:

Option	Responses	Percentage
Yes	72	73
No	28	15

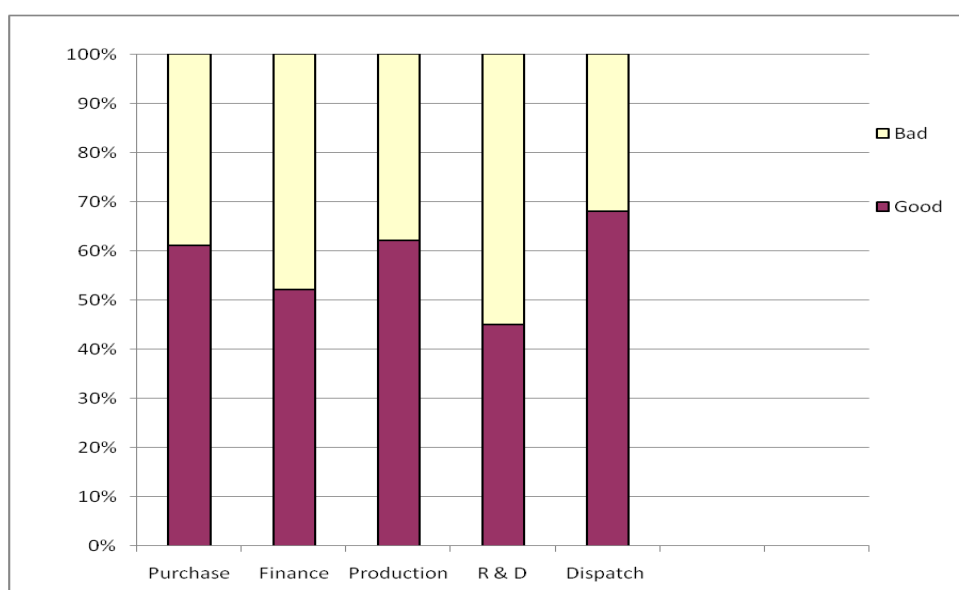


**Figure 5:** primary data survey questionnaire

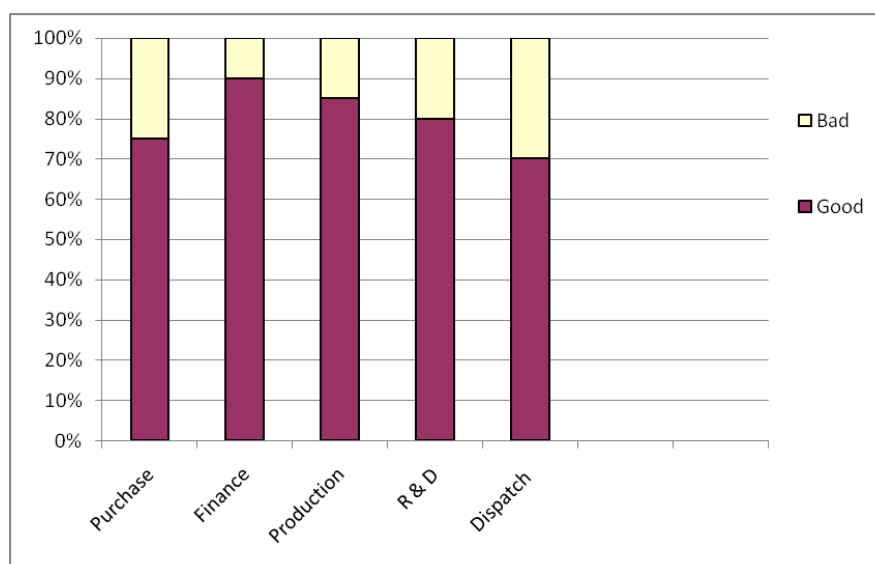
In Production department we can observe that 72% employee are answering 'Yes', they getting exposure to show there talent in company. And 28% employees are answering 'No'. means here, more than 60% employee answering 'Yes' means process of talent management is effective in this department.

**Table 6:** Employee's performance before implementing Talent Management concept:

Department	Good	Bad
Purchase	61	39
Finance	52	48
Production	62	38
R & D	45	55
Dispatch	68	32



**Figure .6:** average performance appraisal report of employee.



**Figure 7:** secondary data from average performance appraisal report of employee.



**Table 7:** Employee's performance after implementing Talent Management concept:

Department	Good	Bad
Purchase	75	25
Finance	90	10
Production	85	15
R & D	80	20
Dispatch	70	30

In the above two diagrams we can compare the performance of all departments before the talent management concept is implemented and after implementation of the talent management concept. We can see

that the performance of all departments increases after implementing the concept of talent management.

### Test the hypothesis

Talent management has been developed as a platform for the business world to manage the talents of employees for the benefit of the company.

These are the changes to the survey and performance reports above:

The company is an effective process for talent management

**Table 8:.** Talent management is effective for Company

Talent management is effective for Company if:	Remark from "Data of Analysis" = Yes OR X = No
• Quality of the Product increase.	✓
• Ratio of employees to left job is decrease, and new candidate are increase in organization.	✓
• Employee getting satisfaction from the job	✓
• Complaints of employee reduced.	✓

The table above shows that all standards for the company show an effective process for talent management and are useful for employees and organizations. Therefore the project is not a null hypothesis and alternative hypothesis.

### Null hypothesis:

Employees who benefit from a talent management system

Employees can remain successful for the benefit of the organization.

Improving the performance of employees through talent management

Staff turnover of organizations affected by talent management procedures

### Conclusion

Talent management in the HR community is an opportunity for HR professionals to make progress in their area of expertise and career. A strong HR community helps you create strong public services. The goal of talent management is to better understand the employees of the HR community, to support professional and career development and to

bring personal needs and goals in line with HR's business philosophy. We as a community also want to have the flexibility to develop people to meet the future needs of our communities, governments and customers. The first broad reach of the community forms the basis for ensuring leadership continuity, knowledge transfer and continuity of service. First Implementation has led to important human priorities and strategies such as performance management, leadership and management development, human resources and maintenance, employee learning and development and culture, all supported by the HR strategy of the HR community.

The next important step in this process is the implementation of talent management. Plan your HR community. Individual community members and managers must work together to promote a personal career development plan.

The HR community must work together to encourage a mentality for talent management. Support development as a professional group and integrate talent management into your day-to-day operations.

- 1) Recruitment: We know that it helps to bring the right people to the organization.
- 2) Holding: We believe it helps to develop and implement practices that reward and support employees.
- 3) Development of staff; Talent management ensures continuous informal and formal learning and development.
- 4) Performance management: Talent management is a specific process that

promotes and supports performance, including feedback / measurement.

- 5) Personnel planning: This program is used to develop business and general change plans, including older people and the current / future lack of skills.

### **Suggestions and recommendations**

- 1) The organization must carry out research to prevent the withdrawal of personnel.
- 2) The HR department must communicate with the incoming employees and expose them.
- 3) Because different employees can not work through motivation, they perform different tasks to motivate employees.

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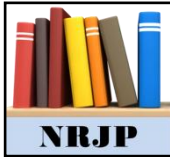
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*Review Article*

## The Effect of Midday Meal (MDMS) on Nutrition, Registration and Primary School Students in Madhya Pradesh: Case Study

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### Abstract

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*It is thought that education is central to economic development, which increases productivity and living standards. Primary education is considered essential in Kerala and requires universal primary education. Mid-day meal is one of the most important policies and the main goal of education is to increase the return on education by improving the diet for children to reduce training costs and promote learning. This study showed that this plan does not contribute to improving the nutritional status of LP schools selected by both schools. Moreover, the lunch meal plan had no significant effect on the nutritional status, student enrollment and dropout. Therefore a higher caloric content of food can have a positive influence on the nutritional status of the student. The government must adjust the timing of food and food supply again. Nutritional aspects of children play a greater role in physical and mental development.*

**Keyword:** Intermediate day - Meal plan, food level, enrollment percentage, drop-out percentage, elementary students.

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### INTRODUCTION

Health and education are regarded worldwide as "basic rights". Universal primary education is an important goal of the 'Millennium Development Goals' (MGD) that both boys and girls have to complete primary education. The importance of basic education in primary education is not only a direct value of good health and other human performance as a part of the basic competence, but it can also help to create a more standard economic

success. This in turn can contribute to improving the quality of human life(1).

Education plays an essential and important role in meeting the basic needs of ordinary people, food, shelter and clothing. The main goal of education is to prepare and feed children physically, mentally and spiritually to lead a quality life. Education is a process by which we meet the challenges of life for survival and through the process of

obtaining the competencies and skills necessary for the struggle for existence. Four key factors must be identified to reach the educational goals for everyone. This includes access to education, registration of children and the maintenance and implementation of registered children. The Mid-DayMeal scheme is an attempt to achieve and promote all these goals(2).

To reach the disadvantaged population, the government has introduced various plans in the primary education sector. Access to primary education has become universal through the government's regular programs, such as Sarva Shiksha Abhiyan, but few children still do not receive primary education because of their low economic status. The 93rd constitutional amendment has been created as a free and compulsory training as a fundamental right for all children aged 6 to 14 years. India has also signed a Millennium Development Goal. Accordingly, by 2015, the state must achieve universal goals for primary education(3).

To achieve this goal, on 15 August 1995 a basic education and nutrition support program, nationally known as the Mid-Day Meal Arrangement, was started by the Primary Education and Information Agency, Human Resources Development and Government. India. Initially this program was introduced in 2408 blocks from 1997-1998, extended to all blocks of this country. In 2002, the system was expanded to include children who received the EGS education guarantee scheme and the AIE (Alternative Informal Education) education. September

2004 this program was revised to provide 300 calories of midday meals and 8-12 grams of protein to all children studying at level 1 to level V at government agencies, government-supported schools and EGS / AIE centers. In November 2001, the Supreme Court ordered all states to provide a luncheon instead of raw grains.

In October 2007, the system was initially expanded to cover the first primary (6th to 7th grade) children in the 3479 district blocks (EBBS) and then cover all national blocks. The number of children included in the interim meal plan increased from 3.34 crore in 1995 to 12 coradildren in 2010. The Mid-Day Meal-Scheme (MDM) was an attempt to improve registration, retention and presence.

**The main goals of this plan are:**

1. Improving nutrition for students in grades 1 through 7 in public and government-sponsored schools.
2. Encourage children in disadvantaged backgrounds to attend school regularly and to focus on school activities.
3. Provide nutritional support to students in areas prone to drought during the summer holidays.

The plan evaluates sardine food with at least 300 calories and 8-12 grams of protein for each child studying from grade I to grade V. The upper basic meal yields 150 grams of protein and consists of 700 calories and 20 grams of protein per person per day ( rice or wheat). The central government will supply 100 grams of free food grain (wheat and rice) to the state and local authorities per day

per school from the nearest Food Corporation of India (FCI) farmers, and the cost of transporting food grains from the nearest FCI(1, 4).

### **Elementary School**

This system also offers help to cover the costs of cooking. The program is managed by local authorities with the help of village authorities, village school boards, school management committees and parents' associations. Women cook self-help groups in rural areas. In urban areas, some NGOs are responsible for bringing food to primary schools. Free Chinese meals can achieve a lot about children's upbringing and health.

They create good eating habits, such as promoting the participation of children in school, reducing starvation in the classroom, promoting healthy growth, washing hands and ending food, and when all children eat the same, social eating gender equality It promotes. We should eat together. 8.41 crore elementary students and 3.36 crore higher elementary students, totaling 11.77 crore students, have benefited from the MDM scheme(5).

Intermediate Work History Lunch at the school has a long history in India. In 1925 Madras Municipal Corporation introduced a luncheon program for underprivileged children. In the mid-1980s, three states, Gujarat, Kerala and Tamil Nadu, and the Union Territory of Pondicherry in Pondicherry had a full-day cooking program(6).

### **The Basic Steps**

From 1990-1991 as a universal or large halfway with own resources - on - the number of countries implemented the meal plan was especially increased 12. In 2009, the following changes were made to improve the implementation of the plan.

(I) increase the amount of oils and fats to improve heart rate from 25 to 30 g to provide a nutritious diet balanced children between the upper primary group and, vegetables, from 65 ~ 75 to 10 grams to 7.5 grams .

(II) (excluding labor and administrative costs) Cooking costs review if the parent primary school children to the primary children on Rs 1.68 has been set at Rs 2.50, providing meals to the good children of the prescribed quality against Rs 2.20 to Rs 3.75 has been. The costs of primary cooking are 2.69 rupees per day for children and 4.33 rupees for primary school students from 2010. The cooking costs are revised by 7.5 per cent compared to 2011.

(III) Existing systems that pay food grain costs to FCI The Indian government is vulnerable to delays and risks. The payment of food grains costs from the local and national level, district-level agents from 2010 to focus on the details of the monitoring plan FCI decentralization.

### **Mid-day Meal Quality**

The quality of intermediate meals largely depends on the quality of food grains. FCI is responsible for the highest quality food



grains, which must at least be reasonably average quality (FAQ). FCI appoints a Nodal Officer for each state to address many problems with the delivery of food pellets as part of the MDM program. District collectors or the highest executive board of the Panchayath district ensure that the removal of food grains at least FAQ by joint investigation team composed of FCI and the collector or CEO, appointment and confirmation of district panchayath.

Quality, safety and hygiene specifications are laid down in the guidelines. In addition, at least one of the two or three adult members must be a teacher and taste food before they are served to the child. Guidelines do not occur for every quarter supervisor can test the 25% schools / EGS / AIE centers, but officials, employees, and intensive and frequent monitoring of the program due to lack of resources as expected. The guidelines also provide active community involvement in monitoring and monitoring the program. For programs of this size, the core success is active and implies the full involvement of the community(7)

This report examines the implementation of the National Maternity Benefit Scheme and intends to replace it in Madhya Pradesh. This report is based on interviews March 2007 three weeks Bhopal, Sunny, Hvar Wani, at four weeks of shale Darfur. The report, despite the Supreme Court's order, the government implemented more National Maternity Benefit Scheme (NMBS). Instead, NMBS has been replaced by Janani Suraksha Yojana (JSY). This system is a

system that provides monetary incentives to pregnant women looking for an institutional birth. JSY does not cover the data created to pursue the worthy goal of safe delivery of the babies of women during pregnancy, as one NMBS designed nutritional needs. Moreover, although JSY gives money to women who deliver at home, this part of the program rarely happens. Finally, JSY encourages women to give birth to public institutions that can not offer competent and safe care.

Madhya Pradesh has a plan that is hardly known, but is often called the prenatal benefit program. Pregnant women over the age of 19, who have a yellow card for the first time under this scheme, will receive a double birth 500 Rs a few weeks ago (in practice on the premises is limited to a certain class). This system is similar to the NMBS, but all pregnant women who have one below the poverty line (BPL) cards are subject to a non-500 R yellow card holder (only for the poorest of the arms included). In addition, prenatal benefit programs are implemented on a large scale with many potential beneficiaries who are not aware of the program.

### **Problems with Mid-Day Meal Plans**

A mid-day meal plan has been in use since 1995 and revisions of the guidelines for clarifying program objectives by 2006 have been repeated. Despite the stated aim of promoting the universalization of basic planning and education, Human Resource Development (MHRD) has not established how the program measures the impact on enrollment, retention or attendance. Data



collected at the time of registration was used exclusively for the distribution of food. In addition, MHRD has not demonstrated a relationship with the family, and the Health and Human Services for health screenings, so collected data on the nutritional status of the beneficiaries or listed in the manual(8).

1) Official information on the lack of evidence on the effects MDM sources do not provide evidence of the degree of reduction of chronic hunger and malnutrition in children attending the school. No impact assessments have been carried out to assess the impact of the system on children's health and education.

2) I cannot pay cooking costs at school level. The US mentioned two main reasons for the incorrect implementation of MDM. Lack of funds for cooking costs and budget delays. The state claims that the current costs of cooking per student are insufficient and required repeatedly.

3) The deviation from the set criteria: the food offered in a number of weeks, was not under the prescribed 100 g of 83 g in the range of 5. In addition, many states have not followed the quality of food and other states have not carried out irregular or important tests. Moreover, Human Resource Development has not provided micro-nutritional supplements that the state claims to be responsible for.

The 2008 CAG Audit Report 2008 concluded that the Department of Human Resources Development ignored the crucial

role in monitoring whether a primary school meal is available for school children.

4) Inefficient monitoring and evaluation: the provisions for monitoring were not followed and the internal control mechanisms were weak. The Monitoring and Steering Committee regularly meets to determine the status and performance of the plan.

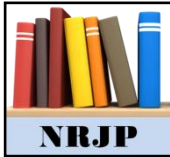
### **Conclusion**

Schools play an important role in society for schools for food evaluation of secondary schools, especially school children. The right to education is one of the fundamental rights. There is compulsory education for children between the ages of 6 and 14 years. Education has therefore had a major influence on the attitude and personality of children. Children must have cooked meals in order to grow. It will help you focus your research and improve your health. This study mainly focuses on daily meals for primary school students

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## **NRJP Journals**

### *Related Journals Abstract*

## **Journal of Accounting, Finance & Marketing Technology**

**Vol. 1, Issue, 03. December, 2017**

### **Comparative Study of Price Performance of Pharmacy Stocks of Leading Pharmacy Company**

***Vinod Kumar Gupta***

**Abstract:** *The profitability of the shares is generally considered affected by the financial indexes and the economic variables of the company. The basic method assumes that the returns of shares are not related to the stock market. Most of the results occur in the conditions of the company, the conditions of the industry and the entire economy. In this study, we investigated the relationship between stock returns and fundamentals using data from 11 pharmaceutical companies on the stock exchange for one year, and examined the effective factors for stock performance. Because our data is natural, we use the panel's data model in a quantitative way. The results show that 80% of the changes in the performance of the shares are explained by nine basic variables such as debt / capital ratio, working capital for total assets, current index, net profit margin, circulation period, participation of market and inflation rate of pharmaceutical products. The prices of products, total assets and exchange rates have a significant impact on the returns of shares. This factor can be used in the decision making of the pharmaceutical industry.*

**Keywords:** *Economic variables, Fundamental analysis, Pharmaceutical companies, Stock exchange, Stock return*

### **E-Commerce Initiatives: A Positive Prospective**

***Pawan Kumar***

**Abstract:** *Developing countries can be industrialized and modernized if they can widely apply information technology to increase productivity and international competitiveness and develop e-commerce and e-government applications. An information-based society or a knowledge-based society consists entirely of IT products, socio-economic and IT applications. Many countries in Asia use electronic commerce through economic opening, which is essential to open competition and spread Internet technology. The Internet is improving the efficiency of developing countries and improving market integration. Developed countries have long been leaders in developing countries in telecommunications infrastructure.*

**Keywords:** *E-business, telecom infrastructure, e-commerce, Innovations.*

### **Impact of Goods and Service Tax (GST) on Start up Businesses**

**Saiyad Nazia Fatima Rizvi**

**Abstract:** *GST (tax on goods and services) is considered one of the largest tax reforms in India after independence. The idea of "a country, a tax" was well received by businessmen, governments, experts and politicians. GST will simplify the indirect tax by incorporating all major indirect taxes, such as excise duties, service tax, VAT, single duty tax on consumption will increase the convenience of business in India. This paper examines the impact of GST on the entrepreneurship of India. India is home to the largest start-up ecosystem in the third and smaller start-ups that has more than 4,000 new businesses and 80,000 from the hiring of new start-up companies. This document summarizes the impact of the most outstanding characteristics, the applicability and the comparison with the proposed GST tax and the current tax system, such as the taxation concept imposed Branch of the Islands and the configuration of the subject and manufacturers, exporters, suppliers of GST services I would like to explain to importers and exporters. The introduction of the GST, transparency increases because the existing tax system to simplify documentation costs and savings only to alleviate the backing of the newly created company is the effective tax rate on services supporting the creation of companies and the short-term improvement, will be at least increased inflation. This article tries to consider all the pros and cons of the GST to the new Indian companies. In conclusion, despite all these problems, even though the proposed GST legislation is not totally and GST is one of the most business-friendly reforms in India, and the long-term benefits of the GST can say that there is a possibility to overcome the problems of the GST.*

**Keywords:** *Composition levy scheme, GST, Service providing startups, Taxable person, and Taxable point.*

### **Innovation in Advertisement Using Technology**

**Pratiksha Gupta**

**Abstract:** *There is no longer an age when advertising is limited to banners, newspapers and television commercials. Currently, ads are not limited to a few media, but they explore new media every day. With the advent of new technology, the company is using it to display ads and other prominent products from other companies. When the number of users of the Web reaches 2 billion, Web 2.0 is recognized as the largest medium. The company advertises itself on social networking sites, blogs, video sharing sites and web applications. We want to see dynamic changes in the way we create ads. Viral ads are kind. There are technologies and other technologies that will revolutionize your ads in the next 10 years. This document will be the main focus area.*

**Keywords:** *Radio Advertising, In Game Advertisement, Smart watches, Apps.*

### **Legal and Regulatory Framework for E-Commerce**

**Vaibhav Labhane**

**Abstract:** *Electronic commerce related to online transactions. Electronic commerce offers consumers a set of benefits such as low cost, wide variety of options, time savings and product availability. The general category of electronic commerce can be divided into two parts: electronic: electronic finance. Electronic commerce involves conducting business using modern means of communication such as telephone, fax, electronic payment, remittance sending systems, electronic data exchange and the Internet. This is a review of several studies conducted in electronic commerce. This document analyzes the various opportunities of electronic commerce. This report provides an overview of the general e-commerce industry in India from 2007 to 2011. This white paper highlights the main challenges and opportunities that the Indian e-commerce industry will face in the coming years.*

**Keywords:** *E-merchandise, E-finance, E-payment, Money transfer systems, E-data interchange.*

## **Journal of Bank Management & Financial Strategies**

**Vol. 1, Issue, 03. December, 2017**

### **Bird Eye On E-Commerce Adaptation In Indian Concern**

**Pooja Singh**

**Abstract:** *In a nutshell, e-commerce is moving your business to the World Wide Web. E-commerce has become a dominant online activity almost overnight. There is no definition of electronic commerce, only commercial activities carried out, linked or supported by electronic communications. The impact of electronic commerce is already evident in all business areas, from customer service to the design of new products. It facilitates new types of business processes to contact and interact with customers, such as online advertising and marketing, online orders and online customer service.*

**Keywords:** *E-commerce, electronic data interchange, electronic insurance, bandwidth..*

### **Comparative Study of Financial Strategies of SBI and ICICI Bank**

**Anshu Kumar**

**Abstract:** *The business cycle is not new in the Indian economy. Over the past decade, India has witnessed two major stages of the business cycle. A high-growth tide lifted all the boats, and the high profits were considered natural. There has been a recession in the last four years. The banking industry, which is currently growing at a high rate of + 30%, is experiencing a growth rate of 19%. This document is an attempt to analyze performance by analyzing the key components of the financial variables of the five major banks in the public, private and foreign sectors. The weights are specified according to the importance of the parameters for financing.*

**Keywords:** *Banks, Financial Ratios, High Growth Years, Recession.*

### **Is Customer Satisfaction Is the Only Key to the Bank Profitability**

**Rajnish Kumar Chowdhary**

*The banking sector performs three main functions in the economy. First, the operation of the payment system, and secondly, the mobilization of savings and the allocation of savings for the last investment project. The banking system, which forms the backbone of the financial sector, plays an important role in providing the impetus for monetary policy to the economy as a whole. An effective financial structure can help increase investment, which can accelerate economic growth. Our global experience confirms that countries with well-developed and market-oriented free banking systems are growing faster and more stable.*

**Keywords:** Indian banking sector, financial perspective, Employee satisfaction and Efficiency.

### **Managerial Succession and Organizational Efficacy**

**Nageshwar Yashwant**

*Succession planning involves identifying potential candidates with the help of a talented duo to change the future. This simple replacement of two or three people can move to the next classification in the organization chart. Talent Pool, the next candidate for the development of internal and external candidates, a combination of professions. To analyze the succession plan, the researcher specifically understood and researched knowledge about the financial sector and developed an effective system of succession planning. The researcher's sequence includes an evaluation of the feedback factors of the succession plan. In the financial sector, we analyze the drawbacks to address future development challenges for future succession planners who plan succession planning systems. The meaning of this study is between managers and subordinates. Factors also affect performance and rewards, and job satisfaction is not important*

**Keywords:** Managerial Succession, Organizational Efficacy, Succession Planning.

### **Trends Analysis of Shares Prices On The Basis Of Oscillators**

**Anshuman Gupta**

**Abstract:** *Indicator indicates. This may sound simple, but sometimes traders ignore the behavior of the price of the securities and focus only on the indicators. The indicators filter the pricing actions with formulas. Therefore, it is a derivative and does not directly reflect the behavior of the price. This should be considered when applying the analysis. The analysis of the indicators must take into account the prices. What are the indicators of price behavior in security? Are the price behaviors stronger? Is weak?*

**Keywords:** NSE, Stock, Bear and bullish signal, Shares, indicator, MACD.

## **Journal of Business Management & Quality Assurance**

**Vol. 1, Issue, 03. December, 2017**



### **Evolution of Commerce From E-Commerce To M-Commerce**

**Alok Kumar Singh**

**Abstract:** *Currently E-Commerce is synonymous with PC and browser based interaction. However, in the near future GPRS-enabled mobile phones will rule the online transactions. Today, online downloads to mobile phones is limited to low value services like music downloads, picture message downloads and ring tone downloads. However, as the mobile users get more familiar with buying online, the purchase of high-involvement products is expected to rise. Certain verticals like Banking and Finance, Travel, Entertainment, and Retail are likely to drive the growth of m-Commerce in the country*

**Keywords:** *E-Commerce. GPRS, internet portals, online shopping, M-Commerce.*

### **Growth Strategies to Demystifying the Brand Patanjali**

**Shweta Shukla**

**Abstract:** *Patanjali has also pledged to plough back majority of its profits in operations, which in turn will help Patanjali better its position in the growing market. Will Patanjali reach a turnover of close to USD 1.5 billion (Rs.10,000 crore) this fiscal or an ambitious turnover of close to USD 3 billion (Rs.20,000 crore) by 2020? Whatever the answer to these questions is, nobody can take the success away from both Baba Ramdev and Acharya Balkrishna at the present moment. The disruptive force that they have created in the Indian FMCG industry is set to benefit the consumers for a long time to come.*

**Keywords:** *Patanjali Ayurved, STP, Environment Analysis, Marketing mix*

### **Opportunity and Challenges with GST**

**Praveen Kumar**

**Abstract:** *One of the main objectives of GST is to eliminate the cascading effects of taxes on the costs of production and distribution of goods and services. Excluding the waterfall effect, taxes on taxes will greatly increase the competitiveness of original goods and services that have a beneficial effect on GDP growth. GST will be a good reason to achieve the goal of simplifying India's indirect tax regime to eliminate cascading effects in the supply chain to the level of the final consumer only when all these indirect taxes are fully included in the GST. Because alcohol, tobacco, and petroleum products are considered sinless merchandise for alcohol and tobacco, the government will not include them in the GST, and the government is reluctant to allow free trade in these properties.*

**Keywords:** *GST, double GST, tax benefits, VAT, GPP growth rate.*

### **Staff Training: A Mandatory Requirement**

**Surendra Mishra**

**Abstract:** *The upward mobility of an organization positively changes its position, responsibilities and financial interests. It is clear that there is an increase in promotion opportunities in the bank*



*due to unionism and the expansion of the bank. Before organizing unions among employees, I felt that the path of promotion was relatively small and I was promoted by employees. Because the employer recognized the merit of the employee instead of the actual merit. However, after the establishment of the union between the employees, the members of the union consider the senior as the main criterion for the promotion. In the case of People with the same seniority were considered criteria of merit.*

**Keywords:** *Employee training program, Wages, salary and financial incentives*

### **Vision of Prime Minister of India: Building Smart City To Uphold Economy**

**Zigyasa Singh and Dr. Dharmadev Singh**

**Abstract:** *The developed cities are a mirror of a developed economy that reveals the high lifestyle of that country because the cities are the engines of development of the economy of each nation (including India). About 31.2 percent of India's current population lives in urban areas and they contribute 63 percent to India's GDP. It is estimated that by increasing the urbanization, 40 percent of the Indian population will occupy cities in the year 2030 and it will contribute 75 percent to the gross domestic product. For this broad development of physical, institutional, social and economic infrastructure is expected. Development of all these is important in establishing a best cycle of development and progress to improve the quality of life and attract common mass and investment to the cities.*

**Keywords:** *GDP, Smart Cities, Economic Development. Financial Strategies*

## **Journal of Commerce, Economics & Management**

**Vol. 1, Issue, 03. December, 2017**

### **A Path Of Growth Of India: Smart City**

**Dr. Sandeep Bansal**

**Abstract:** *Smart cities use information and communication technology (ICT) to improve the quality, performance and interaction of city services, reduce costs and resource use, and improve contact between citizens and government. The areas that have developed smart urban technology are government services, traffic management, energy-oriented management, water, innovative urban agriculture and waste management. Smart City applications have been developed with the goal of improving urban power management and real-time response to challenges.*

**Keywords:** *Smart City, Economic Development, Digital India, Cyber Villa.*

### **Product / Brand Positioning and Interactive Advertising**

**Manisha Shah and Rupali Sharma**

**Abstract:** *Interactive advertising helps shape brand identity through intelligent positioning, which is very useful in distorting competitors in a highly competitive market. Interactive ads are*

*interactive, views are constantly monitored and in some cases the conversion rate of hit-to-buy. Drucker believes that he must control the future. Internet is the most exciting medium in the world. It is the first truly democratic medium created by two-way communication between advertisers and consumers. The internet is the medium of the future and will remain behind all other media.*

**Keywords:** Brands, Marketing Strategy, Competition, Positioning Concept, Digitalization

### **Demonetization: A General Survey On Advantages and Disadvantages**

**Chandani Majoomdar**

**Abstract:** *The exploitation of the government is a big shock to the economy. The impact of the shock over the medium term will depend on how much currency will be replaced at the end of the exchange process and how much money will be circulated. Although the claim that money that would be extinguished would be "redundant", it must be properly extinguished to justify the distorted economic stimulus structure, but this claim is based on an impression rather than a fact. We can not pass on the facts to anyone, but it would be reckless to claim that this is the only possibility. As discussed above, it is possible that these cash balances have been used as a medium of exchange. In other words, while cash mediates legitimate economic activity, when the currency ends, economic activity will shrink, which is the cost to be taken into account when assessing the effects of desertion on the economy. Economy and its agents.*

**Keywords:** Demonetization, security, black money, RBI, currency.

### **Financial Institutions Management A Risk Management Approach: Book review**

**Anvita Shankar**

**Abstract:** *The financial services industry continues to undergo dramatic changes. Not only have the boundaries between traditional industry sectors, such as commercial banking and investment banking, broken down but competition is becoming increasingly global in nature. Many forces are contributing to this breakdown in interindustry and intercountry barriers, including financial innovation, technology, taxation, and regulation. It is in this context that this book is written.*

**Keywords:** Financial Institutes, Management, Risk management, Financial approaches.

### **Goods and Services Tax: To And Fro**

**Prabhakar Joshi**

**Abstract:** *In today's scenario, we carry a variety of taxes, direct and indirect taxes, which we believe are troublesome and these taxes are increasing corruption. In order to overcome all these tax systems, the central government decided to create a single tax system, the excise duty (GST). GST is one of the most important tax reforms in India that has waited a long time for a decision. It is an extensive tax system that will cover all indirect taxes of the national and central government and the entire economy as a smooth country on the national market. It is expected to play an important role in India's growth by removing the burden of the existing indirect tax system. The GST includes all existing indirect taxes that help economic growth and appears to be*

*more advantageous than the existing tax system. The GST will also accelerate the gross domestic product (GDP). GST is currently recognized worldwide and is used as a sales tax in the country. This report shows the impact of GST after enforcement, the difference between current indirect taxes and GST, and the benefits and challenges of GST after enforcement.*

**Key words:** *central, state, double, GST, indirect taxes, direct taxes, GDP, implementation.*

## **Journal of HR, Organizational Behaviour & Entrepreneurship Development** **Vol. 1, Issue, 03. December, 2017**

### **An Exploratory Study of Religious Entrepreneurs**

**Irshad Qureshi**

**Abstract:** *The impact of religion on work has not been fully investigated, especially the relationship between religion and entrepreneurship as a kind of work. This study investigates the relationship between entrepreneurial behavior and religion. The study showed that religions are highly individualized for entrepreneurs, which gives a first impression that religion and work are not relevant. However, further research has shown that religion is a business activity. Entrepreneurial activity is influenced by the need of entrepreneurs to reinterpret their work religiously and to put an end to the tension between faith and work.*

**Keywords:** *religion; work; family, Ethics, corporate culture, business values.*

### **Assessment of Business Ethics in Entrepreneurship Along With Religion**

**Rintu Chitrakar**

**Abstract:** *In recent years there has been a growing interest in entrepreneurship. Much of this interest is due to the students' desire for entrepreneurship planning due to their genuine interest in the subject, or because business education is a useful risk factor due to the uncertain business experience of the company. A study of the relationship between the importance of faith and its beliefs and ethical judgments. The importance of religious beliefs among entrepreneurs is compared to the importance of religious beliefs among other business respondents. The literature provides numerous definitions of ethics. Crane and Mats defines business ethics as "research on situations, activities and business situations". According to the definition of ethical decision, entrepreneurs who are considered very important for religious importance and entrepreneurs who are very orthodox in their beliefs can judge at least five of the sixteen ethical problems that entrepreneurs do not seem important or important to. religious interests*

**Keywords:** *entrepreneurial spirit, religion, business, ethics, society*

### **Human Resource Development in the Public Sector: An Analysis**

**Ujjawala Vashneya and Sneha Gupta**

**Abstract:** Human resources consisting of the total knowledge, creativity, skills, talents and skills of the staff of the organization, as well as the values, benefits and benefits of the people involved in the organization. On the other hand, it not only improves the skills and abilities of employees who are currently employed, but also includes the ability to do so in future tasks. In short, HRD deals with the development of human resource functions in an organization. The term human resource development consists of two terms, mainly human resources and development.

**Keywords:** Human Resources, economy, corporate culture, business values.

### **Indian Economic Development via Smart City: Challenges and Possibilities**

**Md. Hasan and Malik Rukhsana Parveen**

**Abstract:** In spite of having such a large population in India, our villages and cities are extremely backward in terms of both physical resources. Efforts were made to develop some of the important cities of India like Bombay, Calcutta and Madras, to fulfill their personal interests by the British before independence, but there was a lack of long-term employment in the establishment of cities. After independence, the Government of India promoted urbanization by establishing industries to accelerate the economy of the country, but no attention was given to the exclusion of Chandigarh except in the planned manner. Today the bigger cities are found in our country, the more problems are found. Even in the big cities of India, today the fundamental facilities are not available which are found in developed countries. Certainly there must be some cities in India where world-class facilities are available.

**Keywords:** Smart city, Development, urbanization, Urban Development.

### **Medical Tourism in India: a Bird's Eye- View**

**Dr. Sanjeet Kumar Gupta**

**Abstract:** Medical tourism is now one of the relatively unaffected growth areas. We now have enormous potential for future growth in medical tourism, not only in the Ministry of Tourism, the Indian government, but also in the various departments for state-related tourism and even the private sector, which consists of travel agencies, travel agencies, hotel companies and other accommodations. . Medical tourism can be defined as offering 'cost-effective' personal healthcare / personal care related to tourism for patients who require surgical and other forms of professional and professional care. The paper now focuses on medical tourism in India, opportunities for medical tourism and challenges in India. Finally, this document proposes ways to expand the scale of medical tourism in India.

**Keywords:** Medical Tourism, Health care, Personal Care, Ayurvedic therapy

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## **Journal of Industrial Relationship, Corporate Governance & Management Explorer** **Vol. 1, Issue, 03. December, 2017**

## **A Study of Torrent & GNFC Companies with Special Reference to Corporate Financial Reporting In India**

**Gaurang Kumar C. Barot**

**Abstract:** *In order to overcome the limitations of man and money and to tide over the risks attached to the businesses activities, entrepreneurs invented the concept of doing business along with others. Thus came into existence partnerships. There was division of ownership and risk amongst the entrepreneur known as partners. To compensate for the contribution of capital and labor and sharing of risks, the profits of the business were shared amongst the partners either equally or as agreed. For many centuries the sole proprietorship and partnerships were the organizational forms employed in doing business. Edward Peragallo in his Origin and Evolution of Double Entry Book Keeping states that one of the great achievements of the Florentines was the development of large associations (partnerships) where capital was pooled together. Initially they were within the family groups but later on the family aspect of partnership disappeared fully. There were two types of partners. The first group consisted of those who invested money but do not took part in the affairs and whose liability was restricted to their capital contributions. The second category consisted of those who managed the venture and took responsibility for the partnership debts.*

**Key Words:** *Corporate Financial Reporting, Statutory Statements, Non - Statutory Statements.*

## **Challenges and Opportunities in the Evolving E-Commerce Industry**

**Debasis Ganguli**

**Abstract:** *Electronic commerce related to online transactions. Electronic commerce offers consumers a set of benefits such as low cost, wide variety of options, time savings and product availability. The general category of electronic commerce can be divided into two parts: electronic: electronic finance. Electronic commerce involves the use of modern means of communication, such as telephone, fax, e-payment, money transfer systems, electronic data exchange and Internet to conduct business. This is a review of several studies conducted in electronic commerce. This document analyzes the various opportunities of electronic commerce. This report provides an overview of the typical e-commerce industry in India from 2007 to 2011. This document highlights the main challenges and opportunities the e-commerce industry of India will face in the future.*

**Key words:** *electronic products, electronic finance, electronic payment, money transfer system, electronic data exchange.*

## **Smartcity Challenges v/s Possibilities**

**Malik Rukhsana Parveen**

**Abstract:** *In spite of having such a large population in India, our villages and cities are extremely backward in terms of both physical resources. Efforts were made to develop some of the important cities of India like Bombay, Calcutta and Madras, to fulfill their personal interests*



by the British before independence, but there was a lack of long-term employment in the establishment of cities. After independence, the Government of India promoted urbanization by establishing industries to accelerate the economy of the country, but no attention was given to the exclusion of Chandigarh except in the planned manner. Today the bigger cities are found in our country, the more problems are found. Even in the big cities of India, today the fundamental facilities are not available which are found in developed countries. Certainly there must be some cities in India where world-class facilities are available.

**Keywords:** *Urban Authorities, Corporate Governance, Privatization, smart city development*

### **Changing Role of People Management in Digital Era**

**Gopa Das**

**Abstract:** *In the digital transition era of today, human resource management experiences a paradigm shift for change. Changes in the market economy, globalization, diversity in workforce and technology have put new demands on the organization and have led this area in a completely new direction. However, I believe that these challenges have created many opportunities for HR and the organization as a whole. Therefore, the main purpose of this article is to (a) review the challenges and opportunities that will affect the future of HR and (b) provide an overview of how these problems can be resolved in order to continue on the market.*

**Keywords:** *Human Resource Management, digital transformation era, challenges.*

### **Talent management: Meaning and Definition**

**Dr. Rajesh Agarwal**

**Abstract:** *Talent Management is beneficial to both the organization and the employees. The organization benefits from: Increased productivity and capability; a better linkage between individuals' efforts and business goals; commitment of valued employees; reduced turnover; increased bench strength and a better fit between people's jobs and skills. Employees benefit from: Higher motivation and commitment; career development; increased knowledge about and contribution to company goals; sustained motivation and job satisfaction.*

**Key Words:** *Corporate Financial Reporting, Statutory Statements, Non - Statutory Statements.*

## **Journal of Public Policy & Environmental Management**

**Vol. 1, Issue, 03. December, 2017**

### **Flood Disaster of Eastern Uttar Pradesh And Its Ecological Dimensions**

**Dr. Om Prakash Shukla**

**Abstract:** *This paper is based on the study performed during flood disaster in 1998 in eastern Uttar Pradesh area, which comprises that the heavy human interference with the environment due to their excessive need resultant from the population burst will in result of heavy loss of human life and property during flood. This disaster or such calamities were unstoppable but we*

*may conclude a better way to overcome the consequences created by our mistake with environment or in simple word reduce the human interference resulting in ecological imbalance.*

**Keywords:** *flood, natural calamities, water imbalance, environment, interference..*

### **Gandhian Socialism: Proper Model of Economic Development**

**Dr. Om Prakash Shukla**

**Abstract:** *For Gandhi, socialism is a principle of service and sacrifice and calls for a society in which all members are equal. The aim of a socialist would be the attainment of Sarvodaya, the material, moral and spiritual welfare of all and the means for realizing this end would be the sacrifice of one's possession in the interest of the social need and the acceptance of private property as a trust. More generally socialism must be seen as a system of political and economic management with comprehensive structure based on collective action. The concept of socialism thus becomes meaningless if it is extended to exclude any system of economic management in which state plays an important role.*

**Keywords:** *Marx. Gandhism, society, economic dissimilarity, Ahimsa*

### **Human Resource Management: Labor Laws and labor Welfare**

**Priya Malviya**

**Abstract:** *Economic changes in one country are characterized by growth in the secondary and tertiary sector. At present, these sectors account for less than 30% of the labor force, but contribute almost twice as much to GDP. It is labour-intensive and it is essential to create jobs in these areas. However, this presumption can only arise if we walk the path of labor reform. Some economists have vehemently criticized the strictness of labor laws in the nations. They think that this rigid law is the cause of the decline in employment and may hinder the India's Make campaign. They require flexibility in recruitment and dismissal.*

**Keywords:** *Labour laws, industrialisation, labour policy, and labour welfare.*

### **Smart City: A Path Of Growth Of India**

**Rahul Mishra**

**Abstract:** *Large-scale urbanization causes some problems that will be accelerated by population growth. As more than half of the world's population lives in cities, the burden of energy, transport, water, buildings and public spaces increases, as does the need for a 'smart city' solution that can be efficient, sustainable and economically prosperous, Social well-being. Some of the key facts discussed below demonstrate the severity of the problem in India.*

**Keywords :** *Smart City, Urbanization, Growth And Development, Economy*

### **Tourism Industry in India: Possibilities and Limitations**

**Dr. Dinesh Kumar Gupta**

**Abstract:** *Tourism is today emerging as a leading sector in the world and is now considered by some as the number one industry. Demographic, socio-structural and socio-cultural*



*developments have always led to changes in tourist demands, and service providers in tourism are faced with a substantial need to adjust. These constant challenges have expanded and intensified considerably in the first few years of the new millennium. War and tourism, extreme weather, the ongoing internationalization of tourism and the ageing of society (increasingly prominent in public awareness) have emphatically demonstrated the latent vulnerability of tourism as a boom industry. The survival of the tourism industry depends decisively on recognizing the relevant trends and allowing for them in good time. Development of tourism is a very complex process of interaction among many players, who have shared the responsibility concerning the environmental, social and economic sustainability of this lucrative sector.*

**Keywords:** *Tourism, Growth, cultural development, ethics, economy.*

## **Journal of Retail Marketing & Distribution Management**

### **Vol. 1, Issue, 03. December, 2017**

#### **Direct Retailing versus Organized Retailing: A Fate to Farmers**

**Dr. Sunil Kumar Mishra and Dr. Smita Kumari**

**Abstract:** *There are several factors that have increased consumers' interest in direct sales from farmers. The desire for fresh, high-quality products, the ability to make direct contact with farmers who grow / grow food. We are interested in regional and small farmer support. The availability of product information, such as how to grow, how to use it, recipes and taste samples, leads the customer to a marketing store. Companies that sell products directly to consumers can increase their product prices over existing product markets. This applies in particular to small and medium-sized companies that do not produce large quantities of raw materials. Small quantities can actually become assets when sold directly to local buyers. This product is unique and special for consumers.*

**Keywords:** *Small sector BPO, Large sector BPO, MNC, Corporate Culture, Mental Fatigue*

#### **FDI in INDIA: Rock-Bed or Rockbed**

**Sudhanshu Tooteja and Prateeksha**

**Abstract:** *In this constantly changing world, foreign direct investment can not be overlooked if exposed to international exchange and international dynamics. This word came to the news one day when the direct argument was defined. This article explains what FDI means and how retail works and how it works. Organized and unorganized retailers, players in this sector, how retail operations operate, the role of retail sector in GDP countries, prospects for national development. As FDI comes, consumers and producers or manufacturers profit from it. We will surf through politics and exchanges of politicians and we will surf through politicians and a certain verdict. We will also navigate through different policy steps on how the flood camp was held after the globalization of the retail trade and the globalization of the WTO.*

**Keywords:** *Small sector BPO, Large sector BPO, MNC, Corporate Culture, Mental Fatigue*

### **Foreign Direct Investment in Agricultural Retailing in India**

**Dr. Anil Kumar Saksena and Dr. Richa Bhardwaj**

**Abstract:** *At this stage, foreign direct investment in Indian retail is a serious problem. Whether the government will allow investments in agricultural retail marketing is discussed nationally. This article focuses on the impact on agricultural marketing. Microscopic studies in agricultural marketing show that the impact will influence the self-employment of people such as small and medium-sized enterprises and the middle class, but farmers will benefit if there is no public market infrastructure. Farmers suffer a lot of suffering and need a series of desperate measures to sell agricultural products over reasonable proportions that the government has not been able to offer.*

**Keywords:** *Small sector BPO, Large sector BPO, MNC, Corporate Culture, Mental Fatigue*

### **The Marketing Mix Strategies of Patanjali Ayurveda**

**Sambhavi Shukla**

**Abstract:** *Patanjali began working with Patanjali Yogpeeth in Hardiwar, Uttarakhand. Patanjali yogpeeth is one of the largest yoga labs in the United States. Swami Ramdevji and Acharya Balkrishnanaji is Patientjali Ayurveda Ltd. was established for treatment, research and development Ayurveda Yoga and Ayurveda produces pharmaceutical products. Patanjali Yogpeeth brought a coup in providing care and scientific research, and provides health services in the country with a combined approach to Yoga and Ayurveda. Free medical consultation infrastructure of Patanjali Yogpeeth has OPD, thousands of beds IPD, radiology, cardiovascular and pathology laboratories, a yoga research department, free yoga classes, a high-quality ayurvedic manufactured by Divya Pharmacy are drugs, cyber cafes, a huge hall, elderly apartments grand museums , a library and reading rooms with 11,000 square feet of sales channels for yoga and Ayurveda-related literature.*

**Keywords:** *Small sector BPO, Large sector BPO, MNC, Corporate Culture, Mental Fatigue*

### **Customer Preference Survey for International Brands in the National Brand and Oral Healthcare Sector (In Relation to the Mow and Rau Regions)**

**Arshad Ayyub**

**Abstract:** *As the world becomes a village of the world, the consumption trend of our people is slowly changing as foreign new products enter the country. As the influence of the Western world grows by the day, there is a growing tendency to buy overseas brands. The globalization of the market has created advanced purchasing and marketing strategies. Manufacturers, exporters, importers, distributors and other channel brokers need to pay close attention to these effects and use appropriate strategies to respond to these developments if the bias of this strategy exists in the purchasing decision.*

**Keywords:** *Small sector BPO, Large sector BPO, MNC, Corporate Culture, Mental Fatigue*

**Journal of Social Sciences & Multi Disciplinary**  
**Management Studies**  
**Vol. 1, Issue, 03. December, 2017**

**Educated Girl Nation's Progress, Societies Pride! Give Girls their chance**

**Kavita Gupta**

**Abstract:** *Most Indian women accept their traditional role of relying on male relatives. However, the possibility of economic independence through respectable employment becomes a reality for women. They take advantage of the opportunities. An educated Indian woman wants to get in touch with a broader culture in her home, learn about the new potential role and adopt certain changes in her additional role. Today, the current situation is actively encouraging women to assume administrative positions as a whole, and female managers are within our communities. Therefore, with the attitude of the climate changes around. The future is proud if women decide to do their job successfully.*

**Key words:** *Girls' Education, Feminism, Growth And Development, Female Literacy Rate.*

**Nationalism in Reference to Vivekananda and Gandhi**

**Dr. Arvind Kumar**

**Abstract:** *Swami Vivekananda's nationalism is associated with spiritualism. He linked India's regeneration to her age-old tradition of spiritual goal. He said, "Each nation has a destiny to fulfill, each nation has a message to deliver, each nation has a mission to accomplish. Therefore we must have to understand the mission of our own race, the destiny it has to fulfill, the place it has to occupy in the march of nations, and the role which it has to contribute to the harmony of races". His nationalism is based on Humanism and Universalism, the two cardinal features of Indian spiritual culture. He taught people to get rid first of self inflicted bondages and resultant miseries. The nature of his nationalism is not materialistic but purely spiritual, which is considered to be the source of all strength of Indian life. Unlike western nationalism which is secular in nature, Swami Vivekananda's nationalism is based on religion which is life blood of the Indian people. Deep concern for masses, freedom and equality through which one expresses self, spiritual integration of the world on the basis of universal brotherhood and "Karmyoga" a system of ethics to attain freedom both political and spiritual through selfless service make the basis of his nationalism. Gandhi more or less completely bypassed the dominant nationalist vocabulary and showed that it was possible to articulate and defend the case for independence in a very different language. He showed that not every movement for independence is national, not every national struggle is nationalist and that not every nationalist movement need articulate itself in the language of European rather than home-grown theories of nationalism.*

**Keywords:** Nationalism, Humanism, Universalism, Harmony, Freedom.

### **Resemblance Between Vivekanad's And Gandhi's Thoughts**

**Dr. Seema Anannd**

**Abstract:** Both Vivekananda and Gandhi were very much aware of the social, moral and religious degradation of their country in the late nineteenth century. Although Vivekanand loved and cherished Hinduism, he did not hesitate to denounce some of the upper caste Hindus' inhuman treatment of the lower caste Hindus i.e. Shudras, he disapproved of what he called, their "don't-touchism," which Gandhi would later censure as the voice of "untouchability." Criticizing organized religion, he thundered, "If you want religion, enter not the gate of any organized religion." Like his spiritual predecessor, Swami Vivekananda, Gandhi also loved and cherished Hinduism; but neither of them followed his tradition blindly. Born into Hinduism, both remained within their tradition but only as "critical traditionalists" (ibid.), who rejected whatever was irrational, inhuman or obsolete in Hinduism, such as fatalism, ritualism, sectarianism, rigid caste rules, outdated customs and superstitious beliefs or practices.

**Keywords:** Vivekananda, Gandhi, Untouchability, Hinduism, Satyagrah.

### **Sanskritization: An Effective Way to Higher Education**

**Dr. Rajesh Kumar Sharma, Prof. N.K. Bansal , Dr. Mamta Verma , Sandhya Dixit , Dr. Vimlesh Agrawal**

**Abstract:** Sanskritization is a particular form of social change found in India. It denotes the process by which castes placed lower in the caste hierarchy seek upward mobility by emulating the rituals and practices of the upper or dominant castes.

**Key-Words-** Sanskritization, Shaktipeeths, Spiritualism, Social Change, Rituals

### **Thought of human Value education according to Mahatma Gandhi and Swami**

**Vivekananda**

**Dr. Bhavna Singh**

**Abstract:** Everyone knows that life is precious – that life is important. We all protect our life because we care for it more than anything else. If life is so important, the values of life are even more important. Values are guiding principles, or standards of behavior which are regarded desirable, important and held in high esteem by a particular society in which a person lives. The Importance of Values and Morals are the code we live by in a civilized society. They are what we use to guide our interactions with others, with our friends and family, in our businesses and professional behavior. Our values and morals are a reflection of our spirituality; our character. They are what we hope to model for our children and the children around us, because children do watch us as they develop their own sense of right and wrong.

**Key words:** *Nationalism, Humanism, Universalism, Harmony, Freedom.*

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### **ACKNOWLEDGMENTS**

Acknowledgments recognize the contribution of funding bodies and anyone who has assisted in the work.

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