

## **01 ISBR/XBRL TECHNOLOGY- Smoothing up the Cumbersome Tasks of HR Industry:**

### **Should India also Implement It**

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Standard business reporting programme has developed eXtensible Business Reporting Language (XBRL), to meet the reporting and compliance requirement, which has brought a sea change in the corporate world. This paper seeks to find out the role of SBR in HR industry. After XBRL it is opening up the avenues at HR industry with the help of HCM software, which is estimated to reduce the costs by 25%, featuring easy exchange of recruitment data, online lodgement of TFN, payroll and compliance reporting to the regulatory authority. 'Whether SBR technology actually smoothens up the tasks of HR?', 'how much it has been successful in the countries like Australia?' and 'Should it be implemented in India?' are few of the questions that the paper answers. The Paper also figures out the smoothing up role the SBR technology plays towards HR industry by reducing the cumbersome and duplicity tasks of HR. This paper overall assesses the benefits of SBR technology in HR industry of India.

Keywords: SBR, XBRL, HR industry, HCM Software.

## **3 The Awareness of M-commerce Amongst Customers Today**

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Mobile commerce (m-commerce) refers to the ability to conduct wireless commerce transactions using mobile applications in mobile devices. The initial debate on m-commerce was characterized by a high level of optimism, followed by a more nuanced and realistic approach. It is a new concept and is emerging in a context of an established norms, rules and standards. The purpose of this study is to provide a better understanding on how e-commerce has revolutionized traditional commerce to m-commerce and how it has changed customer today. Along with its various benefits and obstacles for m-commerce have also been discussed.

Words : M-Commerce, Customers, Obstacles, Mobile Devices, E-Commerce

## **4 Udit Upadhyay**

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A developing country as India is confronted with numerous challenges especially at the grass root level of the society regarding delivery of various services. Keeping this aspect in mind, there is urgent need for strengthening and stimulation of the entire infrastructure of the diverse set-up owned by India. These systems may be public or private, scientific or industrial. An urgent need is felt to evolve solutions which promote sustainable and speedy growth. Technology innovation helps not only in the development of new services but their effective delivery and increased access at the bottom of paramedical structure of the society

where the privileged sections of the society gradually decreases as we proceed from top to bottom. The educators of the society and the reformers need to study and throw constant light on the emerging challenges and opportunities in the path of innovation of technology. The interaction among various firm be it government of centre or state, universities and their research and development centers determine the impact of technology innovation on the well-being of nation. The development at global level will be sustainable only if science and innovation of technology is properly strategized and effectively implemented. The products and services developed should not compromise with the efficiency, safety and their utility by the section of masses for which they are targeted. Challenge lies ahead to provide the requisite resources from time to time and develop environmentally sustainable products which are friendly to the eco-system at large. Opportunities may lie ahead in front of us in terms of technology and financial resources which the innovators need to take maximum benefit in the process of evolution of new and improved products.

Key word : paramedical, Challenge 1, paramedical

### **5 Prons and Cons of Celebrity Advertising in India**

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Advertising is any paid form of non-personal presentation of ideas, goods and services by an identified sponsor (Kotler). It is one of the strongest tools in the hands of marketers by way of which they use to communicate their product, services policies and various schemes to their consumers. In the recent years especially after liberalisation and arrival of multinational companies in India, the use of celebrities as the brand ambassador and endorser of various brands has increased immensely. A “Celebrity” refers to an „individual who is known to the public, such as actors, sport figures, entertainers and others of the like for his or her achievement in areas other than that of the product class endorsed (Friedman and Friedman1979). Celebrities attract the consumer attention towards the advertisement and also stimulate brand recall. They help the brands to become recognisable. The present paper tries to investigate various aspects of celebrity advertisement, its usefulness and relevance in the current time when consumers are bombarded with thousands of advertisements every day. The study also tries to find out factors to be considered by the marketers while selecting a celebrity for their brand.

Key Words: Advertisement, celebrity, brand,endorsement

### **6 Financial Inclusion : Innovation ,Opportunities and Challenges**

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Financial inclusion - a key driver of economic growth and poverty alleviation , as access to finance can boost job creation, reduce vulnerability to shocks and increase investment in human capital. Where still individuals are excluded from even basic financial services - with no bank account. Many countries have recently adopted explicit financial inclusion strategies with targets for financial inclusion. Barriers such a cost , travel distance, amount of paperwork play an important role. Despite of policy making with high interest, there are still

important gaps existing. While recent years have seen some increases in financial inclusion, there is still much scope to reduce barriers to access. However one of the challenges is that efforts to increase inclusion if not implemented correctly can have the opposite effect, making poor borrowers increasingly dependent on debt and contributing to financial instability. RBI easing licensing norms, opening up more women bank branches and spreading financial education including SBFCs role in financial inclusion in the coming years can play a vital role. Making banking individually accessible, with safe and secure electronic bank accounts ensuring the ability of banking and payment services to the entire population without discrimination. Thereby fulfilling needs of all sections in economy to eliminate the existing gap with rural India. Easy entry to foreign banks into India can enhance efficiency and competition with improvements in technology and expertise to foster financial inclusion.

## **9 Opportunities and challenges of technical innovation in india**

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Have you ever thought that why 'Scooter India' and 'Uptron' become a story of past?  
Have you ever thought that why 'HAMARA BAJAJ' become a slogan of past and bajaj scooters disappeared from Indian roads?

Have you ever wonderder that why 'LML VESPA' lost most of its market share and reached very near to closure?

Cement companies at Churk,Dala&Chopan(at distt-Sonbhadra U.P.) once producing world class cement having excellent infrastructure, good availability of raw material and inter connectd by railway network(route) failed and stopped production

Indian Manchester,Kanpur witnessed one by one closure of factories and companies leaving thousands and millions of people suffering from unemployment and crisis

ANSWER IS ONE:-lack of technical Innovation.Technical innovation keeps the industries and companies in competiton.Technology is changing day by day.Technical Innovation makes companies to produce economically and improve quality. Technical Innovation maintains market growth and improves gradually its market share. Ignoring Technical Innovation is a suicide for the industries. Failure stories of industries and there closure is due to lack of innovative approach and innovation.

It is said

“SUCCESS IS A PROCESS WHERE FAILURE IS AN EVENT”

To become successful we have to innovate and by only this we can continue the process of success. Opportunities of technical innovation in UTTAR PRADESH and India are enormous and it is need of the hour to pay attention and encourage creative students and arrange funding for technical innovation.

## **10 Innovative strategies for transforming villages into vibrant & prosperous entities as the way forward by linking tribal medicinal plant co-operatives with manufacturing firms for better rural livelihood**

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Agriculture is economically, nutritionally, and socially vital to India. It contributes 23 per cent of the GDP, feeds over a billion people, & employs 66 per cent of the work force<sup>1</sup>. 70% of India's population lives in villages, translating into a potential consumer base of over 700 million individuals. The rural consumer is no different from urban consumer in terms of aspirations for a better lifestyle. He is constrained by intermittent cash flows, poor infrastructure, non-availability of quality products & services and high dependence on feeder towns & cities.

The focus of consumer studies in India has largely been on urban consumers. Recently, many MNCs are investing in the rural retail sector to tap the vast potential of the market. The rural market growth is faster than its urban counterpart & accounts for close to 70 per cent of toilet-soap users and 38 per cent of all two-wheelers purchased. In this paper, the authors intend to highlight the study in order to emphasize the changes in Rural Retailing due to changes in consumer behavior, technology & strategies by MNCs.

The medicinal plant sector is often projected in the traditional livelihood strategy as one of the potential sectors of employment promotion especially in the current context of growing herbal product market and increasing relevance of indigenous medicines in healthcare. The paper while tries to portray the dynamics of Indian medicinal plant sector, necessarily points to the need for a regulated market structure and improved linkage of Tribal development societies and ayurvedic manufacturing firms, which in turn, will improve the livelihood for the forest dependent communities' especially medicinal plant collectors. The study which basically use the supply chain framework, focuses on the Southern Western Ghats, gives the picture of the lopsided sharing of income in the medicinal plant chain and hence the side streamed tribal collectors. There are mainly two types of supply chains, which exist in the medicinal plant sector. While in the first one largely unequal distribution of income prevails because of the existence of a large number of mediators, the second supply chain network where the major player is tribal co-operatives include less number of players and seems relatively efficient. The latter is less visible in Kerala because of some specific internal and external factors. Hence the supply proposes the need for intimation of more and more tribal medicinal plant co-operatives and better linkage with the ayurvedic manufacturing firms, which looks environmentally sustainable and more efficient from the view of both firms and plate collectors.

Key words: Linkage, ayurvedic manufacturing, rural livelihood, tribal co-operatives, supply chain, medicinal plants, sustainable development. The growth of medicinal plant sector cannot be alienated from the growth of ayurvedic sector, since the demand for medicinal plants is a derived demand of the latter. So the study starts with the background of the growth of ayurvedic sector and its linkage with the medicinal plant sector and then follows to the dynamics of medicinal plant market, taking Kerala as a case.

## **14 Women Empowerment in financial sector through 360<sup>0</sup> Appraisal System**

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The role of women has been emerging with shifts in paradigm since traditional period till after the independent India. Analyzing the current scenario, a woman has grown as to be more powerful and independent. Moving out from the boundary walls of her house to handle big corporate positions, the image of a woman has been changing. Highlighting the issues of women empowerment in India, a woman employee has become more self dependant, confident, a good decision maker, a farsighted leader, an efficient manager and thus contributing in growth and development of industry and society. Still she is kept behind under number of factors in this male dominant society. Instead of such discriminatory environment at workplace, a good performance appraisal can make a women employee more efficient and stronger to handle several responsibilities in organization and thus making her position more powerful and reliable at workplace.

**Key Words:** women empowerment, performance appraisal, development of industry and society

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**16 Human resource Management Practices and Innovation : a More Valuable Ways to Enhance Organization's Performance**

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Innovation in Human Resource Management has been viewed as an essential weapon for organizations to compete in this competitive business environment. One of the ways to heighten the organization's performance is through effective human resource management (HRM) practices. Today the whole world emphasis on the innovation that increased amongst all organization. Effects of information globalization and also other factors (such as increasing comparison, in certain industrial boundaries, etc.) change the business environment. In this situation the organizations for survive need **to innovation**.

**Keyword:** Innovation, Human Resource Management, organization.

This present study tries to understand the role of innovative HRM practices and examine how HRM practices works, such as the role of Human Resource Department, recruitment, training and redeployment, performance appraisal and compensation, enhance organization's performance during the change process. In this research paper we will also discuss how the innovative Human Resource Management practices have a positive significant relationship with organization's performance.

### **17 Human Resource Information Systems (HRIS): Redesign or Promoting HRM**

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The electronic age has given us immense ability to retrieve and analysis of data HRIS refers to the gathering ,storing and analyzing in formation regarding their Employees'. To reduce the manual workload of these administration activities. It merge HRM as a discipline and in particular its basis HR activity and process with the information technology field whereas the programming of Data processing system evolved into standardization and routine and package of enterprises resource planning (ERP) However ,the same capabilities also three tenth role of HR specialists as traditional HR work is both automated and distributed to line management .Through analysis off our Indian case study Organisations we examine the impact oftheHRISontheHRfunctionandfindthatthedegreetowhichthesystemactsasanenablerof increasedstrategicfocusforHRiscontingentuponthreefactors:organisational attention the HRIS is more reliable and give accurate result, computerization can be effective because it provide a favorable environment for individual to exercise their best unique abilities. The integrated HRIS evolves from data bases used primarily for salary, benefits and administration record keeping to expert system knowledge and help the professional make decision.

**Keywords:** HRIS HRM, ERP, DPS (Data Processing System)

## **19 Barriers to E-Business adoption in India.**

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E-business is the integration of Internet and related **Information and Communication Technologies** into the business organisation. E-Business creates new business models based on the direct system of communication between customers, suppliers and partners and helps in the enhancement of value created by Supply chain. This paper is based on an empirical exploratory study based on primary data collected through a structured questionnaire, for identifying the factors that act as barriers in E-Business which have been identified in this paper. Organisations are adopting this innovative way to sell product and services to their customers. It is found that adoption of E-Business requires organisational, technological and strategic changes

India is far behind the developed countries in adoption of E-Business technology because of a number of reasons that have been deliberated upon in this paper.

**Keywords-** E-Business, Barriers, Information and Communication technology, strategic changes

## **20 A test of significance on labour welfare facilities in PSU's**

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The importance for welfare arises from a very nature of industrial system which is characterized by two basic facts (1) the conditions under which work is carried on are not congenial for health and (2) when labour join industry, he has to work in an entire strange atmosphere creating problems of adjustment, having a satisfied workforce is very essential for smoothing working of every organization. So this study is conducted to know whether the workforce are satisfied with the welfare facilities provided by PSU's with special reference to



BHEL and provide suggestion to them for improving the employees satisfaction. This present research paper reports on an exploratory study recently conducted on labour welfare practices in PSU sector. Through this study the author bringout certain significant differences in the labour welfare facilities provided in Public and Private sector. The finding shows that there is significant differences regarding labour welfare practices. It shows that PSU sector have attained greater cooperation and support of workers as compared to private sector.

Key word : labour welfare, PSU

## **29 CHALLENGES & OPPORTUNITIES OF E- LEARNING IN PUBLIC SECTOR BANK IN LUCKNOW**

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### **ABSTRACT**

E Learning or Electronic Learning is an effective mode of learning through the internet. Learning has always been a very interesting and important part of human life since Vedic Ages. Learning has been different since its birth and the ways of preaching it has also changed since ages. Earlier learning used to be done only through books which proved to be great source of Knowledge & Information related to the various aspects of different genres. Since the revolution came in the ways of learning, technology proved to be an alternative source of information for an effective and everlasting learning for people of all tastes and preferences. The great revolution came in learning in the year 1960 when University of Illinois initiated a classroom system based. Today in the 21<sup>st</sup> century learning has totally taken a new shape since its invention in the Vedic ages. Today learning is just a click away for people. Since the invention of internet in early 1990 the picture of learning has totally changed. Now by clicking on the net one can easily get all the information of every aspect from tip to toe. The books have been replaced by the internet modules for every single data. This piece of research work will take you through the meaning of e-learning, its invention, and its challenges since its development and the future aspects of e-learning. The Public Companies mainly banks us this as an effective tool for employee's overall growth and development and help them to improve their skill and knowledge & use them to improve their efficiency and perform better than even before.

Key Word: e learning, internet banking, development, psb, Bank

## **22 ROLE OF FINANCIAL INSTITUTIONS IN INDUSTRIAL DEVELOPMENT IN LUCKNOW**



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## **Abstract**

Financial Institutions are institutions set up mainly by the government for providing medium and long-term financial assistance to industry. As these institutions provide developmental finance, that is, finance for investment in fixed assets, they are also known as ‘development banks’ or ‘development financial institutions’. These institutions receive funds for their financing operations primarily from the government or other public institutions. These institutions also raise funds from the capital market. Its subject to developed the financial institution in Lucknow area.

**Key Word:** Financial Institutions, development banks ,Public Institution ,SFI ,commercial bank

## **018 Impact of Celebrity Endorsements on Brand**

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In recent years, the plethora of use of celebrities in advertisements has become more prevalent than ever. Marketers have the perception that this technique of persuasion is a winning formula to build up brand image, to increase sales revenue, and to gain strong brand loyalty. Celebrities are easily chosen by marketers to peddle their products. We are bombarded by a variety of different advertisements in our everyday life without having a choice not to. Celebrity endorsement is very popular and widely used in advertising. From magazines to TV advertisements, from toothpaste to luxury goods, celebrity-endorsed products have penetrated almost every aspect in our life. Celebrity endorsement has been established as one of the most popular tools of advertising in recent time. It has become a trend and perceived as a winning formula for product marketing and brand building. It is easy to choose a celebrity but it is tough to establish a strong association between the product and the endorser. While the magnitude of the impact of celebrity endorsement remains under the purview of gray spectacles, this paper is an effort to analyze the impact of celebrity endorsements on brand. Celebrity

endorsement is always a two-edged sword and it has a number of positives— if properly matched it can do wonders for the company, and if not it may produce a bad image of the company and its brand.

**Keyword:** Celebrity Endorsement, Brand Loyalty, TV advertisements, Brand Building

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