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1	Babitha Vishwanath	NA	Proceedings of 12th World Congress of the RSAI
2	Babitha Vishwanath	NA	Proceedings of 12th World Congress of the RSAI
3	Mrs. A. SRAVANI	Good beginning for a great success – a comprehensive guide to Personality development	NA
4	Mrs. A. SRAVANI	Challenges To Internal Security in India	“Challenges To Internal Security in India”
5	Dr.P.Naresh Kumar	Contemporary issues and Challenges in Finance, Marketing & Taxation	NA
6	Dr.Kothapalli Thirupathi	National Commission for Schedule Castes Organization and Functions	NA
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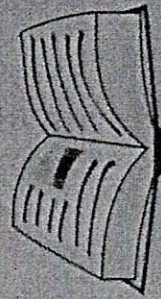

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"GOOD BEGINNING FOR A GREAT SUCCESS
A Comprehensive Guide to Personality Development"

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"Managing of Time as a Part of Planning a day -
A Balance between an Individual's Work - Life Balance"

Authored by

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Your Article has been passed through rigorous peer review process in terms of

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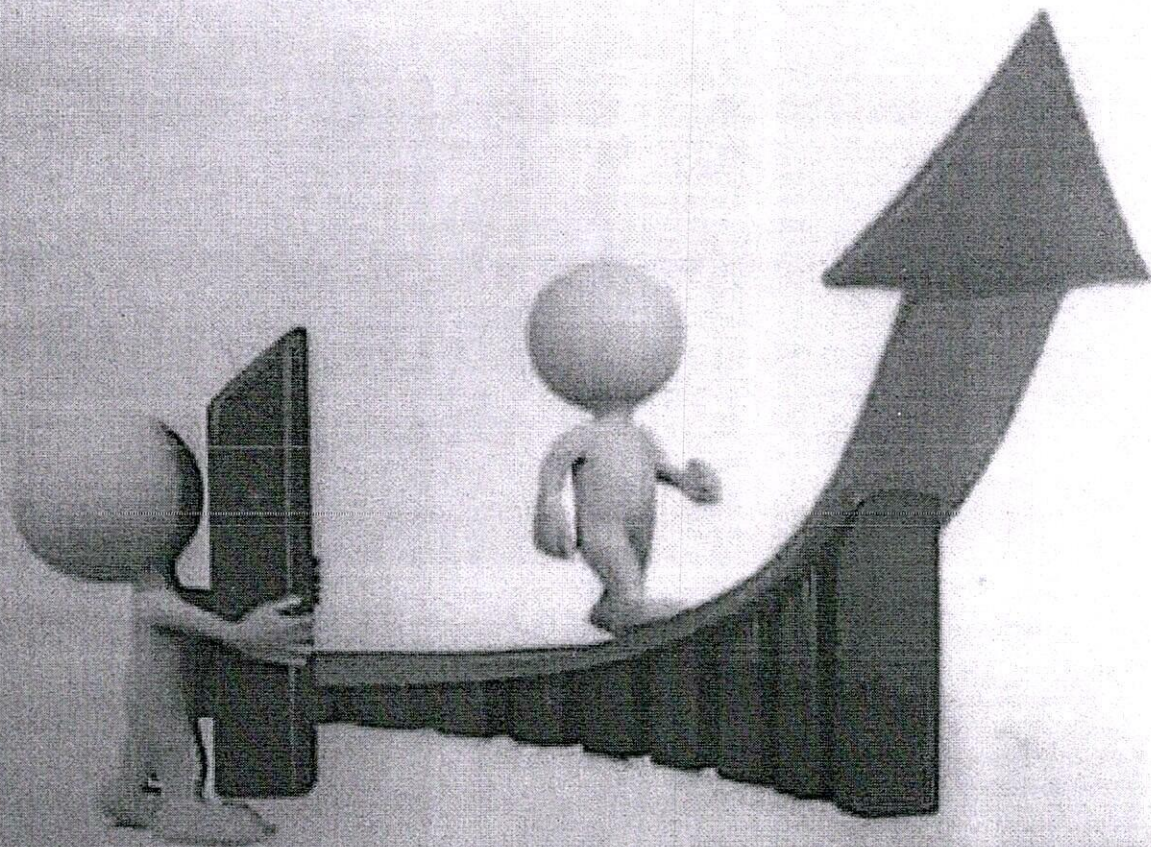
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GOOD BEGINNING
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Managing of time as a part of planning a day – a balance between an individual's Work-life Balance

A. Sravani

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Sarojini Naidu Vanita Mahavidyalaya,
Nampally, Hyderabad – 01

Abstract

'Time' an important resource which is irrecoverable – once it passed means you lost that moment. Every second is important as said by our elders – the past may not come back and becomes your present. A minute gone is gone: never comes back again. Managing time, (means managing every second and minute even the hour and day and so on) is very important as we do for our other resources, especially for organisations and also for individual. Let the day start with planning of the "Time". The present article concentrates on the 'Managing of time as a part of planning a day – a balance between an individual's Work-life Balance'.

Keywords: Time, Planning, Personal Life and Professional Life

INTRODUCTION:

Time Management plays a vital role in corporate world more than the other resources. Managing of time is essential so that it helps the individuals to finish all assigned tasks on time. Some feels time gives money. Planning time is an important task of every individual, which he or she may be doing for fulfilling his or her professional or personal life needs. It is very essential for an individual to value the time, as the money spent may be earned but not the time. A planned approach is appreciated than an unplanned way to manage the 'time'. Those who do not do time management never achieve the goals on time and never take seriously the work.

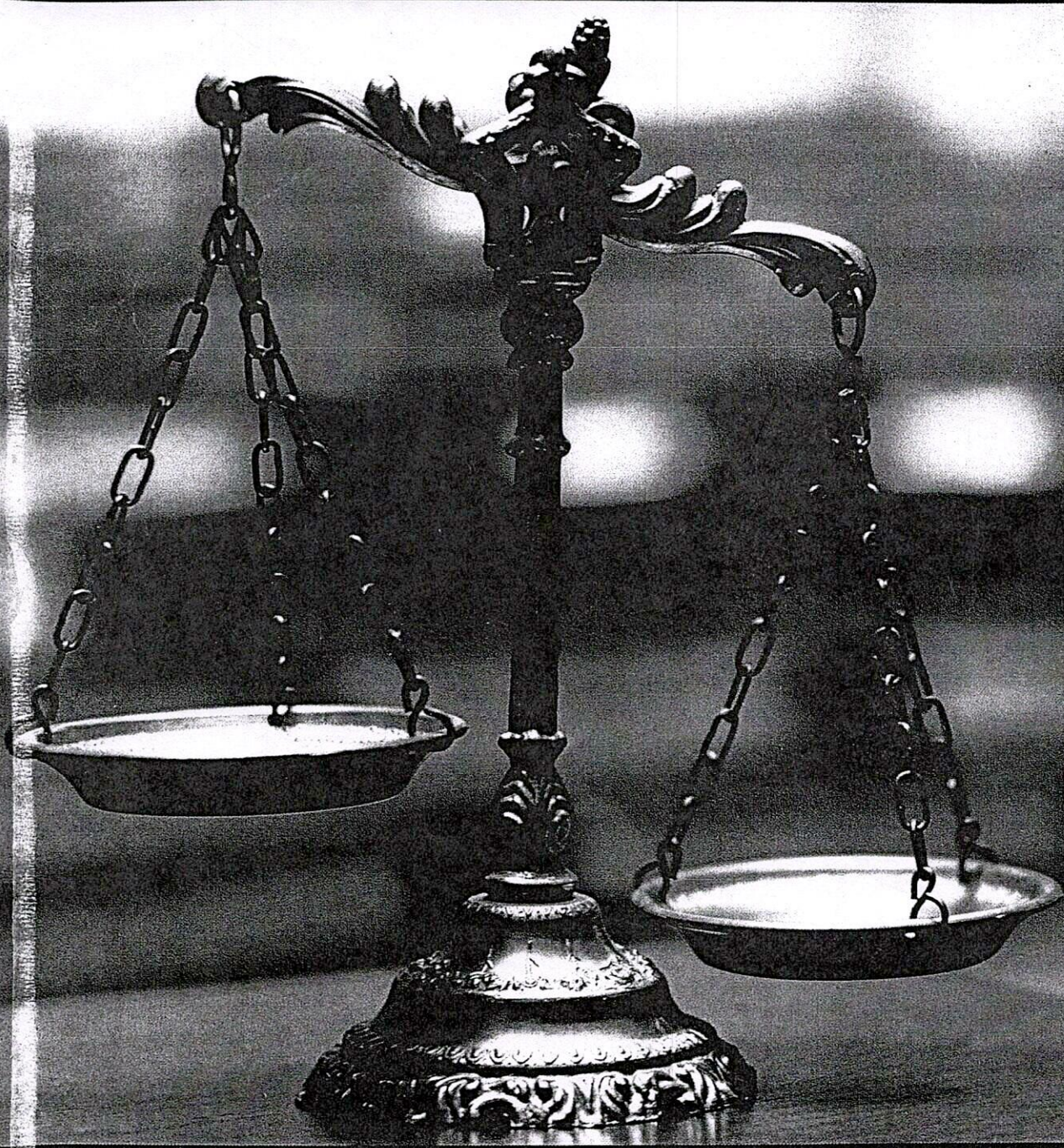
As per Alan Lakein "Time = Life, therefore, waste your time and waste your life and master your life". Individuals need to manage their professional life to be called has 'fit'.

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2018

National Commission For Scheduled Caste *Organization and Functions*



Dr. Kothapalli Thirupathi

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The National Commission for Scheduled Castes in a special report has stated that ignorance of law, fear of reprisals and lack of faith in the enforcement system, often compels victims to acquiesce in the existing unjust situation. Though the article 338 provides for setting up of Special Courts for trying offences, the Supreme Court has held that such courts can take cognizance of a case only after it has been committed to it by the jurisdictional Magistrate. As a result, a complaint or a charge sheet cannot be filed before the Special Court. This has added one more step to the trial process. The National Commission for Scheduled Castes has recommended an amendment to the Act to remove this lacuna. On various accounts they have questioned the policy of executives and policy formulations. The commission has given voice to the vulnerable communities and has acted as a guardian for the protection and welfare of the Scheduled Castes.



Dr. Kothapalli Thirupathi is a Post-Doctoral Fellow (2014-19) awarded by University Grants Commission, New Delhi in Department of Public Administration, Osmania University. He obtained M.A. In Public Administration from Osmania University. He has completed Ph.D. in 2013 in Public Administration, Osmania University, Hyderabad, he also worked as a Project Associated in UGC-DRS-SAP1 Project entitled "Decentralized Governance and Digital Governance" for 5 years (2009-2014). He presented in 11 papers National and International Seminars. He is working as an Academic Councilor in Dr. B.R. Ambedkar Open University, Hyderabad since 4 years.

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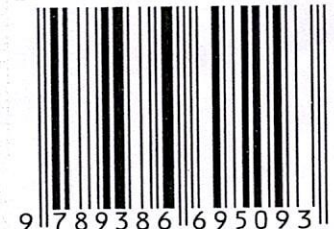
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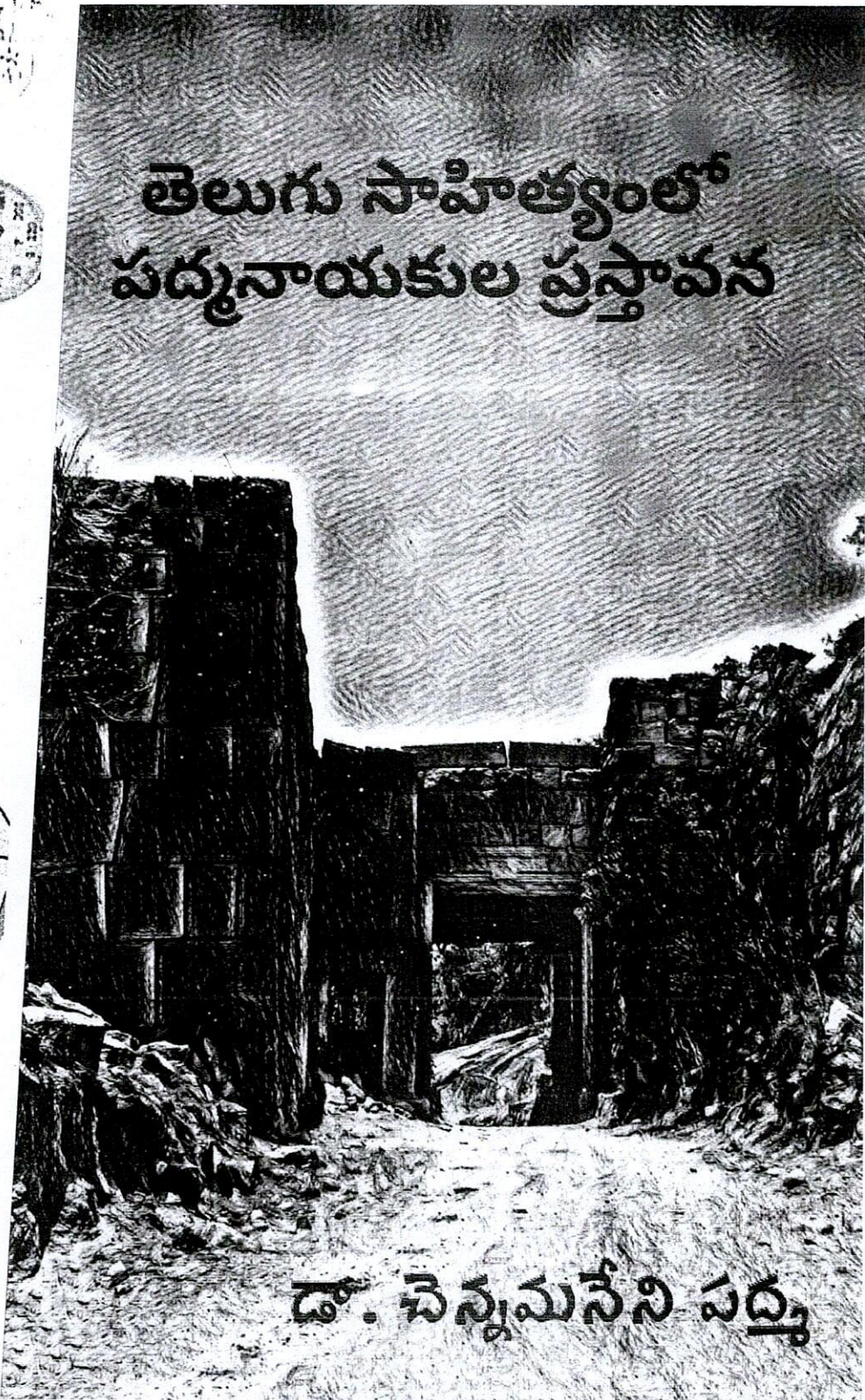
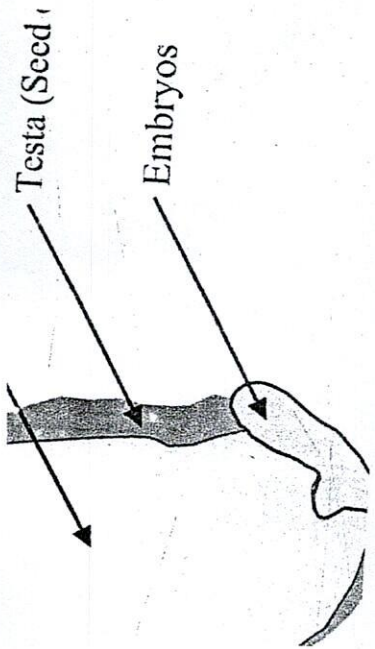
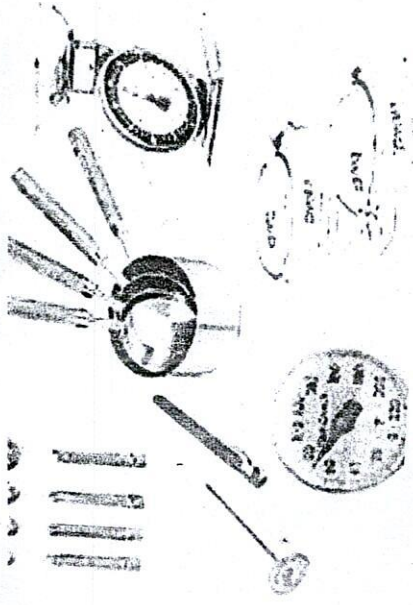
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1784 GOVERNMENT OF INDIA'S ROLE AND RESPONSIBILITY IN CSR IMPLEMENTATION

Vishwanath B, Patnaik D, Laxmi N

ABSTRACT

CSR has become a priority issue on governments' agenda (Alberda, et al., 2007) and a partner (Marks 2013). It spans the entire spectrum of relationships between firms, states, civil society and markets (Dicken, 2007). CSR drivers are categorized as Business, Social and Government by Moon. Government drivers are seen as substitutes for government effort, complementarity issues government policies and fear of punishment for the irresponsibility of business and governance failures (Moon, 2004). Relationship between firms and society is symbiotic (Deegan et al., 2014) and so is the relationship between firms and government. Bell D V J (2002) identified five potential key roles of Governments in promoting corporate sustainability nationally and internationally: Vision/goal setter, Leader by example, Facilitator, Green Fiscal Authority and Innovator/Catalyst. In a globalized era, state remains a significant force in shaping the world economy and continues to play a fundamental role in the economic development of all countries; intervening in various degrees in the operation of the market (Dicken, 2007). India is not an advanced welfare state and there are many issues plaguing the nation. As quoted by Rossow (2015), India's development needs are immense and are host to some of the world's most striking social problems, often at massive scale though it is on a clear path of economic growth. India has changed its gear from voluntary to mandatory disclosures regarding Corporate Social Responsibility (CSR) reporting and spending. This paper outlines metamorphosis of CSR in India and role of Government. The purpose of this study is to find the extent of reporting done by selected companies operating in India. Understanding of companies in publishing their Business Responsibility Reports is studied. Top hundred companies in terms of market capitalization as on 1st April 2012 are considered as they are expected to publish the Business Responsibility Reports (BRR). Of these companies, it is noted that fifteen companies have not been given a score of zero: as reports are not in prescribed format, financial year followed is not 1st April to 31st March, incomplete reports and due to mergers and acquisitions. The BRRs of the selected companies of year 2015-16 is considered. The data of these reports is coded and analysed using multi-level content analysis for achieving purpose of this study.

Keywords: Government, Corporate Social Responsibility, Legislation, Business Responsibility Reporting

INTRODUCTION

In a globalized era, state remains a significant force in shaping the world economy and continues to play a fundamental role in the economic development of all countries; intervening in various degrees in the operation of the market (Dicken, 2007). Corporate Social Responsibility (CSR) aims to achieve sustainable economic, environment and social development. CSR enables business entities to contribute to the agenda of sustainability. CSR is understood as a part of a wider system of national societal governance incorporating government institutions, business organizations and non-governmental organizations (Moon, 2004).

CSR spans the entire spectrum of relationships between firms, states, civil society and markets (Dicken, 2007). Relationship between firms and society is symbiotic (Deegan et al., 2014) and so is the relationship between firms and government. In the last quarter of the 20th century UK Government realised the governance deficit and started encouraging CSR irrespective of political hue (Conservative as well as Labor). Business was encouraged to participate in formulation and enactment, or 'steering' and 'rowing', of community action (with non-profit organizations) and of public policy (with governmental organizations) (Moon, 2004). While Bell (2002) opines that Government's role is to steer society towards articulation of goals in public policy; business that propels a healthy economy, is best equipped to generate wealth by providing products and services. As increasing environmental and social standards in traditional public policy concerns, the spillover of CSR from business into government should not be a great surprise (Midttun et al., 2015).

CSR drivers are categorized as Business, Social and Government by Moon (2004). *Business drivers* include employee recruitment, motivation and retention; learning and innovation, reputation management; risk profile and risk management; competitiveness and market positioning; operational efficiency, investor relations and access to capital and license to operate (Deegan, 2014). Imperatives acting on companies from investors, suppliers, partners and customers as well as imperatives identified by corporations such as reputation, marketing, branding, employee relations and knowledge are mused as business drivers for enhanced CSR (Moon, 2004). *Social drivers* include demands from consumers, particular publics, organizations claiming to act on behalf of society and employees; *Government drivers* include - it can substitute for government effort, complement government effort and legitimize government policies and the fear that it will be punished for the irresponsibility of business and more widely for governance failures (Moon, 2004).

This study aims to study role of government in promoting CSR in general and particularly in India by focusing on Institutions and Ministries involved in formulating guidelines, trends in regulations, expansion of applicability, principles emphasized.

GOVERNMENT AND CSR

CSR has become a priority issue on governments' agenda (Alberda, et al., 2007) and a partner (Marks 2013). Governments at every level and in all regions of the world are beginning to recognize the importance of addressing the

1756 CONTRIBUTION AND CHALLENGES OF MSMEs IN INDIA

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ABSTRACT

MSMEs have been playing dominant role in the growth of Indian economy since reforms period. As on today, they are contributing 33% of the total manufacturing output, 45% of exports and 6% of GDP²⁴⁰. Their contribution is valuable in terms of both manufacturing and services. They are complimentary to large enterprises and contribute significantly for the socio-economic development of the country. MSMEs not only play crucial role in providing large employment opportunities at comparatively lower capital cost than large industries but also help in industrialization of rural and backward areas, thereby, reducing regional imbalances, assuring more equitable distribution of national income and wealth. They are the centres for many unemployed and unskilled people; and giving birth to young entrepreneurs in starting their own enterprises. These young entrepreneurs with technological advancement are preferring MSMEs than to work for large corporate or multinational companies. Though MSMEs have progressed and evolved rapidly contributing significantly to the economy, are still facing several challenges.. They include - problems in getting adequate support from banks and other financial agencies., limited capital and knowledge, non-availability of suitable technology, ineffective marketing strategy, attrition of talented people with the tech-savvy background etc. Further, they are also facing challenges from overseas companies which are attracting the skilled manpower of MSMEs who were developed in these enterprises. In the light of this background, this conceptual paper aims at understanding the contribution of MSMEs to the Indian economy along with the role of government and the present challenges faced by them. For MSMEs in India challenges are not new. They are started with the inception of these enterprises and they are growing along with them. Some new challenges are emerging in place of the old as the time passes by. With the help of the secondary data, the authors try to analyse the contribution of MSMEs and their challenges to draw meaningful conclusions which show the way to eliminate some of the challenges which in turn help the MSMEs to contribute more to the economy.

Key words: MSMEs, Contribution, Challenges.

INTRODUCTION

All economies in the world, whether developed or developing, are directly depending on the contribution of MSMEs. Their contribution to employment, production, exports and GDP are considerable and in some economies, it is dominant. In India their contribution is significant. The growth of the economy cannot be imagined with out the contribution of MSMEs. They are complimentary to large enterprises and contribute significantly for the socio-economic development of the country. MSMEs not only play crucial role in providing large employment opportunities at comparatively lower capital cost than large industries but also help in industrialization of rural and backward areas, thereby, reducing regional imbalances, assuring more equitable distribution of national income and wealth. They are the centres for many unemployed and unskilled people; and giving birth to young entrepreneurs in starting their own enterprises. These young entrepreneurs with technological advancement are preferring MSMEs than to work for large corporate or multinational companies.

However, MSMEs have been facing some challenges. If the challenges are addressed, their support to the economy will increase drastically. Therefore, the importance of this paper lies in identifying the contribution and challenges of MSMEs in India and suggest suitable measures to overcome these challenges.

REVIEW OF LITERATURE

Urata and Jigyodan, (2000) in their policy recommendation for SME promotion of Jakarta found that MSMEs and potential entrepreneurs face supply and demand side challenges which can potentially impede their ability to establish, grow and ultimately survive. Overall, these challenges include both supply and demand side issues. Internally, challenges can be of financial nature (i.e. lack of access to financial markets and resources, business acumen), non-financial (i.e. lack of skills, lack of understanding of technology) and/or administrative (i.e. coordination, assessment and monitoring).

According to Ashok Kumar Panigrahi (2012), despite constituting more than 80% of the total number of industrial enterprises and supporting industrial development, many MSMEs in India have problems such as sub-optimal scale of operation, technological obsolescence, supply chain inefficiencies, increasing domestic and uncertain market scenario.

Lack of availability of adequate and timely credit from banks- Presently, high interest rates, high risk perception among the banks, unreasonable collateral demand, restrictive and conditional working capital limits and huge procedural transaction cost often creates problem for the MSMEs in availing easy credit from the banks as it does not have any alternative sources of finance (Pema lama, 2012 & 2013).

Uma, P (2013) observed that, lack of quality consciousness, lack of financial strength, and lack of industrial work culture are the major weaknesses of MSMEs in India.

Some major problems that approximately 80% MSME entrepreneurs face on a day-to-day basis while trying to obtain credit assistance for their business operations are as follows (Mishu Tripathi et al. 2016):

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Resource Depletion: A Special focus on Clean Water Resource

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A. Sravani

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Introduction:

The Natural Resources are washed-out when it is being used faster than it can restock itself. The start is with Industrial revolution. As the changes are seen in our culture and the growing demands for the resources of our biotic components of the environment, like human inventions which will makes the lives easier. Our planet just can't keep up with our ever increasing demands.

So, the depletion is seen most commonly in farming, fishing, mining, water usage, and consumption of fossil fuels. Human activities produce a lot of waste materials that are thrown into the environment causing pollution in water, air and soil.

Has defined in the Collins Dictionary, the Natural resources are all the land, forests, energy sources and minerals existing naturally in a place that can be used by people. " Natural resources are commonly divided between Renewable resources and Non-renewable resources. Use of either of these forms of resources beyond their rate of replacement is considered to be resource depletion. (a) Renewable natural resources are any material or the energy source that cycles, or can be replaced easily within a short time period. And (b) Non-renewable natural resources which cannot be replaced in a shorter period of time or will also be exhausted forever.

The most important resources which are in decline state are as follows:

- a) Water
- b) Coal
- c) Oil
- d) Natural Gas
- e) Fish
- f) Phosphorous

The causes of the depletion are many. A few are as follows:

- i. Demands of the Earth's resources continue to increase, with the growing population.
- ii. The excessive or unnecessary or the waste usage of resources.
- iii. Deforestation and the Destruction of Ecosystems which leads to loss of biodiversity.



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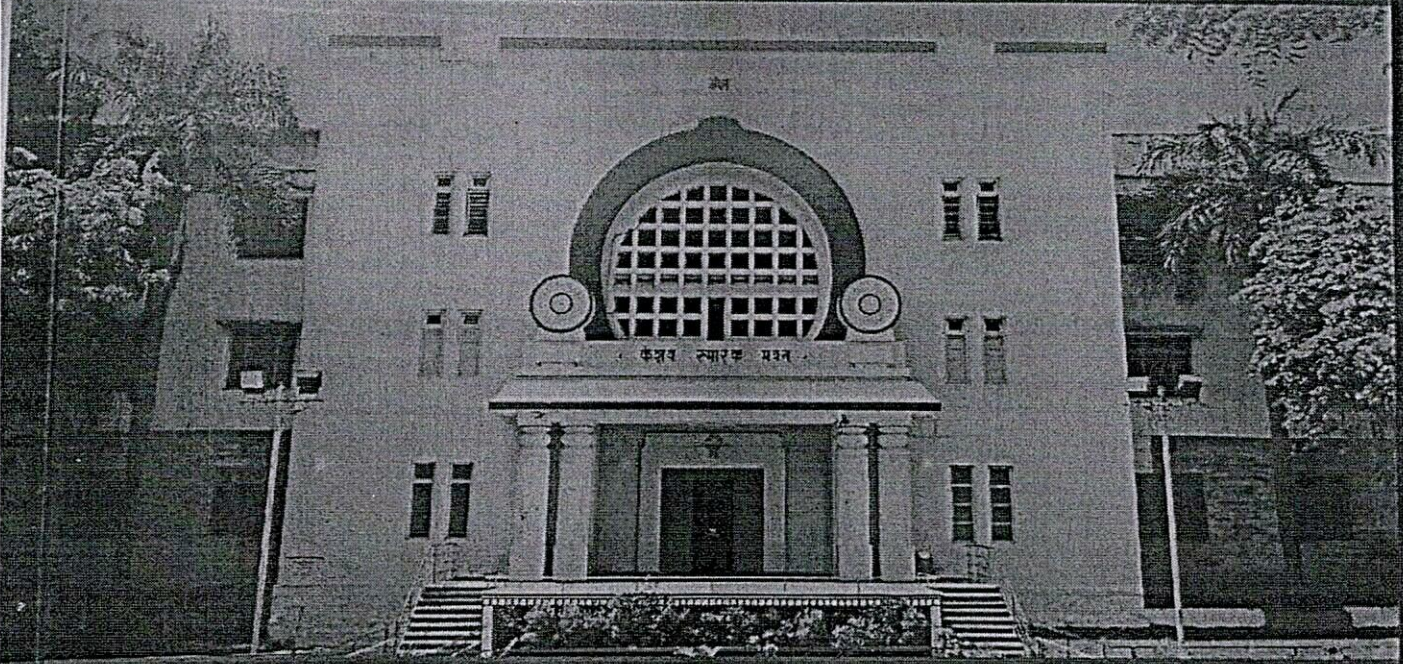
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89	Mrs. B.Padmaja	An analytical stuy of consumer behaviour towards online buying of products in hyderabad	Lecturer in Commerce, Vijayanagar College of Commerce, Hyderabad	99	M
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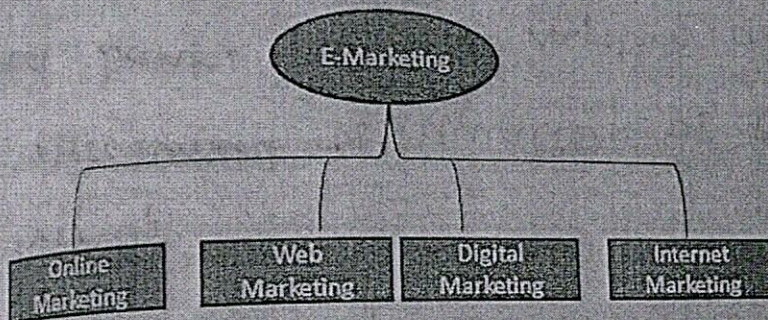
A STUDY ON TRENDS & OPPORTUNITIES OF E-MARKETING: AN OVERVIEW

Mr. P. Naresh Kumar, Asst. Professor, Sarojini Naidu Vanita Maha Vidyalaya, Nampally,
Hyderabad Email: naresh.pothakamuri@gmail.com. Ph. No: 9550424504, 8985727324

Introduction:

E-marketing also known by different aliases like internet, online, digital, web marketing's but they all are equally same. E-marketing defines a process of using specific methods to advertise, promote, sell and buy our product or service via digital technological media. Specific methods in e-marketing states that affiliate marketing, blog marketing, e-mail marketing, banner marketing, mobile marketing, social media, content marketing etc.. They all come under the umbrella of e-marketing along with additional elements of ECRM (electronic customer relation management) and digital customer data.

Diagram 1: E-Marketing aliasing:



Literature Review

- **According to the Dr. Philip Kotler** marketing as "the science and art of exploring, creating, and delivering value to satisfy the needs of a target market at a profit. Marketing identifies unfulfilled needs and desires. It defines measures and quantifies the size of the identified market and the profit potential. It pinpoints which segments the company is capable of serving best and it designs and promotes the appropriate products and services."
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Objectives of the study:

Study has been taken up with the following specific objectives:

- To know about e-marketing History and Importance
- To know about different tools of E-Marketing
- To Know about different Models of E-Marketing
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Research Methodology:

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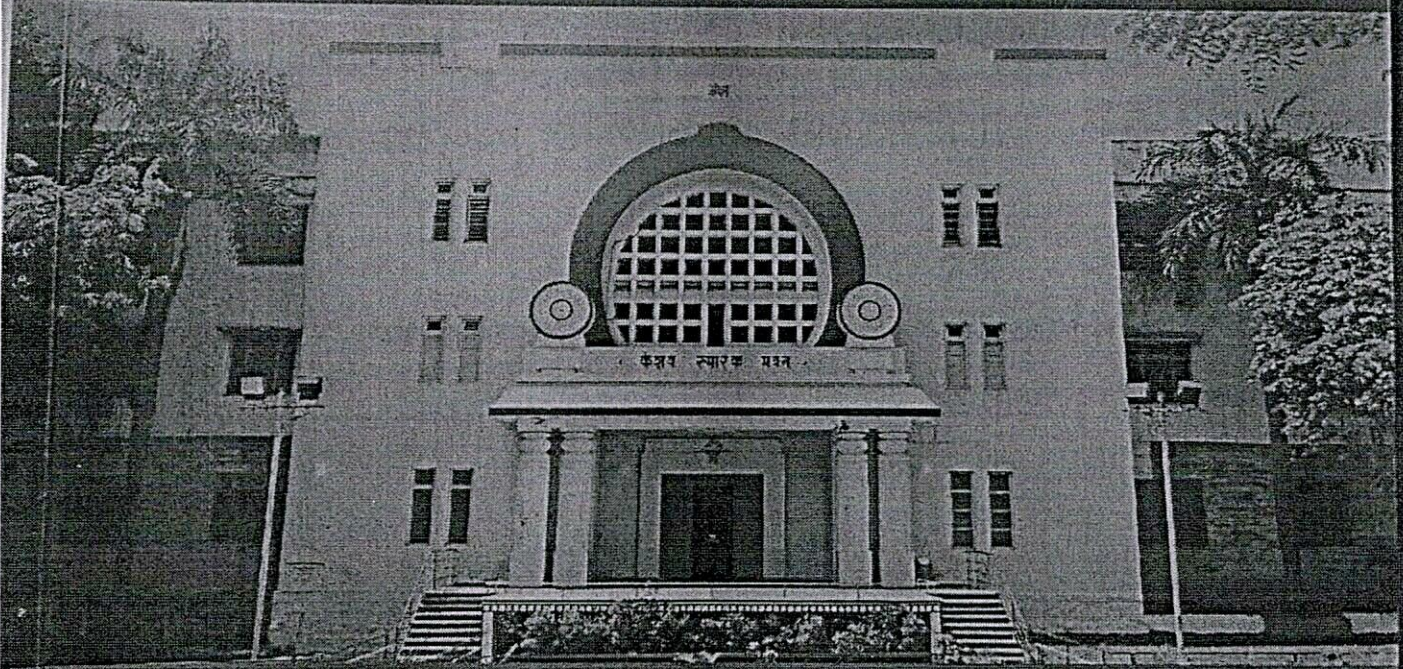
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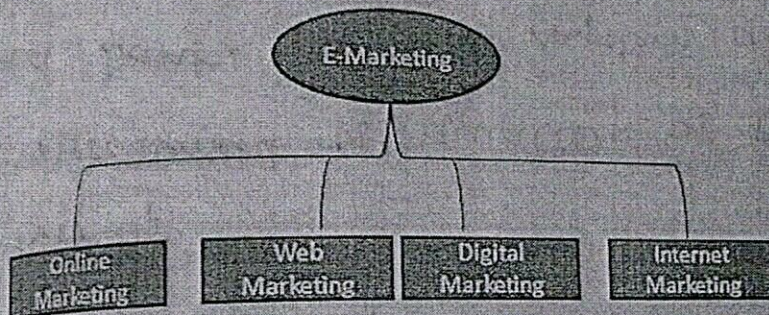
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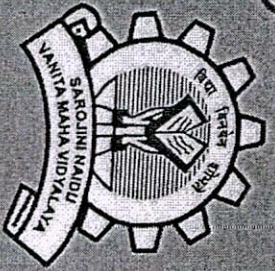
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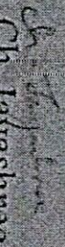
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Resource Depletion: A special focus on clean water in the Two-day National Seminar on
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Dr. F. Nagendra
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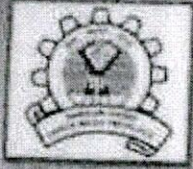

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Resource Depletion: A Special focus on Clean Water Resource

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A. Sravani

Associate Professor, Department of Business Management,
Sarojini Naidu Vanita Maha Vidyalaya,
Email: sravani_vm@yahoo.co.in

Introduction:

The Natural Resources are washed-out when it is being used faster than it can restock itself. The start is with Industrial revolution. As the changes are seen in our culture and the growing demands for the resources of our biotic components of the environment, like human inventions which will makes the lives easier. Our planet just can't keep up with our ever increasing demands.

So, the depletion is seen most commonly in farming, fishing, mining, water usage, and consumption of fossil fuels. Human activities produce a lot of waste materials that are thrown into the environment causing pollution in water, air and soil.

Has defined in the Collins Dictionary, the Natural resources are all the land, forests, energy sources and minerals existing naturally in a place that can be used by people." Natural resources are commonly divided between Renewable resources and Non-renewable resources. Use of either of these forms of resources beyond their rate of replacement is considered to be resource depletion. (a) Renewable natural resources are any material or the energy source that cycles, or can be replaced easily within a short time period. And (b) Non-renewable natural resources which cannot be replaced in a shorter period of time or will also be exhausted forever.

The most important resources which are in decline state are as follows:

- a) Water
- b) Coal
- c) Oil
- d) Natural Gas
- e) Fish
- f) Phosphorous

The causes of the depletion are many. A few are as follows:

- i. Demands of the Earth's resources continue to increase, with the growing population.
- ii. The excessive or unnecessary or the waste usage of resources.
- iii. Deforestation and the Destruction of Ecosystems which leads to loss of biodiversity.