



FINANCIAL MANAGEMENT

Surendra Kumar  
Shiv Shanker Shukla



# Financial Management

Dr. Surendra Kumar | Dr. Shiv Shanker Shukla



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HUMAN RESOURCE MANAGEMENT

Surendra Kumar, Bireshwar Pandey



# HUMAN RESOURCE MANAGEMENT

*COMPETING THROUGH PEOPLE*

DR. SURENDRA KUMAR | DR. BIRESHWAR PANDEY



Mohan Enterprises

**MOHAN ENTERPRISES**  
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*Surendra*



# Economic Reforms in India since 1991

Monika Kashyap  
Mahendra Babu Kuruva

Self Attested

Monika

# Trends and Determinants of India's Exchange Rate in the Post Liberalization Period

— Monika Kashyap & Mahendra Babu Kuruva

## Abstract

There has been a significant shift in the movements of India's exchange rate due to the increased openness and higher degree of economic integration with the global markets in the post reform period. The purpose of this paper is to study the trends and determinants of exchange rate of rupee in India in the post liberalization period (1991-2010). This study considers Import Growth, Export Growth, Current Account Deficit as a percentage of GDP, Foreign exchange reserves and Foreign Currency Assets as the possible variables that could potentially determine the Exchange rate of rupee for the period of study.

The study reveals that rupee had depreciated significantly vis-à-vis US Dollar, Pound, Euro and Yen during the study period. In fact this downward trend could be largely attributed to the widening current account deficit which was the result of relatively higher import growth in comparison with India's export growth. The study offers policy suggestions which are relevant even in the current times of an uncertain global environment and rising protectionist voices across the globe.

*Keywords:* CAD, GDP, NEER, REER, Export growth

## Section I

### Introduction

The journey of India since six and a half decades, from innocence to strength has been illustrious and dramatic. Indian economy was in doldrums since the mid-eighties. The economic problems intensified in magnitude by the Gulf crisis along with the accompanying loss of export markets and foreign exchange remittances. There was continuous decline in

# IMPLEMENTING BASEL III NORMS IN INDIA ISSUES AND CONCERNS

*Dr. Monika Kashyap\**

\*Assistant Professor, Department of Business Management, School of Management  
H.N.B. Garhwal University (A Central University), Uttarakhand

## Abstract

Banking sector plays an important role in the process of financial intermediation and fostering economic growth by acting as a crucial source of credit. However with the deepening of global economic integration, the banking system across the world had become vulnerable to external disturbances as well as internal exigencies. It was this risk component that pushed the banks and the regulators across the world to put efforts towards framing a formal frame work for the capital structure of banks. The Basel norms were introduced by The Basel Committee on Banking Supervision (BCBS). The BCBS works to develop a common supervisory standards of banks across different countries.

In this context this paper attempts to understand and assess India's experience with the Basel Norms and it is divided into three sections. In the initial section it attempts to provide a brief review of studies related to Basel norms, followed by a glimpse of the historical background of the Basel Accord. In the next section India's adoption of and journey with the Basel II Accord is discussed. Later the developments after the global financial crisis and the need to adopt Basel III and the challenges that India faces in the wake of adopting the new norms are discussed in detail.

**Key Words:** Basel III, Systemic risk, Economic growth, Credit growth, Dilution of capital

## 1. Introduction

Banking sector plays an important role in the whole process of financial intermediation. In fact it helps in accelerating economic growth by acting as a crucial source of credit. On the other hand, they are prone to a varied range of risks which includes the risks that arise from the market and some from the non-market forces. It was this risk component that pushed the banks and the regulators across the world to put efforts towards framing a formal frame work for the capital structure of banks. Basel norms are the result of such efforts. The Basel norms are authored by The Basel Committee on Banking Supervision (BCBS). It is one of the renowned committees working under the auspices of the Bank for International Settlements (BIS), Basel, Switzerland. The BCBS works to develop a common supervisory standards of banks across different countries. This paper attempts to understand and assess India's experience with the Basel Norms and it is divided into three sections. In

Self Attested  
Monika

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# CORPORATE SOCIAL RESPONSIBILITY AND COVID 19: Cases of Indian Companies

MONIKA KASHYAP

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## Introduction

Corporate social responsibility as the word itself clarifies that corporates have some social obligations which they have to fulfil in order to compete in business environment. These responsibilities have been mandated in India by law. The provisions of CSR has been given in Section 135 of Companies Act 2013. The VII schedule of the act clarifies the activities which are included in CSR. The amended VII schedule of companies act came into being on April 1<sup>st</sup>, 2014. According to the act, any company having net worth of Rs. 500 crore or more; turnover of Rs. 1,000 crore or more; and net profit of Rs. 5 crore or more are mandated to fulfil CSR obligations. Each of the company fulfilling the mentioned criteria has to form a CSR committee in its company. The committee will have three directors including an independent director who will be responsible for making Corporate Social Responsibility Policy for the company. CSR policy will enumerate the activities to be undertaken by the company under CSR and it will also formulate the policy regarding allocation of funds to the different activities. The committee also look after the proper implementation of the CSR policies in the company.

# Women Socio Economic Development

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## Socio Economic Development of Women

Dr. Elangbam Binodini Devi

Department of Business Management, H.N.B. Garhwal University (A Central University) Tehri-Garhwal, Uttarakhand India

**Abstract :-** Improving income, education, employment facilities, women empowerment etc. are various components for socio economic development of women. Nowadays women are present in numerous fields due to higher education, intelligence level, sacrifice etc. Women are also in Political field. Women having less number of children are seen more empowered than higher number of kids. Family members and partners have great place in motivating women for their socio economic development. Partners who always take their women in negative direction cannot make grow women. Large number of women entrepreneurs help in making socio economic development.

The present paper highlights the factors and benefits of socio economic development of women. Indian women who lead the country are also shown.

**Keywords :-** Women empowerment, entrepreneurs, motivating and lead.

**Socio Economic Development :-** Socio economic development involves upgradation in the level of income, level of education, employment opportunities, decision making rights etc. Women counterparts enriched development in the socio economic factors. Women are occupying even the higher job positions. Nowadays women are engaged not only in household works, but also in prominent positions professionally. By gaining higher positions, women participated in taking decisions of the state and country. Many women became entrepreneurs, capable of giving even employment facilities. We can experience involvement of women in various sectors. Women are also strongly present in political section. We have seen women involvement in jobs reduces inequality, discrimination and possessed power of taking important decision of families. To bring in socio economic development of women, women should be educated as a primary step. Educated women would help in lowering the level of poverty. Women empowerment leads to the socio economic development of women.

# Agriculture and Rural Development

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**Development of Rural Areas : A Brief About Manipur****Dr. Elangbam Binodini Devi**

Department of Business Management, H.N.B. Garhwal University (A Central University) Tehri-Garhwal, Uttarakhand, India

**Abstract :-** Rural Development being one of the basic targets of government, many steps have been taken up. There are several essentials for the development of rural areas. Some of the essentials may include construction of schools, colleges, better transportation system, providing medical facilities etc. Safety measures should also be provided on the way to rural areas, such as police personnel.

The present paper comprises of basic facilities to be provided in rural areas for its development. Maintenance of constructed offices, colleges, schools, shops, stores etc. are must for rural development. Development of tourism spots can become main source of income.

**Key words:** Essentials, rural areas, development & maintenance.

**Essentials of Rural Development :-** In present days many people may define rural areas as low internet connectivity. Less number of shops we usually find in rural areas. Schools and colleges are not found, if find then very less in number. Children can study only in government schools in rural areas. After the completion of 10<sup>th</sup> standard, they have to rely on other areas (they have to stay in rent, hostels or relatives' houses). Even for appearing in 10<sup>th</sup> board exam, students of rural areas have to stay in others' houses in municipality areas. As the rural areas have one or two schools, so their 10<sup>th</sup> board exams' centres are in far municipality areas. Population of rural area considers education of their children as a big burden. Study means they have to rely on relatives who are in areas where number of schools and colleges are available. Even if they think of staying in their homes while appearing in board exams, it consumes much time and its fares are also very high. Students feel exhausted in travelling, so they can't find study time. Here the problem of education in rural area taken up in this present paper is from the context of Manipur. When we talk about rural development, education comes first. Education makes the development in a fair and balanced manner. For concentration of rural development,

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**A STUDY ON HOW TO CREATE AWARENESS AND SELLING PROCEDURES OF A NEW PRODUCT IN THE MARKET**  
**Dr. Elangbam Binodini Devi**

Department of Business Management, H.N.B. Garhwal University (A Central University), Tehri-Garhwal, Uttarakhand - 249161, India

**ABSTRACT**

Companies first of all try to create awareness about their products and services in the minds of the customers. Advertisement plays a great role in convincing customers towards a particular company's products and services. Media of advertising should be selected very carefully so that there is wide coverage of target customers. A perfect salesman is capable of market extension, raising product demand, competitor analysis, market analysis and price analysis of the product services. Sales strategy is different from product to product, area to area and also industry to industry. Budget of a company should concern and decide certain amount for advertisement, incentives of salesman and commission for suppliers.

The present paper dictates about the significance of salesman, advertisement and also distributor for raising sales volume of the companies.

**Key words:** Sales strategy, salesman, distributor and selling capacity.

**INTRODUCTION**

Companies made heavy expenditure in the marketing of their products and services. Marketing comprises of all the efforts of companies in order to sell products and services in the market. Salesman and advertising as main components of marketing will be discussed in the present paper. Marketing is the means through which companies come to aware about likes and dislikes of customers and manufacture products and deliver services as per their needs. The basic target of marketing of any company is retaining the satisfied customers and gaining new customers.

**IMPORTANCE OF MARKETING**

Salesman and advertising among the components of marketing which helps in the growth of companies.

**MEDIA OF ADVERTISING**

Media of advertising may include of 1) Newspaper                                 2) Radio

3) Internet   4) Television   5) Magazine

To sell products companies can advertise their products and services in radio, newspaper and television. Features of products and services facilities are shown in the advertisement.

**FUNCTIONS OF SALESMAN**

Salesman's functions vary from product to product and industry to industry. In case of telecom industry, salesman visits the market and deal with customers. Salesman talked about price, features and competitors of the product to be launched. We can take example of switch in electrical equipment, salesman's duty are to detail about;

1. The unique features of the particular switch.
2. He should explain why the customers should purchase this particular switch instead of the previous one?
3. USP of the company, different from competitors

# Human Rights in India

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## Various Facets of Women Empowerment

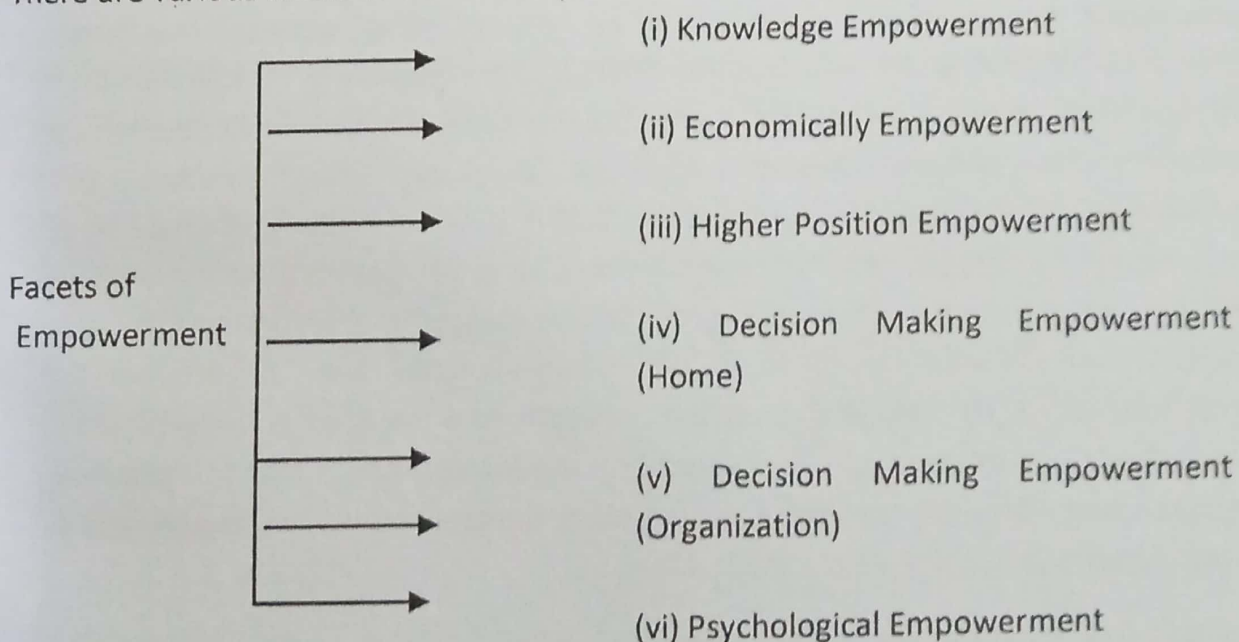
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Department of Business Management, H.N.B. Garhwal University (A Central University) Tehri-Garhwal, Uttarakhand, India

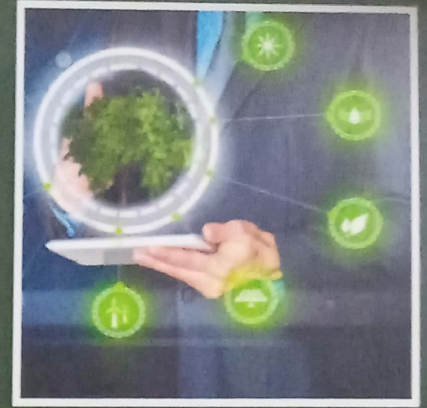
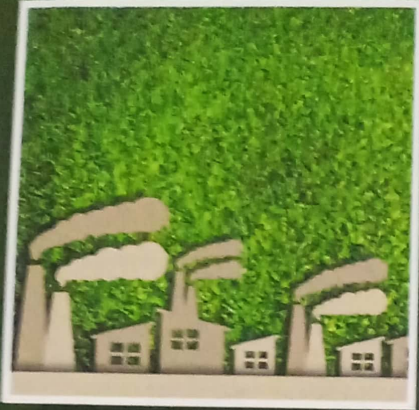
**Abstract :-** Empowered women are great help in a family. But it is not necessary high hierarchy male will aid in raising income of the family. Women are future oriented; they forecast future reliable on the basis of facts. They think for the welfare of their children and other family member first and then focus on themselves. When a family is having educated woman and get employment, there is surety that the family is financially strong. Young ones of this family will have good education and enjoy better standard of living.

**Keywords :-** Income, educated woman, employment and women empowerment.

**Women Empowerment :-** Women empowerment means empowering the women. There are various facets of women empowerment.



Women empowerment such as knowledge empowerment, decision making empowerment (home), and psychological empowerment are linked with home.



# DYNAMICS OF SUSTAINABLE BUSINESS MANAGEMENT

PERSPECTIVES AND STRATEGIES

SUNILDRO L. S. AKOIJAM • L. SHASHIKUMAR SHARMA  
JAYNAL UD-DIN AHMED • W.C. SINGH



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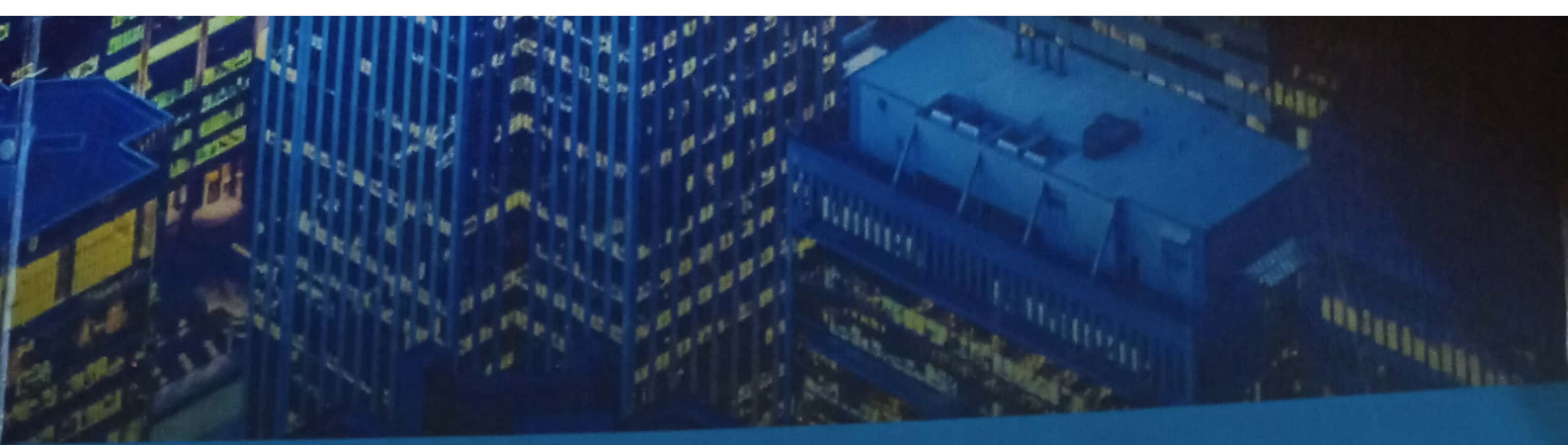
# SCENARIO OF WATER CRISIS: A Brief Highlight on Current Situation of Manipur

ELANGBAM BINODINI DEVI

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## Introduction

Amount of water present on the earth is equivalent to what present before two thousand years. Even though water is a renewable resource, at the same time water is also a finite resource. Around three percent of the available water is fresh. The remaining portion is irregularly distributed and its available supplies polluted with wastes from industries and households. The demand of water has been raising due to increased population, agricultural activities and industries where water is required for manufacturing procedures. The supply of fresh water is more or less constant but the consumption of water is increasing day by day. Various parts of India experienced long gap in rains during rainy days in the year 2018. Water plays an important role in national environment, economies, food security, production and in politics. Water is a major factor in each of the three pillars of sustainable development economic, social and environmental. In order to bring sustainable development these three pillars are required i.e. economic, social and environment. The most significance is that water is a major factor for sustainable development. Water is one of the basic essentials of life.



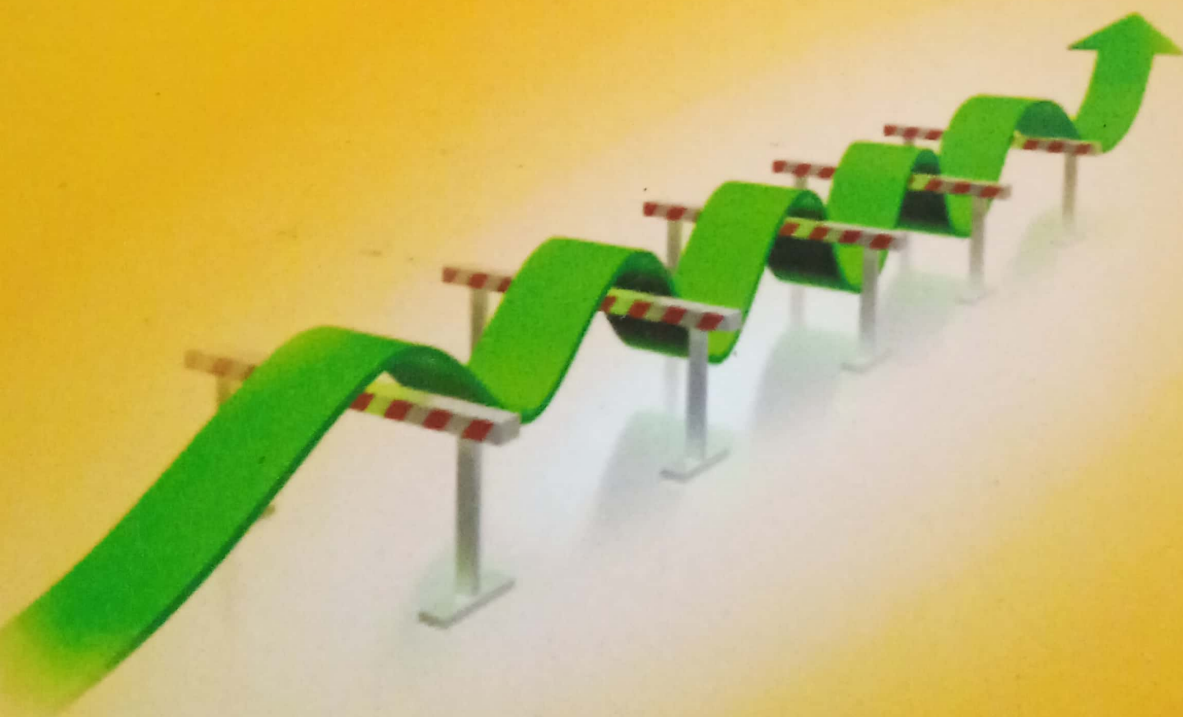
# **SUSTAINABLE BUSINESS DEVELOPMENT**

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**Dr. Seram Sureshkumar Singh**

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Bengaluru - 560 020. **Phone:** 080-41138821; **Mobile:** 09379847017, 09379847005
- Hyderabad** : No. 3-4-184, Lingampally, Besides Raghavendra Swamy Matham, Kachiguda,  
Hyderabad - 500 027. **Phone:** 040-27560041, 27550139
- Chennai** : New No. 48/2, Old No. 28/2, Ground Floor, Sarangapani Street, T. Nagar,  
Chennai - 600 012. **Mobile:** 09380460419
- Pune** : First Floor, "Laksha" Apartment, No. 527, Mehunpura,  
Shaniwarpeth (Near Prabhat Theatre), Pune - 411 030.  
**Phone:** 020-24496323, 24496333; **Mobile:** 09370579333
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Lucknow - 226 022. **Phone:** 0522-4012353; **Mobile:** 09307501549
- Ahmedabad** : 114, "SHAIL", 1st Floor, Opp. Madhu Sudan House, C.G. Road, Navrang Pura,  
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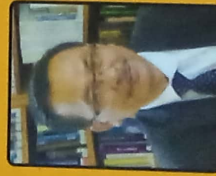
## ABOUT THE AUTHORS



**Dr. Seram Sureshkumar Singh** is presently working as Faculty of Tourism and Hospitality Management in Centre for Entrepreneurship and Skill Development, School of Social Sciences, Manipur University. He has more than ten years of working and teaching experience, under Central and State government undertaking. He earned MBA from Manipur Institute of Management Studies, Manipur University. Further, he has completed Ph.D. in Management from Manipur University. He had coordinated workshops, seminars, and exhibitions and also presented and published various research articles and case studies in the field of tourism, industry and entrepreneurship, etc. in and outside India. He has participated several workshops, seminars, faculty development programme, orientation programme and short-term certificate courses. His area of interest is strategic marketing, tourism, rural development and foreign trade.



**Dr. Sunildro L.S. Akoijam** is currently working as an Assistant Professor in the area of Marketing and Strategy at Department of Management, North-Eastern Hill University (NEHU), Meghalaya. He has more than 8 years of teaching experience in the University level. Before joining NEHU, he was working at the Institute of Management Studies, Kurukshetra University. He did his MBA from Amity University, Uttar Pradesh and Ph.D. from Manipur University. He is a UGC-JRF (NET) qualified scholar. He has presented several research papers and case studies in various International and National Seminars and Conferences. He has also participated in various Workshops, Faculty Development Programmes, short-term certificate courses and academic related activities organized by Premier Management Institutes in different parts of the country and abroad. He has visited several foreign countries including South Korea, Singapore, Sri Lanka, Nepal, Myanmar, Indonesia and Thailand for the academic activities. His research papers have been published in various referred International and National Journals. He is a member of esteemed management associations like All India Management Association (AIMA), Rural Marketing Association of India (RMAI), Delhi Management Association (DMA), International Society for Development & Sustainability, Japan, The Society for Management Education, Kurukshetra, etc. He is associated with various National and International Journals of repute including International Journal of Social Economics, Emerald (UK), Journal of Reviews on Global Economics (Canada), Tourism Review, Emerald (UK), Journal of Rural Studies (Elsevier Publication, Netherland) etc. as an Editorial board member and reviewer. He has also organized several academic activities like Seminars, Conferences, Symposium, FDPs, workshops and Management Fest. Currently, 3 (Three) Research Scholars are pursuing their Ph.Ds. under his supervision. He is undertaking a Major Research Project sponsored by Indian Council of Social Science Research (ICSSR), New Delhi.



**Dr. W.C. Singh** is the **Master of Commerce** (1992 Batch First Class and Gold Medallist) from the Manipur University. Presently, he is Professor in the Manipur Institute of Management Studies (MIMS), Manipur University. He was awarded Ph.D. in Commerce in the year 2001 from the same University. During the course of his service in the Manipur University, he completed the Faculty Development Programme in Management (34<sup>th</sup> Batch) from the Indian Institute of Management, Ahmedabad. Before joining Manipur University, he was working with various Institutes and Universities at Uttarakhnad, Jammu & Kashmir, and Mizoram. He also taught as visiting faculty to many other Institutes in India. He travelled almost extensively the entire nook and corner of India and countries in ASEAN, UAE, Nepal, and United Kingdom for academic, research, and capacity building based interaction programmes at the capacity of participant as well as resource person. He has been conducting MDPs, and EDPs for the middle level and senior executives at many public sector and private sector industrial organisations. Besides, he has conducted as Resource Person FDPs, Case Method of Teaching Workshops, Academic Administrators' Workshops to the Universities/Institutions in the North, and North Eastern Universities of India. He has been the **Key Note Speaker and Resource Person** of many National and International Level Seminars/Conferences, and World Youth Summits (2014, 2015, 2016, 2017, 2018 India). He has published Research Papers in the National and International Journals of repute, published 3-books, and completed 4 Major Research Projects till date. He has awarded 5 Ph.D. Scholars under his supervision till 2017. He is the Founder General Secretary of the North Eastern Management Association and Life Member of different national and international level bodies and organisations. He is also in the UGC expert committee for SAP Review, and Member of the Court of the Assam University.



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**Dr. Elangbam Binodini Devi**

Assistant Professor,  
Department of Business Management,  
H.N.B. Garhwal University (A Central University)  
Srinagar-Garhwal, Uttarakhand, India.  
e-mail: binodinielangbam@gmail.com

## Abstract

*Green marketing is in its initial stage, it is developing in practice as well as demand. Companies could take up campaigning to spread awareness of green marketing among the customers. To make a successful campaign, it should consider age, region, income and other explanatory factors of the population. Deliberation should be given in its research and development so that green products and services really suit the needs of the customers, and also communicate about the products and services in a broader way.*

*The present paper discusses about the previous studies in the area of green marketing. The initiatives taken by the Indian companies are specifically highlighted.*

**Keywords:** *Green marketing, green products, green services and Indian companies.*

## Introduction

Green marketing or environmental marketing or sustainable marketing may be termed as an attempt of an enterprise regarding pattern, promotion, price and distribution in such a way that protects environment. Sustainable consumption and sustainable development are two faces of the same coin. Sustainable development is preserving capital in the forms of long-term economic and social environment. Sustainable consumption is related to limited use of resources along with reducing harm to the environment. It also accompanies fulfilling the needs of people. Green marketing is a broad concept and comprises of market analysis. The analysis is being made to discover the market for green ideas and its possible products; studying consumers' attitudes & behaviours towards green, classifying the green market into different segments based on consumers' green favour; and developing green positioning strategies and marketing mix programmes. Sustainable development is an approach towards using resources for meeting needs, while conserving the environment. The main motive is that the needs are met not just for the present but also for the future generations. Companies could enjoy competitive edge by displaying green logo on their products or services. The trend of customer buying decisions impressed by green product label like the US energy star logo, Green label in Thailand,

# Recent Trends in Business and Management

**W.C. Singh  
L.S. Sharma**

**Sunildro L.S. Akoijam  
J.U. Ahmed**



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Hyderabad - 500 027. Phone: 040-27560041, 27550139
- Chennai** : New No. 48/2, Old No. 28/2, Ground Floor, Sarangapani Street, T. Nagar,  
Chennai - 600 012. Mobile: 09380460419
- Pune** : First Floor, "Laksha" Apartment, No. 527, Mehunpura,  
Shaniwarpeth (Near Prabhat Theatre), Pune - 411 030.  
Phone: 020-24496323, 24496333; Mobile: 09370579333
- Lucknow** : House No. 731, Shekhupura Colony, Near B.D. Convent School, Aliganj,  
Lucknow - 226 022. Phone: 0522-4012353; Mobile: 09307501549
- Ahmedabad** : 114, "SHAIL", 1st Floor, Opp. Madhu Sudan House, C.G. Road, Navrang Pura,  
Ahmedabad - 380 009. Phone: 079-26560126; Mobile: 09377088847
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# A Study on Position of India in Global Outsourcing Industry

**Dr. Elangbam Binodini Devi**

*Assistant Professor,*

*Department of Business Management,*

*H.N.B. Garhwal University (A Central University),*

*Tehri-Garhwal, Uttarakhand - 249161, India.*

*E-mail: binodinielangbam@gmail.com*

## ABSTRACT

For outsourcing businesses, knowledge, researches, legal and high-end processes, India is the main target nation. It led to encourage exports, national income, employment opportunities, and increased tax revenues and growth of associated industries such as infrastructure, catering, etc. Outsourcing companies having capability of huge profits, extended dependable pay, besides enhancing employee benefits. Outsourcing industry located in India had also various challenges to achieve its further growth and development. Acclivity of Information Technology industry acted as a crux for alteration of standard of living, nature of making interaction with society, family sized, status and behavior of the urban middle class.

**Keywords:** Export, target, Outsourcing, Tax Revenue.

## INTRODUCTION

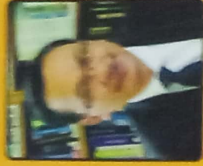
Global economy targeted the industries of Information Technology Services and Information Technology enabled services provider located in India as a focal point. For outsourcing and offshoring IT services and ITeS industries of India are in top to the international media and business interest. The main reason for India becoming a rising economic power is the successes of these industries. A prominent occupancy of India's IT and BPO companies could remind the low cost and cost competitiveness measures for activities such as hiring human resources, development of infrastructure, installation of systems and equipment, and updated management skills. Operational costs could also be reduced due to some natural advantages. In case of outsourcing solutions and a variety of outsourcing services delivered round the globe, India has the role of initiator. Dozens of India's IT, BPO and KPO companies were holding success record, although there was presence of world's economic growth affected vigorous financial and banking crisis.

*Competitors of the country in the world of Outsourcing might be as follows:*

→ China

→ Malaysia

## ABOUT THE AUTHORS



**Dr. W.C. Singh** is the **Master of Commerce (1992 Batch First Class and Gold Medalist)** from the **Manipal University, Presidency**, Professor in the **Manipal Institute of Management Studies (MIMS), Manipal University**. He was awarded **Ph.D. in Commerce** in the year 1997 from the same University. During the course of his service in the **Manipal University**, he completed the **Faculty Development Program**, **Management (3<sup>rd</sup> Batch)** from the **Indian Institute of Management, Ahmedabad**. Before joining **Manipal University**, he was working in various Institutes and Universities at **Uttarakhand, Jammu & Kashmir, and Mizoram**. He also taught as **visiting faculty** to many other Institutes in India. He travelled almost extensively the entire **nook and corner of India and countries in ASEAN, UAE, Nepal, and United Kingdom** for academic, research, and capacity building based interaction programmes at the capacity of participant as well as resource person. Prof. Singh has been conducting **MDPs, and EDPs** for the middle level and senior executives at many public sector and private sector organisations. Besides, he has conducted as **Resource Person FDPs, Case Method of Teaching Workshops, Academic Admissions** in various Universities/Institutions in the North, and North Eastern Universities of India. He has been the **Key Note Speaker and Resource Person** of National and International Level Seminars/Conferences, and **World Youth Summits (2014, 2015, 2016, 2017, 2018)** India. He has published **Research Papers** in National and International Journals of repute, published 3 books, and completed 4 **Major Research Projects** till date. He has awarded 5 **Ph.D. Scholars** supervision till 2017. He is the **Founder General Secretary** of the **North Eastern Management Association and Life Member** of different national and international level bodies and organisations. He is also in the **UGC expert committee for SAP Review**, and **Member of the Court of the Assam University**.



**Dr. Suniljitro L.S. Akoljam** is currently working as an **Assistant Professor** in the area of **Marketing and Strategy** at **Department of Management**, **North-Eastern Hill University (NEHU), Meghalaya**. He has more than 8 years of teaching experience in the University level. Before NEHU, he was working at the **Institute of Management Studies, Kurukshetra University**. He did his **MBA** from **Amity University, Uttar Pradesh** and **Ph.D.** from **Manipal University**. He is a **UGC-JRF (NET)** qualified scholar. He has presented several research papers and done various international and National Seminars and Conferences. He has also participated in various Workshops, Faculty Development Programmes, short-term certificate courses and academic related activities organized by **Premier Management Institutes** in different parts of country and abroad. He has visited several foreign countries including **South Korea, Singapore, Sri Lanka, Nepal, Myanmar, Indonesia, Thailand** for the academic activities. His research papers have been published in various referred **International and National Journals** member of esteemed management associations like **All India Management Association (AIMA), Rural Marketing Association of India (RMAI), Delhi Management Association (DMA), International Society for Development & Sustainability, Japan, The Society for Management Education, Kurukshetra**. He is associated with various National and International Journals of repute including **International Journal of Social Economics, Emerald (UK), Journal of Global Economics (Canada), Tourism Review, Emerald (UK), Journal of Rural Studies (Elsevier Publication, Netherland), etc.** as an **Editorial board member**. He has also organized several academic activities like **Seminars, Conferences, Symposium, FDPs, workshops and Management Fest**. Currently, 3 **Research Scholars** are pursuing their **Ph.Ds.** under his supervision. He is undertaking a **Major Research Project** sponsored by **Indian Council of Social Research (ICSSR), New Delhi**.



**Prof. L.S. Sharma** is currently working as **Professor of Management** in **Department of Management, Mizoram University, Aizawl**. **University** accredited by **NAAC** as "A" Grade. He started his career in 1997 as a **Lecturer of Commerce** in **S.K. Women's College, Mizoram**. Then he joined **Motilal Rastogi School of Management, Lucknow** as an **Assistant Professor of Management** in **Lucknow**, **Uttar Pradesh**. Then, he joined **Royal University of Bhutan** as **Senior Lecturer**. Then in 2008, he joined **Department of Management, Mizoram University, Aizawl**. He has been the head of the **Department of Management** in **Mizoram University** in 2011-14 and is holding the chair for a second time. He has produced several research papers related to consumer behaviour, service marketing, information technology and world trade. He has produced two books entitled "Handlooms of Manipur" and "Branding of North East India for Tourism Destination: Issues and Challenges". **Prof. Sharma** has more than 30 research papers and 20 articles under his name. He is a prominent resource person relating to personnel development and institution building and taken several sessions for **Orientation Courses and Refresher courses** organised by **UGC-HEP**. Apart from being member of several **School Boards**, he was the **Director of Career Counseling Cell and Equal Opportunity Cell** of **Mizoram University**. He has been awarded **National B-School Awards-2013** as **Best Professor Teaching Marketing Management**, in the eastern region of India by **ABP News**.



**Jaynal Uddin Ahmed** (b-1974) completed his **M.Com. (Accounting & Finance)** with a first class and obtained **Ph.D. degree** in **Business Administration** from **Assam (Central) University, Silchar**. He also achieved a **Bachelor's degree in Law (LL.B.)** and a **Master's degree in Law (LL.M.)**. He is holding the position of **Professor and Head** in the **Department of Management** at **North-Eastern Hill University, Tura Campus, Meghalaya, India**. He has completed successfully three major research projects – one **UGC** and two from **ICSSR, New Delhi**. **Prof. Ahmed** has published around four dozen research papers in international and referred journals besides eleven number of research books. **Prof. Ahmed** also edited ten number of books to his credit. As a part of his academic hobby, he organized a number of seminar, symposium, workshop, refresher courses, **MDP** and **EDP**. He is actively involved in supervision of doctoral level theses and guided nine number of **Ph.D. dissertations**. He has presented research papers and has delivered lectures as resource person in various international, national and regional level seminars and conferences. **Prof. Ahmed** is the **Chairman** of **North-Eastern Management Association** and **Chief Editor** of **International Journal of Applied Management Research**. He is devotedly involved in various socio-economic and research institutions in India and abroad. He is member of various academic professional bodies. He is the recipient of **Rashtriya Gaurav Award (2011)**, **Best Thesis Award (2004)**, **Best Young Faculty Award (2005)** and **Bharat Jyoti Puraskar (2017)** for recognition of his teaching and research work. He is actively engaged in teaching and research for over seventeen years. He has worked as various administrative capacities of the university throughout his carrier and visited many countries for his academic pursuit.

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# Emerging Dynamics of Indian Tourism and Hospitality

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# Tourism Industry: Initiatives of Indian Government and Its Key Role in Economic Development

Dr. Elangbam Binodini Devi

**Abstract:** The Indian Government National Policy was sanctioned in the year 1982; plans such as *swagat*, *suchana*, *suvaidha*, *suraksha*, *sahyog* and *samrachana* were dedicated for the development of tourism. These six points meant welcome, information, facilitation, safety, co-operation and infrastructural development in the given order. Tourism is playing an important part in the economic development of a nation. Tourism ranks second in case of biggest foreign exchange earning in India. Skilled and unskilled population is employed in the tourism industry. The particular industry assisted many other industries, namely hotels, travel agencies and airlines. National integration is another positive impact and cultural activities are also promoted. North Eastern regions of India are boosted by the Ministry of Tourism in various media campaigns. Cooperation of the Ministry of Tourism and Discovery Channel developed documentary series known as 'Go North East' focusing on eight states of North East region. The chapter highlights the role of tourism on economic development of the nation India. The initiatives taken by the Indian government for the upgradation of the said industry are being studied.

**Key words:** National policy, tourism, economic development and Indian government

## Introduction

Tourism represents a great locomotive for growth of economic development and is an indispensable factor for foreign exchange earnings. It also acts as a source for large employment opportunities of both specialized and unskilled. The Ministry of Tourism targeted for facilitated and enhanced tourism in India. The quality and worth of tourism in the nation was first recognized by the first PM Pandit Jawaharlal Nehru. He described tourism as a medium of international cooperation, understanding and friendship among the nations. Only after Second Five Year Plan (1956), tourism was emerged as an economic activity in the country. Earlier pilgrimage and visiting distant friends and relatives was called tourism in India. Period after October 1966 was the landmark for the development of tourism when India Tourism Development Corporation (ITDC) was setup for promoting India as a tourist destination for pilgrimage and a holiday destination. The corporation rendered appropriate consultancy services to upgrade tourism in India.

Tourism is a comfortable technique for economic growth of a developing country like India. The value-added effect of tourism is heightened. To encourage the activity of tourism, the Ministry of Tourism presents National Tourism Awards to various segments of the travel and tourism industry every year. These awards are meant for state governments/union territories, classified hotels, heritage hotels, sanctioned travel agents, tour operators and tourist transport operators, individuals and other private organizations. The year 1991 was announced as the 'Visit India Year', where the number of tourist resources was commercialized. January 25, 1998, was celebrated as the first Indian Tourism Day. The year 1999 was famed as Explore India Millennium Year with a host of shows, exhibitions, etc.

# Chapter 9

## Employee Perception of the Effectiveness of Digitalized Performance Management Systems

**Sneha Maindola**

*HNB Garhwal Central University, India*

**Surendra Kumar**

*HNB Garhwal Central University, India*

### **ABSTRACT**

*Performance management is a valuable tool for any organization to achieve its strategic objectives and align its resources. It is identified to lead a productive workforce and improves employee engagement. However, due to the disruption of technology in the various dimensions of the environment, HRM systems have undergone many changes. Organizations have adapted to the technological outburst and synchronized their activity around it. Present times observe a heavy use of technology in the day-to-day HR functions. Performance management has also been hugely impacted by the manifestation of technology, where many organizations have adopted the use of technology for the same. The stance of the management on the use of technology for performance management is often deliberated upon; hence, the outlook of employees on the use of technology for performance management has been unclear. For this chapter, the authors consider the employees in the education sector and their perception of the effectiveness of the use of technology/software for performance management based on different parameters.*

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# **ROLE OF HUMAN RESOURCE DEVELOPMENT PRACTICES CONCERNING THE EMPLOYEE'S PERFORMANCE AND ITS IMPACT ON THE DEVELOPMENT OF THE AUTOMOBILE INDUSTRY**

*\*Surendra Kumar*

*\*Assistant Professor, Department of Business Management H.N.B. Garhwal University, Srinagar Uttarakhand*

---

## **ABSTRACT**

Human Resource Development is needed by organizations that want to be dynamic and growth-oriented or who want to succeed in a fast-changing environment. Organizations can become dynamic and grow only through the efforts and competencies of their human resources. The core concept of HRD is the development of the human resource of the organization. The concept of development should cover not only the individual but also other units in the organization. In addition to developing the individual, attention needs to be given to the development of stronger dyads, i.e., two-person groups of the employee and his boss. Such dyads are the basic units of working in the organization. Besides several groups like committees, task groups, etc. also require attention. The Indian Automobile sector comprises two-wheelers, cars, buses, trucks, and three-wheelers these play a vital role in the growth of the Indian economy as well. The present times, the importance of human resource development is not to be undervalued by the automobile manufacturers & dealerships.

## **INTRODUCTION**

Human Resource Development is the part of human resource management that specifically deals with the training and development of the employees in the organization. Human resource development includes training a person after he or she is first hired, providing opportunities to learn new skills, distributing resources that are beneficial for the employee's tasks, and any other developmental activities.

## **NEED OF THE STUDY**

Human Resource Development is needed by organizations that want to be dynamic and growth-oriented or who want to succeed in a fast-changing environment. Organizations can become dynamic and grow only through the efforts and competencies of their human resources. HR policies can keep the morale and motivation of employees high, but these efforts are not enough to make the organization dynamic and take it in new directions. Employee capabilities must continuously be acquired, sharpened, and used. For this purpose, an “enabling” organizational culture is essential. When employees use their initiative, take risks, experiment, innovate, and make things happen, the organization may be said to have an “enabling” culture.

## **OBJECTIVES**

- 1.To study the Human Resource Development practices in the automobile sector and to analyze the perpetual mapping of HRD in the automobile Industry.
- 2.To study the impact of HRD Practices on the employees' performance in the automobile sector.

## **FUNCTIONS OF HUMAN RESOURCE DEVELOPMENT**

The core concept of HRD is the development of the human resource of the organization. The concept of development should cover not only the individual but also other units in the organization. In addition to developing the individual, attention needs to be given to the development of stronger dyads, i.e., two-person groups of the employee and his boss. Such dyads are the basic units of working in the organization. Besides several groups like committees, task groups, etc. also require attention. The development of such groups should be from the point of view of increasing collaboration amongst people working in the organization, thus enabling effective decision-making. Finally, the entire department and the entire organization also should be covered by development. Their development would involve developing a climate conducive to their

