

**Skill India: Education to Employability**

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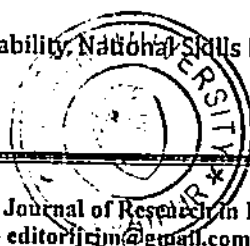
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**Abstract**

India has its majority of the population working in the young demographic age segment and with these adding up to more than half of the population in the age category below 25 years, people in India need to be 'skilled' so that they can contribute to the growth of the economy. This is increasingly felt by the employers who find a huge gap between the type of skills taught by institutions and the ones needed by the industry. Education, can meet the need of the skill training for increasing the productive capacity of manpower. Skilled manpower as we call them as capital formation for any country can bridge this gap of education and employability through imbibing the soft skills required for the same. As we have been unable to do this in the past to bridge the gap between education and employability, a movement towards the same by the Government of India with its inclusive growth strategy under Ministry of Skill Development and Entrepreneurship is already working towards having its various initiatives to enhancing skills of the graduates to become skilled and identify the employability skills and make them industry ready.

This paper examines the rise in the education and training in the skill development policy in India. It will also examine an evaluation of new introductions in the most recent skill development policy. It will discuss the initiatives taken by the government towards skill development. It will also study the significance of soft skills, soft skills essential for employability and the growing importance of including this as a part of the curriculum by educational institutions to increase employability.

**Keywords:** Soft Skills, Employability, National Skills Development Policy, Skill Development



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## Impact of Demographic Factors on Online Shopping Behavior of Consumers in The Major Cities of Rajasthan

\*Dr. Bhumija Chouhan

\*\*Dr.Kapil Khatter

\*\*\*Hans Kumar Sharma

Online shopping is the new technology for marketing in India and Rajasthan. Companies are using this electronic technology to get market share and consumers are using it for online shopping purposes. Nowadays the various ways of online shopping are the important parts of their commercial activities. This analyses the demographic factors that influence the online shopping of products and services in Rajasthan. A sample of 455 respondents is selected for the study from Jaipur, Jodhpur, Kota, Udaipur and Ajmer. The questionnaire method is used to collect the primary data and data are also collected by personally contacting consumers in all the five major cities of Rajasthan. The data analysis technique used in this research is ANOVA technique. The results of the study shows that online shopping in India and Rajasthan is significantly affected by the demographic factors like gender, age group, education and income. The findings of the study can be used for further studies in the online shopping area.

**Key words:** Demographic factors, Gender, Age, Education Income, online shopping.

**Introduction :** Internet revolution and economic growth has brought a paradigm change in the field of online shopping. Internet has become a new trend and new interface for the business nowadays. Survival of the firms depends on the efficient use of internet for the commercial transactions. Consumers preferences, education and their income has risen during previous decades. Consumers are interested to buy goods over the internet. Online shopping has emerged as one of the important way of lifestyle for consumers in India. Business houses have been able to reach to the maximum customers at less cost and get more market share. Modern customer wants to spend more on family and lives a new way of life. Online shopping has become important part of his life. There are many advantages of e-marketing over traditional marketing. Reach: Customers can reach to the global markets with help of Internet. Customers can buy from any market. There is no physical or geographical limit for consumers in e-marketing. They can reach to any firm through a click on a link. Scope : Scope of e marketing is wide. Marketers can provide the goods and services to different consumers in different places or markets. Internet is a new communication technology, so scope of e marketing is growing rapidly. Interactive nature: Interactivity is the most important characteristics of e marketing. It allows communication between firms and consumers. Consumers can compare the goods and services and then can send their demands to companies for purchasing. There is interactivity from both sides that is from consumers and from firms. E-marketing is a two way interaction channel. Marketers can provide information, graphics, videos, pictures and other details of products to consumers. Immediacy : Consumers can use Internet 24 hours, 7 days and 365 days continuously. Consumers can order for goods instantly or can buy goods immediately as and when they see the advertisements of their desired goods over internet or other channels. There is no gap between information search and buying process of goods and services. Consumers do not have to wait the opening of the online shops and they can place order from their homes in nights also. Consumers purchasing cycle moves speedily towards completion in e-marketing. If companies working time is over we can continue to search through e marketing for products. We can access the information and



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# "Dress to Impress": The Impact of Power Dressing

Parul Raj\*, Kapil Khattar\*\* and Rajat Nagpal\*\*\*

Managers, executives and professionals spend immeasurable hours on their learning, networking, meetings, delivering presentations, writing articles/papers, getting qualifications, and attending lectures, workshops and classes for training and developing themselves just to stay competitive in this fast growing world. But a significant number of them overlook their own professional image; they need to pay attention to this aspect of professionalism, as it adds to their demeanor and success. The way we dress at workplace has an incredible influence on the way others perceive us. Thus, careful consideration should be paid to the dress code and style as it enhances the business performance strategy. The matter of fact is that significant contributions towards business contentment can be visually seen through dress code. Hence, the paper focuses on examining the impact of dressing on the performance of an employee and also the level of awareness of dress code amongst people, further highlighting the right dress code using a broader range of styles.

## Introduction

Dressing up for a workplace is still a struggle for several people. How people dress up for work demonstrates how seriously people take their work and that is how others will distinguish and perceive them. In the era of cutthroat competition, seniors are continuously judging their subordinates on the basis of not just their work but also their individual presentation skills. Never take the power of your own image lightly. An individual's personal and professional relations and image are built on the way he/she looks. Appearance matters a lot and especially in the corporate field. People's attire is most often seen as a reflection of their personality and subsequently of their style of work. It is a testimony to how a person feels about oneself and what others can expect from a professional. Moreover, a person's dress code makes others around aware that there is a sense of professionalism which many do not possess or are unaware of. Imagine, would any employer hire someone who is shabbily dressed or looks casual and

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# A COMPARATIVE ANALYSIS OF NEGATIVE AND POSITIVE WORKING CAPITAL BETWEEN TWO CEMENT COMPANIES

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15/5

*Abstract: In every business an optimum level of Working Capital is to be maintained for the purpose of day to day remittances. Any Business cannot grow in absence of satisfactory working capital level. In case of shortage of working capital the business may suffer scarcity of resources. But it should also be kept in mind that even working capital in excessive quantity, possibly will result into superfluous cost. Therefore, the management of business firm should goal an optimal level of working capital. Working capital should be ample enough to carry out the current liabilities but should not be much more than the genuine requirement. Taking into consideration this perspective, the study has been undertaken to compare two cement companies, one having negative working capital and the other having sound working capital structure.*

**Keywords:** Cement Company, India Cement, Ambuja Cement, Working Capital.

## INTRODUCTION

One of the most crucial tasks in the day to day management of the business firm is the management of working capital. Working capital refers to the funds invested in the current assets i.e. investment in stock, sundry debtors, cash and bank balance. Various current assets and current liabilities components make up the working capital composition. Each component plays important part in any business firm.

If any component of working capital is not adequate, it may bring down efficiency and profitability of the company. The basic objective of Working Capital Management is to avoid over investment or under investment in Current Assets, as both the extremes involve adverse consequences.

Over investment in Current Assets may lead to the reduced profitability due to cost of funds. Working capital management is considered to be one of the most important functions of finance, as a very large amount of funds are blocked in current assets in practical circumstances. Unless working capital is managed properly, it may lead to the failure of business.

Working capital may be regarded as backbone of a business. Its effective provision can much ensure the success of the business, while its inefficient management can lead not only to loss of the profits but also the ultimate downfall of what otherwise might be considered as promising concern.





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## Consumption connection with gender and stream of education

\*Nishikant Bohra

\*\*Smita Kaushik

### ABSTRACT

People consume caffeine for emotional, rational and social reasons. Innocence by association is what a caffeinated drink is doing when they say that 'Darr ke aagee Jeet hai.' This simple association with the fear of insecurities associated with peer pressure to look cool and masculine is helped by consuming these caffeinated drinks. We observed that engineering students carry more often a single type of green bottle in their hands during the lunch break. So, we tried to evaluate this observation further by knowing the difference in this consumption pattern of engineering and management students. We wanted to evaluate correlations between the streams of education they are pursuing with their most preferred beverage. The objective of this study was not only to determine the relation between the preferences according to the stream of education but also to determine the reasons for this preference in the students of Jaipur.

### METHODS:

Respondents were 256 students all in the age group of 18-25, comprising of 154 engineering and 102 management students. They were surveyed about their most preferred beverage during the lunch break and reason for this preference through a questionnaire. This is hypothesized that energy drink consumption is associated with the normative and performative functions. It is normative as part of growing up in the group. It may be performative as it may reflect the gender and social identity. The statistics was compiled and evaluated using a SPSS data set analysis with a null and alternate hypothesis stating:

$H_0$  = There is no difference in the cold drink consumption and education.

$H_1$  = There is a difference in the cold drink consumption and education.

### RESULTS:

There is a statistically significant difference in the consumption pattern of engineering and management students. Null hypothesis was rejected, as there was statistically significant difference observed in the beverage consumption and education. Most preferred beverage of engineering students was found to be a caffeinated energy drink with masculinity association. This difference between engineering students and management students was confirmed in 'F' test, significant at  $< 0.001$  by regression ANOVA.

### INTRODUCTION

Demand around the world for energy-boosting soft drinks is huge and it revolves around the

Consumption Connection With Gender and Stream of Education  
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# CAREER ATTITUDE AND CAREER MATURITY IN SECONDARY SCHOOL STUDENTS

## ABSTRACT

Career growth demands an attitude shift in order to see beyond the obvious choice of admission. Major aim of this study is to find out the level of career maturity of secondary school students. Career maturity has been conceived and measured by using the maturity of career attitudes and career competencies. The sequential in health career decision making theory model was used for this study and the study was conducted on a representative sample of 300 higher secondary school students of Jaipur district in Rajasthan. For collecting suitable and adequate data, career attitude scale and career maturity test (Dr. Nirupala Gupta) was used. For analyzing the data correlational analysis and test of significance of difference (t-test) are used. It is found that career maturity of the sample students is at average level. The career attitude of the sample showed positive relationship with career competencies. And in the sample where analysis it was found that sex and locality have no influence on both career attitude and career maturity of the student.

Keywords: Career Attitude, Career Maturity

## 1. INTRODUCTION

In a recent 'Counselling Services in Indian Institutions: Status and Challenges' (Umthun 1986) it is described that policy makers gradually give less importance to individual from of career and counselling in Indian institutions. In this it is also stated that majority of schools in Mumbai do not have counselling in their name. Child guidance and counselling services in schools are unstructured and happen in irregular manner.

With young people in the rapidly changing world, they need to be fully equipped to face the challenges and to be able to make their own choices. Schools must provide high quality education to enable students to be able to make their own choices and to be able to make their own choices. As one of the main objectives of the study is to help students to be able to make their own choices, it is very important to have career awareness among secondary and higher secondary school students. In the present period of rapid change and individual should have career awareness to make a career for himself.

The process of vocational development is a complex psychological, sociological, cultural and economic process. It is a process which leads to outcomes which are related to vocational behaviour. The review of literature reveals the following key issues: maturity, focus, personality and work, economic status, features of work and gender on career maturity. So the investigation is intended to study the level of career maturity and career attitude of secondary school students of Jaipur District in Rajasthan and sample data.

## Need and Importance of the Study

Process of life depends on the way we live which is a result of what guidance we could have by the parents. It is one path and one way to live. It is important to have career maturity and development, first hand to know. It may be necessary to the assistance or help that we need to enable us to make appropriate choices, plans, and adjustment in life. So it is important to be a part of education.



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## Indian Healthcare and Social Media Marketing: A Gap Analysis

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### Abstract

With the advent of chat sessions, instant messengers, special interest communities, blogs and wikis, the consumer seeks web intervention in any decision making process. The same has been observed for the Indian Healthcare Industry. Here the participants share their knowledge and experiences to solve problems and also feel responsible towards each other. In the high involvement healthcare sector, patients are increasingly seeking online advice and information to satisfy themselves before indulging into any sort of treatment. The purpose of this paper is to study the existing literature on Indian healthcare industry which would enable better understanding of the role of Social Media Marketing in Healthcare industry. This paper adopts the literature review method and gathers data from more than 100 research papers, online reports, and articles. The secondary data collected is analysed and the most relevant findings are assimilated to analyse the prevailing gaps and scope of further research. The data analysis highlighted several gaps in the healthcare industry namely, 'Absence of Patient Profile', 'Behavioural Aspects', 'Need for tailor made healthcare interventions', 'Digital Channel Development', 'Use of ICT (Information and Communication Technology) in Healthcare'. The data presented inadequacy of work on the relationship between Service Quality and Patient Orientation. In addition Demographic, Psychographic and Behavioural studies of healthcare social media users are limited.

**Keywords:** Healthcare, Social Media Marketing, Hospital Marketing, Gaps in healthcare

### Introduction

IBEF reports that the healthcare industry primarily functions through five different segments – hospitals, pharmaceuticals, diagnostics, medical equipment and supplies, medical insurance, and telemedicine. Healthcare has become one of India's largest sectors both in terms of income and employment. The industry is growing at an incredible pace owing to its strengthening coverage, services and growing expenditure by public as well private players. By 2020, the market is expected to record a CAGR of 17%. The total industry size is expected to touch USD 160 billion by 2017 and USD 280 billion by 2020 (IBEF, 2016). Marshall et al. (2000) opine that the healthcare consumers are expected to actively make informed choices for healthcare providers (such as hospitals), treatment options or health plans. The fundamental assumption is that by selecting high-quality providers against



## EMPLOYEE ENGAGEMENT: A PROGRESSIVE REVIEW OF LITERATURE

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### ABSTRACT

*Though frameworks for understanding engagement vary, the concept is commonly understood to capture levels of commitment and discretionary effort exhibited by employees.*

*In a world that is changing both in terms of the global nature of work and the diversity of the workforce, engaged employees may be a key to competitive advantage. To improve employee engagement and to give full play to the employee potential ability is a magic weapon to obtain success.*

*Employee engagement is a relatively new but extremely popular concept in the field of Human Resource Development. It has been discussed by many of HRD practitioners lately because it is believed to have positive impacts toward performance, work attitude and work behavior.*

*It has become a topic of immense interest in the organizational literature in recent years and has also been acknowledged as a vital factor contributing to organizational success and could have positive implications in all aspects of any business. It combines elements of belonging, commitment, motivation, readiness and productivity. We theorize that engagement, conceptualized as the investment of an individual's complete self into a role, provides a more comprehensive explanation of relationships with performance than do well-known concepts that reflect narrower aspects of the individual's self.*

*Employee engagement is a strategic approach for driving improvement and encouraging organizational change. Organizations have the potential to gain considerable benefits from incorporating engagement into their culture. Engaged employees contribute to the foundation line of any business and their engagement is echoed in their services to clients and customers.*

*This paper makes an attempt to study the different theoretical dimensions of employee engagement with the help of review of literature. This can be used to provide an overview and references on some of the conceptual and practical work undertaken in the area of the employee engagement. Through this paper, we also aim to provide a comprehensive account of how employee engagement needs to be*

