

ISSN: 2348-7666

VOLUME-9, ISSUE 2(2), FEBRUARY, 2022

IMPACT FACTOR: 6.023



Monthly

# International Journal of Academic Research

## VOICE OF INTELLECTUALS

### PEER REVIEWED JOURNAL

Editor

Dr.R.H. Pavithra



Multidisciplinary, Multiple Languages  
Refereed and Indexed Journal

Editor-in-Chief  
Dr.T.V.Ramana

# CONTENTS

Volume 9

Issue 2(2)

February, 2022

S. No.		Pg. No.
1	Brand And Disruption: <b>S. Janakiraman &amp; V. Kavitha</b>	1
2	Financial Inclusion among Urban Women - A Case Study of Mysore City : <b>Tanzia Kouser</b>	5
3	Sustainable Development through Environmental Education: <b>Ananda A</b>	11
4	Energy Budgeting of Coffee for Sustainable Development: <b>Reshma Chengappa</b>	19
5	A Study on Social Entrepreneurship and Social Innovations in The Indian Economy : <b>Bhaskar G. L</b>	26
6	Trend of Ageing in Different Age Cohorts of the Elderly population in Karnataka: <b>Saritha. K</b>	32
7	Banking Finance to a Sustainable Society lead to Sustainable Economic Development - An Analytical Study: <b>Eswarappa.M</b>	37
8	MGNREGA: A Silver Line of Employment for Women in Chikkamagalur District: <b>Gayathri T.D.A &amp; Dr.Shivakumaraswamy</b>	50
9	Relevance of Social Economy: <b>R. Nagabhushan</b>	54
10	Entrepreneurship- A Boon for Economic Development: <b>N T Krishna Murthy</b>	61
11	Higher Education And Social Devoluton: Issues And Imperatives: <b>Prasanna.T</b>	66
12	Irruption of Technology and Disappearance of Jobs in the Present Scenario: <b>Kishwar Sultana</b>	71
13	Sustainable Development Through Corporate Social Responsibility - Case Study of ITC Limited: <b>Lakshmi S S</b>	74
14	Public Policy for the Social Economy: Building a people-Centred Economy in India: <b>Roopa</b>	81
15	Thinking Through Social Innovation and Social Entrepreneurship in India : <b>Prashanth Kumar. K N.</b>	91
16	Problems and Prospects of Women Entrepreneurs in Karnataka: A Study of Ramanagara District: <b>Babu Venkatesh Prasad Gowda K.K &amp; T.P. Shashi Kumar</b>	113
17	The Influence and Reflection of Mahatma Gandhi in Mulk Raj Anand's Novel Untouchable: <b>Prashanth P</b>	121
18	Risk Management In Ginger Production And Marketing: Issues And Challeges -With Special Reference To Periyapatna Taluk Mysore	126

	<b>District: Kantharaja B B. &amp; R.H Pavithra</b>	
19	An Analysis of Potato production in Karnataka: With Reference to Hassan District : <b>Rathna Y.D &amp; Shashi Kumar T.P</b>	138
20	Impact of Social Networking Addiction on Objectified Body Consciousness : <b>Venugopal A V &amp; Shruthi H V</b>	155
21	Community Policy to Scheduled Tribal Children's: Eklavya Model Residential Schools in Karnataka, India : <b>Srikantha Nayaka G &amp; Pradeep B .R</b>	163
22	Gandhian Ideas and Sustainable Development Goals: <b>Rathna.N</b>	172
23	Agri-Tourism a Silver Lining in the Crown of Indian Tourism: <b>Nagaraju.H.S</b>	176
24	The Impact of MGNERGA on Socio-Economic Development of Rural Households in Karnataka: <b>Premakumari.L &amp; Nagendrakumar. P.M</b>	181
25	New Media as an Image Maker/ Breaker: <b>Anuradha H R.</b>	187
26	Globalization and Higher Education: <b>Rameshchandra P</b>	195
27	The Impact of Socio-Economic Status and Adjustmental Problems in HIV Positive People: <b>Jayaraju R</b>	202
28	The Impact of Social Media on Consumer Behavior –A study w.r.t. Bengaluru Urban: <b>Shankara S. L.</b>	211
29	Socio-Economic Status and Locus of Control in HIV People: <b>Manonmani M S</b>	222
30	Forecasting of Production of Sugarcane By-Products in Sugar Industry of Karnataka: Arima Method: <b>Asha D.M &amp; M. Ramanjaneyulu</b>	228
31	Political Economy and Governing Transformations to Sustainable Development In India: <b>Sunil Kumar. S</b>	234
32	Reaction of Resistance Training Performed to Repetition Failure or Non-Failure on Muscular Strength: <b>Manjunatha H S &amp; Prof. S.Madialagan</b>	241
33	From Millennium Development Goals to Sustainable Development Goals: Success and Challenges : <b>Huche Gouda &amp; Banadevi S Kodlennavar</b>	246
34	Startup India Scheme : <b>Diwakar C</b>	251
35	Corporate Social Responsibility In India: Issues and Challenges : <b>K.L. Chandrashekhara</b>	254
36	An Analysis of Human Development Index in India: <b>Deepa D</b>	264

ISSN: 2348-7666

VOLUME - 6, ISSUE 3(2), MARCH, 2019

IMPACT FACTOR: 6.023



Monthly

# International Journal of Academic Research

## VOICE OF INTELLECTUALS

### PEER REVIEWED JOURNAL

Special issue on  
**Women empowerment issues and Challenges**

Edited by  
Dr. R.H.Pavithra  
B.S.Boregowda



Multidisciplinary, Multiple Languages  
Refereed and Indexed Journal

Editor-in-Chief  
Dr. T.V.Ramana

16	Micro enterprises through skill Development for Women: <b>S.T. Ramachandra</b>	103
17	Self Help Groups and Women Empowerment: <b>Manjula P</b>	108
18	An Analysis of the relation between women's education and Human Development - A Case Study in Mysore City : <b>Venkatalakshmi M N</b>	114
19	Quality of Work Life of unskilled Women: An over View: <b>R. Siddaraju</b>	120
20	A Study on Women Empowerment and Tourism: <b>Crissy Nicholas</b>	124
21	Self-Help Bank linkage program me and Economic empowerment of women in Mysore District: <b>Shashikala</b>	131
22	Women Workers in India: Why So Few Among So Many? <b>Amareshagoud Patil</b>	139
23	An Empirical Study on Socio Economic Condition of Women Tribals - With Special Reference to Women of Soligas of B.R.Hills of Karnataka: <b>R.H.Pavithra</b>	143

 **SOUTHERN  
ECONOMIST**

[www.southerneconomist.in](http://www.southerneconomist.in)

60th Year of Publication

Volume 60 Number 21 ₹ 85

☼ **NEW INDIA GOAL – AN ASSESSMENT**

☼ **INDIA BUDGET 2022-23: A FUTURISTIC BUDGET?**

☼ **RBI & THE MONETARY POLICY: GROWTH OF INDIAN ECONOMY**

☼ **IMPACT OF COVID-19 PANDEMIC ON STREET VENDORS**

☼ **SOCIO-ECONOMIC CHANGES OF S.H.G.**

☼ **ECONOMIC AND FINANCIAL DATA**

---

**MARCH 1, 2022**



**SOUTHERN ECONOMIST**

Established : MAY 1962

ISSN 0038-4046

Vol. 60 March 1, 2022 No. 21



Founder Editor : **K. N. SUBRAHMANYA**

Editor : **Mrs. Susheela Subrahmanya**

Joint Editor : **Dr. Vijayalakshmi V.**

**Editorial Board**

**Dr. Vijayalakshmi V.**

**Dr. N.S. Vishwanath**

**Prof. Abdul Aziz**

**Prof. M.R. Narayana**

**Dr. K.U. Mada**

**Mr. V. Mohan Rao**

**Administrative & Editorial Office**

No. 9, I Main, Jamia Masjid Complex  
I Floor, 10 & 11, Palace Guttahalli  
Bengaluru-560 003 Ph: 080-2334 2330  
email: susheelas10@gmail.com  
Web: southerneconomist.in

Southern Economist is in the list of  
Approved journals – under Commerce  
and Management No. 244 as of 2019

Published on  
1st and 15th of EVERY MONTH  
Annual Subscription: Rs. 2000/- (from Jan. 2019)  
150 \$ (Foreign Surface Mail)

The views expressed in the articles & reports  
in this journal are those of the authors and not  
those of Southern Economist – Editor

Design & Layout: G.P. Dharanendra Kumar

**CONTENTS**

**EDITORIAL**

- New India Goal – An Assessment  
– Vijayalakshmi V. 5

**ARTICLES**

- RBI and the Monetary Policy *Vis-à-vis*  
the Growth of Indian Economy – Mohan Rao V. 7
- Socio-Economic Changes of Self Help Groups with Special  
Reference to Villupuram District, Tamil Nadu  
– C. Janakiraman and C. Prabu 10
- Impact of Covid-19 Pandemic on Street Vendors  
in Nanjangud Taluk – R.H. Pavithra 13
- Efficacy of Urban Self-Help Groups in Financial Inclusion  
Evidence from Pune City  
– Devidas Vishwanath Palve and Lalitagauri Kulkarni 16
- Union Budget 2022-23: An Overview  
– K. Munirathnam Naidu 21
- India Budget 2022-23: A Futuristic Budget?  
– N.S. Viswanath 25

**Andhra Pradesh Notes** 28

**Karnataka Notes** 29

**News Snippets** 30

**Views on Current Issues** 31

**BOOKS** 32

**Economic and Financial Data** 34

**SJ IF - 5.414**

**ISSN (O) : 2349-4085**

**ISSN (P) : 2394-4218**



International Research Journal of  
**Human Resources**  
&  
**Social Sciences**



## Contents

S.No	Particular	Page No.
1.	AN EMPIRICAL STUDY ON SOCIO ECONOMIC CONDITION OF WOMEN TRIBALS – WITH SPECIAL REFERENCE TO WOMEN OF SOLIGAS OF B.R.HILLS OF KARNATAKA  R. H. Pavithra	1-11 ✓
2.	IMPACT OF EMPLOYEES MANAGEMENT RELATIONSHIP ON QUALITY OF WORK LIFE OF BANK MANAGERS  Dr. Kamlesh Rani	12 - 23
3.	SUSTAINABLE WATER RESOURCE MANAGEMENT: A HISTORICAL INQUIRY TO ADDRESS THE CONTEMPORARY WATER CRISIS  Richa Mulchandani	24- 49
4.	MAHATMA GANDHI NATIONAL RURAL EMPLOYMENT GUARANTEE ACT (MGNREGA) AND RURAL ECONOMIC TRANSFORMATION THROUGH FINANCIAL INCLUSION: A STUDY IN VILLUPURAM DISTRICT, TAMIL NADU  J. Krishnamoorthi and Dr. S. Pichaipillai	50 - 58
5.	ATTRITION IN INDIAN INDUSTRY – IMPACT AND REMEDIES: A CRITICAL REVIEW OF LITERATURE  Dr. Kishore Kumar Das, Jagannath Oleti	59 -79

**SJ IF - 5.414**

**ISSN (O) : 2349-4085**

**ISSN (P) : 2394-4218**



International Research Journal of  
**Human Resources**  
&  
**Social Sciences**

## Contents

S.No	Particular	Page No.
1.	AN EMPIRICAL STUDY ON SOCIO ECONOMIC CONDITION OF WOMEN TRIBALS – WITH SPECIAL REFERENCE TO WOMEN OF SOLIGAS OF B.R.HILLS OF KARNATAKA  R. H. Pavithra	1-11 ✓
2.	IMPACT OF EMPLOYEES MANAGEMENT RELATIONSHIP ON QUALITY OF WORK LIFE OF BANK MANAGERS  Dr. Kamlesh Rani	12 - 23
3.	SUSTAINABLE WATER RESOURCE MANAGEMENT: A HISTORICAL INQUIRY TO ADDRESS THE CONTEMPORARY WATER CRISIS  Richa Mulchandani	24- 49
4.	MAHATMA GANDHI NATIONAL RURAL EMPLOYMENT GUARANTEE ACT (MGNREGA) AND RURAL ECONOMIC TRANSFORMATION THROUGH FINANCIAL INCLUSION: A STUDY IN VILLUPURAM DISTRICT, TAMIL NADU  J. Krishnamoorthi and Dr. S. Pichaipillai	50 - 58
5.	ATTRITION IN INDIAN INDUSTRY – IMPACT AND REMEDIES: A CRITICAL REVIEW OF LITERATURE  Dr. Kishore Kumar Das, Jagannath Oleti	59 -79



ISSN 2320-6263 UGC Approved Journal No . 64395

**RESEARCH ARENA**

**VOL. 5 | ISSUE 7 | OCT 2017**

**RECONSTRUCTION OF INDIAN  
POLITICAL SYSTEM IN THE  
ERA OF GLOBALIZATION**

**VOLUME 1**

Guest Editor

**Dr. Ramesh M.N.**

Editor-in-Chief

**Dr. S.S. Kanade**

2017

ECONOMIC GROWTH AND HUMAN DEVELOPMENT IN  
KARNATAKA

**Dr. Niranjan R. & Rajappa S.**

148 - 160

EFFECTS OF GLOBALIZATION ON INDIAN ECONOMY

**Mr. Prakash C. Kambar**

161 - 169

IMPACT OF GLOBALIZATION ON VARIOUS SECTORS OF  
INDIAN ECONOMY

**Dr. R.H. Pavithra**

✓ 170 - 180

WOMEN ENTREPRENEURS IN GLOBALISED ECONOMY:  
A CASE STUDY OF BELAGAVI DISTRICT

**Raghavendra Hajgolkar**

181 - 200

INDIA - UNITED ECONOMIC RELATIONS IN THE 1990S:  
A PUSH TOWARDS GLOBALISATION

**Suresh Kumar M.N. & Dr. Meenakshi Khandimath**

201 - 207

INDUCT OF TEENS INTO INDIAN POLITICS FOR  
NATIONAL AUGMENTATION

**Smt. Poornima S.V.**

208 - 212

IMPACT OF GLOBALIZATION IN INDIAN ECONOMY: A  
STUDY

**Vijayalaxmi M. Pujari & Anita M. Pujari**

213 - 217