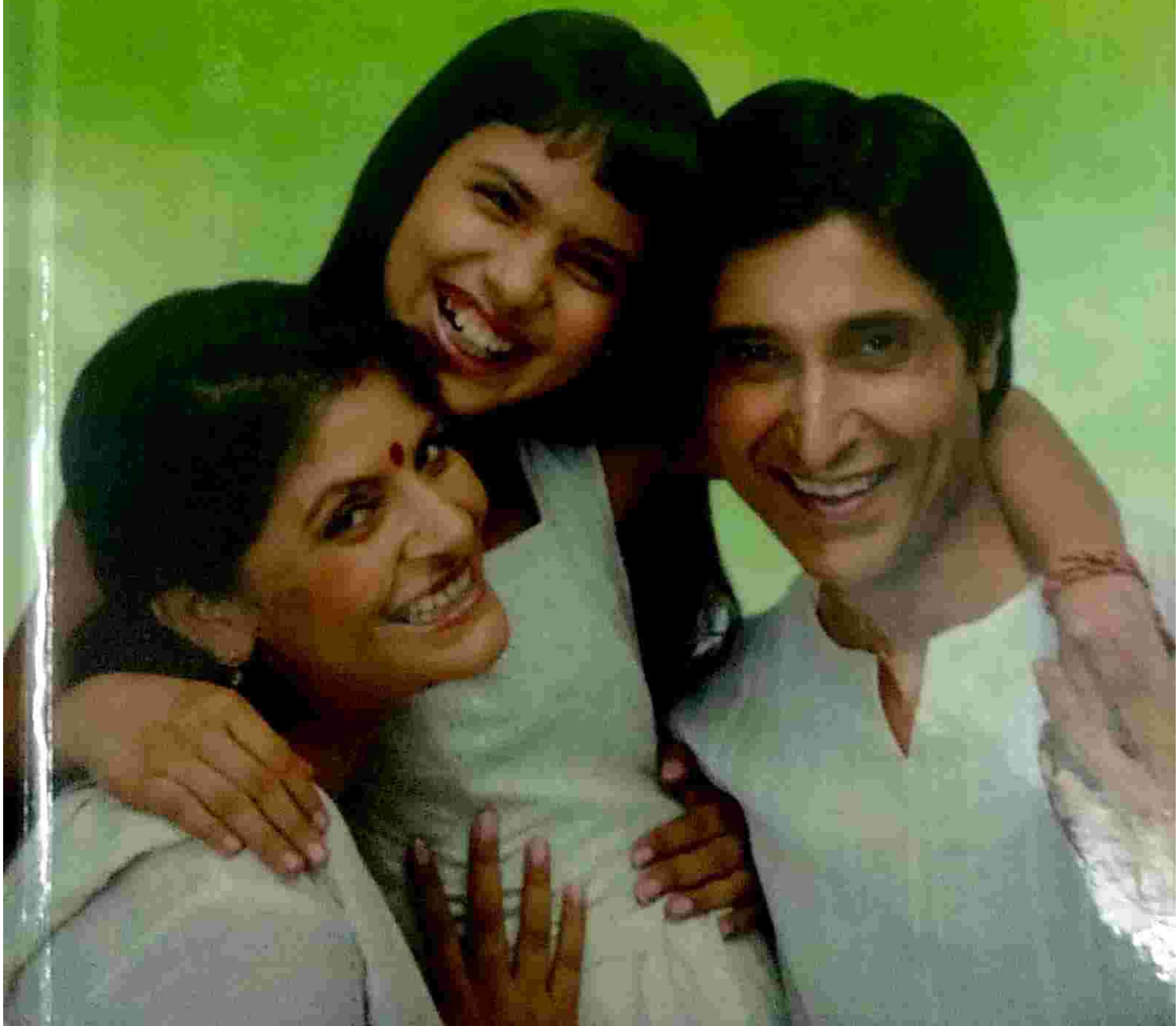




LIVE BETTER LIFE THROUGH FAMILY EMPOWERMENT

- **Dr. Jaya Barevadia**
- **Dr. Rupam H. Bhatt**



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ATTITUDE TOWARDS WOMEN EMPOWERMENT

— *Mr. Harendra Parmar¹,
Ms. Prachi Mehta,²
and Ms. Zeel Vyas,³*

Abstract:

The term "Empowerment" means to increase the autonomy of someone. There are different areas where empowerment is needed. One of which is women empowerment. People talk about it, discuss and debate on the topic and try to spread awareness regarding the women empowerment. Yet result is very poor. Here the question arises are people interested in women empowerment? The current research is trying to answer, "What attitude people do have for women empowerment?" The researchers have taken a sample of 100 respondents from Surat City and found that there is more negative attitude towards women empowerment in both male and female. Interestingly, unlike the general trend that women can understand the situation of other women, the result shows that women have more negative attitude towards women empowerment than male.

Key words: Women Empowerment, Empowerment, Attitude, Gender

Introduction:

The seed of women's empowerment was cultivated from Feminist movement. After the feminist movement, People had started thinking about women and their need. They have started giving autonomy to female and the dominance of male had reduced. In India, the women's movement started in 1990's from the anti arrack (anti liquor) movement in Andhra Pradesh by the state rural women (India's Women Empowerment, 2011). Today with the help of World Bank this movement has spread across the nation. Indian constitution not only talks about gender equality but also allows making

A STUDY ON PRACTICES FOR WOMEN EMPOWERMENT AND POLICY FRAMEWORKS THEREOF IN INDIA

— *Dr. Smita B. Bhatt,*
Dr. Seema H. Kadam

Abstract:

The family empowerment is initiated by the empowering women of the family. In India our Indian Constitution gives guaranty of equality before law, equal protection of law and discrimination on the ground of sex. In addition, the Indian Constitution empowers State to take special measures for Women and Children. According to the Census there is an increase in female workforce in agricultural as well as non-agricultural sector. As a generic policy framework, the National Policy for Women, 2016 guides various sectors to issue more detailed policy documents that are sector specific. These Sectors will be capable of integrating the principles contained in this Policy Framework into their prevailing policy, strategy and program documents. The government has taken many initiatives for the social development of women in the rural area through improving basic needs. The government has distributed LPG cylinder and stoves to secure women health who were cooking on traditional 'Sigdi'. There are various measures taken by the Government for gender equality/socio-economic development/empowerment of women through maternity benefit and providing more secure environment. To conclude with the remarks that if we go through the preamble of the present Conference on Family Empowerment, is planned with the purpose to create awareness in youngsters about various programmes related to empowering women in context of work environment, development and family issues that may help them to move with the current awareness to face, solve and adjust themselves against the future crises. The various

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THE ROLE EDUCATION IN WOMEN AND FAMILY EMPOWERMENT: ISSUES AND IMPACT

— *Dr. Vinita Dave*

Abstract:

Pandit Jawaharlal Nehru once said: "If you educate a man you educate an individual, however, if you educate a woman you educate a whole family. When women who contribute almost half of the population are empowered, it will strengthen the national economy. Education is considered as a milestone for women empowerment because it enables them to respond to the challenges, to confront their traditional role and change their lives. Increasing access to education notwithstanding, gender discrimination still persists in India and lot more needs to be done in the field of women's education in India. Women have so much unexplored potential which has never been tapped. As education is both an input and input of human development, educational equity will ensure enabling and entrepreneurial development. Today, the female literacy levels according to the Literacy Rate 2011 census are 65.46% where the male literacy rate is over 80%. Even beyond literacy there is much that education can do for women's rights, dignity and security. Education is the key to unlock the golden door of freedom for development. Eileen Malone Beach sees education, health care, and income as a blessed trinity because they are so closely related. This paper discusses the impact of education on empowerment of women as well as the challenges and changes that we must have to deal with during the process. We call for a renewed emphasis on relevant, quality and holistic education to ensure the desired results.

Keywords: Development, Education, Empowerment, India, Women

BOUTIQUE ENTREPRENEURSHIP-AN ELEMENT OF FAMILY EMPOWERMENT

— DR. Jyoti S. Godre

Abstract:

Empowerment is change in stages that strengthens individuals self esteem and gives the individual possibility to take decisions that lead to a better life. Certain material conditions are required for development of empowerment so that the individual has reasonably secure living situations. Empowerment is about mental process often gained through practical experiences and is more easily achieved if material and mental process can co-operate and integrate in a natural manner.

Empowerment is the key to socio economic development of community. Entrepreneurial skill is the ability of an individual to exploit an idea and to create an enterprise not only for personal gain but also for social and developmental gains. It is important to act decisively to capture the opportunities. Today women demonstrate unique leadership qualities not only on their home fronts but at different platforms of life. There are several women business leaders who contribute significantly to country's economy and there are hundreds dreaming to be like them. Also, there are many women who have resources and support but still cannot think of being an entrepreneur. Probably it is lack of knowledge or fear of failure. There is another lot who just take a plunge without much thought and have been successful. Boutique is one of the most promising and interesting upcoming entrepreneurial opportunities for creative women of today towards family empowerment as well as establishing one's own identity. A study carried out to access the requirements for boutique entrepreneurship will go a long way in providing insight for family empowerment.

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ROLE OF TEXTILE AND FASHION INDUSTRY IN WOMEN EMPOWERMENT

— *Mrs. Archita Khaitan and
Dr. Manjali Sharma*

Abstract:

"Empowerment of Women is Essential for an Empowered and stable society - A.P.J. Abdul Kalam" (37)

Empowerment of women is necessary as their thoughts and value system lead to the development of a good family, good society and ultimately a good nation. Even though women today share equal status as men, the day to day challenges that women are still forced to face makes women's empowerment one of the top most priorities of any civilized society. Textile and Clothing Industry is the second largest employer after agriculture and a large percentage of work place for Women. Fashion plays an important role in the growth of any society. It can help women's economic independence and improve their social status. A self-employed woman gains better status as it enables her to take part in decision making in her family affairs. Women are ideal to contribute to the Textile, Clothing and Fashion Industry because of their strong aesthetic sense, sheer will power, hardworking nature and inclination towards art. Employment opportunities for women are increasing in the Textile, Clothing and Fashion industry. Women can be easily occupied in various areas such as Export House, Buying House, Design House, Fashion Studio, Teaching or Research. The Craft Sector has also increased employment opportunities for Women. There is an increase in female workforce participation particularly in home Based Craft Sector. There are a large number of women artisans in Embroidery, Lace Making, Dyeing, Coir Work, Printing, Weaving, Leather Work, Mat Making, Macrame work, Braiding, Tatting etc.

ROLE OF HANDLOOM SECTOR ON FAMILY EMPOWERMENT

— *Dr. Manjali Sharma and
Mrs. Archita Khaitan*

Abstract:

The word Handloom derives its meaning from the process of operation by hand of a country-made wooden structure called loom. Handlooms are an important craft product and comprise the largest cottage industry of the country. In the entire country, there are more than 38, 00,000 handlooms. In a world increasingly inclined to mechanization and standardization, the handloom sector provides a refreshing change of unique richness of manual skill and diversity. It represents a tradition of skills and aesthetics which is an integral part of our cultural heritage. The sector is also recognized as the second largest employment provider after agriculture. The socio-economic significance of handloom weaving and its impact upon the life and economy of the people of India can better be gauged that "the loom was in fact the centre of domestic economy, the only hope of salvation in an hour of distress or despair." Handloom have a great potential in this regard as they hold the key not only for sustaining the existing craft persons but for providing gainful employment, both fulltime and part-time, to increasingly larger sections of the economically poor and dispossessed weavers. This industry occupies a place of importance in our country's economy chiefly by virtue of its employment potential, production and export orientation. The significance of the handloom activity also lies in the fact that it is a home based activity providing self-employment to skilled workers. Members of a household like women and children engage themselves in preparatory work like winding of yarn for the purpose of warp, winding of pirns (for weft), sizing etc. Similarly, members could be engaged in dying, post loom operations, made

ROLE OF INDIAN HANDICRAFT IN FAMILY EMPOWERMENT

— *Ms. Unnati Jadhav and
Mrs. Nila Patel*

Abstract:

India is a culturally rich country having different religions, languages, traditions, art and craft. India has more than 3,000 crafts. Our country's culture is embodied in its art & crafts. Arts and craft come from everyday utility items, including wooden products, embroidered products, Handbags, Jute products, Appliqué work, Bamboo products, Clay work, metal work, house hold textiles, beaded Accessories etc. All these products are useful for people, by making such type of products they are sustaining our Indian tradition. All these products are totally made by hand or only by using small mechanical tools. So that is known as Handicrafts. These products are Original and artistic in nature. Its imperfection only makes it unique. They are also objects of utility and decoration. Handcrafted products will be more helpful to increase our Indian Economy. Only India have Artist, weavers and Embroiders, who are gifted with valuable skills. Who are doing their own work with honesty and by using available Natural resources, from years and years. No other country has such creative minds. And only because of that India is known all around the world. Handicrafts are sustainable medium of rich traditional art, heritage, talents which are related with peoples' lifestyle. Handicraft industry is highly labor intensive, cottage based & decentralizes all over the country, mainly in rural areas. India constitutes 77% of rural population. For rural people socio economic empowerment is needed but self respect and self-Identity are also equally needed to stand in society. Rural people don't get Opportunity to get education, due to lack of awareness, finance etc. They only know their cultural art and craft which

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CONCEPTUAL REVIEW ON- SMART STRESS NUTRITIONAL MANAGEMENT TIPS FOR WORKING WOMEN

—Dr. Payal Jain

ABSTRACT :

Multitasking!! Yes we all heard it right... Looking after children, housework, shopping, cooking, cleaning, office work, the list of responsibilities of women is infinite. In this context, most women who go for the work face several problems more than their male counterparts. Between balancing work and a family, these problems are not only physical but psychological also. One of the most common psychological problems which these women experience now a day is stress. If appropriate steps are not taken at the right time, then stress can have serious effects on overall well-being of women. This is a life which each one of the working female lives everyday attempting to balance their busy life and cram so many things into just 24 hours, that too without any complaints. But this can often lead to unwanted stress, tension, anxiety and depression. We have all suffered from stress at some point in our lives. Stress is defined as "the non-specific response of the body to any demand placed upon it". Generally the word 'stress' is used when someone feels overloaded and wonder whether we could cope with the burden placed upon us. In this regard, management of Stress is a key to health. Stress management tips can help all of us to keep up a balance in our hectic lifestyle. For this, we have to follow a healthy and balanced diet plan. Start a day with a nutritious breakfast. Try to take atleast 8 to 10 glasses of water per day. Hence it becomes imperative for a woman to take care of her diet as it is the cornerstone to start and maintain a healthy life. To successfully manage stress in everyday lives, working women needs to

A STUDY ON PARENTING STYLE AND STRESS AMONG ADOLESCENCE

— *Dr. Rupam H. Bhatt*

Abstract:

This study focuses on resolving conflicts between parents and adolescence by understanding and recognizing mutual areas of communication. If stress level and causes of adolescence stress is known to parents then it will defiantly help them to adopt appropriate parenting style.

Adolescent stress is a topic of great concern for our community. Our teenagers are overbooked, and not equipped with management skills, are driven to succeed and are overwhelmed. While many adults remember their teen years with fond memories of friends and fun, our teens are dealing with conflicting demands from teachers, parents and peers.

The primary sources of tension in adolescence today include academic pressure, relationship difficulties with peers, conflicts with parents, pressure to succeed etc. During the teen years, today's youth have many adult responsibilities, but without economic independence and without freedom and independence of adulthood.

Often teens have not yet developed the coping skills required to deal with stress, and therefore their responses to stress tend to be desultory, relax type and less healthy. These unhealthy responses may include anxiety, withdrawal, aggression, physical illness, drug and alcohol use, depression etc.

Although stress is uncomfortable, it is not unmanageable. There are ways that teens can work out to deal with the stress they experience before it becomes overwhelming. For example, teens can learn to manage their time. Not unlike many adults, young people tend to have difficulty organizing

ROLE OF FAMILY EMPOWERMENT AS AN AGENT FOR ENHANCING YOUTH RESILIENCE

— *Mrs. Ruchika Agrawal*

Abstract:

Youth is a transition phase between childhood and adulthood. Although this period is marked with great fervor and zeal towards life, there are times when the youth might face challenging and demanding circumstances due to the very nature of multiple changes in this phase. They may be exposed to substance abuse and misuse, peer pressure, health issues like obesity leading to low self esteem, financial limitations, gender issues, adjustment issues, inadequate employment opportunities, violence etc., and such situations may further lead to serious consequences like depression and even suicide. It is here that the need to make them resilient arises. According to the Oxford Dictionary the word resilience means 'The capacity to recover quickly from difficulties'. A resilient youth will have better ability to bounce back and handle the adversities that life happens to throw at them. But one need to determine the factors that would make today's youth resilient to hardships. Apart from factors like self motivation or help from a trained counselor it has been observed that families can facilitate as great support system by encouraging good communication, better interpersonal relationship and ability towards creative problem solving. They can act as an agent and great contributor towards building resilience in today's youth. Many professionals have tried to resolve youth issues through family interventions. Use of such interventions is a proof enough to depict the power an empowered family can have in molding and strengthening young minds. The current study is a review of the role an empowered family can play in sensitizing the youth and making them resilient.

Key word: Youth, resilience, family empowerment

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COMPARATIVE STUDIES ON EMOTIONAL INTELLIGENCE IN BOYS AND GIRLS

—*Hiral Trivedi*

Abstract :

Our adolescent sons and daughters today live in a very competitive age. They have to work hard for study, examination and hence are always under stress.

The study focuses on empowering parents and adolescence to achieve positive mutual relationship and understanding. This will help in "Family Empowering". The major theme of the study is emotional intelligence. Its importance and significance is the main focus is on behavioral and emotional coping among adolescence boys and girls.

In today's fast moving world, every person is occupied with one or the other problems. With increasing number of facilities in academic areas, recreational areas, job options, the youngsters are undergoing turmoil of uncertainty and confusion. At every step, different people around them have different expectations from them and every adult group treats them differently. In such circumstances the adolescents, boys and girls become confused and hence antagonistic and rebellious due to the stress inducing situations.

Objectives of this study:

To find out the efficiency with which adolescents manage their emotions.

To find out the difficult adjustment areas that most teenagers experience.

To learn about capacity of emotional coping and behavioral coping strategies in today's youngsters.

INCULCATING HUMAN VALUES IN CHILDREN AND YOUTH

— *Dr. Shuhas Vaidya*

Abstract:

Human behavior is guided by the thoughts and emotional background, which also affect his style of work. Discipline is essential to make family life, peaceful, comfortable and beautiful. Values are very important in man's social life. Values are considered as faith or belief or a line of thinking, which is based on the attitude and the person behaves accordingly. Human Values protect the cultural heritage of a country. Values do not have separate existence; they are used for human welfare services and satisfaction. Thus education must aim at the holistic development of an individual who is responsible as well as sensitive towards the needs of the others. Inculcating values in youngsters and children need to be done with zeal and enthusiasm. The aim of value education is growth or development both intellectual and moral. Values form a significant aspect of all the areas of development. Value education includes developing the appropriate sensibility, moral, cultural and spiritual. Value education is essentially man making and character building. Family is the foundation on which values are built. The value system practiced in the family becomes automatic to the young family members if they are taught moral values systematically. The family shapes the child's attitude towards people and society and helps in mental growth in the child and supports his ambitions and values. Blissful and cheerful atmosphere in the family will develop love, affection, tolerance and generosity. Values developed by a family are the foundation for how children learn grow and function in the world. These beliefs transmit the way of life a child lives and changes into an individual in a society.

Keywords: Values, Family, Human Behavior, Incultation.

IGNITE YOUTH THROUGH SPIRITUALITY AND VALUE EDUCATION

— *Purnima Pancholi*

Abstract:

Youth is a transition period from childhood to adulthood where psychological and physiological changes occur. So, it is stage of risk taking, problem solving, decision making, peer pressure and coping with stress. This is a turning point where special attention is required on physiological, emotional and socio-cultural dimensions of their life. So, there is a greater need to facilitate them with values and spiritual education.

In today's hassled world there is notable deterioration in values and character. In most of education system the focus is on obtaining remunerative work and materialism. Competition has become so intense that higher education has either chosen to be or been forced to compromise on education about life skills and dimensions of understanding that make person a better man or woman who can contribute qualitatively to a civilized world. Values and spirituality play an essential role in an individual life and society.

Swami Vivekananda said that "Excess of knowledge and power, without holiness, makes human-beings devils. And through education character is formed, strength of mind is increased, the intellect is expanded, and one can stand on one's own feet"

Value education inspires individuals to select their positive personal, social and spiritual values and expressing them in his behavior with spiritual context.

Empowerment of society mainly refers to increasing the spiritual, economic, political or social capability of individuals and communities. It

ADOLESCENT GIRLS: EATING ATTITUDES AND BODY SHAPE APPREHENSIONS – A REVIEW

— Dr. Shilpee Agrawal

Abstract:

Adolescence is the transition from childhood to adulthood, a period of physical and psychological development. It represents a pivotal stage in the development of positive or negative body image. Many factors influence the transition during these years that affect one's body shape, weight status, and appearance. Weight status exists along a spectrum between being obese to being underweight. Salient influences on body image include the media, which can target adolescents, and family and peers who help shape beliefs about the perceived body ideal. The weight and appearance related bullying during adolescence from family and peers greatly contribute to the development of negative body perceptions and dissatisfaction surrounding specific body parts. The food choice behavior including low intake of fruits and vegetables and high intake of foods that are high in fat, sugar and salt has been implicated as a potent proximal risk factor in the development of disordered eating and eating disorders. This review paper will discuss about the significance of adolescent development in shaping body image, eating behaviors, food choices and the factors influencing negative body image during adolescence (i.e., disordered eating, eating disorders). Therefore, promotion of a healthy weight status and positive body image should be embedded amongst adolescents.

Keywords: *Adolescence, Eating Disorders, Body Image, Body Dissatisfaction, Food Choices*

BOOKS ARE BEST FRIENDS OF TEENAGERS TO SOLVE THEIR PROBLEMS

— Dr. Jaya Barevadia

Abstract:

Today with the development of high technology, each person's task became easier as compared to earlier. This new technologies *i.e.* android mobiles, laptops, new video games are very much useful to access the information very easy and fast but, it has black side also. As per recent survey in India and other countries, book reading in teenagers drastically reduced and the use of mobile and other electronic items increased. It created lot of problems in teenagers, which has been discussed in this paper. To save the teenagers from these problems and inspire them to live normally the book reading is an important habit, which can serve as a solution to all their problems in their life.

Key words: Teenagers, technology, book reading, video games.

Introduction:

In the era of electronics and the fast growing world, the teenagers are trying to cope up with the fast growing world. Now a day the teenagers have all the information on their tap of finger. With some benefits ICT has some demerits also. Today the youngsters have their own problems like, stress, bullying, depression, cyber addiction, drinking and smoking, teen pregnancy, under age sex, child abuse, peer pressure and competition and eating disorders. These problems of teens has created lot of tension in family, which adversely affects on the strengthening the family. As someone has said that there is a solution of each problem in the world. As per this reading is one of the most fundamental skills a teen needs to learn to success in life. Developing good reading habit is vital to youngster's future not just

SOCIAL MEDIA: PARAMOUNT REPERCUSSION ON SELF-ESTEEM & WELL-BEING OF ADOLESCENTS

— *Dr. Shashi Saini*

Abstract:

With the boon of the Internet over a decade ago came the introduction of a new form of communication referred to social networking. Any web site that allows social interaction is considered a social media site, including social networking sites such as Facebook, Instagram, MySpace, and Twitter; gaming sites and virtual worlds such as Club Penguin and Second Life; video sites such as YouTube; and blogs. Such sites offer today's youth a portal for entertainment and communication which have become increasingly popular and almost an integral part of everyday life, especially for college students. During the last 5 years, the number of preadolescents and adolescents using such sites has increased dramatically. According to a recent poll, 22% of teenagers log on to their favorite social media site more than 10 times a day, and more than half of adolescents log on to a social media site more than once a day. Seventy-five percent of teenagers now own cell phones, and 25% use them for social media, 54% use them for texting, and 24% use them for instant messaging. Thus, a large part of this generation's social and emotional development is occurring while on the Internet and on cell phones. According to past research, there appears to be a connection between more time spent online and a decline in face-to-face communication with family and peers, which leads to feelings of loneliness and depression (Chen & Lee, 2013). For this reason, it is important that parents become aware of the nature of social media sites, given that not all of them provide healthy environments for children and adolescents. The present paper discusses the positive and negative impact of social media on adolescents self esteem also focuses on

UNDERSTANDING NUTRITION, DEPRESSION AND MENTAL ILLNESSES- CAUSE FOR SUICIDE

— *Minakshi Anurag Tripathi*

Introduction:

Few people are aware of the connection between nutrition and depression while they easily understand the connection between nutritional deficiencies and physical illness. Depression is more typically thought of as strictly biochemical-based or emotionally-rooted. On the contrary, nutrition can play a key role in the onset as well as severity and duration of depression. Many of the easily noticeable food patterns that precede depression are the same as those that occur during depression. These may include poor appetite, skipping meals, and a dominant desire for sweet foods.[1] Nutritional neuroscience is an emerging discipline shedding light on the fact that nutritional factors are intertwined with human cognition, behavior, and emotions.

The most common mental disorders that are currently prevalent in numerous countries are depression, bipolar disorder, schizophrenia, and obsessive-compulsive disorder (OCD).[2] The dietary intake pattern of the general population in many Asian and American countries reflects that they are often deficient in many nutrients, especially essential vitamins, minerals, and omega-3 fatty acids.[3] A notable feature of the diets of patients suffering from mental disorders is the severity of deficiency in these nutrients.[3] Studies have indicated that daily supplements of vital nutrients are often effective in reducing patients' symptoms.[4] Supplements containing amino acids have also been found to reduce symptoms, as they are converted to neurotransmitters which in turn alleviate depression and other mental health



Scholars'
Press

Navnit Chothani
Vikunjana Akbari
Mohsin Belim

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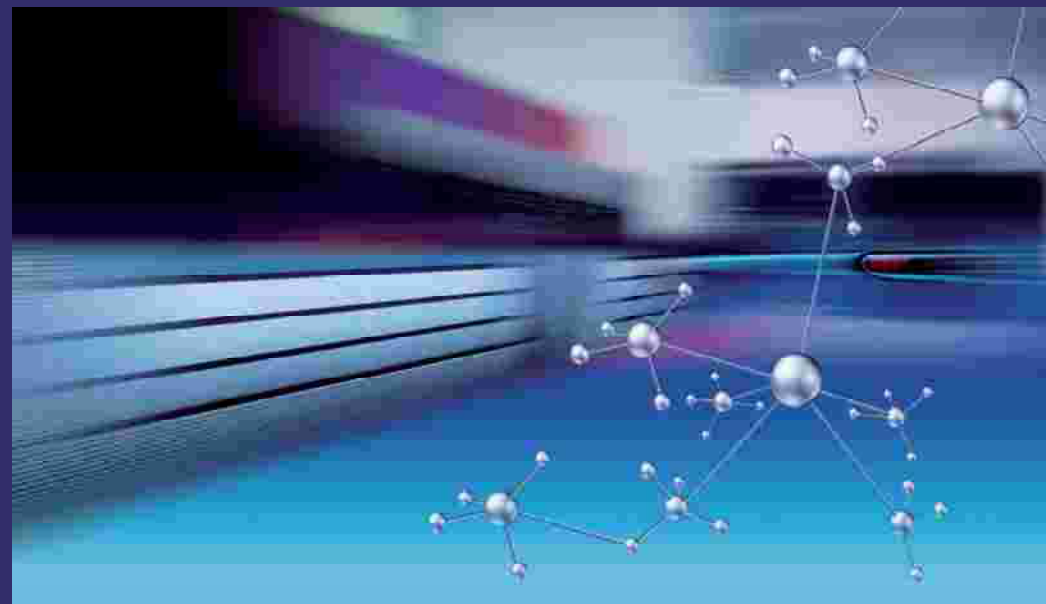
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Scattering of electrons is a fundamental phenomenon where energetic electrons interact with matter. Knowledge of electron scattering cross sections is an important and indispensable tool for the quantitative and qualitative analysis of various interaction processes. Present work finds the applications in varieties of fields such as gas discharges, plasma, radiation chemistry, planetary atmospheres mass spectrometry, studies relevant to astrophysics, atmospheric physics, Plasma physics, radiation physics etc. For any model study towards understanding the local chemistry, one requires electron impact total scattering cross sections over a wide energy range from meV to MeV. Despite of the great advancement in the field of the experiment and theoretical techniques still we are unable to meet the demands of myriads of data users. There is a need for more generic and faster calculations to provide data to the user community on their time scales. Present work may not suffice the needs, however it might prove to be an useful supplement.

Electron Impact Collision Studies



Hardik Desai
P. C. Vinodkumar
Minaxi Vinodkumar

Theoretical Estimations Of Electron Impact Collision Cross Sections

Selected Atoms And Their Composite Molecules

Hardik Desai is an active researcher in the field of atomic and molecular physics. He is young, enthusiastic optimistic and dedicated personality. Prof. P.C. Vinodkumar is a senior professor and an active researcher with great human values. Dr. Minaxi Vinodkumar is a uniquely humble and full of life researcher.

Desai, Vinodkumar, Vinodkumar



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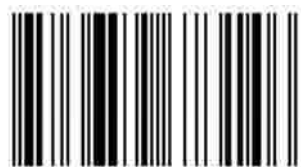
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The persistent interest in the investigation of the electron atom/molecule collisions is driven by the increase in importance of the electron assisted processes in the development of modern technologies. Apart from the importance of the scattering data in the various applied fields they are also of fundamental importance as scattering is one of the most basic processes to study the structure and properties of the target. Therefore, electron atom/molecule collisions have been investigated both by theoretical and by experimental atomic and molecular physics communities since the early years of 20th century. The level of activity in this field has matured enough to have its direct application not limited to physics but extended to biology, chemistry and atmospheric sciences.

Electron Impact Scattering Studies



Dr. Harshad Bhutadia is an assistant professor at Govt. Engineering College, Patan, Gujarat, India and an active researcher in the field of Atomic and Molecular Physics. He has been contributing significantly in the field of theoretical Atomic and Molecular Physics.



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Bhutadia, Vinodkumar, Desai

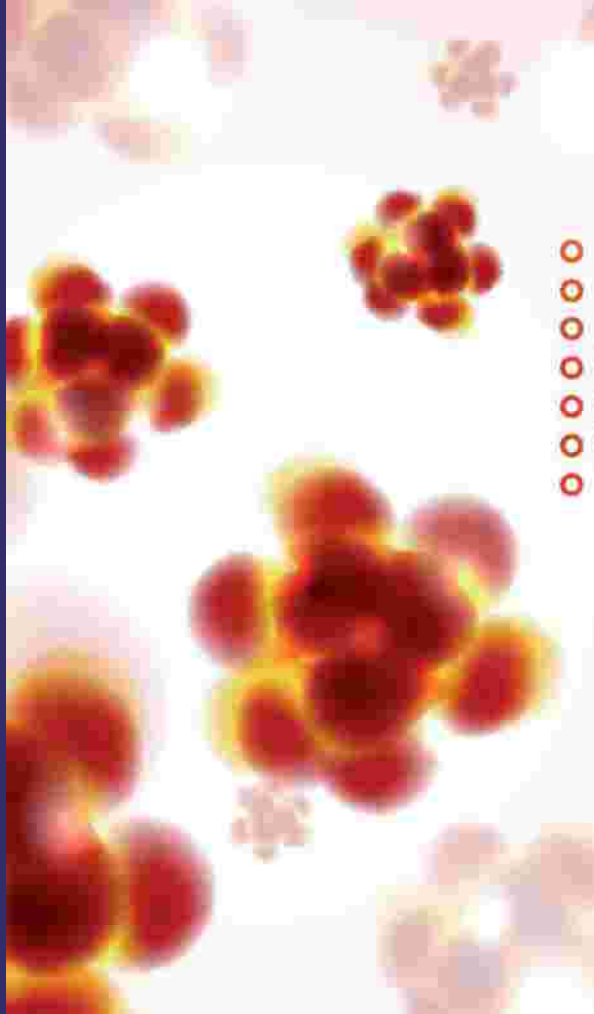
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Electron Impact Scattering Studies of Targets of Varied Interest

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Scattering of electrons is a fundamental phenomenon occurring either as a primary or secondary process whenever ionizing radiation interacts with matter. Energy deposition models, to study the interaction of radiation with matter and radiation damage, require scattering cross section data for all possible processes. Knowledge of electron scattering cross sections is therefore the most important and indispensable tool for the quantitative analysis of radiation impact phenomena. Electron impact ionization cross sections find practical applications in many branches of science viz. fusion edge plasmas, gas discharge plasmas, planetary, stellar and cemetery atmosphere, radiation chemistry, mass spectrometry and chemical analysis. Important applications of the basic knowledge of these collision processes include MHD (magneto hydrodynamics) power generation, electron lasers, the upper atmospheres of the earth and other planets and atmosphere of stars.

Electron Impact Scattering Study



Dr. Kirti M. Korot did his M.Sc. in 2007 and Ph.D. in 2012 from Sardar Patel University, Gujarat, India. Dr. Korot has also visited ICTP, Trieste, Italy for academic purpose. He has published many research papers in international journals. At present he is working as an Assistant Professor in Government Engineering College, Modasa, Gujarat.

Kirti Korot
Minaxi Vinodkumar
Hardik Desai

Electron Scattering With Molecules - A Theoretical Study

Korot, Vinodkumar, Desai



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This book contains the journey of finding probiotic organisms from traditional fermented food preparation like Uttapam, handva batter, curd as well as Khaman and Dalwada better. The isolated microorganisms are characterized for their probiotic properties like tolerance to bile salt, protein, and starch hydrolysis and NaCl tolerance. The medium was optimized for selected strain by applying statistical designs like Plackett-Burman design for the screening of medium components and Response surface methodology for adjusting the concentration of the selected components.



Pinakin Dhandhukia
Jaymin Mehta

Dr. Pinakin Dhandhukia is serving as an Assistant Professor at ARIBAS. Dr. Dhandhukia holds a PhD degree in Biochemistry from Sardar Patel University, India. He has several years of Industrial experience at Zydus Cadila Healthcare, Ahmedabad, Gujarat. His areas of interest are bioprocess development and application of microorganisms.

Probiotic microorganisms from Indian fermented food



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10. Practicing E-Governance in Higher Education Institutions to Enhance Quality of Education

Dr. Vinita Dave

Assistant Professor, Sheth P. T. Mahila College of Arts and Home-Science, Surat

Abstract

E-governance system is one of the most growing trends among developed as well as developing countries.

With the ongoing development and improvement in Information and Communication Technology (ICT), the quality and efficiency of the services has also improved. Understanding the complexities of implementing and diffusing the e- governance plans needs a 360 degree view of social, political, organizational and technological related issues.

Higher Education Institutes can also leverage the benefit of e-Governance. The underlying goals for adopting e-Governance practices is to ensure improved quality in disseminating education , administration and conforming to regulations.

In this paper, the author attempts to explain how Higher Education Institutes, especially the universities through e-Governance structures, processes, and relational mechanisms, can implement e-Governance.

Keywords – Governance, e-Governance, Higher Education Institutes

Introduction

In today's technology mediated world, assurance of innovative teaching and learning environment is a key issue in ensuring effective learning.

Technology based higher education (TBHE) adopted by HEIs provides services to teacher and student community as far as dissemination of education is concerned. However, for long term benefit and sustainability in today's competitive environment, it is also important to ensure transparency, accountability and effectiveness in HEI administration. The model of e-Governance can play a vital role in this regard.

E-governance in HEIs

HEIs are one of the major consumers of ICT products and services as well as a major provider of services using ICT. ICT has helped the improvement of a range of activities such as:



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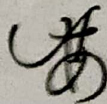
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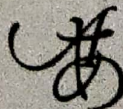
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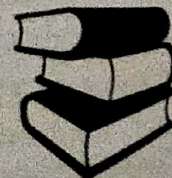


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15. A Study of the Impact of Training on Retention of Gen Y in the Workforce

Mrs. Ruchika Agarwal

Assistant Professor, S.P.T.M. College of Arts and Home Science, Vanita Vishram, Surat.

Abstract

Excessive employee turnover is a problem that many of the organizations are dealing with. Hiring staff can be an expensive affair as compared to its retention due to too much costs incurred in their recruitment, selection and training. This problem has been prevalent with the Gen Y, who continuously switches from one job to another. Gen Y is also called the Millennial. They are those people born in the 80's and 90's and are the young entrants in the workforce. Gradually this young generation is spreading their roots in every organisation and very soon they will occupy a major portion of the total strength of the employees. Gen Y are people who are technology savvy, flexible and open to change, team oriented and achievement oriented. But job hopping is another trait that has long been associated to the Millennials. Older set of employees are less likely to switch jobs as compared to the young ones. Compensation, work life balance, work environment, leadership and job satisfaction have been found as factors that when fulfilled appropriately, help in retaining Gen Y employees. But the impact that training has on retaining the Millennials should not be overlooked. Thus in this conceptual paper I propose to study the characteristics of the Gen Y employees and the factors that have an impact on their decision to stay back in an organisation, with special emphasis on the role of training in retaining Gen Y.

Key words: Gen Y, Millennial, Retention, Turnover

Introduction

Gen Y (Millennials) are people born between 1981-2000, these people have stark difference from the Gen X (born early 1960s-1980s) and the Baby Boomers (born 1946-1964) in several aspects. Any organisation today is slowly seeing the retirement phase of the generation of baby boomers and Gen X and the installation of the Gen Y people in large numbers. The fact that Gen Y has a number of differences in their social, cultural, economic backgrounds and the overall upbringing in terms of the values and beliefs as compared to Gen X cannot be overlooked. The rigid societal norms and strong family ties are definitely quite loose today. The



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Corporate Social Responsibility towards Women Empowerment

Vinita Dave*

CSR is qualitatively different from the traditional concept of corporate philanthropy. It acknowledges the debt that the corporation owes to the community within which it operates, as stakeholders in corporate activity. The growing perspective that shapes the new principles and practices of CSR stresses, accountability, transparency, social and environmental investment as the key aspects of CSR. Nelson Mandela once said, "without question, business must respond for its own good and what is good for them is invariably good for the community." CSR is a crucial bridge between organizations and society and also a means to create awareness amongst corporate. India is developing in all possible areas but there are certain areas where development is almost stagnant: "Gender Discrimination" is one of them. CSR can definitely empower women right from encouraging them to get education till getting respectable livelihood. Society's development without development of women is unimaginable. Women in Indian society still look towards the society to grant them power or empower them in various ways (financial, social, cultural, legal and political). The corporate should play a crucial role so as to encourage active participation of women in all walks of life in order to achieve individual, organizational and societal goals.

Keywords: corporate Philanthropy, Stakeholders, Social and Environmental Investment, Gender Discrimination

Introduction

In India companies like TATA and Birla are practicing the Corporate Social Responsibility (CSR) for decades, long before CSR become a popular basis. In spite of having such good glorious examples, CSR is still in a budding stage. A lack of understanding, inadequately trained personnel, coverage, policy etc. further adds to the reach and effectiveness of CSR programs. Large no. of companies are undertaking these activities superficially and promoting/ highlighting the activities in Media.

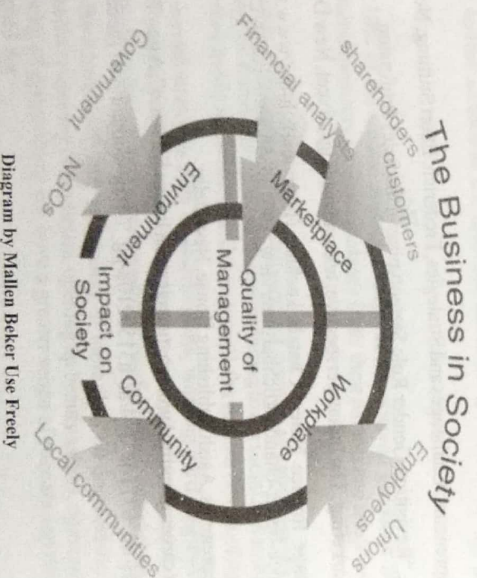


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10. Practicing E-Governance in Higher Education Institutions to Enhance Quality of Education

Dr. Vinita Dave

Assistant Professor, Sheth P. T. Mahila College of Arts and Home-Science, Surat

Abstract

E-governance system is one of the most growing trends among developed as well as developing countries.

With the ongoing development and improvement in Information and Communication Technology (ICT), the quality and efficiency of the services has also improved. Understanding the complexities of implementing and diffusing the e- governance plans needs a 360 degree view of social, political, organizational and technological related issues.

Higher Education Institutes can also leverage the benefit of e-Governance. The underlying goals for adopting e-Governance practices is to ensure improved quality in disseminating education , administration and conforming to regulations.

In this paper, the author attempts to explain how Higher Education Institutes, especially the universities through e-Governance structures, processes, and relational mechanisms, can implement e-Governance.

Keywords – Governance, e-Governance, Higher Education Institutes

Introduction

In today's technology mediated world, assurance of innovative teaching and learning environment is a key issue in ensuring effective learning.

Technology based higher education (TBHE) adopted by HEIs provides services to teacher and student community as far as dissemination of education is concerned. However, for long term benefit and sustainability in today's competitive environment, it is also important to ensure transparency, accountability and effectiveness in HEI administration. The model of e-Governance can play a vital role in this regard.

E-governance in HEIs

HEIs are one of the major consumers of ICT products and services as well as a major provider of services using ICT. ICT has helped the improvement of a range of activities such as:



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ROLE OF FAMILY EMPOWERMENT AS AN AGENT FOR ENHANCING YOUTH RESILIENCE

— Mrs. Ruchika Agrawal

Abstract:

Youth is a transition phase between childhood and adulthood. Although this period is marked with great fervor and zeal towards life, there are times when the youth might face challenging and demanding circumstances due to the very nature of multiple changes in this phase. They may be exposed to substance abuse and misuse, peer pressure, health issues like obesity leading to low self esteem, financial limitations, gender issues, adjustment issues, inadequate employment opportunities, violence etc., and such situations may further lead to serious consequences like depression and even suicide. It is here that the need to make them resilient arises. According to the Oxford Dictionary the word resilience means 'The capacity to recover quickly from difficulties'. A resilient youth will have better ability to bounce back and handle the adversities that life happens to throw at them. But one need to determine the factors that would make today's youth resilient to hardships. Apart from factors like self motivation or help from a trained counselor it has been observed that families can facilitate as great support system by encouraging good communication, better interpersonal relationship and ability towards creative problem solving. They can act as an agent and great contributor towards building resilience in today's youth. Many professionals have tried to resolve youth issues through family interventions. Use of such interventions is a proof enough to depict the power an empowered family can have in molding and strengthening young minds. The current study is a review of the role an empowered family can play in sensitizing the youth and making them resilient.

Key word: Youth, resilience, family empowerment



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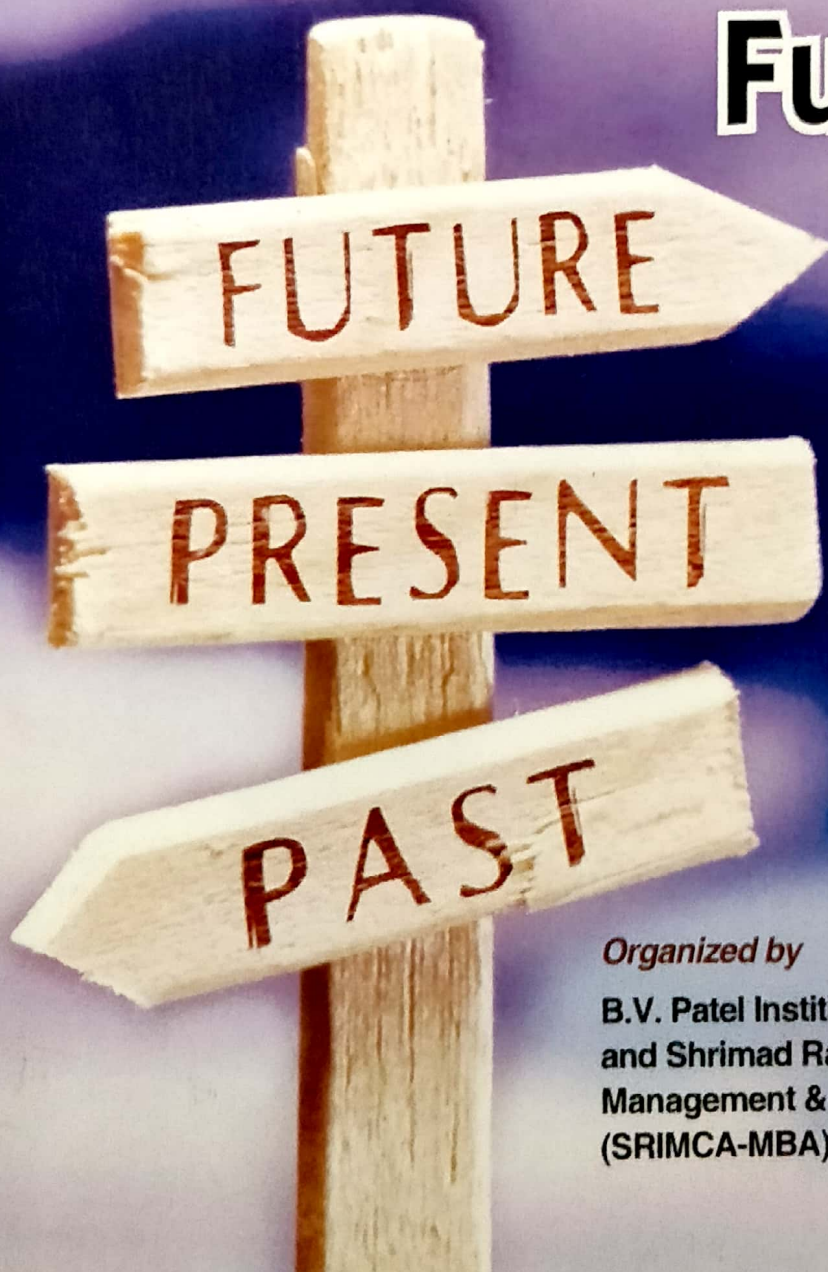
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A Review of the Impact of Training on Talent Retention in Hotels

Ruchika Agarwal

Asst. Professor (Hospitality Management), S.P.T.M. College
of Arts and Science, Vanita Vishram
(Affiliated to Veer Narmad South Gujarat University)
E-mail: ruchikaagarwal85@gmail.com

Abstract—There are a few industries in which employee turnover is very high. Hotel industry is one such industry. The high attrition rate has been attributed to odd and long working hours, low salaries in the beginning of the career, disillusionment in terms of job reality and expectations etc. Dealing with attrition has always been a challenge especially at lower and middle management levels in the hotel business. Since the recruitment, selection and induction of an employee into the organization is an expensive procedure, talent retention becomes a key concern for hotels. Also high turnover can mar the image of an organization and cause maladjustments in the different departments due to continuous replacement of staff. The word talent is used in synonym to employees because in general each employee hired by the organization has a set of Knowledge, Skills and Attitude (KSA) which is suitable to the task that they are hired for, but continuous development of the KSA is required in due course of time. Employers are continuously on the lookout for ways in which talent can be preserved in the organization. Many ways like performance appraisal, promotions to deserving employees, appropriate grievance handling etc. are noted by the employers but often the prospects of training employees for retaining them is overlooked. Some of the reasons why training is ignored are- it is very expensive, time consuming and requires highly experienced trainers. But one should not forget the long term benefits of training in terms of improving the KSA, closing performance gaps and also reducing the employee turnover. Thus, in this review paper, I propose to study the impact of training on talent retention in the hotel industry.

Keywords: Training, Talent Retention, Hotel, Attrition, Turnover

INTRODUCTION

Workforce management including employee commitment, productivity, compensation and retention are issues that are crucial to every organization. Companies are now most concerned with managing their human assets as they know that the performance in terms of output clearly depends on the efficient management of the human force. Each employee in an organization when hired is considered as a talent having the right and adequate knowledge, skills and attitude required to fulfill the tasks assigned to him and contribute towards achieving the expected performance by the industry. However, in this review paper the word talent is being used for those employees who show potential in their work and from whom a return on investment of the cost of training can be expected.

BACKGROUND OF THE PROBLEM

Most of the organizations today are facing the problem of retaining their workforce. Among the others, Hotel Industry is one of those industries in which the employee turnover has been a major area of concern. Job hopping exists not only at lower levels in this industry but is also visible at higher positions. Many factors can be

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Pacific Hills, Airport Road, Udaipur - 313024
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SUSTAINIBILITY OF GLOBAL TOURISM

Dr. Vanita Dave*

Abstract

Tourism not properly planned and managed can leave permanent footprints on the physical, social, cultural and economic environments of destinations. Tourism development can be alienating to local residents, overcrowded, noisy and place pressures on infrastructure. Inappropriate types and scales of development may arise due to laissez-faire tourism policies and a lack of national, regional or local planning and regulation. Governments and stakeholders in the tourism sector have a responsibility to ensure that in the development of tourism long-term prosperity and the quality of life future generations are not placed at risk.

Sustainable tourism development requires a process of planning and management that brings together the interests and concerns of a diverse group of stakeholders in a sustainable and strategic way. It is this complexity that demands a planning approach which is multidimensional and is purposely integrative. Tourism planning requires an understanding of the meaning of sustainable development and the guiding values for promoting sustainable tourism. It requires that communities be made to be sufficiently aware of the tourism industry and enable to understand its impacts, as well as the various processes to integrate and engage in participatory planning, consensus building and conflict resolution among all stakeholders. This paper has a number of major emphases including the critical role that education can play in the achievement of sustainable tourism development through the importance of leadership and skills enhancement, and the role of different stakeholders in strategy implementation. The paper also highlights the importance of evaluating performance in achieving sustainable practice in tourism planning and addressing future challenges and issues associated with how tourism education can contribute to the achievement of sustainable tourism development.

Keywords

Sustainability, Global, Tourism, Development.

Introduction

Tourism is an important, even vital, source of income for many countries. Its importance was recognized in the *Manila Declaration on World Tourism of 1980* as "an activity essential to the life of nations because of its direct effects on the social, cultural, educational, and economic sectors of national societies and on their international relations."

Tourism brings in large amounts of income into a local economy in the form of payment for goods and services needed by tourists, accounting for 30% of the world's trade of services, and 6% of overall exports of goods and services. It also creates opportunities for employment in the

service sector of the economy associated with tourism.

The service industries which benefit from tourism include transportation services, such as airlines, cruise ships, and taxicabs; hospitality services, such as accommodations, including hotels and resorts; and entertainment venues, such as amusement parks, casinos, shopping malls, music venues, and theatres. This is in addition to goods bought by tourists, including souvenirs, clothing and other supplies.

Tourism is the fastest growing industry in the world, and its environmental impacts are so great that the achievement of sustainable tourism would seem integral to the achievement of

*Asst. Professor, Sheth PT Mahila College of Arts and Home-Science, Vanita Vishram, Surat.



Mob. 96010-21669

Vinita Dave

H.No. 328, "C" Block,

Sector - 14, Hiran Magari

Udaipur (Rajasthan) - 313001

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बिखर गया जूड़ा तुम्हारा..

गा रहे मेघ। लो आ गए मेघ...

मेघ आते तो हैं, पर लाल-पीले होकर गुरीते, गरजते और कुछ देर बाद लापता हो जाते हैं। दुनिया की तरह इनके तेवर भी आक्रोश से भरे होते हैं, पर थोड़ी देर बाद गुस्सा पानी-पानी हो जाता है। फिर जाने कहां से संवेदना जाग जाती है और ये भावुक हो जाते हैं। गरजने के बाद बरसते हैं और बरसते हैं, तो इतना कि केदारनाथ की भी खैर नहीं होती। ... नाराज होते हैं, तो इतने कि पहली बारिश की प्रतीक्षा करती, आकाश पर टिकी निगाहें पत्थर हो जाती हैं, पर ये निर्मम बरसते नहीं। पानी के देवता इंद्र राजा इस बार कुछ अधिक ही मेहरबान हैं। इतने मेहरबान कि इनकी मेहरबानी इस शताब्दी की सबसे बड़ी तबाही का कारण बन चुकी है। जन-हानि इतनी हुई है कि अभी तक वास्तविक आंकड़ें रिलीज नहीं हो सके हैं और न भविष्य में ही आंकड़ों की कोई संभावना नज़र आती है, क्योंकि गांव के गांव लाशों के ढेर में तब्दील हो चुके हैं। जान के साथ, जो माल की हानि हुई है, उनके हिसाब-किताब का ब्यौरा भी मिलना संभव नहीं दिखाई देता। हालात इतने दर्दनाक हैं कि मलबे में आज भी कई लाशें दबी हुई हैं। महामारी फैलने का डर है। तबाही के बाद जो शेष है, उसकी हिफाजत के लिए यही प्रार्थना की जा सकती है कि इस शताब्दी की भयावाह त्रासदी के चश्मदीद गवाह बाबा केदारनाथ! अब तो जागो... आँखें खोलो।

एक बात और, इस तरह के हादसे अपने पीछे सीख छोड़ जाते हैं। हमें इस त्रासदी से बड़ा सबक लेने की आवश्यकता है, जिससे भविष्य में इसकी पुनरावृत्ति न हो।

'रिसर्च लिंक सम्मान' सम्पन्न

'रिसर्च लिंक सम्मान' की परंपरा पिछले 10 वर्षों से जारी है। 11वें 'रिसर्च लिंक सम्मान' का आयोजन इस बार इन्दौर में 14 जुलाई 2013 को संपन्न हुआ। देश के जाने माने वरिष्ठ आलोचक अमृत पुरुष डॉ. धनंजय वर्मा का सारस्वत-सम्मान किया गया। 'रिसर्च लिंक' स्वर्ण पदक डॉ. चन्द्रिका सिंह सोमवंशी (गुजरात), डॉ. विनोद कालरा (पंजाब) एवं डॉ. मिथिलेश वर्मा (उत्तरप्रदेश) को प्रदान किए गए। बेस्ट पेपर ऑफ द ईयर के अंतर्गत प्रशस्ति पत्र, देश के विभिन्न प्रांतों से आए प्राध्यापकों एवं शोधछात्रों को दिए गए। इस अवसर पर 5 किताबों का लोकार्पण भी किया गया। हर्षोल्लास के साथ संपन्न हुआ 'रिसर्च लिंक' प्रतिष्ठा आयोजन अपने पीछे एक न भूलने वाली याद छोड़ गया और अब हमें प्रतीक्षा है अगले 'रिसर्च सम्मान' की...

डॉ. रमेश सोनी

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A Study of The CSR Activities of Selected Multinational Companies in Gujarat

Corporate activities are increasingly regarded as a necessary part of the network of organizations involved in creating social infrastructure or addressing social issues. The corporate sector intervenes in so many areas of social life they must be responsible towards society and its development. Environmental protection and sustainable growth also have to be accounted for the long term development of the business and society.

MRS. VINITA DAVE

Introduction :

Today the reality is Corporate's are as powerful as states. The hundred largest corporations in the world have a turnover more than the GDP of half the world put together. It is to be kept in mind that, like any other organization business also operates in society via a social contract expressed or implied, whereby:

Its Survival and Growth are Based on :

tremendous role in the upliftment of the living standards of the people.

De-Limitations :

The present study was de-limited to Five Major cities of Gujarat state which were Ahmedabad, Vadodara, Surat, Rajkot and Jamnagar.

Methodology and Tools Used :

The present research required two different samples which are depicted in Tables 1 and 2.

Table 2

City
Ahmedabad
Vadodara
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Rajkot
Jamnagar
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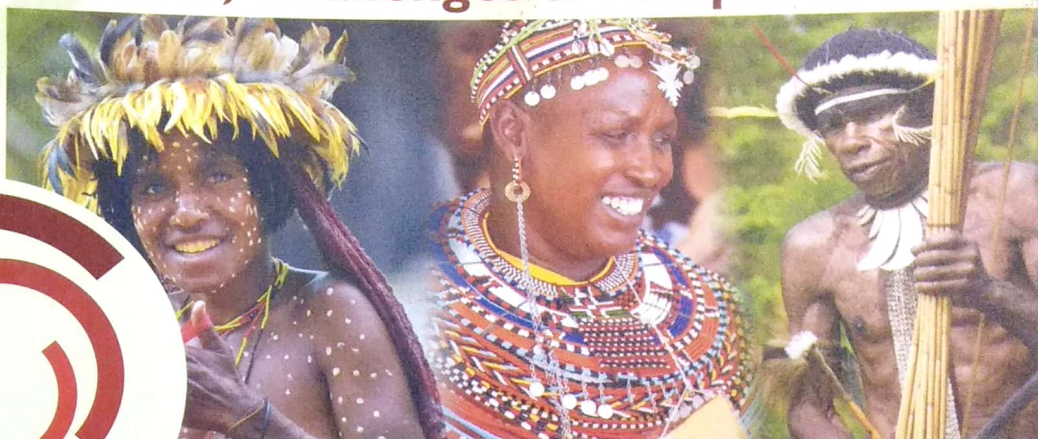
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Tribal Development

Issues, Challenges & Perspectives



Volume 2

- Government Initiatives
- Health Care Services
- Protectional Interface

Editors:
Prof. (Dr.) Hemant Kothari
Col PS Bhatnagar (Retd.)

INTERNATIONAL SEMINAR ON
TRIBAL DEVELOPMENT
01-02 June 2012

**Tribal Development
Issues, Challenges & Perspectives**

Volume 2

- Government Initiatives
- Health Care Services
- Protectional Interface

Prof. (Dr.) Hemant Kothari
Col. P.S. Bhatnagar (Retd.)

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Corporate Social Responsibility

Vinita Dave*

Business houses, right from the inception of human race, have been regarded as constructive partners in the communities in which they operate. Though they have been instrumental in creating employment, wealth, products and services, yet the pressure on business to play a role in social issues involving employees, stakeholders, society, Environment, government etc. is continuously increasing.

In light of the many corporate scandals, social and ethical commitment toward the society has increased considerably, which puts pressure on companies to communicate Information related to corporate social responsibility (CSR). The main responsibility for corporations has historically been to make money and increase shareholder's value. In other words, corporate financial responsibility has been the sole bottom-line driving force. In the last twenty years, there has been a sea change in the nature of the triangular relationship between companies, the state and the society. No longer can firms continue to act as independent entities regardless of the interest of the general public. The evolution of the relationship between companies and society has been one of slow transformation from a philanthropic coexistence to one where the mutual interest of all the stakeholders is gaining paramount importance. Thus, beyond making profits, companies are responsible for the totality of their impact on people and the planet. "People" constitute the company's stakeholders: its employees, customers, business partners, investors, suppliers and vendors, the government and the community. Therefore this paper basically focuses on CSR activities done by multinationals companies for the business and their contribution especially towards the tribal upliftment.

Introduction

The importance of CSR emerged significantly in the last decade. Over the time, CSR expanded to include both economic and social interests. Along with this it also broadened to cover economic as well as social interests. Companies have become more transparent in accounting and displaying 'public reporting' due to pressures from various stakeholders. It is possible for companies to behave in the 'desired' ethical and responsible manner towards consumers, employees, communities, stakeholders and environment.

Objectives:

1. To study the CSR status in India.
2. To study the challenges faced by CSR in India.
3. To make suggestions for accelerating CSR initiatives.

Research Methodology:

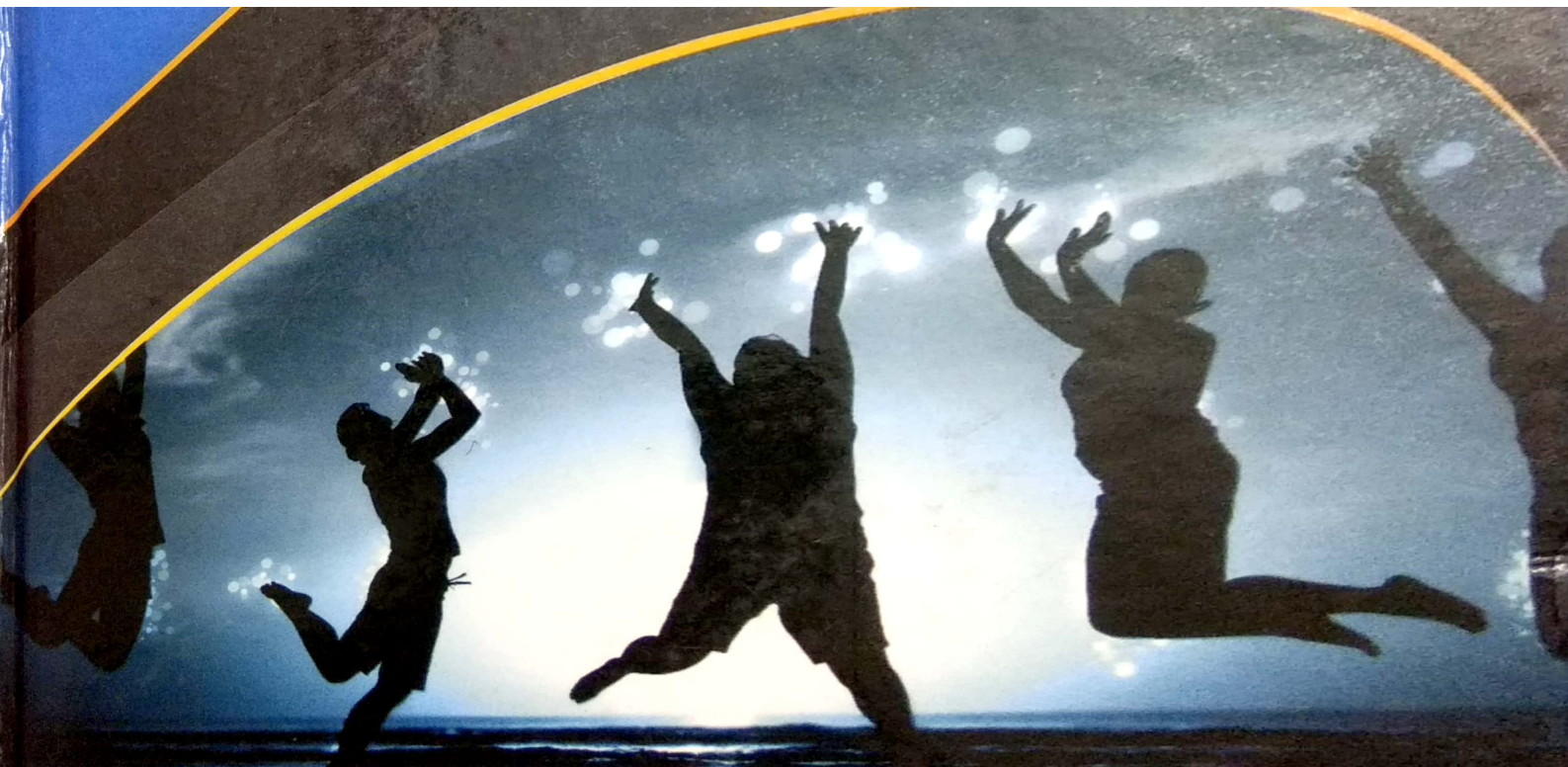
The research paper is an attempt of exploratory research, based on the secondary data sourced from journals, magazines, articles and media reports.

CSR concept, definitions, models:

In India, the ethical model promoted by Mahatma Gandhi during 1930s is well known which stated the role of family-

run-businesses conducting social and economic activities. This was followed by the Statist model propounded by Pt. Jawaharlal Nehru. In this model, state-driven policies included state ownership and extensive corporate regulation and administration. At the global level, the first attempt to define CSR is contributed by many to Howard Bowen's Social Responsibilities of the Businessmen (1953) who questioned the status and degree of responsibilities that business people should accept. Milton Friedman introduced liberal model which stated that corporate responsibility primarily focus on owner objectives and stakeholder responsiveness which recognizes direct and indirect stakeholder interests. During 1980s, the CSR concept grew to integrate corporate objectives with the social responsibility of business thereby making it responsible to care for environment, employees and also make good profits. In the 1990s, Peter Drucker and many other authors propagated CSR as a part of corporate strategy. The approach to CSR has also changed from Agency theory to Stakeholder theory. Again, the stakeholder model emphasizes on survival of the corporation which throngs upon not only the responsibility towards shareholders but also towards employees, governments and customers. CSR is interchangeably used with several terms like business ethics, corporate citizenship, social and environmental responsibility, corporate sustainability.

*PhD scholar. (Pacific Institute of Management Studies), PAHER, Udaipur.



Youth Empowerment

Editors

Prof. Farida Shah
Dr. Tej Prakash Sharma
Dr. Anushree Sharma

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Corporate Social Responsibility towards Youth and Women Empowerment

Mrs. Vinita Dave*

Introduction

The lower house of the Indian parliament passed a new Companies Bill in December 2012. According to it Public Sector Units (PSUs) and private companies that have a turnover of over 10 billion rupees or have a net worth of 5 billion rupees or recorded net profit of 50 million rupees and above are expected to spend 2 per cent of their average net profits in the preceding three financial years towards Corporate Social Responsibility (CSR). This means that for 2500 companies in India CSR reporting on the spending (though spending as such is not yet mandatory) to the corporate affairs ministry would become a compulsory annual exercise. Rough estimates by experts have pegged the amount that could be spent annually on CSR activities to be around 100 billion rupees. Thus CSR would not remain as sporadic corporate philanthropy acts, as has been the case for large number of Indian businesses, but as an area where there would be regular spending. Even before this mandate, some of the corporate houses like the Tata, Mahindra and others were contributing a fixed portion of their profits for the betterment of society.

Where should the spending go to? How should it benefit society and the company itself? There are some broad guidelines given by the government that could be considered, but the overall concern should be that, the spending on CSR activities should positively impact the socially and economically disadvantaged sections of the society. In turn, there would be a positive impact on the company and its operations if there are substantial improvement in education, environment and health in the immediate environment or community. Companies' world over have different approaches to CSR.

In developing countries like India, CSR for number of companies has revolved around community-based development approach. Many have actively worked towards the economic and social empowerment of women. Some of them have promoted the formation of self help groups

* Ph.D. Scholar (Faculty of Management Studies), Pacific University, PAHER, Udaipur.

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Social Media an Important Tool for Library Services

Dr. Jaya Barevadia
Associate Professor (College Librarian)
SPTMC,
Surat (Gujarat)

Abstract:

Social media is an important tool to provide the perfect library services to their users by the economic way in India. The advanced technologies of 21st century have impact on library services in India as well as in the world. The use of social media sites such as Face book, MySpace, Flickr, YouTube, and Library Thing has gradually increased in the library profession. It is the needs of time to change to meet the growing needs of our end users. Libraries in India have been challenged like never before to render more proactive and more value added services to meet the ever changing needs of our patrons.

Keyword: Social Networking, Libraries, Library services

Introduction:

Social media is going to be an unavoidable part of every one's life. It has special weight age for online communities with strong and influential voice. It provides good opportunities for libraries, with having many challenges. Library network is nothing but a group of libraries community together with some agreement of understanding to help each other. social connections have become important which helped in improvement of library services in India. Social media emerged in India for the purpose of socializing. The face book initially used only for social discussion and gradually number of social media emerged as social sites such as face book, MySpace, flicker, you tube, library thing and become evident that library services will need to change to meet the growing needs of end users.

Social media definition and concept:

Social media are forms of electronic communications (as web sites for social networking and micro blogging) through which users create online communities to share information, ideas, personal messages and other contents as videos.

In other words social media are web sites and applications that enable users to create and share content or to participate in social networking

Social media refers to the means of interactions among people in which they create, share and exchange information and ideas in virtual communities and net works.

Principles of social media:

- Social media is about conversations, community, connecting with the audience and building relationships. It is not just a broadcast channel or a sales and marketing tool.
- Authenticity, honesty and open dialogue are keys.
- The principle of social media is listen first and speak second.

Social media tools and platforms:

- **Face book:** The world's largest social network, with more than 1.55 billion monthly active users (as of the third quarter of 2015). Users create a personal profile,

add other users as friends, and exchange messages, including status updates. Brands create pages and Face book users can "like" brands' pages.

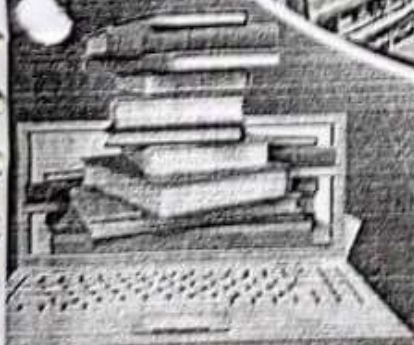
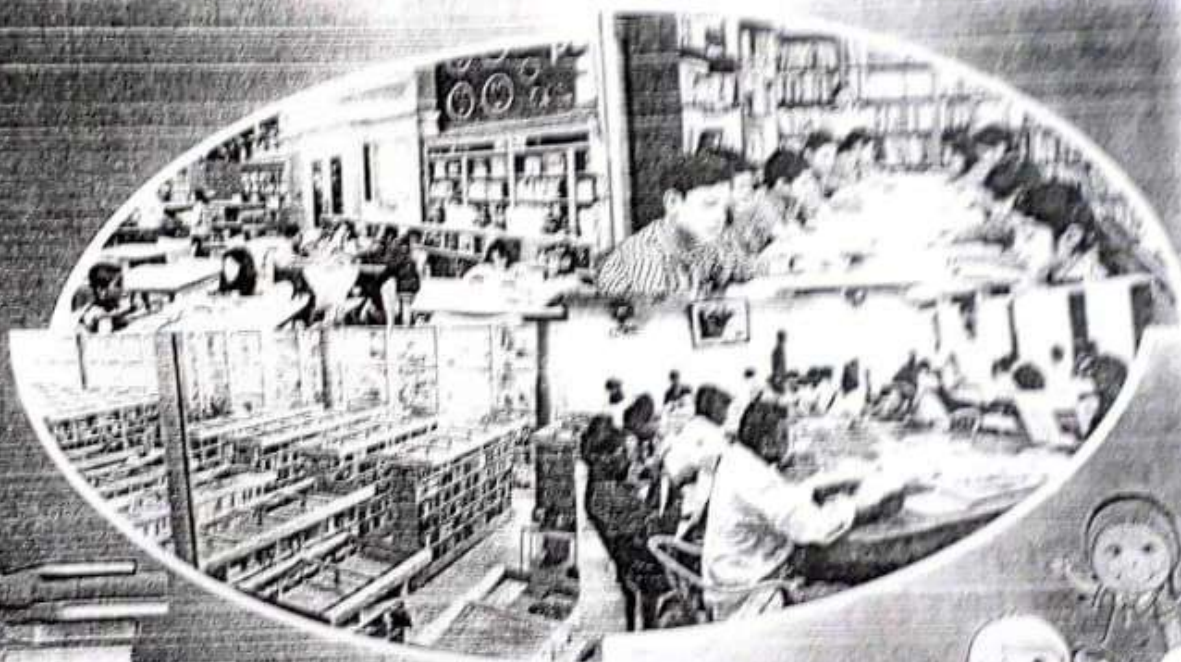
- **What's App:** WhatsApp Messenger is a free messaging app available for Android and other smart phones. WhatsApp uses your phone's Internet connection (4G/3G/2G/EDGE or Wi-Fi, as available) to let you message and call friends and family. Switch from SMS to WhatsApp to send and receive messages, calls, photos, videos, documents, and Voice Messages.
- **Twitter:** A social networking/micro-blogging platform that allows groups and individuals to stay connected through the exchange of short status messages (140 character limit).
- **YouTube & Vimeo:** Video hosting and watching websites.
- **Instagram:** A free photo and video sharing app that allows users to apply digital filters, frames and special effects to their photos and then share them on a variety of social networking sites.
- **MySpace:** In Academic institutions where the students are; libraries have taken advantage of this site to post calendar, custom catalog search tools, and blog features to improve their presence.
- **Blogs:** Here, librarians can periodically post messages share information on a particular subject or issue, and allow users to contribute to content. They can write articles, news on topical issues and expect an instant reaction from their users.
- **Wikis:** is a free online encyclopedia that gives a background knowledge and definition of concepts. It offers a platform for users to access, edit and contribute to content. This is a collaborative web page for developing web content.
- **LinkedIn:** Librarians can get patrons connected with specialists in their particular field of interest via LinkedIn. Librarians can use this platform to render specialized services such as Strategic Dissemination of Information (SDI).
- **Flickr:** Librarians can use this tool to share and distribute new images of library collections. Cover page of new arrivals of both books and journals can be disseminated.

32nd Library Conference of Gujarat Granthalaya Seva Sangh

DYNAMIC ROLE OF LIBRARIES IN DIFFERENT SECTORS OF THE KNOWLEDGE SOCIETY

ગુજરાત ગ્રંથાલય સેવા સંઘ

સંસ્થાના સંસ્કૃતિ અને સેવા



Gujarat Granthalaya Seva Sangh
2016



ગ્રામ્ય ગ્રંથાલય ગ્રામીણ સમુદાયના વિકાસ માટેનો આધારસ્તંભ

ભારતવેડિયા જથ્થા

સારાંશ :

ભારતની મોટા ભાગની વસ્તી ગ્રામ્ય વિસ્તારમાં રહે છે. વૈશ્વિકરણને લીધે ગ્રામ્ય વિસ્તારમાંથી શહેરો તરફ લોકોનું સ્થળાંતર થતું જોવા મળે છે. પરંતુ હવે ધીમે ધીમે માનવવિચાર પલટાતો હોય તેવું લાગી રહ્યું છે. સરકાર પણ ગામડાંથી શહેરો તરફ વધતી માનવ દોડને અટકાવવાના પ્રયાસો કરી રહી છે. અને હવે તો ગામડાંઓમાં પણ ખેતીનું આધુનિકરણ જોવા મળી રહ્યું છે. લોકોનો મુખ્ય વ્યવસાય ખેતી અને પશુપાલન હોય ત્યારે ગામડાંઓમાં ગ્રંથાલય એ એક અગત્યનું અંગ બની રહે કે જેના દ્વારા ખેડૂતોને ગોપાલકોને, ગ્રામ્ય કારીગરોને બાળકો કે મહિલાઓને તેમની જરૂરિયાત મુજબ માહિતી મળી રહે અને આ રીતે ગ્રામ્ય ગ્રંથાલય ગ્રામીણ સમુદાયના દરેક વર્ગના વિકાસની સીડી બની રહે છે.

ગ્રામ્ય વિસ્તારોમાં આરોગ્ય અને વિકાસ માટે સરકારી યોજનાની માહિતી :

ગ્રામ્ય વિસ્તારોમાં જો ગ્રંથાલયની અને ઈન્ટરનેટની સુવિધાઓ સાથે કમ્પ્યુટર હોય તો આજના આ ઝડપી યુગમાં હવે સરકારની દરેક યોજનાની માહિતી સરકારી વેબસાઈટ ઉપરથી તુરત જ મળી જાય છે. આના ઉદાહરણરૂપે જોઈએ તો રાજ્ય સરકાર તરફથી મળતી કૃષિ વિષયક અથવા પશુપાલન અંગેની સબસિડી જે જોઈતી હોય તો ઓનલાઈન અરજી કરવી પડે છે. આ ઉપરાંત ગ્રામ્ય વિસ્તારના ગ્રંથાલયમાં કૃષિ, પશુપાલનને લગતાં પુસ્તકો, સામયિકો આરોગ્યને લગતા વિવિધ સામયિકો જેવા કે નિરામય, સ્વાસ્થ્યજીવન, હેલ્થ એક્શન વગેરે તથા ઔષધિય પાકોને લગતા પુસ્તકો, મેગેઝિન્સ વગેરે ગ્રંથાલયોમાં મંગાવવામાં આવે તો ગ્રામ્ય વિસ્તારોમાં આરોગ્યને લગતી માહિતી મળી શકે અને લોકો આરોગ્ય પ્રત્યે જાગૃત બનીને તંદુરસ્ત જીવન જીવી શકે.

કૃષિ વિકાસ માટેની યોજનાઓ અને સ્વરોજગારી કાર્યક્રમો :

ગ્રંથાલયના આંગણે કૃષિરથની સભા યોજવી. આ સમયે જરૂરી પત્ર-પત્રિકાઓ દ્વારા વૈજ્ઞાનિકો પાસેથી લઈ ગ્રંથાલયોમાં રાખવા કૃષિ ગોવિંદા, ચેમ્પિયન એગ્રો વર્લ્ડ માસિક, કૃષિ પ્રયાસ માસિક જેવાં વિવિધ સામયિકો મંગાવવા જેથી ખેડૂતોને જ્યારે જરૂર પડે આપી શકાય અને તેના માર્ગદર્શક બની શકાય.

ગ્રામ્ય વિસ્તારના ગ્રંથાલયોમાં જો વિવિધ દૈનિક પત્રો, રોજગારી લગતા સામયિકો મંગાવવામાં આવે તો ગ્રામજનોને વિવિધ રોજગારી અને સરકારી નોકરી અંગેની જાહેરાતો સરળતાથી ઉપલબ્ધ થઈ શકે.

આ ઉપરાંત ગામડાની બહેનો માટે તેઓના રસ મુજબ જુદાં જુદાં પુસ્તકો મંગાવવા. તે ઉપરાંત રસોઈ, સીવણ, ભરત-ગૂંથણ, રંગોળી, મહેંદી વગેરેની સ્પર્ધાઓ યોજી મહિલા વિભાગને જાગૃત કરી શકાય.

ગામડાંના બાળકોને માટે ચિત્રસ્પર્ધા, નિબંધસ્પર્ધા, બુકરીવ્યુ, મને ગમતુ પુસ્તક, વાર્તાલેખન, વાર્તાસ્પર્ધા વગેરેનું આયોજન કરી શકાય. ગ્રામ્યગ્રંથાલય ભલે બધી જ આધુનિક સુવિધાઓથી સજ્જન હોય પરંતુ જો તેના ઉપયોગ કરનારને ધ્યાનમાં રાખી ગ્રંથાલય બજેટ તથા વિકાસના કાર્યક્રમનું આયોજન કરવામાં આવે તો ગ્રામ્યસમુદાયનો વિકાસ જરૂર થશે. માટે સ્થાનિક લોકોની જરૂરિયાત, તેમની માંગ ભવિષ્યમાં તેમનો વિકાસ તેમજ ગ્રામ્ય વિદ્યાલયો ગ્રંથાલયમાં સ્થાન લે અને લોકપ્રિય બને તે જ આદર્શ હોવો જોઈએ. ગામના વિકાસમાં યોગદાન આપી સમાજ કલ્યાણના આ સેવાયજ્ઞ કાર્યમાં સહભાગી બનીએ.

પ્રસ્તાવના :

ભારત એ ગામડાંઓમાં વસતો દેશ છે. ભારતની મોટા ભાગની વસ્તી ગ્રામ્ય વિસ્તારમાં રહે છે. હવે સમય જતાં વૈશ્વિકરણને લીધે ગ્રામ્ય વિસ્તારમાંથી શહેરો તરફ લોકોનું સ્થળાંતર થતું જોવા મળે છે. ગ્રામ્ય વિસ્તારનું કુદરતના ખોળે જીવતું, શુદ્ધ હવા-પાણી, દુધ-દહીં અને ખોરાક છોડીને માનવી આધુનિક સુખ સગવડની લ્હાવમાં શહેરની સાંકડી, ગંદી ગોબરી ગલીઓમાં વસવાટ કરવા પણ તૈયાર થાય છે. પરંતુ હવે ધીમે ધીમે માનવ વિચાર પલટાતો હોય તેવું લાગી રહ્યું છે. સરકાર પણ ગામડાંથી શહેરો તરફ વધતી માનવ દોડને અટકાવવાના પ્રયાસો કરી રહી છે અને અંતરિયાળ ગામડાંઓ સુધી વીજળી, પાણી અને રોડ રસ્તાની સગવડતા પૂરી પાડે છે. ગામડાંઓમાં ફક્ત આ પ્રાથમિક સુવિધાઓ પૂરતી નથી. સાક્ષરતાનું પ્રમાણ વધતા લોકો હવે ખેતી, આરોગ્ય અને અન્ય

*ગ્રંથપાલ, શેઠ પી.ટી. મહિલા કોલેજ ઓફ આર્ટસ એન્ડ હોમસાયન્સ વનિતા વિશ્રામ, સુરત.

વિષય બીજો

ગ્રામીણ સમુદાયના વિકાસમાં ગ્રામ્ય ગ્રંથાલયોની ભૂમિકા
Role of village Libraries in the Development of
Rural Communities

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**ONE DAY INTERDISCIPLINARY
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**“Beyond Boundaries : Gandhian Vision in
the Age of Globalization”**

**on
24th March, 2018**



Organized by
Mahatma Gandhi Antarrashtriya Hindi Vishwavidyalaya,
Wardha, Maharashtra (India)

&

Gandhi Study Centre
New Arts, Commerce & Science College,
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Psychological Analysis of 'Mahatma Gandhi on his path to Self-Actualization in South Africa' taken from Richard Attenborough's Biographical Film- 'GANDHI'(1982)

Asst. Prof. Aditya Farsole

Assistant Professor, The Department of Psychology,

Sheth P. T. Mahila College of Arts & Home Science and Science Unit, Surat, Gujarat. aditya.sptmc@gmail.com 8446203426

Apart from having 35 wins, including Best Film, Best Director and Best Actor in all three leading International Film awards namely Oscars, Golden Globes, BAFTA and many more (imdb.com), Richard Attenborough's Biographical Film 'GANDHI' is also taken by many researchers as a trusted source of information and a biographical account of the father of our nation- Mohandas Karamchand Gandhi who is also known as Mahatma Gandhi. This research paper is a psychological analysis of Mahatma Gandhi in South Africa as shown in Richard Attenborough's Biographical Film 'GANDHI' released in the year 1982, based on which one can draw psychological implications of Gandhian Moral Values and understand his path of Self Actualization, as described by Abraham Maslow.

Self Actualization-

Abraham Maslow (1943, 1954) stated that human motivation is based on people seeking fulfillment and change through personal growth. Self-actualized people are those who were fulfilled and doing all they were capable of. The growth of self-actualization (Maslow, 1962) refers to the need for personal growth that is present throughout a person's life. In self-actualization a person comes to find a meaning to life that is important to them. As each person is unique the motivation for self-actualization leads people in different directions (Kenrick et al., 2010). It is important to note that self-actualization is a continual process of becoming rather than a perfect state one reaches of a 'happily ever after' (Hoffman, 1988). According to Maslow self-actualization is the person's desire for self-fulfillment and the tendency for him to become actualized in what he is potentially.

Maslow (1970) identified 15 characteristics of a self-actualized person. Characteristics of self-actualizers:

1. They perceive reality efficiently and can tolerate uncertainty;
2. Accept themselves and others for what they are;
3. Spontaneous in thought and action;
4. Problem-centered (not self-centered);
5. Unusual sense of humour;
6. Able to look at life objectively;
7. Highly creative;
8. Resistant to enculturation, but not purposely unconventional;
9. Concerned for the welfare of humanity;
10. Capable of deep appreciation of basic life-experience;
11. Establish deep satisfying interpersonal relationships with a few people;
12. Peak experiences;
13. Need for privacy;

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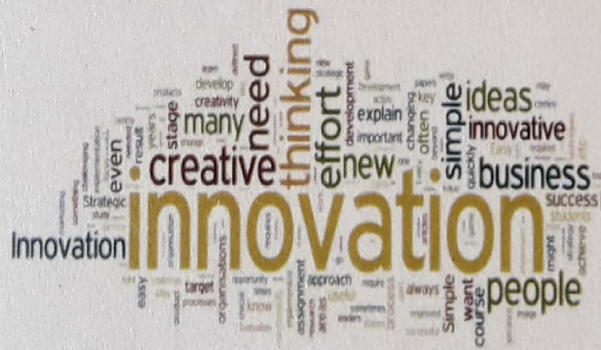
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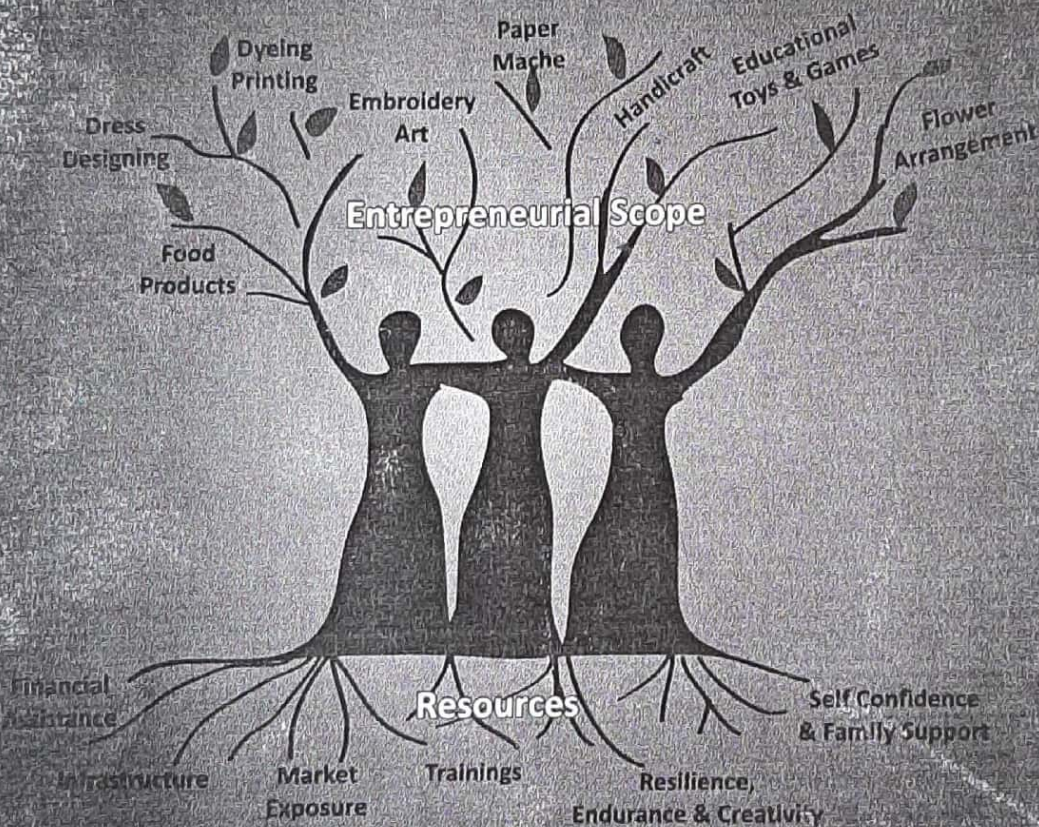
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Innovation is the generation and application of new ideas and skills to produce new products, processes and services that improve economic and social prosperity. The challenges and opportunities of globalization and technological development have led to a strengthened emphasis on innovation as a key driver for sustainable economic development, and on the nature and drivers of innovation. No society can prosper and flourish without education.

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CULTIVATION OF WOMEN'S POTENTIALS FOR BETTER FAMILY LIVING THROUGH VOCATIONAL EDUCATION AND ENTREPRENEURSHIP IN HOME SCIENCE

Dr. V.N.Solanki

Associate professor, Dept. of Food science and Nutrition,
Veer Narmad South Gujarat University, SURAT (Gujarat).

Abstract

To awaken the people, it is the woman who must be awakened. Once she is on the move, the family moves, the village moves and the nation moves. There can not be educated people without educated women. An enlightened woman is a source of initiate power and strength i.e "SANSKRITA STREE PARA SHAKTI"

Developing self-esteem and self-confidence in women is a process of empowerment and by initiating movement for empowering women through vocational education and entrepreneurship in home science it can be achieved.

It is necessary to create an atmosphere where women can blossom into confident, self-reliant, responsible individuals, who can be source of strength to their families, their community and their country for better health & life. Every woman, every young girl, every daughter should be given avenues and opportunities to express themselves. Their dreams, aspirations and aptitude must receive nurturance so that they can flower and bear fruits.

The basic objective of developing entrepreneurship has been to enable the society. The entrepreneurial base will have to be widened not by financial and promotional support alone, but by giving it due socio-cultural importance. Knowledge of home science provides many an opportunities to such woman in various fields. In this way they can combine home-making with wage earning.

Home science enables the students to properly use their ability and intelligence to solve the problems of their own lives and the lives of the members of family, community, nation and the world. So finally, it can be concluded that the Indian women's empowerment is India's empowerment, which can be achieved by cultivating women's potentials through vocational education and entrepreneurship in the field of home science.

Keywords: Cultivation, Potentials, Vocational education, Entrepreneurship, Empowerment.

Introduction and concept of Potentials, Cultivation and Vocational education:

"The reasonable woman adapts herself to the world. The unreasonable woman tries to adapt world to her. Therefore, all progress depends on the unreasonable woman."

- George Bernard
Shaw

To awaken the people, it is the woman who must be awakened. Once she is on the move, the family moves, the village moves and the nation moves. There cannot be educated people without educated women. An enlightened woman is a source of initiate power and strength i.e "SANSKRITA STREE PARA SHAKTI"

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