



# EDU WORLD

**A Multidisciplinary International  
Peer Reviewed/Refereed Journal**

**APH PUBLISHING CORPORATION**

ISSN : 2319-7129

# EDU WORLD

A Multidisciplinary International  
Peer Reviewed/Refereed Journal

Vol. V, Number 1

January-December, 2020

*Chief Editor*

**Dr. S. Sabu**

Principal, St. Gregorios Teachers' Training College, Meenangadi P.O.,  
Wayanad District, Kerala-673591. E-mail: drssbkm@gmail.com



*Co-Editor*

**S. B. Nangia**

**A.P.H. Publishing Corporation**

4435-36/7, Ansari Road, Darya Ganj,

New Delhi-110002

# EDU WORLD

A Multidisciplinary International  
Peer Reviewed/Refereed Journal

## SUBSCRIPTION FEE

	1 year	2 years
India	Rs. 1600/-	Rs. 3000
Foreign	US \$ 75.00	US \$ 150

Subscription(s) may be sent in form of Cheque/Demand Draft in favour of  
APH PUBLISHING CORPORATION payable at New Delhi to the following

Authors are solely responsible for the contents of the papers compiled in this volume. Editor or  
does not take any responsibility for the same in any manner. Errors, if any are purely unintentional  
readers are requested to communicate such errors to the editor or publisher to avoid discrepancies

## APH Publishing Corporation

4435-36/7, Ansari Road, Darya Ganj, New Delhi-110002 (INDIA)

Phones: 011-23274050 FAX: 011-23274050

E-mail: aphbooks@gmail.com

The subscriber will receive a hard copy of every issue of Journal for the subscriber

Printed in India at  
Balaji Offset  
Navin Shahdara, Delhi-32

Acc No. - J-100  
Date - 2/3/12

# CONTENTS

New Product Development Innovation for Markets <i>Shafeeq ur Rahman and Mohd Ibrahim Uddin</i>	1
Emerging Trends in Fast Food Stuff and Its Promotion in Hyderabad <i>Shaik Shafeequr Rahman and Dr. Mohd Raza Shah</i>	8
Issues of Policy Planning, Management and Governance of Higher Education <i>Khaiser Banu</i>	15
Supply Chain Finance – An Overview <i>Asma Sultana and Md Aijaz Khan</i>	20
Women Entrepreneurship-Through Social Franchising an Inclusive Growth <i>Ch. Dalpadal</i>	24
Cloud Computing: For Business Continuity and Disaster Recovery (Change with the change otherwise change changes you) <i>Dr. B. Indira</i>	28
Entrepreneur Competitive Strategy in Global Market <i>Dr. Osman Bin Salam</i>	34
Micro Finance Initiative - Impact on Self Help Groups (SHG's) at Bottom of Pyramid - An Inclusive Growth (A Case Study of Bandlaguda, Kahalsa Village) <i>Dr. Nagaraja Masagani</i>	39
Right Hiring of Employees - A Night Mare for Employers! <i>Mohammadi Ashraf Unnisa</i>	43
Sense of Belongingness Through Cult Branding (A Strategy to Woo the Customers) <i>Mujtaba Fahad, Mohammed Abdul Bari and K. Yeekanth Reddy</i>	51
Understanding the Techniques of Risk Management in Present Scenario <i>Mrs. Raheem Unissa</i>	55
Conceptual Framework of Leasing System in India <i>Mrs. Sadiya Aziz</i>	60
Impact of Employee Engagement at Avighna It Solutions - A Tool to Sustain Employees <i>Shabana Fatima</i>	66

Perspective Towards Employer Branding – An Innovative Strategy  
*Shahnaaz Sultana*

Capital Budgeting: An Investment Appraisal System  
*Mrs. Sherin Banu*

An Empirical Study on Managers Expatriate Satisfaction in International  
Projects- With Reference to Indian It Professionals in MNC's  
*Kallepally Sunanda*

Segmentation of Pharmaceutical Market  
*Syed Abdul Aleem*

Study on the Usage of Wikipedia in the Field of Academics  
*Syed Muzammiluddin*

Strengthening Customer Relationship through  
Brand Resonance  
(A Strategy to Build long-term Brand Image)  
*Dr. Y. Vinodhini*

RFID — A Tool for Achieving Six Sigma in Air Line Industry  
with Due Focus on Handling Baggage and Flight Planning  
*Mohd. Shahid Salahuddin Ansari*

Public Private Partnership - Prospective and Retrospective  
(A Case of GVK EMRI)  
*Dr. Y. Vinodhini*

Corporate Social Responsibility for a Sustainable Growth -  
A Discussion  
*Dr. Atiya Mahboob*

Role of Foreign Direct Investment in Retail Sector  
*Dr. Atiya Mahboob*

Present Day Challenges in Management of Higher Education  
*Dr. Meraj Banu*

Powerlooms – A Decentralised Sector  
of Indian Textile  
*Mrs. Nikhat Sultana*

A Study of Non-Performing Assets at the A.P Mahesh  
Co-Operative Urban Bank LTD  
*Uppu Pavani*

Security Analysis Using Relative Valuation with Specific  
Reference to Dabur  
*Mr. Narender Miryala*

Buyer Behaviour of two-Wheeler with Due Emphasis on Royal Enfield <i>Dr. Y. Vinodhini</i>	158
Entrepreneurship Education for Enhancing Entrepreneurial Intentions: A Conceptual Framework for Further Research <i>Gopikant Panigrahy and Dr. Prabodha Kumar Hota</i>	162
Legal Provisions and Role of Judiciary Regarding Rights of Prisoners <i>Sohnu</i>	169
Organizational Politics in the Workplace <i>Dr. Tara Sabapathy and Deepak B. M.</i>	179
Some Concerns of Teacher Education in the North East India <i>Dr. Brinda Bazeley Kharbirymbai</i>	182
A Comparative Study on Different Dimensions of Adolescent Habits of Higher Secondary Students of Working and Non-working Mothers <i>R. Madhuri Rani and Dr. P. K. Naik</i>	188
Some Motivation Skills Development of Academic Achievement in Secondary School Children <i>Manjula Bhovi</i>	193
Impact of Gender on Environmental Awareness of Higher Secondary Students <i>K. Ramesh and Dr. C. Barathi</i>	200
Agricultural Modernization in Madhya Pradesh: A Temporal Analysis <i>Dharam Das Vishwakarma</i>	206
Physical Education by Sri Aurobindo <i>Dr. Saroj Kr. Mishra</i>	223
Human Rights Awareness among B.Ed. Trainees <i>Dr. Sarah Basu</i>	226
Assessment of Relationship between Job Satisfaction and Organizational Culture of Secondary School Teachers in North Gondar Administrative Zone, Ethiopia <i>Prof. (Dr.) P. George Raja Kumar</i>	232
Assessment of the Quality of Teaching and Learning Process of Science Teaching in Secondary Schools of North Gondar Zone in Ethiopia <i>Prof. (Dr.) P. George Raja Kumar</i>	250

An Analysis of Student - Teacher Effectiveness and Attitude towards Teaching in Relation to Academic Performance among Government Aided Rural Female Student - Teachers at the Secondary Level  
**M. K. Lissy and Dr. S. Vasanthi**

Information Communication Technology: An Overview  
**Prof. Sandhya Abhay Mahajan**

Opinion of Primary Teachers towards Systematic Administrative Reforms for Achieving Learning (SARAL)  
**Dr. Sanjay J. Nimbalkar**

FDI Inflow in India: An Evaluation of its Impacts  
**Pawan Gupta**

India Amidst Global Hunger Index and its Food Security Bill 2013  
**Sonali Sajjan**

Facts Behind Financial Sector Reform  
**Suman Kumar**

Real Face of Financial Sector Reforms in India  
**Kumari Smita**

Sarva Shiksha Abhiyan: A Study  
**Dr. B. L. Raina and Romani Abrol**

Macbeth's Fall from Ambition to Avarice: A Reading of Shakespeare's Macbeth  
**Dr. Thahiya Afzal**

Effectiveness of Two Years B.Ed. Programme is Very Helpful to Shape the Talents of Students & Teachers  
**Dr. A. Suresh John Kennedy**

Understanding the Problems Faced by the Mothers and Preferred Foods for their Child: An Exploratory Study with Kurukshetra District Mothers in the Haryana  
**Dr. Sarojini Jamadagni and Dr. Sunita Madaan**

Psycho-Social Impediments Among Primary School Teachers  
**Satheesh Kumar V. and Dr. S. Sabu**

Emotional Maturity as a Prerequisite for Adjustment Among High School Students  
**V. Sundar and Dr. K. Rajagopalan**

A Comparative Study of the Achievement in Mathematics by Students at X and XII levels  
**A. Pio Albina**

(vii)

Teacher Professional Development: A Conceptual Understanding <i>Alex P. Joy</i>	351
An Assessment of the E-Governance Reform in China Since 1990's <i>Dr. Amit Kumar Srivastava</i>	363
Education at the Crossroad <i>Dr. Sanjukta Padhi and Mr. Kishore Kumar Biswal</i>	369
Portrayal of Woman Character in Vijay Tendulkar's Play Silence - The Court is in Session <i>Jarnail Singh</i>	377
Ideology of Motherhood in Ancient India <i>Sh. Vichitar Singh</i>	381
Adi-Sankara's Saundarya-Lahari – A Study <i>Dr. Kamal Shankar Srivastava</i>	384
The Date of Sankaracarya <i>Dr. Kamal Shankar Srivastava</i>	392
Effectiveness of Choosing Two Years B.Ed., Course is a Stepping Stone for Graduates to Come up in their Life as a Best Teacher <i>Dr. A. Suresh John Kennedy</i>	398
Demonetization: An Evaluation <i>Dr. N. V. Sriranga Prasad and Dr. B. Manohar</i>	405
A Study on "Work Life Balance of Corporate Hospitals at Greater Hyderabad" <i>Saba Fatima</i>	410
भारतीय राजनीति में कांग्रेस पार्टी की लोकसभा में कमजोर होती स्थिति का वर्तमान परिदृश्य का एक विश्लेषणात्मक अध्ययन <i>Amit Kumar</i>	414
किशोरों के मध्य में अभिभावकों की भागीदारी का एक अध्ययन <i>Dr. Smriti Kiran Saimons and Jaishri Deshlahara</i>	420
Guidelines for Contributors	425