INTERNATIONAL RESEARCH JOURNAL OF COMMERCE, ARTS AND SCIENCE



ISSN 2319 – 9202

An Internationally Indexed Peer Reviewed & Refereed Journal

WWW.CASIRJ.COM
www.isarasolutions.com

Published by iSaRa Solutions

Contents

WHISTLE BLOWER POLICY IN INDIA-PROVISIONS, ITS CURRENT STATE AND REALITY. 6

MAIN AUTHOR: AKSHAY MISHRA 6

CO-AUTHOR: OM DUTT 6

The Influence of socio-economic status on personality of student 15

Manjit Kaur 15

MNC as a source of Growth for Host Country Development 25

Author: Dippinder Kaur 25

Co-author: Jyoti Arora 25

CUSTOMER RELATIONSHIP MANAGEMENT 31

Pankaj Shah 31

Parul Yadav 31

ORGANIZATIONAL CULTURE – CHANGE AND ITS MANAGEMENT 34

Author : Mr. RAJIV DHIMAN 34

EFFECT OF SELECTED ASANAS AND PRANAYAMAS ON PHYSICAL AND PHYSIOLOGICAL PARAMETERS OF SCHOOL GOING STUDENTS 46

Jogender Singh 46

Anuj Kumar 46

RURAL ENTREPRENEURSHIP 52

Author1: Miss. Deepika 52

क्या हिन्दी साहित्य के इतिहास को क्रया.प्रति क्रया के रूप में देखा जा सकता है 58

सिम्मी चौहान 58

FDI and Developing Economies (Especially India and China) 70

Author: Alka Devi 70

Co-author: Dippinder Kaur 71

Corresponding author: Shagun Agarwal 71

OVERVIEW OF SOCIAL MARKETING 80

EkanshiGupta 80
corresponding author- Jyoti Arora 80
co author- DippinderKaur 80
ROLE OF FDI IN INDIAN MANUFACTURING SECTOR 85
Main Author: JYOTI ARORA 85
Corresponding Author: DIPPINDER KAUR 86
Co-Author: EKANSHI GUPTA 86
IMPACT OF WORKING CONDITIONS ON EMPLOYEES PERFORMANCE 93
Author: Shagun Aggarwal 93
Co-author Alka 93
Corresponding author: Dippinder Kaur 93
IMPACT OF OPENING UP OF MALLS ON VARIOUS SECTORS & STAKEHOLDERS ... 99
First author: Miss. Deepika , ... 99
Second author: Mrs. Maya Rani, ... 99
Comparative studies of $BiFeO_3$ prepared by chemical routes 111
S. Shankar [a] , Manish Kumar [b,c*] 111
INTER-RELATIONSHIP BETWEEN TRAVEL AGENTS AND AIRLINES, HOTELS AND CAR RENTAL IN CHENNAI CITY 122
S. KARTHIKEYAN Dr. L.LEO FRANKLIN 122
The collection of primary data is carried out in two months, from January to February 2014. This study is confined to a period from 2009 to 2013. It pertains to “Travel Agents inter-relationship with Airlines, Hotel and Car rental in Chennai”. 123
PREFERRED MODE OF COMMUNICATION 135
Source: primary data 135
CORPORATE GOVERNANCE AND BUSINESS ETHICS 140
SHAILI SONI 140
CUSTOMER VALUE OF SHAMPOO IN TIRUCHIRAPPALLI DISTRICT 146
Dr V.P.T.DHEVIKA 146
A Study of E-Commerce and Analysis of E- Payment of Reliance Products 162
Authors- 162
Dr. Vijay Yadav 162

Dr. DeeptiMaheshwari 162

BhanuSahu 162

सांख्ययोगदर्शनयो: जीवस्य स्वरूपम् 172

Virender Kumar 172

ROLE OF MGNREGS IN WOMEN EMPOWERMENT IN INDIA 177

RIVU SANYAL 177

CONSUMER AS CO-CREATOR IN CUSTOMIZATION 196

AUTHOR: NISHA 196

CO AUTHOR: RAVINDRA SINGH 196

E-GOVERNANCE IN INDIA - THE ROAD AHEAD 200

By *RIYAZ ALI* 200

GIRISH GARG 200

GODDESS TRADITION IN BANARAS DURING EARLY MEDIEVAL TIME PERIOD: *A study through inscriptional and literary sources* 211

By PRIYANKA NIRUPAM 211

YOGA AS THERAPY FOR STRESS MANAGEMENT 215

Author - Mr. Rakesh Sejwal 215

Co-author – Mr. Permod Kumar 215

Foreign direct investment 220

SUNNY 220

INTRODUCTION 220

संगीत में लय एवं ताल का महत्व 225

अनुराधा कोटियाल 225

CONSUMER AWARENESS AND USAGE IN E-BANKING THROUGH MOBILE PHONES 231

By SANDHYA RAGAUR 231

SFIO IN COMPANIES ACT 2013-TRANSFORMING TOOTHLESS TIGER INTO FEROCIOUS ONE 236

By: Dr. Rajiv Chopra 236

Impact of Watershed Development Programme on the production of Agricultural Sector of District Hisar 243

Author :Sonia Sihag, ... 243

Co-authors -Usha poonia, ... 243

Rekha Rani, ... 243

Table 1: Total production (quintal) of block-1 and block-2 in various land holding before and after the implementation of the programme. 246

Table 2 Total production (quintal) of Hisar district in various land holding before and after the implementation of the programme. 247

ARTHUR MILLER'S *DEATH OF A SALESMAN* AS A SYCHOLOGICAL TRAGEDY 249

Dr. Vandana V. 249

Freedom of Religion : A comparative study between India and the United States of America . 254

Ramesh kumar 254

Narender joon 254

Impact of foreign direct investment on manufacturing sector of india: a post reform analysis . 273

Tarun Verma 273

GOVERNANCE IN GUJARAT (1960-2001): ASSESSMENT OF ITS ECONOMIC AND POLITICAL DEVELOPMENTS 279

Ishta Vohra 279

By Naganagouda Patil 296

तुलसी के पदों में प्रयुक्त रागों का विश्लेषणात्मक अध्ययन (रागों का शास्त्रीय परिचय और स्वरूप) 301

सतविंदर कौर 301

MAULANA AAZAD:EK SHAYAR EK SOKHAN FAHM 306

DR. GHULAM ASHRAF QUADRI 306

Article 313

CASIRJ