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STUDY ON THE IMPACT OF DEMOGRAPHIC VARIABLES ON THE PURCHASE OF BATHING SOAP

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ABSTRACT

Every company wants to reach and serve the maximum number of customers, but it cannot satisfy all the customers with limited verities in that product category. To understand the preferences of society, the market is divided into various segments based on certain common characteristics. Dividing the whole market on the basis of demographics is the most widely used methods in the market segmentation. But with the changing scenario in the markets and changing habits of the customers, the needs and requirements of the individuals representing different age groups show no consistency. This research paper is an attempt to analyse the impact of demographical variables on the purchase behavior of bathing soap.

**AN EMPIRICAL STUDY ON EMPOWERMENT OF WOMEN AND WEAKER
SECTIONS THROUGH AGRICULTURAL FINANCE IN REGIONAL RURAL BANKS IN
KARNATAKA**

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ABSTRACT

The banking movement has come a long way in India. The primary objectives of regional rural banks include – financing small scale economic activities at lower rate of interest, rendering the benefits of loan and subsidy, facilitating the decentralization of economic benefits and opportunities and enhancing the standard of living of marginalized sections of rural society. The active involvement of rural people in the banking activities empowers them educationally, socially, economically and politically. The participation of women and weaker sections in banking activities widens the scope for their empowerment in several aspects. The present study evaluated the role of regional rural banks in agricultural finance with special reference to Hassan district of Karnataka state. Investigations dealing exclusively with the role of regional rural banks in the agricultural finance management with special reference to Karnataka state are scanty as seen through the paucity of literature. The role of regional rural banks in agricultural finance with special reference to Hassan district of Karnataka state is chiefly focused in the study.

DISCRETE SINE TRANSFORM INTERPOLATION APPROACH TO DESIGN A FRACTIONAL ORDER DIFFERENTIATOR

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ABSTRACT

In this article, discrete sine transforms interpolation approach is presented for designing a digital fractional order differentiator i.e. (DST-II). First described the definition of fractional differentiation. Then, DST based interpolation method i.e. (DST-II) is applied to compute the fractional differentiation of a given digital signal to obtain the transfer function of proposed method i.e. fractional order digital differentiator by using index mapping method. Finally, some numerical problems show their effectiveness of the proposed DST-II method as compared to Radial Basis function and Improved design of digital fractional-order differentiators using fractional sample delay.

CHALLENGES AND OPPORTUNITIES OF GREEN MARKETING

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ABSTRACT

Green Marketing is a phenomenon which has developed particular important in the modern market. In the emerging world the concept of pollution free activity is given more importance in all the sectors and in all stages. Consumers are also aware of the environmental issues like; global warming and the impact of environmental pollution. In this research paper, main emphasis has been made of concept, need and importance of green marketing. Data has to be collected from multiple sources of evidence, in addition to books, journals, websites, and newspapers. It explores the main issues in adoption of green marketing practices. The paper describes the current scenario of Indian market and explores the challenges and opportunities businesses have with green marketing. Why companies are adopting it and future of green marketing and concludes that green marketing is something that will continuously grow in both practice and demand.

TO STUDY THE HEALTH AND SAFETY MEASURES OF EMPLOYEES WITH REFERENCE TO PRIVATE TEXTILE COMPANY

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ABSTRACT

The project is entitled on "To study the health and safety measures of employees in Private Textile organization." The research purpose is to determine to study the health and safety measures of employees in Private Textile organization. As growth of industrialization, industrial workers are exposed to several types of hazards and accidents. In organization, for smooth functioning, the employer must ensure safety and security of his employees. Objective is to study the health and safety measures of employees. The study focus on awareness of the employees about health and safety in the working area, identify factors affecting on the health and safety of employees. Training, working environment and first aid activities are important factors. The study reveals that there are proper amount of health and safety measures provided by the organization. Research design used is descriptive in nature. The data collection instrument is a primary data that collected through questionnaire. In the research 100 respondents were taken on the basis of random sampling.

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Thanking you profoundly

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