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"ROLE OF MUDRA YOJANA IN FINANCING MICRO ENTREPRENEURS IN KARNATAKA STATE".

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ABSTRACT:

Micro enterprises constitute a major economic segment in our country and provide large employment after agriculture. According to Micro, Small and Medium Enterprises (MSME) annual report 2020-21, Micro sector with 630.52 lakh estimated enterprises provided employment to 1076.19 lakh persons and contributes 30.27 % share in India's GDP (2018-19). The sector comprises of small manufacturing units, shopkeepers, fruits / vegetable vendors, truck & taxi operators, food-service units, repair shops, machine operators, small industries, artisans, food processors, street vendors and many others. Many of these units are single ownership or own account enterprises and also referred as Non Corporate Small Business Sector (NCSBS). NCSBS is the economic foundation of India. Formal or institutional architecture has not been able to reach out to them to meet the financial requirements of this sector. They are largely self-financed or rely on personal networks or moneylenders. The biggest bottleneck to the growth of entrepreneurship in the NCSBS is lack of financial support to this sector. The support from the Banks to this sector is inadequate, with less than 15% of bank credit going to MSMEs. A vast part of the non-corporate sector operates as unregistered enterprises. They do not maintain proper Books of Accounts and are not formally covered under taxation areas. Therefore, the banks find it difficult to lend to them. In the above backdrop the Micro Units Development & Refinance Agency Ltd., (MUDRA) was set up by the Government of India (GOI). As per the MUDRA annual report 2019-20, MUDRA has achieved cumulative outreach to 24.48 crore MSE borrower accounts with credit support of Rs. 12.30 lakh crore since inception. This Agency would be responsible for developing and refinancing all Micro-enterprises through finance Institutions like commercial banks, NBFCs, MFIs etc. This research paper aims at to understand the background of MUDRA Yojana, activities covered and schemes under MUDRA Yojana, to analyze the overall performance of MUDRA Yojana and in the state of Karnataka.

KEYWORDS: MUDRA Yojana, Micro Enterprises, Financial support.

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AN ADAPTION OF RETENTION STRATEGIES IN SELECT MANUFACTURING AND IT FIRMS: AN EMPLOYEE PERCEPTION

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ABSTRACT
The association or alliance between employer and employee is termed as "Employment Relationship". This relationship is characterised by mutual dependence, reciprocation and a policy of give and take between employer and employee. Presently due to a rapid growth in Information Technology Sector, there is a lot of influx of new firms into the industry; consequently requirement of professionally competent and right kind of manpower has increased. The employers in Information Technology Sector are facing high turnover of employees. Human Resource wing of IT firms are having perennial function ie., recruitment, retention, and retraining. There is high attrition rate in respect of performing employees and retaining these employees, has become a challenge. "Employee Retention" has become a specialist function. After thorough literature study it has come to the knowledge of the researcher that certain factors such as Compensation, Poor Appraisal System, Lack of Employee Engagement, Insufficient Training and Development are very strong reasons for leaving the present employment. Besides this Job Dissatisfaction, Lack of Motivation, Lack of Morale, Lack of Team building, Poor Employer and Employee Relationship, Failure of Exit Interviews, Underutilisation of References are also pertinent reasons for employee turnover. In the first instance researcher has undertaken a study to test whether the above factors affect the retention of employees in Manufacturing and IT firms, secondly a comparison has been made to see whether the impact is similar on both IT and Manufacturing firms or different. The result of comparative study has shown that the impact of these factors is almost similar on both Sectors.

Keywords: Employee turnover, Retention, Retention Strategy.

INTRODUCTION
In the "International labour Organisation" 100th anniversary celebrations it was emphasised that the most important feature of employment relations is uninterrupted alliance, association between employer and employee. Irrespective of the culture, people engaged, time, nature, size, and nature of the organisation, time, employment relations between employer and employee are bilateral and dependent on each other. But the astonishing factor is that both the parties involved are unaware of duration of the relationship. When the company is economically strong, it hires new employees and relationship is strong between employer and employee. It also promotes a sense of belongingness and faithfulness towards the company and the work (Jeff Haden- Qualities of remarkably loyal Employees-2019). But in a charged atmosphere where there is rapid progress in industrialization, the employment relationship is becoming more complex and unpredictable. The advancements in technology are providing managements plenty of opportunities to start new industries, as a result more and more new firms are coming into existence. At the same time employees also have plenty of chances to leave the current employment or firm. At all times there is shortage of good workers for the new industries. Though brining up of many firms into existence gives plenty of opportunities to employees seeking greener pastures, it also brings number of problems to employers. The specialist manager of people always fails to understand the pulse of the employees (Miles Burke, 2018). The manager is simply in dark almost continuously as to what is in store; whether the employees go home after the day's work, to return to work the next day or not. He has to regularly tap different sources of man power supply. Recruitment has become a specialist function. No employer can prevent any employee from seeking the new opportunity (Robert Half - Employee Retention Strategies, 2018) Employer has to regularly tap different sources of man power supply. Recruitment of people in these circumstances has become a specialist function within human resource management function in these organizations. There are various reasons for employees quitting the organization such as Compensation, Poor appraisal system, Lack of employee engagement, Insufficient Training and Development, Job Dissatisfaction, Lack of Motivation, Lack of Morale, Lack of Team building, Poor employer and employee relationship which have been continuously subjected to study by various scholars.

A study on employee retention strategy was conducted by Roger E. Herman who is regarded as the founder of 'Strategies for Retention of employees' which was published in 1991 titled as "Keeping Good People: Strategies for Solving the Dilemma of the Decade". Another great thinker Gregory P Smith, who on the basis

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A CRITICAL LITERATURE REVIEW ANALYSIS ON FACTORS AFFECTING EMPLOYEE RETENTION STRATEGIES IN IT FIRMS

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ABSTRACT
Information Technology has become the foundation to all the branches of knowledge. Be it Health, Education, Technology, Planning, Finance, Legal Domain, name any field it has relationship with IT. Education and Employment are directly under the influence of IT. Employees are the back bone of any industry or organisation and more so in particular IT Industry. The performing employees have to stay in the organisation and then only it is possible to attain the targets and goals. Otherwise it will have devastating effect on the organisation due to high attrition rate and hence enterprises have to retain the performing employees through suitable retention strategies. But retaining the employees depends on so many factors such as salary, growth, learning, autonomy and so on. In the present article efforts are made to investigate the factors that are affecting strategies for retention of employees' and also providing solutions to overcome the problem. The methodology adopted for this article is "Literature Review Analysis" that is discussion and consolidation of views of certain scholars and IT professionals from which inferences are drawn.

Keywords: Key Performers, Retention Strategies, Employee Turnover, Influencing factors.

INTRODUCTION
The Information Technology Sector occupies strategic place in Indian Economy. The IT Sector is actually instrumental in placing the name of India amongst developing countries. But the IT sector is facing serious problem due to high attrition rate. There are number of factors influencing the employees such as unfair salary, lack of career development opportunities, poor appraisal system, lack of employees engagement, insufficient training and development, job dissatisfaction, lack of motivation, low morale, lack of team building, poor employer-employee relationship, lack of adequate autonomy and so on. The Employees are quitting at the slightest temptations, but before analysing the factors affecting the 'Employee Retention Strategies', it is essential to know the role played by IT Sector in India. Here is a bird's eye view of the achievements, contributions and market size of the IT Sector.

During 2017-18 about 200 Indian IT firms were functioning across 80 countries and it generated $167 billion revenue representing a growth of 7.8 per cent for export revenues and 10 per cent in domestic revenues. Contribution of IT Sector to Indian GDP has risen from 1.2% in 1997-98 to 7.8% in 2017-18. ITeS and IT Companies have set up over 1000 global delivery centres in about 80 countries across the world. India's IT and ITeS industry grew to $181 billion in 2018-19. Exports from Industry increased to $ 137 billion in F Y 2018-19 while domestic revenues (including hardware) advanced to US $ 44 billion. Highest ever revenue generated by Indian IT firms at US $ 181 billion in 2018-19. (India Brand Equity Foundation, June 2019)

The business organisations are employing Recruiters to hire the employees. They use all their skills to recruit the best of the talents and the organisation gets good employees and makes a new entrant to become fit for the job or the position. Does it mean to say that organisation has achieved its goal? Definitely not, it is now the real struggle starts. The people who have worked in the supervisory Roles know the problems. At the slightest temptation or pull the employee is ready to desert the present organisation. Once a good and performing employee quits, heart burning starts in that organisation. If a good worker comes to lime light by virtue of his hard work and talent, all the members in that particular industry wants to have that particular worker in their organisation. The words such as pulling, dragging and poaching have been used for creating impulses and tempting such employees. In a majority of cases the employees who get tempted and go to other organisation realises at a later stage that not much of a difference exists between the old and new job, but both employers and employees suffer from these moves (K Balaji Mathimaran & A Anandkumar, 2017).

The Information Technology Sector is facing a serious problem on account of employees. The employees who are young and do not have much experience change their jobs very often. The rate of turnover with respect to this group of employees having less than six months of service is around 80%, while the turnover rate is around 13.7% for employees having ten years or more of experience. Now an attempt has been made to analyse various

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Association of Gold Price with Stock Market Indices: Empirical Evidence from S&P Sensex

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Abstract: This study examines the cause and effect relationship, co-integration, and co-relation among gold price and stock indices in India during ten years from January 2011 to February 2021. This study identifies whether cause and effect relation exist between the BSE Index and gold price over 10 years. To identify the long term relationship between Gold price and Stock market indicies and to understand the association between two, Gold price is taken as a representative of S&P Sensex. The descriptive statistics show that gold price and BSE Sensex mirrors normal skewness as it is less than 0, the kurtosis result state that both Gold and S&P Sensex Platykurtic as values are less than 3. Jarque Bera Test identifies the data set of S&P Senses is normally distributed as Gold Price is not as probability value less than 0.05. The ADF test analyzes that data information is normally distributed in first lag difference. The Granger Casualty test states that the possible outcomes of all periods are more than five percent (5%) significant level and that identifies no Granger Causality in-between identified variables. It is also found that there is a long run association among selected commodities through cointegration test. To conclude the correlation of 0.089 indicates low relationship with gold prices during last 10 years. Overall test result says there is no moderate and strong association between Gold Prices and S&P Sensex in Indian scenario.

Keywords: S&P Sensex, Cointegration, Correlation, and Granger Causality

1. Overview of Stock Market and Gold Investment

The examination of the capital market of a nation to the extent a broad extent of financial and macroeconomic variables has been the focus of various sorts of investigation since the last few years. Careful examinations uncover that once money related freedom occurs, the monetary trades of a nation tends to be sensitive to local and outside factors, and one such factor is the cost of gold. Bona fide occurrence’s show that the example of gold expenses is reliably higher when the hour of the protections trade hangs. These features of gold and protections trade are the basis that drives the monetary supporter's direction when placing assets into stocks or gold. This examination is zeroing in on two standard components: Gold and the protections trade as they incorporate a huge circumstance inside the current economic conditions and are significantly basic assets for monetary supporters in the money related market. In this way, there is a necessity for assessment that gold will overall

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Impact of Social Media on Consumer Decision Making Process: A Review

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Abstract: Social Media has become an integral part of our life. It has been playing a major role in our decision making in various capacities of our day to day lives. Social media is influencing the thought process of the customers which in-turn will have an impact on their decision making ability. The reviews posted online influences the purchase decision of the customers with respect to the products and services. The companies, apart from their traditional media sources are resorting to social media to promote the products. With this background a systematic review of literature will be done to analyse the various researches conducted on the impact of social media on consumer decision making process.

Keywords: Social Media, Decision Making Process, Online Reviews, Literature

1. Introduction

The age of brick and mortar system for selling the products is being replaced slowly by e-commerce. The consumers are using more of e-commerce for purchasing goods/services and also the opinions about various products/services are being shared through online (Tanwar, 2017). Social media has become a new component of integrated marketing communications which helps organizations to establish strong relationships with their potential customers (Mangold and Faulds, 2009). Social media provides a platform for the advertisers to target accurately relevant customers, which results in delivery of right message to the right person at the right time in the sales funnel. Social media helps consumers to have direct communication with the brand which gives the companies an understanding about the needs and wants of the consumers (Lhingenniang, 2018). The use of social media by consumers is anxiously followed by marketers, but not much is known about how it influences the consumers' decision-making. Many studies focus on consumer behaviour in the online shopping environment, but without consideration of the effects of the internet on the different phases of consumers' decision process (Darley et al., 2010). The consumers are using social media as a medium to interact with each other which is helping them in taking wise decisions about the purchase of a product or a service. The

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THE COVID-19 OUTBREAK AND ITS IMPACT ON STOCK MARKETS

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Abstract

Globally, people experiencing the bombshell due to novel Coronavirus, which impacted the financial markets specially the stock markets with an adverse effect compared to the previous epidemics or pandemics because of its nature as it is contagious. The present study is undertaken to investigate and understand the impact of COVID-19 confirmed cases on the stock market index returns and a comparative, time series, simple linear regression analysis is been performed to recognize the stock market volatility for pre and post COVID-19 pandemic for the developed and developing countries. Under the category of developed countries US, UK, Japan, Germany and South Korea are been selected for the study. India, China, Russia, Brazil and Indonesia have been chosen for the study purpose as these topped as worst affected countries in the world and few countries played a role model in controlling the same. The study reveals that COVID-19 confirmed cases have a significant positive relationship and significant impact on the developed and developing countries stock market returns. US, UK, Russia, India, Brazil and Indonesia evidence a severe effect to their stock markets as these are worst hit by Coronavirus.

Keywords: Stock markets, Developed, Developing, COVID-19, Impact.

INDRODUCTION

An ever seen and never heard kind of a dangerous, viral influenza namely CORONAVIRUS (COVID-19) is dominating the lakhs of lives across the world. On 31st December 2020, when the World Health Organization informed formally from the Wuhan city in China, there were only 59 cases, as this roll out carries a snowball effect, spiking uptrend in the number of confirmed cases day by day. Aftermath an epidemic has turned into a global pandemic. Equity markets plummeted and market volatilities triggered upwards worldwide. Though the world has witnessed similar epidemics and pandemics like SARS, EBOLA, Spanish Flu, Swine Flu, Bird Flu, but COVID carried an unprecedented footprint on human lives, commercial activities, lifestyle, and financial markets. Experts compared the current scenario with that of overcome in history and this is a novel in nature.

As stated by the International Monetary Fund, the world economy is forecasted to decline by 3%