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Title of paper	Name of the author/s	Department of the teacher	Name of journal	Year of publication	ISSN number	Link to the recognition in UGC enlistment of the Journal
Comparative Study of Stress levels among working women and household women	Dr.Manikamma N. S.	Dept. of Sociology	International Journal Research journal of management and sociology an humanities. (Peer reviewed and referred journal)	2018-19	ISSN No.2277-9809(0)2348(P) Volume 9 Issue 5 May 2018	www.ijert.org
A Study on the Production and Marketing of Seeds with Special Reference to Certified Seeds in Haveri District	Dr.Laxaman T	Dept. of Commerce	International Journals of Creative Research thought	2018-19	IJCRT ISSN Approved & 5.97 Impact Factor Volume 6 Issue 3 April 2018	www.ijert.org
Consumer Perceptions Towards E-Marketing in Kalaburagi City: A Sample Survey	Dr.Laxaman T	Dept. of Commerce	Journals of Emerging Technologies and Innovative Research(ISSN: 2349-5162)	2018-19	JETIR ISSN UGC Approved & 5.87 Impact Factor , Volume 5, May 2018	www.JETIR.org

An Analysis of Human Development in Karnataka State : A case study of Raichur District	Dr.Laxama n T	Dept. of Commerce	International Journals of Creative thought and ideation	2018-19	IJCTI Volume 5, Issue 12, Dec 2018 IF3.16	www.ijcti.org
Mahatma Gandhi in the context of enhancement of Women Cottage industry in the development of India	Dr.Laxama n T	Dept. of Commerce	International Journals of Creative thought and ideation	2018-19	IJCTI Volume 6, Issue 1, Jan 2019 IF3.16	www.ijcti.org
Demonetisation and Digital Payment System in India: Issue and Challenges	Dr.Laxama n T	Dept. of Commerce	An International Multidisciplinary Quarterly Research Journal	2018-19	ISSN 2277-5730 Volume VIII, Issue I, Jan-Mar 2019 Impact Factor 5.5	www.sjifactor.com

Dr. Manikamma.N.Sultanpur

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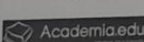
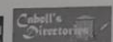
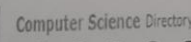




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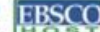
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COMPARATIVE STUDY OF STRESS LEVELS AMONG WORKING WOMEN AND HOUSEHOLD WOMEN

Dr. Manikamma N. Sultanpur

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Abstract

Stress is a part of modern life, with an increasing complication of life, stress is likely to increase. Stress is built in the concept of an individual role, which is conceived as the position a person occupies in a system. Women's in the current global world have to play a dual role as a housewife and career maker. The present investigation was conducted to compare stress levels among working women and household women. It was hypothesized that the working women's have more stress than the non- working women's. To verify the above hypothesis a sample of 100 women's were taken. From which working women's (N= 50) and non-working women's (N= 50). To measure the stress. The present investigator had used a stress questionnaire with 25 statements of 3 point scale. The method used where Simple Random sampling techniques for data collection. The data obtained were tabulated and the major findings of the study were, the working was facing a more mild level of stress and non-working women are facing a more moderate level of stress. There is a difference exist between working and non-working women with a level of stress. So the working women were facing more stress comparing to the household women.

Keywords: traditional society, Stress level factors, working women, non-working women, compare

INTRODUCTION

In this contemporary era, stress has become a worldwide phenomenon. Abrol study discusses that every person desires more and more for the attainment of pleasure, due to this competition is increased in every field of life and this competition generates stress among people, no doubt the competition is must but we don't ignore its result in recent years as more and more women are coming to take on many jobs. It is a general belief in many cultures that the role of women is to build and maintain the unpleasant affairs like the task of fetching water, cooking and rearing children. In traditional society, women's character was naturally limited to the family. Since she was the bearer of children, she was fully occupied with her duties as a mother and homemaker. the feat, since the traditional household may be described as both a production and consumption



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Abstract

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"AN ANALYSIS OF HUMAN DEVELOPMENT IN KARNATAKA STATE: A CASE
STUDY OF RAICHUR DISTRICT"

Prof. LAXMAN.T

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ABSTRACT :-

Karnataka State is situated in the Southern part of India, it lies between the latitudes 11.31 0 and 18.45 0 North and the longitudes 74.12 0 and 78.40 0 East on the western part of the Deccan Plateau. The state covers the total area of 1, 91,791 Sqkms, accounting for 5.83 per cent of the total geographical area of the country. The state is bounded by Maharashtra and Goa states in the north and northwest by the Arabian Sea in the west by Kerala and Tamil Nadu states in the south and by Andhra Pradesh on the east. Karnataka State is situated in the Southern part of India, it lies between the latitudes 11.31 0 and 18.45 0 North and the longitudes 74.12 0 and 78.40 0 East on the western part of the Deccan Plateau. The state covers the total area of 1, 91,791 Sqkms, accounting for 5.83 per cent of the total geographical area of the country. The state is bounded by Maharashtra and Goa states in the north and northwest by the Arabian Sea in the west by Kerala and Tamil Nadu states in the south and by Andhra Pradesh on the east.

Demographically, Karnataka State has the total population of 53 million which constitutes 5.13 percent of India's population. Out of this 27 millions are males and 26 millions are females. The Sex Ratio is 965 in the state stands above the all India average of 933. The highest sex ratio in the state has recorded by Udupi district 1,130 and the lowest by Bangalore 908. The state has the Density of Population of 275, compared to 324 at the all- India during 2001. Bangalore has the highest density of population of 2,985 persons per Km where as Uttar Kannada has lowest density of 132. The literacy rate among the population of 67.04 percent and 59.68 percent in rural and 81.05 percent in urban areas. For administrative purposes, Karnataka has been divided into 4 divisions – Coastal Region, Malnad Region, Northern Region and Southern Region. (Madaiah and Ramapriya 1989). State comprises of 176 taluks, 27 districts, 27,481 inhabited villages, 1,925 uninhabited villages and 270 towns have been conceded by Karnataka state itself. Bijapur has the


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CONSUMER PERCEPTIONS TOWARDS E-MARKETING IN KALABURAGI CITY: A SAMPLE SURVEY

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Abstract: In India, e-marketing is gaining popularity among common people. The customers think that e-marketing provide good products, helps to compare products and prices, home delivery, etc. Earlier, customers were not believed to telemarketing, which was predecessor of e-marketing, but now, e-marketing is widely used to purchase products online. Customers are ultimate users of the products, based on their perceptions, the goods are produced and marketed. Hence, it is essential to analyze the consumers' perception towards e-marketing and for this purpose, the present study was made in Kalaburagi city of Karnataka. Totally, 123 customers of e-marketing were interviewed to collect the primary data. It is concluded that, almost all customers are satisfied with the e-marketing as it helps to provide good quality products at fair prices with on time home delivery.

Key words:- e-marketing, customers, Product, analysis, Telemarketing, Perceptions.

Introduction:

Electronic commerce or e-commerce refers to a wide range of online business activities for products and services. It also pertains to "any form of business transaction in which the parties interact electronically rather than by physical exchange or direct physical contact." A more complete definition is: E-commerce is the use of electronic communications and digital information processing technology in business transactions to create, transform, and redefine relationships for value creation between or among organizations, and between organizations and individuals (Chanana and Goole, 2012).

E-marketing refers to the use of the Internet and digital media capabilities to help sell your products or services. These digital technologies are a valuable addition to traditional marketing approaches regardless of the size and type of your business. E-marketing is also referred to as Internet marketing (i-marketing), online marketing or web-marketing. As with conventional marketing, e-marketing is creating a strategy that helps businesses deliver the right messages and product services to the right audience. It consists of all activities and processes with the purpose of finding, attracting, winning and retaining customers (Devgan and Agarwal, 2014).

E marketing has universal applicability. It permeates all kinds of business namely, agricultural, industrial, medical, tourism, governance, Education and so on. Some of the common applications of e-marketing are: Document automation, payment systems, content management, group buying, Online banking, shopping and order tracking, Teleconferencing, Electronic tickets which have become common with large and small businesses alike. India is one of the world's fastest growing e-commerce market. This growth story is the result of increase in the number of internet users. Internet users in India were estimated to be 300 million in 2014 India has an internet user base of about 250.2 million as of June 2014. The penetration of e-commerce is low compared to markets like the United States and the United Kingdom. India's e-commerce market was worth about \$3.8 billion in 2009, it went up to \$12.6 billion in 2013 (Kosgi, 2013).

Consumers are significant part of business activities including marketing. Hence, they must favour e-marketing for overall development of business activities of dealers in electronic market. For this purpose, the consumers must be satisfied and it is essential to see their needs while purchasing of different goods through e-marketing. Though, e-marketing has developed worldwide, still its popularity is not enough in backward areas like Hyderabad-Karnataka region. Hence, a market survey was made to assess the consumers' perception towards e-marketing in Kalaburagi city, which is head quarters of Hyderabad-Karnataka region.

Objectives:

The present study is made:

- ◆ To look into the age-wise interests of e-marketing customers;
- ◆ To study the types of products ordered online by customers in Kalaburagi city;
- ◆ To find out the reasons for e-marketing by customers; and
- ◆ To know about the customers' satisfaction towards e-marketing.



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**“Mahatma Gandhi in the context of enhancement of Women
Cottage industry in the development of India”**

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Abstract

Gandhi firmly believed that the essence of swadeshi consisted in producing enough cloth to wrap each Indian, which would be possible through spinning and weaving by the masses. The people needed to pledge themselves to the use of swadeshi cloth only. He added that the use of Khadi cloth for covering the body has greater implications. In his own words, “Khadi must be taken with all its implications. It means a wholesale Swadeshi mentality, a determination to find all the necessities of life in India and that too through the labour and intellect of the villagers.

That means a reversal of the existing process. That is to say that, instead of half a dozen cities of India and Great Britain living on the exploitation and the ruin of the 7,00,000 villages of India, the latter will be largely self-contained, and will voluntarily serve the cities of India and even the outside world in so far as it benefits both the parties”.

The potential to produce khadi lying at the fingertips of an individual makes him/ her empowered and proud of the identity. For Gandhi, khadi was a means of uniting the Indians, of acquiring economic freedom and equality. More importantly, khadi marked the decentralisation of production and distribution of the “necessaries of life”. “If we feel for the starving masses of India, we must introduce the spinning wheel into their homes. We must, therefore, become experts and in order to make them realise the necessity of it, we must spin daily as a sacrament. If you have understood the secret of the spinning wheel, if you realise that it is a symbol of love of mankind, you will engage in no other outward activity. If many people do not follow you, you have more leisure for spinning, knitting or weaving”.

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