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Inside



Research Papers presented and Proceedings for
Two Days National Level Seminar on

"Emerging Trends in Personality Development in Higher
Education"

held at
Maratha Vidya Prasarak Samaj's
K.G.D.M. Arts, Commerce, & Science College,
Niphad, Dist. Nashik,
Maharashtra, India.

Dr. P. V. Rasal
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7. Relationship of Personality Type & Self-Actualization

Dr. Sameer J. Limbare

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Abstract

The present study examines the relationship between Personality Type and Self actualization of XIIth class male and female students of Minimum Competency Vocational College. Two scales were used, one each for Personality Type and Self actualization. The results indicated that the personality type A and personality type B has negative relations with self actualization. Personality Type A was most found in males. Female students had both Type A and Type B characteristics in their personality. It was also revealed that most of the students, both male and female, had high and medium level of self actualization.

KeyWords

Personality, Self – Actualization

Introduction

The environment in which we live and grow is always a result of change. Change also takes place in education. In the present scenario change in Indian education system is in process. If we consider the number of students opting for higher education is less, then it becomes necessary for us to think about factors responsible for the disinterest towards higher education and research. The investigator in the present study proposes to investigate relationship of personality & self-actualization of students. Whether they are inter-correlated or they are independent entities? If the students come to know about their personality type and level of self-actualization this would surely help them in their academic performance. It will help the student to understand not only themselves but also the direction of his career considering the personality and self actualization. The present study aims to find out the inter-correlations between the personality type A & personality type B & self actualization.

In an early stage of students, while they are getting educated, if we acknowledge them about their self actualization and personality this would prove to be advantageous for them in their future. Evaluation of selves' personality elaborates which characteristics he possesses and which to be added and which to be developed. Psychologists who specialize in personality seek to understand the characteristic ways in which people behave. Personality encompasses the relative enduring characteristics that differentiate people - those behaviours that make each of us unique. It is personality that leads us to act in a consistent and predictable manner both in different situations. Personality is defined as the distinctive patterns of behavior (including thoughts and emotions) that characterize each individual's adaptation to the situation of his or her life (Mischel, 1976).

Knowing ones personality in the beginning of their life is one of the hidden motives of the present research. The Type A construct was first propounded by Friedman and Rosenman (1974) to describe certain kinds of individuals. Type a while placing people at high risk of heart-related illness, it gives them the drive to do well in certain kinds of task (Boyd, 1984; Taylor et al, 1984).

The study has also investigated the level self actualization in students. Through knowing about self actualization they will come to know about their potentials. They will also come to know the characteristics of a self actualized person. In the present study the researcher has not only found the personality type a student belongs to (Type A or Type B) but also the level of self actualization. The students of MCVC in their routine education will never come to know about their personality and self actualization until and unless they personally get to know through a professional course.

The term self actualization was originally introduced by the organismic theorist Kurt Goldstein (1934) for the motive to realize all of one's potentials- the actualizing tendency, according to Carl Rogers (1951). According to Goldstein, actualization is "a driving life force that will ultimately lead to maximizing one's abilities and determine the path of one's life. Maslow explicitly defines self-actualization to be "desire for self-fulfillment, namely the tendency for him to become actualized in what he is potentially.

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
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




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SUSTAINABLE DEVELOPMENT IN AGRICULTURAL : NEED TO FOCUS

Holkar Deepa K.,

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Nashik Road. Nashik.

The concept of *sustainable development* is by no means a new concept for Indians. Indian literature dating back to called Vedic times has number of references in respect to sustainable use of water, forest, animals, land and many other living resources. Rapid growth of industries all over the world has helped realize the importance of Sustainable development.

The term sustainable development was first used by world conservation strategy presented by the International Union for the conservation of nature and natural resources in 1980. It was defined for the first time in the Brunt land Report of the world commission on environment and development (1987) sustainable development is the development that meets the needs of the present generation without compromising the needs of future generations to meet their own needs. The sustainability of development has multiple dimensions and each with specific management challenges. In the last century, the sustainability of development was perceived as triple bottom line social, economic and environmental; "The people, planet and profit" developing on the concept.

"Sustainable agriculture is a system that can involve indefinitely towards greater human utility, greater efficiency of resources use and a balance with environment which is favorable to humans and most other species" Harwood 1990.

Agriculture continues to play a predominant role in influencing the overall performance of the Indian economy. There has been a distinct slow down in agricultural growth during the past two decades. By the year 2003-04, only 35.3% of the net sown area of 140.9 million hectares was utilized for double cropping, further, even after five decades of planning. Crop diversification in favor of remunerative cash-crops in quite insignificant, which can be understood from the fact that 64.7% of total gross cropped area of 190.6 million hectares was under grain crops during the year 2003-04. Between 1990-91 and 2006-07, the annual rate of growth of food grains production at 1.2% was lower than that of population at 1.9%. The share of agriculture in the GDP has a steady decline from 36.4% in 1982-83 to 18.5%

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Rural Marketing: A Study of Challenges

Smt. Pakdhane Smita
Asstt. Prof., Commerce Dept.
K.G.D. M. College, Niphad.

Dr. Kushare Karuna
Asso. Prof., Commerce Dept.
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Introduction:

A country with 742 million peoples constituting 138 million households reside in 6, 38,365 villages. The size of rural market itself speaks about the potential of market. Thus the current marketing environment and economic scenario brought the corporate under the roofs of modern India, which is challenging the Standards of segmenting, targeting and reaching to the customers. India is a nation, where only urban population constitutes 20 per cent of customer base for companies are responsible for 80 per cent of their profits. The companies are looking for new opportunities, as there are decline in their growth rates in urban markets and there is a huge untapped rural Indian market. The driving force for this is rural youth who are educated, able to access the technology and are ready to change. Also rural markets have acquired significance, as the growth of economy has resulted into substantial increase in the purchasing power of the rural population. A survey by India's premier economic research organization, National Council for Applied Economic Research (NCAER) show that rise in rural incomes is keeping pace with the rise in urban incomes. The rural middle class is growing at 12 per cent, close to the urban middle class which at 13 percent. In recent years, rural markets have acquired significance in countries like China and India, as the overall growth of the economy has resulted into substantial increase in the purchasing power of the rural communities. On account of the green revolution in India, the rural areas are consuming a large quantity of industrial and urban manufactured products. In this context, a special marketing strategy, namely, *rural marketing* has taken shape.

Rural India, mostly termed as "*high opportunity*" market, is no longer just an opportunity, but is now yielding results. The concept of Rural Marketing in Indian economy has always played an influential role in the lives of people. In India, leaving out a few metropolitan cities, all the districts and industrial townships are considered as rural markets.

Rural Consumer: Indian rural customer is large with illiteracy and poverty. Illiteracy leads to an inability to identify brand differences and read the basic text on packages. Poverty and dependence on vagaries of monsoon result into a low and unpredictable purchasing power. Moreover products are sold loose, giving high competition to branded sealed products. Ignorance and illiteracy are accompanied by strong influence leaders like the local panchayat members, caste and religious leaders etc. Since rural consumers are economically, socially

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6. An Analytical Study of Impact of FDI on India's retail Sector

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Abstract

Foreign Direct investment is one of the significant forms of rapid international expansion to increase ownership of assets. It means the business firms of one country are successfully entering into the market of other countries. Thus the business firms get international expansion, advantage of specific location and acquire additional knowledge. On the other side foreign direct investment is considered as the lifeblood and an important source of economic development for the developing nations like India. The important effect of FDI is its contribution to the growth of the economy. It has an impact on the trade balance of the country, increase labour skill and standard of living, technological development, innovation and optimum utilization of resources, opportunities for employment, opening up international market etc.

Keywords

Retail Sector, DIPP, FIPB, SIA.

Introduction

Foreign Direct investment is one of the significant forms of rapid international expansion to increase ownership of assets. It means the business firms of one country are successfully entering into the market of other countries. Thus the business firms get international expansion, advantage of specific location and acquire additional knowledge. On the other side foreign direct investment is considered as the lifeblood and an important source of economic development for the developing nations like India. The important effect of FDI is its contribution to the growth of the economy. It has an impact on the trade balance of the country, increase labour skill and standard of living, technological development, innovation and optimum utilization of resources, opportunities for employment, opening up international market etc. With an approach to conduct an overview of FDI in retail following objectives were selected for the paper.

Objectives

The objectives of the paper are as follows:

- To identify the key strengths of India's retail sector.
- To understand the FDI trends in India's retail sector.
- To assess the effect of FDI inflow on India's retail sector.

Methodology of the study

The study is based on secondary data and the facts and figures collected from various sources. The study is of analytical nature. To get an empirical idea about impact of the inflows of FDI in India's retail sector, trend analysis has conducted and the FDI inflows of region wise has been taken into consideration.

The FDI in Indian Economy

Foreign Investment in India is governed by the FDI policy announced by the Government of India and as per the provisions of the Foreign Exchange Management Act (FEMA) 1999. The Reserve Bank of India had issued a notification, which contains the Foreign Exchange Management Regulations, 2000. This notification has been amended from time to time. The Ministry of Commerce and Industry, Government of India is the nodal agency for motoring and reviewing the FDI policy on continued basis and changes in sectoral policy/ sectoral equity capital. The FDI policy is notified through Press Notes by the Secretariat for Industrial Assistance (SIA), Department of

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संशोधन क्रांती



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(5) Social control :

In the society changes take place continuously. Through social Work research we are able to have correct knowledge about the social behavior. Through research we are able to know the causes and the results of social Work research. Once we have know the causes, we are able to check them and thereby exercise control over the unhealthy trends of the society. Through this knowledge, it is also possible to determine the direction of the social progress.

(6) Practical utility or application :

Through social Work research, various practical gains can be achieved. Once we have acquired knowledge about the use of the mode of propaganda, we can use radio, newspaper, film etc. in effective manner. As a result of social Work research, social sciences become more extensive and more able to shed light on complex problems.

Conclusion:

Social Work research is therefore, an important branch of study through which the fields of the social sciences are found out, probed into and new laws found out. These laws that are based on new knowledge are helpful for the betterment and development of the society and human welfare.

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गुणवत्तापूर्ण संशोधनात संदर्भ साहित्याचे महत्त्व

डॉ. करुणा दीपक कुरारे (सहाय्यक प्राध्यापक)

कै. विंदू रामराव देशमुख, कला व वाणिज्य महिला महाविद्यालय, नाशिक रोड.

सारांश (Abstract)

सद्यपरिस्थितीत विविध संस्था व विद्यापीठाद्वारे पदव्युत्तर पदवी, एम. फिल, पीएच.डी या संशोधन शिक्षणक्रमास प्रवेश घेणाऱ्यांची संख्या दिवसेंदिवस वाढत आहे. सदर शिक्षणक्रमात संशोधन कार्य करणे क्रमप्राप्त असते, तसेच शैक्षणिक व औद्योगिक क्षेत्रातून देखिल मोठे व लघू संशोधन प्रकल्प (Major & Minor research Project) हाती घेऊन संशोधन कार्य केले जाते. यासाठी शैक्षणिक व औद्योगिक व औद्योगिक क्षेत्रातून अर्धसहाय्य देऊन विशिष्ट काळ नर्हादित कार्य पूर्ण करून संशोधन अहवाल सादर करण्यात सांगितले जाते. मात्र सद्यपरिस्थितीत बहुतांश संशोधन कार्य हे घाई- घाईने पूर्ण करून पदवी प्राप्त करून घेण्याचा प्रयत्न केला जातो. त्यामुळे शैक्षणिक संस्थामधून झालेल्या संशोधनाचा समाजाला उपयोग होताना दिसत नाही. संशोधकाकडून संशोधन कार्य होताना योग्य पध्दतीने संदर्भ साहित्याचा अभ्यास होताना दिसत नाही. त्या दृष्टीने गुणवत्ता पूर्ण संशोधनात संदर्भ साहित्याची भूमिका अभ्यासणे, संदर्भ साहित्याच्या अभ्यासाचे टप्पे अभ्यासणे आणि गुणवत्ता पूर्ण संशोधनात संदर्भ साहित्याचे फायदे व महत्त्व जाणून घेण्याच्या दृष्टीने प्रस्तुत संशोधन अभ्यास केला आहे.

प्रस्तावना

संशोधन म्हणजे ज्ञानाचा शोध. संशोधन करताना शास्त्रीय पध्दतीने आवश्यक माहितीचा शोध घेतला जातो. रेडनम व नुरे यांच्या मते "संशोधन म्हणजे नवीन ज्ञानासाठी केलेले नियोजनबद्ध प्रयत्न होय". यादरून असे म्हणता येईल की, संशोधन म्हणजे ज्ञान निर्मिती करण्यासाठी केलेले प्रयत्न होय. ज्ञान निर्मितीतून सिद्धांति उपपत्ती निर्माण होतात. संशोधन ही संकल्पना फक्त ज्ञान निर्मितीसाठी मर्यादित नसून दैनंदिन व्यवहारात निर्माण समस्या

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Agricultural Marketing in Maharashtra: Study of Challenges and Opportunities

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Abstract:

Agricultural marketing involves many processes through which the food and raw materials move from the cultivated farm to the final consumers. Agriculture provides goods for consumption, exports and manufacturing sectors. The suitable marketing system should be designed so as to give proper return to the efforts of the farmer. Market information is a means of increasing the efficiency of marketing system and promoting improved price formation. Due to use of advanced technology, there is tremendous change in the present scenario of agriculture and agricultural marketing. It should be utilize for the benefits of farmers and the economy of the country.

Key words: Agriculture, Marketing, agriculture products, marketing committee's cooperative societies etc.

Introduction:

India is the country where one third populations are still directly or indirectly depend on agriculture. Thus it is the main stream of economy and therefore Indian economy is known as agricultural economy.

Agricultural marketing involved those various services which are helpful in moving an agricultural product from the farm to the consumer. Numerous activities are involved in doing this, such as planning for production, growing, cultivation and harvesting, grading, packing, transport, storage, agro- and food processing, distribution, advertising and sale.

Some definitions would even include "The acts of buying supplies, renting equipment, (and) paying labour". Marketing is everything a business does. Such activities cannot take place without the exchange of Information and goods are often heavily dependent on the availability of suitable finance (Penn State College of Agricultural Sciences-Agricultural Marketing, 2012) Agricultural marketing can be defined as the commercial functions involved in transferring agricultural products consisting of farm, horticultural and other allied products from producer to consumer. Agricultural marketing also reflect another dimension from supply of produce from rural to rural and rural to urban and from rural to industrial consumers. In the olden days selling of agricultural produce was easy as it was direct contact between the producer to the consumer either for money or for barter. In brief, it was selling not marketing. In the modern world it became challenging with the latest technologies and involvement of middlemen, commission agents who keep their margins and move the produce further. As it is well known more the number of mediatory more will be the costs as each transaction incurs expenses and invites profits. Ultimately when it comes to the producer the cost of the produce goes up. In the entire process of marketing the producer gets the lowest price and the ultimate consumer pays the highest as the involvement of more middlemen in the entire distribution process. There are several complexities involved in agricultural marketing as agricultural produce involves element of risk like perish ability and it again depends on the type of produce. If the agriculture produce happens to be a seasonal one it involves another kind of risk. Thus there are several risk elements involved in agricultural marketing.

Maharashtra is one of the most progressive agricultural States of the country. It accounts for nearly 6 percent of the foodgrain production in India. The major commodities from Maharashtra contributing to Indian agriculture are Onion (15.52 percent), Sugarcane (22.10 percent), Cotton (20.42 percent) and Oilseed (15.31 percent). A total agricultural area of 20 million hectares is distributed among more than 12 million farm holdings.