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EDITORIAL

Greetings to all the readers. Continuing the tradition of presenting the captivating research articles to the readers, this issue also covers certain thought-provoking papers in the contemporary business world.

Dr. Mohd Azher Parvez in his research paper entitled “Dynamics in Business Performance of Life Insurance Companies - A Comparison of Public to Private Companies” has found that Dynamics in business performance are recognized as cornerstones and important for Life and Non-Life insurance companies, financial health and symbol of progress, so there is an abundant focus on the categorical name offer and premium wise to all companies. Insurance is an integral part of financial services system that needs to sustain by productivity and efficiency for the betterment of system, which is highly emphasized in the present competitive economy. Previously, insurance firms were assessing the simple categorical business performance, premium in Life Insurance companies. The present paper discusses on the dynamics in business performance of Life Insurance Companies with regard to dynamics in business performance of Life Insurance Companies a comparison of public and private companies.

Ekta Sidhu & Dr. Kavita Indapurkar in their research paper titled “Functioning of Muskurahat Foundation” reveals that NGOs, by virtue of being small in size, innovative, flexible and participatory, are widely known to be more successful in reaching the poor people. The changing role of (NGOs) non-governmental organizations now a day is more critical and strategic in the process of global human development than before. Recently, the range and number of activities undertaken by NGOs has increased. Now, they just act as raising awareness amongst masses or acting merely as pressure groups. Their activities have now diversified and include a variety of actions like demonstration projects implementation; environment monitoring; conducting developmental works in partnership with the government; training programs related to promotion of environmental education and community development; and promoting regional and international cooperation on education. The purpose of the paper is to understand the working of Muskurahat foundation with other NGOs and to study the growth of the project KEYtaab at Muskurahat foundation. The primary research is been used to collect the data. I have worked at Muskurahat foundation as an intern for one month studied deeply about the NGO.

P A L N S Kalyani in her Article “A Study of Equity Analysis of Bajaj Fin Serv” has presented that India is a developing economy and people due to financial literacy are interested to invest in financial markets to secure high returns. Investment in equities are playing a key role for the capital contribution of the business since the beginning. From the introduction of shares concept, large numbers of investors are showing interest to invest in stock market. In an industry beset with skepticism and the stock market increasingly difficult to predict and contend with, if one looks hard enough there may still be a genuine aid for the day trader and short term investor. The study is aimed at conducting equity analysis of Bajaj Fin Serv limited and offer suitable suggestions to investors for investment in equity. The daily prices of shares was considered for a period of six months and moving averages were calculated. The selected company’s share price movements are compared and correlated with Industry Index to calculate the Correlation. The Mean calculates the Returns and the Standard Deviation measures the Risk of the Investment.

Soumya Patnaik in her Research Paper entitled “Employees’ Happiness At Workplace: A Study In DN Regalia Big Bazaar, Bhubaneswar” observes that Happiness is an important measure at workplace. This intends employees to work in a joyful and satisfied mind set. Happiness has been found to be as more valued goal in the society as well. Many

organizational researches are inspired by the move towards the positive psychology and positive organizational behaviour. The main problem in this growing world is no one has time to spend time for their own self pleasure and for their own peace of mind. This creates a huge problem while working in the workplace. Aggression, frustration, incomplete projects, unhealthy connections between employees and managers are mostly seen in the workplace. The study was done to identify what are such factors that render employees happiness at workplace. A study on “Employees’ Happiness at Workplace: A Study in Dnregalia Bigbazaar Bhubeneswar” Was Carried Out in Location Dn Mall Regalia, Patrapada Bhubeneswar, Odisha. The main objective of the research was to know the factors that leads to happiness of employees at Big bazaar with regards to the services they provide and to know what are the different causes to increase the employee happiness level. Further research work data is collected from 52 regular full-time employees of Big bazaar. As a result of sum product method, Ridit analysis, Factor analysis the research found that the factors like growth opportunity, remuneration, recognition, recreational activity and working environment are having significant effect on employee happiness.

T.Rajasekhar, in his Article “Impact of COVID on Indian economy” presents that the COVID 19 outbreak has placed unprecedented shock on the economy of India. The economy was already in a parlous state before Covid-19 struck. With the prolonged country-wide lockdown, global economic downturn and associated disruption of demand and supply chains, the economy is likely to face a protracted period of slowdown. The magnitude of the economic impact will depend upon the duration and severity of the health crisis, the duration of the lockdown and the manner in which the situation unfolds once the lockdown is lifted. In this paper we describe the state of the Indian economy in the pre-Covid-19 period, assess the potential impact of the shock on various segments of the economy, analyse the policies that have been announced so far by the central government and the Reserve Bank of India to ameliorate the economic shock and put forward a set of policy recommendations for specific sectors.

Kavya R & Dr Shobharani H in their research paper entitled “A Study On Pros and Cons of Rubber Cultivators with Special Reference to Shivamogga District” reveals that the Rubber is a versatile product with multiple usages. It is grown in various countries worldwide and plays a crucial role in the Indian economy too. The use of rubber is wide spread, ranging from house hold industrial products, entering the production stream at the intermediate stage or as final products. Tyre and tubes is the largest consumer of rubber. The present study has been undertaken to analyze the pros and cons of rubber cultivators with special reference to Shivamogga district. The respondents for the present study are limited to 50 only. The relevant data for the study are gathered from both the primary and secondary sources. Primary data has been collected with the help of structured questionnaires and personal interview. Stratified sampling techniques has been undertaken for the present study, and also collected information from various articles, journals and internet sources etc.

Omary Swallehe, in his Teaching Notes for Case Study: “Best Air Catering Service Ltd” present that this teaching note is prepared with the sole purpose of aiding/complementing the class room discussion. it is not the intention of the author to discuss the managerial weaknesses of the company but rather to stimulate the in class discussion which in return can bring about better understanding of the subject matter intended. Examples, names and data provided are all fictitious. Summary of the case describes an attempt by the CEO of the company Mr. Avitt to try and measure the quality of services offered to the customers at two major airports namely; Julius Nyerere International and Kilimanjaro international airports. Measuring the services quality is a bit complicated than measuring the quality of physical product. (Medaphnep, 2013).

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