

26. COMPETENCY MANAGEMENT AMONG NURSES AT MOULANA HOSPITAL, PERINTHALMANNA, KERALA

Janas Mathew¹ & J.O.Jeryda Gnanajane Eljo²

¹:M.Phil. Scholar, Dept. of Social Work , Bharathidasan University, Trichy, TN.

²: Assistant Professor, Dept. of Social Work, Bharathidasan University, Trichy, TN.

ABSTRACT: *Competencies are the underlying characteristics of an individual. It includes knowledge, skills, attitudes, behaviour, communication, values, self-concepts, traits and motives of an individual related to ones work situation. These have predictive value and provide the basis for predicting an individual's behaviour. Nurses play an important role in maintaining the well being of patients in a hospital. They have to do lots of work in protecting the good atmosphere of both the authorities and patients. They have to up-to-date knowledge regarding their profession not only on health aspects but also other factors related to health. Because of the busy schedule of doctors, nurses are the only health professional who can spend more time with each patient to provide them nursing care. Competency management has many potential benefits for nursing staff. Through which they can improve their potentials to do their work better. The aim of the study is to assess the present and desired competency level among nurses. Descriptive design was used. The study was conducted in Kerala at Moulana Hospital Perinthalmanna, a well known hospital in Malappuram District. The universe of the study consists of 350 nurses working in the hospital. Since the universe is definite the researchers resorted to select 15percent of the population using simple random sampling technique and lottery method was adopted to collect data from 52 respondents. Methods of social work can be used to intervene-with the nurses to enhance their competencies.*

KEY WORDS: *Competency Management, Nurses, Health Promotion, Skill, Behaviour.*

27. THE CHANGING ATTITUDE TOWARDS DIVORCE

M.J.Mary¹

¹:Lecturer, Department of P.G. Studies & Research in Social Work,
S.D.M. College, Ujire, KA.

ABSTRACT: *The incidence of divorce which is a complex phenomenon in human relationship is assuming unacceptable proportion in India, especially as divorce has been found to have social, psychological and educational effects on children. The recent dramatic increase in divorce rate became a social concern. In a modern society, dissolution of marriage derives from the idea that living an independent life is better than keeping marriages in terms of personal welfare. The purpose of this paper is to highlight the changing attitude towards divorce, the initial factors that led the couple to file divorce petition and the ground on which the legal dissolution was sanctioned by the court. A study was done taking up 250 divorcees (125 male and 125 female). The results show that unwillingness to compromise as the number one reason for filing divorce petition. The study reported is to inspire social workers and all those who are concerned about the wellbeing of the society to examine the institution of the family additional extensively so that marital disharmony and dispute may be handled and aborted before they have opportunity to mature into divorce.*

KEY WORDS: *Marriage, Attitude, Divorce, Intervention, Social Work.*

28. A STUDY ON AWARENESS TOWARDS MOBILE VALUE ADDED SERVICES (M-VAS) IN TRICHY

S. Syamali¹ & V. Parameswari²

¹Associate Professor in Commerce, Seethalakshmi Ramaswami College, Trichy, TN.

²Research Scholar Dept. of Commerce, Seethalakshmi Ramaswami College, Trichy, TN.

ABSTRACT: *The Mobile Phones which has become an integral part of every one's life has an immense potential to offer an exciting range of services besides the basic purpose of voice communication and has the capacity to be a game changer in any service offerings today and in years to come. Again it has the potential ability to bridge the digital divide and foster inclusive growth. As per TRAI projections, the mobile penetration is expected to go up to 100% by 2015 and with the advent of 3G, the M-VAS revenues are expected to grow approximately to 48,000 cores as per the ASSOCHAN Financial pulse study June 2010. A study was undertaken with 75 respondents to find out the level of awareness towards M-VAS offerings. It aims to find out to what extent the respondents are aware of the various value added services that are available and are popular. The reasons for non-awareness and the measures for improving the same is presented in this study.*

KEYWORDS: *Mobile Phones, M-VAS, Mobile Value Added Services, Mobile Communication, Mobile Commerce.*

29. ROOTS CONTEXT OF RURAL PRIMARY EDUCATION

R.Sudhesan¹ & P.Prabakaran²

¹: Assistant Prof. of Economics, AA Govt. Arts College, Musiri, Trichy, TN.

²: Assistant Prof. of Economics, AA Govt. Arts College, Musiri, Trichy, TN.

ABSTRACT: *Primary education is the first stage of compulsory education. It is preceded by pre-school or nursery education and is followed by secondary education. On an All-India level, there are roughly 200 million children in the 6-14 age groups, of which only 120 million are in schools and net attendance in the primary level is estimated to be merely 66 percent of enrolment. Typically, primary education is provided in schools, where the child will stay in steadily advancing classes until they complete it and move on to high school/secondary school. Children are usually placed in classes with one teacher who will be primarily responsible for their education and welfare for that year. One of the things that makes elementary a special case is that there is a broad consensus that elementary education should be universal, which implies that, in addition to the above seven fundamental elements of effective instruction, public policy has to provide that this is available to all. Although this paper analyzes rural primary education. The broad analysis and results of this paper might have all rural education applicability.*

KEY WORDS: *Primary education, Culture, Curriculum, Educational system, Change.*

30. IMPACT OF LABOUR WELFARE MEASURES ON INDUSTRIAL RELATION: A STUDY CONDUCTED IN RANE BRAKE LINING, PRIVATE LIMITED, TRICHY, TAMILNADU

S.Karuppaiyan*

*** Associate Professor, Dept. of Lifelong Learning, Bharathidasan University, Trichy, TN.**

ABSTRACT: *Labour sector addresses multi-dimensional socio-economic aspects affecting labour welfare, productivity, living standards of labour force and social security Labour force play a prominent role in maintaining the national economy of a country. In spite of the managerial negligence, labourers indulge in creative and innovative production, which in turn brings labour development and growth in a nation. Latest amendments have proved the importance of the welfare measures for the industrial workers. The researcher had adopted descriptive research design with a sample of 50 respondents taken randomly along with semi structured questionnaire to collect the primary data. The results of the study revealed that there exist a positive influence of labour welfare measures among the industrial relations and was evidenced by the research study carried out in the Rane Brake Lining, Private Limited, Trichy.*

KEYWORDS: *Labour welfare, Industrial relations, statutory welfare, and Non statutory welfare.*

31. WORKING WOMEN AND DUAL ROLE STRUGGLES

B.Yashaswini*

***Trainer and Visiting Professor (Social Work), Kothanur, Bengaluru, KA.**

ABSTRACT: *This article is based on research study of contemporary working women, work concepts and dual role struggles and conflicts. Women who have been entering into remunerative occupations and professions are increasing substantially. Women are absorbing themselves in various occupations and enjoying equal status more or less on par with men. This article emphasis on a few perspectives of working woman and her associated aspects of work viz. reason for selection of work among women, problems faced at work place, dual role problems and family support. Research is carried out in Mangalore city of Karnataka state where the researcher surveyed 200 working women of all organized sectors. The research design adopted is descriptive. Worked out objectives are i) To study the factors responsible for jobs among women, ii) To study major problems faced by working women / rate out the extent of problems among unmarried / married working women, iii) To asses the support of family and society for working women, iv) To understand the level of 'job adjustment' among married and unmarried section of working women.*

KEY WORDS: *Dual roles, Family support, Negative impact on family, Working women.*

32. EFFECT OF WELFARE MEASURES ON EMPLOYEE MORALE

P. Saravanan¹ & R. Jegajothi²

¹: Assistant Professor, IITTM, Nellore, AP.

²: Assistant Engineer (Mechanical) Port Department, Govt. of Puducherry, PY.

ABSTRACT: *The welfare measure is “An effort to make life worth living for workmen”. It motivates employee to a great extent which leads to organizational growth. The main objective of the study is to measure the effect of welfare measure on morale, level of satisfaction of employees regarding working condition and general attitude of employee towards the organization. Certain welfare measures provided by the company like medical facility, credit facility, canteen facility, infrastructure facility, and certain factors of morale like motivation. Job satisfaction interrelationships are considered in this study. This was a descriptive research study. Nearly 50 samples were collected using simple random sampling method. A questionnaire of 23 questions was prepared and data were collected from the employees. Appropriate statistical tools were used to analyze the data. From the study it is inferred that most of the employees were satisfied with the welfare measures provided by the company. The employee morale was found to be good in the company. The effect of welfare measure on employee morale was about 25%.*

KEY WORDS: *Welfare measures, morale, motivation, safety rules, pay.*

33.A STUDY ON THE MODERN MARKETING SERVICES RENDERED BY ICICI AND SBI IN ARIYALUR TOWN

B.Nithya¹ & R.Mathivanan²

¹: Ph.D. Scholar, Dept. of Commerce, Bharathiyar University, Coimbatore, TN.

²: Principal, Bharathiyar University College, Sivagiri, Erode, TN.

ABSTRACT: *Today banks have become a part and parcel of our life. There was a time when the dwellers of city alone could enjoy their services. Now banks offer access to even a common man and their activities extend to areas hither to untouched. Apart from their traditional business oriented functions, they have now come out to fulfill national responsibilities. Banks cater to the needs of agriculturists, industrialists, traders and to all the other sections of the society. Thus they accelerate the economic growth of a country and steer the wheels of the economy towards its goal of “self reliance in all fields”. It naturally arouses our interest in knowing about the ‘bank’ and the various men and activities connected with it.*

KEY WORDS: *Banking, Services, Marketing, ATM, Online banking.*

34. A STUDY ON IMPACT OF YOUTH RED CROSS PROGRAMME IMPLEMENTED IN THE COLLEGES IN TRICHY DISTRICT

S.Lawrance¹ & S.Karuppaiyan²

¹:Ph.D. Scholar, Dept. of Lifelong Learning, Bharathidasan University, Trichy, TN.

²:Associate Professor, Dept. of Lifelong Learning, Bharathidasan University, Trichy, TN.

ABSTRACT: *India of today fascinates the world and makes headlines every day. It is growing stronger internationally, but this is very deceptive, as India simultaneously occupies what are almost parallel universes – three or four different centuries in numerous stages of development. In this stage the focus has been moved towards the youths, because they are the powers of tomorrow. The former President of India Dr. Abdul Kalam once said that: “Great minds can be found among young people around 20 years. They are full of imagination”. In order to develop self-confidence among the youth, they need to feel and believe they are capable, and they must experience success at solving problems and meeting challenges. Hence it becomes the challenge for the present generation to groom the future of tomorrow and that is the 'Youth'. In this way the Indian Red Cross which has in its fraternity 10 million Youth Red Cross (YRC) and Junior Red Cross (JRC) members keeps on organizing various programmes and activities for the youth. The Youth Red Cross (YRC) in Tamil Nadu has seen a tremendous and phenomenal growth in a short span of six years. The membership has increased from a meager 37,000 to 7 lakhs, the number of colleges to start YRC unit has grown. Now the Number of Universities are 13 including Arts & Science Colleges, Engineering Colleges, Polytechnic Colleges, Para Medical Colleges, and Law & Agriculture Colleges. Under the each university the Vice-Chancellor will be the monitor. Under whom the Coordinators (University Level) District Organizers (District Level) Programme Officers (College Level) will be the functionaries of the YRC unit. With this effective implementation of this programme the present descriptive study deals with the universe of 90 youths of three colleges in Trichy. The study is intended to assess the impact on seven principles of youth Red cross with 21 statements which are capable of assessing the opinion towards the youth Red cross, knowledge and participatory attitudes towards the students' community in the selected colleges. The samples are selected through simple random sampling technique by adopting lottery method. Data was collected directly in the college through self structured questionnaire with five point scale. The study resulted that 55.6 percent of the respondents are having high level of knowledge on Youth Red Cross and about the remaining 44.4 percent of the respondents are in Low Level of knowledge on Youth Red Cross.*

KEY WORDS: *Youth Red Cross, Development, Growth, Knowledge, Attitudes.*

35. THE CONTRIBUTION OF STUDY HABITS TO ACHIEVEMENT OF HIGHER SECONDARY STUDENTS

G.Kalaiyaran¹ & S.Chandran²

¹: Reader, Dept. of Education, Alagappa University, Karaikudi, TN.

²: Research Scholar, Karpagam University, Coimbatore, TN.

ABSTRACT: Education is an essential human virtue. Education is bringing out the best already in human. Study Habit is a factor, which has its own weightage in establishment of the children in the field of education, which differs from individual to individual. It is a well-planned and deliberate pattern of study which has attained a form of consistency on the part of the students toward understanding academic subjects and passing at examination. The study habits determine the academic achievement of students to a great extent. Both study habits and academic achievement are interrelated and dependent on each other. The purpose of the study was to establish relationship between the study habits and the academic achievement as well as its importance to the students as well as the parents. The present explorative research studies the relationship between the study habit and the academic achievement which involves number of variables. The present study consists of 50 Students belonging to the E.R. Higher Secondary School at Trichy district was taken as the sample of the study. The finding has been discussed in full paper.

KEY WORDS: Study habits, SQ3R, Study skills, Academic performance.

36.TWO CASE STUDIES OF ELDERLY WOMEN IN TRICHY DISTRICT – SOCIAL, ECONOMIC, HEALTH AND HOUSEHOLD PROBLEMS

P. Kanimozhi¹ & M. Thavamani²

¹: Research Scholar, Department of Sociology, Bharathidasan University, Trichy, TN.

²: Professor & Head, Department of Sociology, Bharathidasan University, Trichy, TN.

ABSTRACT: Elderly women in Tamilnadu contributed to the society resourcefully as Wife, Mother, Mother-in-law and Grand mother. In this process, they have maintained their families taking all risks (financial, social and health) and still survive either as widows or as isolated / discarded women. They feel isolated due to loss of vigor on the one hand and loss of social respect on the other. Gradually they are pushed backward, isolated facing numerous health problems such as arthritis, back pain, stomach ulcer, uterus, kidney failure, blood pressure etc. The elders feel that they should be given importance because they have contributed the well being of youngsters and therefore their importance should be sustained, but it so happens they loose their importance gradually. Provision of hospitalized health care is given to them only when there is no competitor in the family. If they are widows their entire labour power is exploited by the rest of the family members in the form of cooking, childcare, house cleaning, guarding the house, reminding the things to be done etc. This job is performed by more than one individual in the absence of an elderly woman. However, this was not recognized by the youngsters because they feel as if the extra living days of the elderly women depend upon them. Such a tendency affects them, physically, mentally and socially. This paper brings out the condition of elderly women, their health problems and the social factors operating through two case studies from Trichy.

KEY WORDS: Elderly women, Health , Labour power, Dependent, Industrialization.

37. THE SOCIAL ROLE OF SHGS IN EMPOWERING RURAL WOMEN

P.Prabakaran¹ & R.Sudhesan²

¹: Asst. Prof. of Economics, A.A. Govt. Arts College, Musiri, Trichy, TN.

²: Asst. Prof. of Economics, A.A. Govt. Arts College, Musiri, Trichy, TN.

ABSTRACT: *Self help groups [SHGs] are small voluntary association of the rural women from the same socio-economic background who work together for the purpose of solving their problems through self help and mutual help. The women organize themselves at the grass root level to find innovative solutions to the specific problems which develops self esteem, self reliance and self confidence among them. It is the need of the hour to analyze the activities of the SHGs. Empowerment is not essentially political alone; it is a process having personal, economic, social and political dimensions with personal empowerment being the core of the empowerment process. This conceptual paper will examine the social role of SHG's empowering the rural women.*

KEYWORDS: Rural Women, Empowerment, Self Help Groups.

38. EFFECTIVENESS OF RECRUITMENT AND SELECTION PROCESS

R. Jegajothi*

*Assistant Engineer (Mechanical), Port Department, Govt. of Puducherry, PY.

ABSTRACT: *This study was used to study the existing recruitment and selection process and various factor involved in it. Both primary and secondary sources were used to collect data. From the analysis it was inferred that the organization gave preference to internal sources rather than external sources. Some of the employees felt that the company would still fasten the process. From the study it was found that the employers and employees are satisfied with their present recruitment and selection process. 93% managers said that there organization using newspaper and employee referral sources mostly. 96% managers inferred that they are measuring the cost for the recruitment sources by comparing the validated budget approved budget. From this study some of the employees said that the response given after recruitment is not satisfactory. If the recruitment feedback mechanism is not effective, there is high risk of losing good candidates to other to other companies. So they can give the response for candidates' immediately whether they are short listed or rejected. The study on recruitment and selection is more an ART rather than a process. HR professional is having a big responsibility to hire a best person from the available talent pool. At the same time, one needs to be cost conscious. The employer should judge on individual merits and set same standards for all. In the present scenario, "It is the biggest challenge for a HR manager to hunt for talent".*

KEY WORDS: Recruitment and Selection, Selection procedure, Training, Work culture, Quality employees.
