



www.ijmra.us

August 2018
Volume-8, Issue-8

Impact Factor (IJRSS) 6.278 for 2015 and 7.081 for 2016



IJRSS

(ISSN: 2249-2496)

**INTERNATIONAL JOURNAL
OF
RESEARCH IN SOCIAL SCIENCES**

- editorijmie@gmail.com
- info@ijmra.us
- www.ijmra.us





Chief Patron

Dr. JOSE G. VARGAS-HERNANDEZ

Member of the National System of Researchers, Mexico

Research professor at University Center of Economic and Managerial Sciences,
University of Guadalajara

Director of Mass Media at Ayuntamiento de Cd. Guzman
Ex. director of Centro de Capacitacion y Adiestramiento

DR. RAMACHANDRAN GURUPRASAD

Scientist, Knowledge and Technology Management Division (KTMD),
National Aerospace Laboratories.

Patron

Dr. Mohammad Reza Noruzi

PhD: Public Administration, Public Sector Policy Making Management,
Tarbiat Modarres University, Tehran, Iran

Faculty of Economics and Management, Tarbiat Modarres University, Tehran, Iran
Young Researchers' Club Member, Islamic Azad University, Bonab, Iran

Chief Advisors

Dr. NAGENDRA. S.

Senior Asst. Professor,

Department of MBA, Mangalore Institute of Technology and Engineering, Moodabidri

I Wayan Suryasa

Doctor of Linguistics Program, Udayana University,

Linguistics Lecturer (STIMIK-STIKOM Bali), Translator (Indonesian Translator Association)

Researcher of Local Languages Researcher Association

Certified Doctor of Linguistics Program in Udayana University Bali

Dr. SUNIL KUMAR MISHRA

Associate Professor,

Dronacharya College of Engineering, Gurgaon, INDIA

Mr. GARRY TAN WEI HAN

Lecturer and Chairperson (Centre for Business and Management),
Department of Marketing, University Tunku Abdul Rahman, MALAYSIA

MS. R. KAVITHA

Assistant Professor,

Aloysius Institute of Management and Information, Mangalore, INDIA



Dr. A. JUSTIN DIRAVIAM

Assistant Professor,
Dept. of Computer Science and Engineering, Sardar Raja College of Engineering,
Alangulam Tirunelveli, TAMIL NADU, INDIA

Dr. Krishan kumar

Dean,
School of Life Sciences, Singhania University Rajasthan, INDIA

Dr. G. D. Singh

Certified Manager - Cambridge Association of Managers, England,
Founder & President, The Indian Management Academy - IMA

Dr. Sorinel Capusneanu

Associate Professor,
Faculty of Finance and Accounting, "ARTIFEX" University, Bucharest, ROMANIA

Benard Okelo Nyaare

Assistant Lecturer,
Bondo University College, Bondo, KENYA

Dr. Meenakshi Gupta

Assistant Professor,
Shri Mata Vaishno Devi University- Katra, INDIA

Editor -in -chief

Dr. REYNALDA B. GARCIA

Executive Director,
Research and Statistics Center, Lyceum of the Philippines University- Batangas, 2002- 2013

Co -Editor -in -chief

I Wayan Suryasa

- Lecturer of English Language and Linguistics (STIMIK-STIKOM Bali)
- Doctor of Linguistics Program, Udayana University
- Translator (Indonesian Translator Association)
- Researcher of Local Languages Researcher Association
- Certified Doctor of Linguistics Program in Udayana University Bali
- Accounting in PT. Upada Sastra. Denpasar - Bali. 1999.
- Mobile Phone and Computer technical support. 1999 - Present
- Owner of Copy Center at Revo Shop. Tegaljaya, Dalung, Badung-Bali. 2004-Present
- Technical Support of Operating System of Gadget and Electronic Tools



International Editorial Board

Dr.M.Velusamy

Assistant Professor ,
Department Of Social Science, Alagappa University, INDIA

V. Rama Krishna

Assistant Professor, Department Of Studies And Research In Political Science,
Tumkur University, Tumkur, Karnataka, INDIA

Dr. Mujibul Hasan Siddiqui

Assistant Professor,
Department Of Education, Aligarh Muslim University, Aligarh, INDIA

D. Amutha

Asst.Professor ,
Department Of Economics, St.Mary's College (Autonomous), Tuticorin, INDIA

Pratip Chattopadhyay

Assistant Professor,
Department Of Political Science, University Of Kalyani, Nadia-741235, West Bengal, INDIA.

Prof. Felice Corona

Associate Professor ,
Special Education And Teaching, University Of Salerno Italy, Faculty Of Medicine And Surgery

Jesus Alfonso D. Datu

Assistant Lecturer ,
Counseling And Educational Psychology Department, De La Salle University-Manila

Jose Noronha Rodrigues

Asistant Professor, Department Of LAW,
The University Of Azores- Portugal, Director Of The Law And Economic Study Centre

Dr. Mohd Nazri Ismail

Senior Lecturer,
Research & Development (R&D) & Teaching, System And Network (MIT) Department

Dr S. K. Singh

R.D.Foundation Group Of Institutions,
Near Kadrabad Police Check Post, Modinagar (Ghaziabad)-- 201201, U.P., INDIA

Dr. K. Shobha

Assistant Professor,
Department Of Economics, Government Arts College, Coimbatore -641018, INDIA

Arindam Chattopadhyay

Department Of Geography,
Sripat Singh College, Murshidabad, West Bengal, INDIA



Dr. Manoj P K

Assistant Professor, Department Of Management and Finance,
Dept. Of Applied Economics (Dae), Cochin University Of Science And Technology,
Kochi, Kerala - 682 022

Dr. P. S. Nagarajan

Faculty In Rural Marketing,
Alagappa Institute Of Management, Alagappa University, Karaikudi – 4, INDIA

Dr. Craig E. Reese

Professor,
School Of Business, St. Thomas University, Miami Gardens, Fl 33054

Ezendu Ariwa

Chair, IEEE Broadcast Technology Chapter, Uk&Ri
London Metropolitan Business School, London Metropolitan University, United Kingdom

Ram Kesavan

Professor And Discipline Coordinator,
College Of Business Administration, University Of Detroit Mercy

Dr Tapal Dulababu

Professor & Principal,
The Oxford College Of Business Management, Bangalore 560 102, INDIA.

Prof. P. Malyadri

Principal ,
State Level Best Teacher Awardee-2008,
Director, UGC Major Research Project, President :Social Scientists Forum, Consultant : NGOS.

Dr.S.D.Suryawanshi

Associate Professor,
Department Of Mechanical Engineering, College Of Engineering,Pune-05,
(An Autonomous Institute Of Govt. Of Maharashtra), INDIA

Prof C.M.Maran

Assistant Professor (Senior) ,
VIT Business School , VIT University , INDIA

Dr. A. Arul Lawrence Selvakumar

Director,
Dept Of CSE , Adhiparasakthi Engineering College,
Melmaruvathur - Kanchipuram District, Tamil Nadu, INDIA

Dr. Rajiv Khosla

Associate Professor And Head,
Chandigarh Business School, Gharuan, Mohali, INDIA

Dr Lavkush Mishra

Director,
Institute Of Tourism & Hotel Management,



Technical Advisors

Mr. Rajan Verma

Lecturer, Department of Computer Science, Ambala, INDIA

Mr. Ankit Jain

Department of Chemical Engineering, NIT Karnataka, Mangalore, INDIA

Mr. Anil Chandra

Department of Biotechnology, Indian Institute of Technology Guwahati, Assam, INDIA

Prof. Bharati Veerendra

Asst. Professor - MCA, K. J. Somaiya's SIMSR., univeristy of Mumbai, Mumbai, INDIA

Mr. Gagandeep Singh

Department of Biotechnology, Kurukshetra University, Kurukshetra, INDIA

Associate Editors

Dr. SANJAY J. BHAYANI

Associate Professor ,Department of Business Management, RAJKOT, INDIA

MOID UDDIN AHMAD

Assistant Professor, Jaipuria Institute of Management, NOIDA

Dr. SUNEEL ARORA

Assistant Professor, G D Goenka World Institute, Lancaster University, NEW DELHI

Mr. P. PRABHU

Assistant Professor, Alagappa University, KARAIKUDI

Mr. MANISH KUMAR

Assistant Professor, DBIT, Deptt. Of MBA, DEHRADUN

Mrs. BABITA VERMA

Assistant Professor, Bhilai Institute Of Technology, DURG

Ms. MONIKA BHATNAGAR

Assistant Professor, Technocrat Institute of Technology, BHOPAL

Ms. SUPRIYA RAHEJA

Assistant Professor, CSE Department of ITM University, GURGAON



International Journal of Research in Social Sciences

(ISSN: 2249-2496)

CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
<u>1</u>	Bio Based Wood Plastic Composites : Marketing Technology Trends And Challenges In India. V.Thiyagaraj	<u>1-6</u>
<u>2</u>	Illicit Drug Trafficking And Its Negative Impacts On Youth In Kinondoni And Temeke Districts (Tanzania). Mark Paul Diyammi and Stanley Japhet	<u>7-27</u>
<u>3</u>	Usefulness Of Lord Krishna's Motivational And Managerial Skills For Modern Professional Management World. Dr. Priyanka Gupta	<u>28-35</u>
<u>4</u>	Case Study: Schizophrenia. Dr.Amra Ahsan	<u>36-40</u>
<u>5</u>	Earnings Announcement And Stock Prices In A Recessionary Economy: A Test Of The Signalling Theory Hypothesis. B. A. Faloye and T. M Obamuyi	<u>41-54</u>
<u>6</u>	Effectiveness Of The Management Of Oesao Market Retribution In Improving Locally-Generated Revenue. Gustiani P. N. D. Laa	<u>55-67</u>
<u>7</u>	Exploring Causal Relationship Between Public Debt And Economic Growth In A Recessionary Economy: The Nigerian Case. OTAPO ToyinWaliu	<u>68-81</u>
<u>8</u>	Personal Income Tax In India: Impact On Private And Public Sector Tax. Mr Arun Gautam and Dr. Tina Shivnani	<u>82-88</u>
<u>9</u>	Influence Of Cartoon Shows On Behaviour Of Kids In India. Dr. Aditi R. Khandelwal and Shikha Gupta	<u>89-99</u>
<u>10</u>	The Anthropocene And The Indian Philosophies: Some Perspectives. Paulo Nuno Martins	<u>100-106</u>
<u>11</u>	Challenges Of Using ICT In The Teaching And Learning Of English Language: A Case Of Harare Northern Central District Of Harare Metropolitan Province: Zimbabwe. Tazivei Dondofema and Milton Shumba	<u>107-114</u>
<u>12</u>	River, Land And People Of Bengal: Colonial Encounter And Its Aftermath. Goutam Sarkar	<u>115-121</u>

<u>13</u>	A Critical Analysis Of People's Participation In Local Governance And Development In Ladakh. Tsering Dorjay	<u>122-132</u>
<u>14</u>	Role Of Information Technology In Banking Sector: A Review. Dr. Leela Kumari v.v. And B. Suresh Kumar	<u>133-142</u>
<u>15</u>	"Sound Banking Activities Need Better Financial Supervision & Control Of Npas" - A Conceptual Study. A Umamaheshwara Rao And Prof B.Bhagavan Reddy	<u>143-149</u>
<u>16</u>	The Rise Of Assamese Nationalism: An Overview Of The Times Of Jyotiprasad Agarwala . Parismita Hazarika And Dr. Debarshi Prasad Nath	<u>150-153</u>
<u>17</u>	Work Engagement And Innovative Work Behavior: Evidence From Banking Sector Of J&K. Dr. Sumaira Gulzar And Azra Mehraj	<u>154-160</u>
<u>18</u>	Ells: English Listening Comprehension Development Through Digital Literacy Practices. Dr. Yogeswari Menda	<u>161-167</u>
<u>19</u>	Secularization As A Process Of Less Religiosity. Utpal Biswas	<u>168-172</u>
<u>20</u>	Information Communication Technology For Teacher Education. Dr.G.Sundharavadivel	<u>173-181</u>
<u>21</u>	Growth And Structure Of Female Workforce In Haryana: A Study Of Census Data From 1991 To 2011. Hemlata Sharma	<u>182-188</u>
<u>22</u>	Pricing Strategies And Consumer Post Purchase Behaviour For Laundry Detergents Products Among Tuskys Supermarket Customers In Nakuru Town, Kenya. Changeiywo Christine Cherubet- And Dr. Abel Anyieni	<u>189-210</u>
<u>23</u>	Trends Of Demographic Development Of BIMARU States In India. Dr. Vikas Yadav	<u>211-220</u>
<u>24</u>	Evaluation Of Strategic Fit Components And Influence On Organization Performance: Case Of Retirement Benefits Authority In Kenya Pension Sector. Samuel G. Njeri And Abel G. Anyieni	<u>221-242</u>
<u>25</u>	A Realization Towards Right To Food In Modern Legal India. Ajay Singh	<u>243-248</u>
<u>26</u>	Housing Finance Evolution And Reach In India. Y. Saritha And Dr.P.V.Narsaiah	<u>249-255</u>
<u>27</u>	The Impact Of Gender, Social Class And Locality On Students IQ In Purulia District: An Empirical Study. Nepal Paramanik	<u>256-263</u>

<u>28</u>	English Language Immersion Programme For Faster Language Mastery And Creativity Enhancement; A Conceptual Analysis. Faisal K V And Vijayan K	<u>264-271</u>
<u>29</u>	Advent Of Buddhism In Himachal Pradesh. EsheyNamgial	<u>272-281</u>
<u>30</u>	The Peculiarity Of Minangkabau's Local Genius Born From The Discrepancy Of Matrilineal Core Value, Islamic Rules And Globalization. Dwi Rini SoviaFirdaus,Djuara P.Lubis,Djoko Susanto And Endriatmo Soetarto	<u>282-293</u>
<u>31</u>	4Es: The Most Challenging Zones In The Present Literate Society:A Brief Overview In The Global Context. Dr. Yogeswari. Menda	<u>294-298</u>
<u>32</u>	Women's Mosque Attendance: Reading Through Body And Text. Sabah Khan	<u>299-304</u>
<u>33</u>	Effect Of Organizational Commitment On Job Involvement Of Secondary School Teachers In West Bengal. Arnab Pan And Dr. Abhijit Guha	<u>305-319</u>
<u>34</u>	The Changing Discursive Terrain Of Indian Higher Education. Kanchan	<u>320-330</u>
<u>35</u>	A Review On CBIR System For BI-RADS Standard Mammogram Images. Dr. Vijay Kumar Joshi And Shallu	<u>331-335</u>
<u>36</u>	Performance Of Scheduled Commercial Banks On The Road Of Financial Inclusion In India. Dr. Mandeep Kaur And Kajal Kiran	<u>336-344</u>
<u>37</u>	A Study On Women's Perception Towards Baby Care Products. Dr.M.K.Durgamani And Dr.M.Ganesan	<u>345-351</u>
<u>38</u>	A Study On Customer Satisfaction Towards Jewellery In Marthandam Town. G. Baby Alex And Dr.B. Revathy	<u>352-364</u>
<u>39</u>	Students' Perception Towards Mobile Learning In Colleges Of Education Of Odisha. Dr. R.K. Parua	<u>365-370</u>
<u>40</u>	"South-West Monsoon Rainfall Fluctuation And Drought Susceptible Tahsils In Nashik District Of Maharashtra, India". Prof.Rajaram Anna Jadhav And Dr. Parag A.Khadke	<u>371-378</u>
<u>41</u>	Role Of Public Relations. Pranav Singh And Man Singh Manral	<u>379-385</u>

<u>42</u>	Credit Appraisal Process Of Karnataka State Financial Corporation For Women Entrepreneurs. Prof. Anitha B. M. D'silva And Dr. E. V. Rejin	<u>386-400</u>
<u>43</u>	Emigration And Remittances: Community Dimensions From Kerala. Ruksana. M. M. And Dr.K.Gangadharan	<u>401-410</u>
<u>44</u>	“Perusal Of Trend And Pattern Recognition Of Agricultural Land Use Efficiency (LUE) Of Nashik District, Maharashtra, India”. Prof.Rajaram Anna Jadhav And Dr. Parag A.Khadke	<u>411-416</u>
<u>45</u>	Religion And Propaganda In Khalistan Movement – A Case Study Of Babbar Khalsa. Umair Gul	<u>417-431</u>
<u>46</u>	A Legal Review On Industrial Hazardous Wastes In India. Jemima K Yeptho	<u>432-441</u>
<u>47</u>	Credibility of Online User- Generated Content as a Source of Information for Tourists. Prof. (Dr.) Bhavana Adhikari And Ms. Esha Jainiti	<u>442-452</u>
<u>48</u>	Trauma And Bodies: A Study Of ‘Traumatic Neurosis’ In Saadathasanmanto’s “Toba Tek Singh” And “The Return”. SaumyaSrivastava	<u>453-463</u>
<u>49</u>	The Investigation Into The Machinery Of Protecting The Rights Of Children In Sri Lanka. W. M. Sarasi Chaya Bandara	<u>464-469</u>
<u>50</u>	Archaeological And Mythological Delineation Of Human And Spiritual Evolution And Religious Conflicts Portrayed In The Novel The Source By James Michener. Dr Z. Justin	<u>470-475</u>
<u>51</u>	E-Governance : An Analysis. Dr. Meenakshi Arora	<u>476-484</u>
<u>52</u>	Problems Of Women Fishmonger In Puducherry. M.Premapriya And Dr.M.Jeyaseelan	<u>485-489</u>
<u>53</u>	Study And Significances Of Role Of Public Relations. Pranav Singh And Man Singh Manral	<u>490-495</u>
<u>54</u>	The History Of Ladakh’s Independence 1947. Phuntsog Dolma	<u>496-504</u>
<u>55</u>	Factors Affecting Immunization In Bihar. Dr. Aditi Bharti	<u>505-517</u>
<u>56</u>	Effectiveness Of MGNREGA In Alleviating Rural Poverty Among Rural Households In Tamil Nadu. Dr.M.Dhanabhakyam And K.Shobanageetha	<u>518-529</u>

<p>57</p>	<p>Awareness On Different Aspects Of Intellectual Disability Among Caregivers. Sunita Purty And Amool R Singh</p>	<p>530-537</p>
---------------------------	--	--------------------------------

