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1	Cultural Conflict in Ten Little Indians by Sherman Alexie	Dr Vinita Bsantani	Research Journey
2	Discovery of Self & Love: A study of "The ZAHIR" by Paulo Coehlo	Dr Vinita Bsantani	Research Journey
3	Stress Management at The Work Place	Dr Varsha Borgaonkar	Research Journey
4	Product Failure & Repositioning	Dr Geetha Sivaraman	Journal of Emerging Technologies & Innovative Research
5	Odyssey & Love	Dr. Vinita Basantani	Research Journey
6	The MIS for Managers	Dr Geetha Sivaraman	Journal of Emerging Technologies & Innovative Research


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हिंदी अनुवाद की प्रवृत्तियाँ



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SWATIDIAN PUBLICATIONS



Stress Management At Work Place - Case of Godrej Consumer Products

Dr. Varsha H Borgaonkar

M. U. College Of Commerce, Pimpri, Pune - 17

Abstract:

When we talk about stress, really we are often talking about how stress affects us in body mind and spirit. Stress can be defined then as the reaction we have to difficult, demanding or challenging events. Our bodies and minds have been designed with a 'fight or flight' reflex that helps to orient and become alert when we are faced with challenging or dangerous events. Our attention gets narrowed towards such events, and our brain instructs our bodies to prepare for possible physical action such as confronting the event physically or running away from the source of the danger. Muscular tension, increased heart rate, and higher concentrations of blood sugars and hormones are involved in this process.

Key Words: 'fight or flight', Muscular tension, Stress management.

Introduction

Symptoms of stress

Although we all experience stress differently, some common symptoms include:

- Difficulty sleeping
- Stomach pain
- Teeth grinding
- Headaches
- Sweaty hands or feet
- Excessive sleeping
- Weight gain or weight loss
- Irritability
- Panic attacks
- Difficulty concentrating
- Heartburn
- Social isolation

Objectives of the study:

- 1) To understand the concept of work stress.
- 2) To analyse the causes of work stress.
- 3) To find out strategies to manage stress.

Stress at Work Place

In an organization it is felt everything is fine and is according to work loads and work schedules. The boss may think everything's going well with his team and their workload, but if looked closely and he might see some signs of work stress. As a leader or manager it's important to regularly review stress levels. there may be situations where:

1. **The employee is constantly missing lunch to get work done?** However it can be an unhealthy practice if your staff aren't using the time to eat a healthy, balanced lunch to fuel the rest of their day, or taking the opportunity to go for a walk and a stretch to increase their activity levels. It could also be a sign that there's too much work on their plate.
2. **staff often take work home after hours?** Home should be a place where your staff can rest and relax after hours, away from their work. If they're working long hours at night or on the weekends, then they may not be getting the rest that their bodies and minds need. This may also be robbing them of time for family, friends, and other nurturing relationships that are important for their well-being.



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Dr.Mrs.Geetha Sivaraman

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Product Failure and Re-positioning (with special reference to Maggi a product of Nestle India)

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Product Failure and Repositioning (with special reference to Maggi a product of Nestle India)

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Associate Professor,

M.U.College of Commerce, Pimpri, Pune-411 017

Abstract

Maggi is a reputed brand of Nestle India, having 70% market share and dominated in Noodles market. The brand positioning in the market was strong but it had lost its image after banning of Maggi by Food Safety Standard Authority of India. But it is surprising to note that again it had recovered in 2016 its image and convinced the customers through its messages in the media after guaranteeing for safety for health after consumption.

In Food sector, the companies try to attract the customers by more flavor and taste of food but ignoring the quality which are unknown to customers. The Food Safety Department investigated and reported that the excessive lead which can be harmful for health leading to various diseases.

Maggi lost its sales and profit to a certain extent during that period as it damaged the product positioning and brand image. Therefore it is very important to give more consideration for ingredients in food items which can give more improvement for health rather than deteriorating health because of consuming the particular product item.

The manufacturers in the food sector should be careful in marketing of goods which are not healthy and safety, otherwise they may lose their business at any time after investigation.

Keywords : Food, Ban, Maggi, Nestle, Safety, Product. Food, Marketing, Product, Failure

1. Introduction:

Fast food appeared in the world after the Second World War. It attracted busy working people, children, and middle class population, because it saved time for cooking. Initially the aim was to offer healthy and nutritious food.

Maggi was dominating and contributed good revenues for Nestle. It had 70% market share though its competitor Top Ramen consider as premium quality was equally performing well.

The Food Safety Department of Government of India investigated and reported that the instant noodles of Maggi contains lead disproportionately exceeding the norms. This information helped to know that the more content of lead in noodles is harmful for human consumption and it is the reason for various diseases like cancer, diabetes and hyper tension. Therefore it banned the sale of Maggi instant noodles.

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Odyssey And Love: Recurrent Themes in the Novels of Paulo Coelho

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Research Scholar

Dr. Yinita Dilip Basantani
Research Guide

Abstract:

The present paper attempts to highlight the recurrent infusion of the concepts of odyssey and love by Paulo Coelho in his narratives to spread his philosophy. The narratives are analyzed and considered as a platform provided for the characters to play the role of adventurous travellers following their destiny. They explore the importance of odyssey in search of true love.

Keywords: Odyssey, love, and recurrent idea

The literature from The Odyssey to the modern day motivational narrative The Alchemist by Paulo Coelho is evident of odyssey being the essence of all the quest narratives. The plot develops as the protagonist travels while confronting the tests and ordeals towards his or her destination. This odyssey provides opportunities to procure knowledge and find remedies to the dilemmas. The quest narratives incorporate physical movement, encountering tests and ordeals, facing grave crisis, procuring knowledge, negotiations, attaining maturity, getting reward, and returning. The odysseys throughout these years, since the evolution, are undertaken by human beings to satisfy biological, psychological and spiritual needs; to satisfy the urge to know the unknown; to solve the mysteries in the world around; and to labour to understand the reality have made humans conscious. This consciousness helps man to experience the higher state of awareness while seeking perfection. The truths brought to notice during an odyssey help an individual to reborn into new way of life. This mode of human life has been portrayed in various forms in different arts like music, painting, and literature. The concept of 'Odyssey' has been infused as a metaphor for life in literary narratives as it provides the platform for the writer to portray various aspects from all walks of life.

Paulo Coelho, the Latin American author, is the alchemist of the words. He has contributed in post 1990's world literature while exploring the themes like- love, magic realism, battle between good and bad, presence of supreme power and foreshadowing. He explores the essence of meaningful human existence i.e. quest in search of something. It indicates that his writing is totally committed to a new attitude i.e. 'Man in search of his Self'. He powerfully constructs his plots in the form of odysseys. He positions his characters in imbalanced situations; they feel discontented; they dream; they recognize the call for adventure; they undertake an odyssey. suffer. experience; they develop new attitude of perceiving things; they struggle to obtain meaning out of meaninglessness; they go through the process of transcendence leading to spiritual awakening; and ultimately they come up being evolved Self. On the part of the characters the odyssey is not only physical one but also inner one. This inner odyssey is psychological and spiritual in nature and is kind of metamorphosis process where they get transformed from immaturity to maturity. During the odyssey they are guided by their masters.

The concept of love is nicely infused into the narratives by Paulo Coelho to demonstrate its power of construction with various dimensions like strength, motivation and liberation.



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The MIS for Managers

(Based on Empirical research 1993-94 on the basis of a case study)

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Abstract

There are three levels and the type of MIS reports should be designed according to that level.

1. Top Management : MIS reports
2. Middle Management/Divisional heads
3. Operational Management.

Operational Management needs all details.

Divisional heads requirement is lesser than that i.e. all details are not needed. Only necessary details should be sent.

Top Management needs Special/Exceptional reports/summary of the information i.e. say, consolidated information.

The organizational commitment to MIS should be made clear, the implementors should be supported by Top Management. To improve effectiveness of MIS, the implementors should be provided with user's feedback. Computer dependant workers should understand how the MIS Plan will affect them and importance of their contribution towards MIS.

Key words: Management, Information, Staff, Manager, Organisation, System, Computer, Feedback, Implementation, Report..

Introduction

The organizations, in which the top management attention is given more to MIS functions, especially when the strategic plans are formulated, we can say that in those places it (MIS) existence is of critical importance. In some places, though it is not critical success factor, the failures are avoided with the help of the involvement of senior management. We can also find the companies where MIS planning is carried out at the lower levels.

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