<table>
<thead>
<tr>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Perceptions and Expectations from Yoga Practice among Non-practitioners of Yoga – A Market Study</td>
<td>11</td>
</tr>
<tr>
<td>Ganpat Prajapati</td>
<td>11</td>
</tr>
<tr>
<td>Role of Reward Management in Job Satisfaction: A study in Selected Hotel Industries of Mangalore City</td>
<td>12</td>
</tr>
<tr>
<td>Ms Smitha DK</td>
<td>12</td>
</tr>
<tr>
<td>Dr Anasuya Rai</td>
<td>12</td>
</tr>
<tr>
<td>HUMAN RESOURCE CHALLENGES IN THE INDIAN POWER SECTOR-AN ANALYTICAL STUDY</td>
<td>24</td>
</tr>
<tr>
<td>DR. RASHMI GUPTA</td>
<td>24</td>
</tr>
<tr>
<td>A STUDY ON EMPLOYEE TRAINING IN AKAY FLAVOURS AND AROMATIC PRIVATE LIMITED ELAVUMTHITTA, PATHANAMTHITTA</td>
<td>33</td>
</tr>
<tr>
<td>ALEENA JOHNSON</td>
<td>33</td>
</tr>
<tr>
<td>PROFESSIONAL ETHICS AMONG MEDICAL STUDENTS</td>
<td>41</td>
</tr>
<tr>
<td>Dr. (Mrs) Umme kulsum,</td>
<td>41</td>
</tr>
<tr>
<td>Dr.Gururaja C.S</td>
<td>41</td>
</tr>
<tr>
<td>Empirical study of cost of equity in Indian commercial Banks -A CAPM Approach</td>
<td>49</td>
</tr>
<tr>
<td>Dr.Chitra Gounder,</td>
<td>49</td>
</tr>
<tr>
<td>PERFORMANCE APPRAISAL OF EMPLOYEES (A CASE STUDY OF)</td>
<td>58</td>
</tr>
<tr>
<td>EMPLOYEES IN APSFC</td>
<td>58</td>
</tr>
<tr>
<td>S.Salomi</td>
<td>58</td>
</tr>
<tr>
<td>HEALTH AND SAFETY MEASURES- A CASE STUDY WITH SPECIAL REFERENCE TO APGENCO</td>
<td>69</td>
</tr>
<tr>
<td>Naveena Grape Kumari</td>
<td>69</td>
</tr>
<tr>
<td>HUMAN RESOURCE PRACTICES OF NON-BANKING FINANCIAL COMPANIES AND THEIR EFFECT ON JOB SATISFACTION WITH SPECIAL REFERENCE TO TAMIL NADU</td>
<td>77</td>
</tr>
<tr>
<td>Jithin kumar V</td>
<td>77</td>
</tr>
<tr>
<td>Factors influencing consumers’ decision making regarding the purchase of air ticket online in Guwahati, Assam</td>
<td>85</td>
</tr>
<tr>
<td>Krishna Kumar Thakur,</td>
<td>85</td>
</tr>
<tr>
<td>Dr. Biju Mani das</td>
<td>85</td>
</tr>
</tbody>
</table>

International Research Journal of Management Sociology & Humanities (IRJMSH)
Realism an aspect of English literature................................................................. 95
Author: Reena ........................................................................................................ 95
Braille: the Vital Tool for Language Learning of the Visually Challenged ............ 99
Dr. P. Padmini ........................................................................................................ 99
Study of Socio-Political Contribution of Manywar Kanshiramji ............................ 104
Dr. P. S. Changole ................................................................................................ 104

• https://legaldesire.com ...................................................................................... 110
Senior People: Family and Social Participation as a Moderator of Deprivation ... 111
Dr. Rachita Shrivastava ....................................................................................... 111
THE ROLE OF KARMA IN RELIGION AND ITS IMPACT ON HINDUISM .......... 116
Dr. Nishma Singh ............................................................................................... 116
Dr. Deepa Verma ............................................................................................... 116
A STUDY ON CUSTOMER SATISFACTION WITH REFERENCE TO SELECT
PETROLEUM RETAIL OUTLETS IN GUNTUR, ANDHRA PRADESH ............... 122
*M.SEETHA MAHALAKSHMI .............................................................................. 122
** Dr. I. NAGESWARARAO .................................................................................. 122

Influence of Theoretical, Economic and Aesthetic Dimensions of Values on Self Concept of
Higher Secondary School Students - A Study ..................................................... 130
Prof. Pramod Kumar Naik ................................................................................... 130
Suresh Yadav ....................................................................................................... 130
Take a look at the production of milk in Gujarat. ................................................ 139

Pro. Kamila.k. Damor .......................................................................................... 139
A look at the GST in terms of India ..................................................................... 146

Pro. Laxman. S. Hathila ...................................................................................... 146

CAN MEDIA ART AS AN ENGINE OF CHANGE? ........................................... 153

MS. KANCHAN GUPTA ...................................................................................... 153

CORPORATE SOCIAL RESPONSIBILITY AND SUSTAINABLE DEVELOPMENT IN
INDIAN PERSPECTIVE ...................................................................................... 157

Dr. Komal ........................................................................................................... 157

An Analysis on the Impact of business performance with respect to accounting record keeping by
women entrepreneurs in Salem District, Tamil Nadu ........................................... 168
1st Author Name : G.JAYASHREE, ...................................................................... 168
IInd Author Name: Dr. I. Carmel Mercy Priya ................................................................. 168
GST AND INDIAN ECONOMY .......................................................................................... 176
Dr. Pramodkumar V. Deshani ......................................................................................... 176
Dr. Mohammad Arif ........................................................................................................ 176

Emerging finance techniques which are best to entrepreneurs ................................ 189
Materialism to Spiritualism: Victory of Dharma over Artha .......................................... 196
Prof (Dr.) Veenus Jain, .................................................................................................. 196

RECONCILING TRADE AND ENVIRONMENT ............................................................... 201
Dr. Vineet Prakash ......................................................................................................... 201

Protection of Children from Abuse and Neglect in India ............................................. 221
Shikha Trivedi ................................................................................................................. 221

FORECASTING OF PRODUCTION AND MARKETING OF LEMON IN TIRUNELVELI DISTRICT ........................................................................................................... 238
Mr. R. Ganesan ................................................................................................................ 238

Dr. M. Rajee ..................................................................................................................... 238

EFFECTIVENESS OF AN INSTRUCTIONAL PACKAGE FOR TEACHING MORPHOLOGY AND THERAPEUTIC USES OF CERTAIN INDIGENOUS PLANTS ..... 254
Dr. Dhanya B. Chandran .................................................................................................. 254

Dr. Tarun Prakash .......................................................................................................... 271
<table>
<thead>
<tr>
<th>Title</th>
<th>Author(s)</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Indian School Education System: A Comparative Study of selected</td>
<td>Nitu Prasad*</td>
<td>285</td>
</tr>
<tr>
<td>schools in Jaipur district of Rajasthan</td>
<td></td>
<td></td>
</tr>
<tr>
<td>EXECUTION AND IMPLEMENTATION OF DEATH PENALTY FOR THE RAPIST IN</td>
<td>Raj Kumar Gautam</td>
<td>298</td>
</tr>
<tr>
<td>INDIA – NEEDS A STRONG STRIDE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>NOISE POLLUTION AND JUDICIAL CONTROL IN INDIA: AN OVERVIEW</td>
<td>Anupama Thakur*</td>
<td>314</td>
</tr>
<tr>
<td>A COMPARATIVE STUDY OF VOCATIONAL INTEREST OF STUDENTS IN RELATION</td>
<td>Dr. Vijeta Verma</td>
<td>307</td>
</tr>
<tr>
<td>TO DIFFERENT STREAMS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Role of Intellectual Property Rights in Automobile Industry</td>
<td>Dr. Archana Wafgaonkar</td>
<td>346</td>
</tr>
<tr>
<td>Family Types among Marital Adjustment of Dual Career Couples</td>
<td>Shaista Ansari * Anshu Shrivastava ** Chitra Pandey***</td>
<td>354</td>
</tr>
<tr>
<td>EUROPAN TRAVEL ACCOUNT IN INDIA 1761 TO 1947: AN OVERVIEW</td>
<td>PRABHASH KUMAR</td>
<td>367</td>
</tr>
</tbody>
</table>

International Research Journal of Management Sociology & Humanities (IRJMSH)
Use of Information & Communication Technology - As Must for the Broader Development of India

Dr. Abhijit

Role of Kisan Credit Cards (KCC) in Economic Development of Small Farmers in India

Dr. Lalan Kumar Chaudhari

Role of Advertisement in Marketing System in Promoting Products Sale

Pooja Nivedita

Role of KISAN Credit Cards (KCC) in Economic Development of Small Farmers in India

Ramesh Kumar

Use of Information & Communication Technology - As Must for the Broader Development of India

Dr. Lalan Kumar Chaudhari

Abstract
बच्चों के नैतिक मूल्यों के विकास में मनोविज्ञान का योगदान.................................................................................................................. 463
डॉ. विष्णुदेव मोही ........................................................................................................................................................................... 463
भारतीय राजनीति में महिलाओं की सहभागिता ................................................................................................................................. 467
खान बबीता कुमारी............................................................................................................................................................................. 467
कोशी मैदान की साक्षरता एक भौगोलिक अभ्यास .......................................................................................................................... 474
खान संजय कुमार शर्मा................................................................................................................................................................. 474
समेकित विकास का यामीण विकास में योगदान.............................................................................................................................................. 482
शिशिर चन्द्र......................................................................................................................................................................................... 482
सांस्कृतिक वोज का वातावरणिक नैतिक स्तर ....................................................................................................................................... 489
अंधु आबंद ......................................................................................................................................................................................... 489
जाति प्रथा और दलित दमन के समस्या : राम विनोबा बोहरे के दृष्टिकोण.............................................................................................................. 495
सुशील कुमार मंडल.............................................................................................................................................................................. 495
मानवविधानकार एवं दलित अत्याचार दलित अत्याचार ........................................................................................................................................ 499
अर्चना कुमारी................................................................................................................................................................................... 499
मिलित मैदान में फलोतपादन एवं फल आहारित उद्योग की समस्याएँ .................................................................................................. 505
खान दिनेश कुमार साह ................................................................................................................................................................... 505
बिहार की पत्रिका का साहित्यिक दृष्टिकोण ......................................................................................................................................... 511
डॉ. वीरेंद्र राम ................................................................................................................................................................................ 511
राजो क्रिकेट में दलितों का योगदान....................................................................................................................................................... 515
राज कुमार मलिक ................................................................................................................................................................................. 515
End of Issue....................................................................................................................................................................................... 522
The Perceptions and Expectations from Yoga Practice among Non-practitioners of Yoga – A Market Study.

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Pacific Academy of Higher Education and Research University, Udaipur, India

General awareness about yoga and benefits of practice is quite high among urban areas. Any regular physical activity is known to be beneficial universally in many ways, yet many individuals do not engage in sufficient physical activity. Yoga practitioners and non-practitioners’ perception about yoga in terms of affect would be considered under two categories: concept and practice in a multi-cultural landscape of Mumbai which is taken as a backdrop for this study. Conceptually, yoga could be framed as religious, spiritual, cultural or human development activity. As per extant literature, as a practice, it is generally known to have perceived affects and beneficial effects as in physical health and fitness, improvement in energy level, feeling smart or agile, mental health (relief in stress, mood improvement, mental abilities and wellbeing, spiritual affects like mindfulness, social benefits like meeting new friends. This study is about probable relationship between these perceptions and non-practice of yoga. Motivations or lack of motivations could also be related to alternative activities considered more relevant or about how would they like yoga to be framed and designed so that it would be made acceptable to non-practitioners.

Whereas, general de-motivators like not having time, lack of guidance, physical nature of work, competition from alternative activities, not having space, facilities or money, age factor as limiting factors. Another possible explanation could be whether they find some aspects of yoga not available which could be added to yoga practice or some aspects of yoga which would evoke dislike and as such, they would like those aspects be not part of yoga practice. The general resistance to change is normal for a person in his/her usual pattern of spending leisure time but a marketer needs a strategy to overcome it, changing the direction and speed of present state as an alternative.

This study looks at possibility of change making by a non-practitioner of yoga practice from an inner, self-induced motivational point of view. The study included a variety of other motives and barriers which were identified among different age and gender groups. 175 non-practitioners (85 males and 90 females) were interviewed for this purpose.

Key Words: Yoga Practice, Yoga Concepts, Yoga Practitioners, Motivations and Perceptions of Yoga, Non-practitioners’ Perceptions of Yoga