
From the Editors' Desk



Welcome to this year's first issue! NDIM is scaling new heights through modernization of its management education in accordance with Global challenges and Indian economic environment arising due to prolonged recession for four years. In tune with the institutional growth, the horizon of the journal has been expanded by listing it at Ulrich Periodical Directory by Pro Quest, USA.

Amidst the excitement of the Presidential Election, de regularization of petrol and diesel prices, continuous depreciation of Rupee and stalled reforms, the prediction on Indian economy has not been very bright. This only requires rethinking on the management issues and calls for reforms in policies. This time, contributors have rightly taken up contemporary issues relevant for Indian economy and management. Hope all our readers will find this issue useful and enjoyable!

Papers on economics have carried out statistical analyses on two most controversial economic issues. The first paper is on the methodological differences on the poverty estimations by Prof. Tendulkar committee and the Planning Commission. The author has made deductions on the impacts of the lower estimation of the official poverty line on the eligibility of the poor in getting the Govt.'s welfare benefits. The Second one discusses the impact of 100 per cent FDI in the automobile sector. The paper on the E-waste caused by the use of electronic gadgets in India, finds that quick obsolescence of electronic gadgets and their rapid replacement with improved varieties due to fast technological advancement, have created a huge problem of management of these wastes and possible health hazard from toxic gas generated through the unregulated waste management. Some appreciable initiatives taken up by concerned companies are positive steps in the e-waste management. Two papers on finance stream focus respectively on the issues such as the role of new financial instruments to boost investors' confidence in the post recession otherwise depressed Indian capital market and the interest rate among other factors influencing the consumer's preference to select a bank for home loan. Three papers on the internet marketing based on the sample surveys have analyzed various aspects and segments of this marketing such as strategies, use of community sites and blogs and the attitude of women towards on line shopping. Another paper in this stream discusses the successful initiative of DCM Group to start a new form of rural marketing (Hariyali Kisan Bazar) providing integrated marketing solutions to the farmer. In HRM, the paper on the work life balance analyzes opinions of the employees of Banking and Insurance sectors towards the implementation of policies covering the work life balance. Another paper reviews the literature on the Strategic Human Resource Management. In this issue, Business Plan by students has found a space in recognition of accolades received in the All India Business Plan competitions. Of the two case studies, one deals with the Management Challenges of Diacon arising due to restructuring of its division on the basis of Specialty Drug segments and the other one deals with the problems of employees of Goa Electricity Board in dealing with the customers and then suggests the need for training the front line employees in communication and negotiation skills for better management of public relations.

Hope when the issue comes out, the blaze of summer will be soften by rain and the earth will be greener and more comfortable for all of us. We express our gratitude and sincere thanks to all our readers and contributors for their long lasting relationship they have forged with us.

A handwritten signature in black ink, appearing to read 'J.R. Arora', written over a horizontal line.

Prof. (Dr.) J.R Arora
Editor

