



CONTENT

REVIEW ARTICLE

Quality Improvement Methodologies in Pharmaceutical Manufacturing

Patel Dhaval V, Patel Biraju D, Patel Nilesh K, Sheth Navin R, Dabhi Mahesh R and Dudhrejiya Ashvin V.....01

ABSTRACT:

This article is about quality improvement and specifically about how to use quantitative tools, qualitative tools and Quality improvement methodologies. Quality as "conformance to specifications" is a position that people in the pharmaceutical manufacturing industry often promote. Improving quality involves applying appropriate methods to close the gap between current and expected levels of quality as defined by standards. Quality assurance activity uses quality improvement tools and principles to understand and address system deficiencies, enhance strengths, and improve healthcare processes. A range of quality improvement approaches exist like International Organization for Standard, Total Quality Management, Six Sigma, Lean manufacturing Failure Mode Effect Analysis, European Foundation for Quality Management (EFQM) Excellence Model, Malcolm Baldrige National Quality Award, Process and Analytical Technology, Statistical process control etc.

KEYWORDS: Quality improvement methodology, ISO 9000, TQM, Six Sigma, Lean manufacturing, FMEA, EFQM, MBNQA, PAT, SPC

RESEARCH ARTICLE

Job satisfaction among academicians:-A study with reference to Management Colleges (both Government and Private) in Faridabad.

Vijit Chaturvedi and MK Sethi04

ABSTRACT:

The paper focuses on preference of factors that affect job satisfaction among academicians in management colleges in Faridabad .The present paper attempts to bring in light factors that faculties prefer and rank important in term of job satisfaction and also how as per various demographic variables the value of job satisfaction varies amongst them. From the study it is quite clear that in terms of ranking dimension teaching, research and pay is the most preferred whereas supervision, role of co-workers and infrastructure are amongst the least preferred dimension. Also on basis of demographic variable senior faculties in terms of age drawing higher salaries are most satisfied.

The study has implications for management bodies to take care of dimensions which faculties prefer to attain maximum satisfaction, reduce attrition and improve upon those factors which hinder the performance.

KEYWORDS: Job satisfaction, job intrinsic factors, job extrinsic factors.

Marketing Challenges and Opportunities during Recession

Divya Singh.....08

ABSTRACT:

This paper examines the marketing challenges and opportunities during recession. In this research work, the authors have examined in detail the current economic scenarios both with in the country and outside the country to trace out the various factors which have overtly and covertly contributed towards these recessionary trends.

In light of piquant reality, the focus of the study is to underline the various pulls and pushes through which the market is undergoing and also to provide suitable courses through which the business organization should reorient their marketing operations in particular and business operations in general.

A recession is a cyclical phase when the nation's economy is slowing or it is the reduction of the Gross Domestic Product (GDP) for at least six months. The producers and consumers are the two basic people upon whom the whole economy revolves. The value of goods and services is determined by supply and demand. In case the price is too high there will be less demand and the producer reduces the price to increase supply.

Increasing demand leads to an increase in the production thereby increased supply which in turn results in increased labor, materials and overall increase in price. Now the general feeling is good. You want to make investments and consequently the stock markets go up.

Consequently this leads to overproduction and the supply exceeds consumption. Now the attitude of the people changes to saving mentality and this can lead to a contracting economy. People spotting a negative trend on one area fear the same to happen in other areas and suddenly recession is on.

At a glance, in a market economy the market is determined by demand and competition putting it beyond any control. A government has the fiscal and monetary policies in controlling the recession. While the former is on collecting and spending money and latter on manipulating the available money. Both can either improve the situation or worsen it.

Booming Retail Sector: Destination India

Pranab K Bhattacharya.....14

ABSTRACT:

Retailing is the largest private sector entity in the world economy today with global spectrum exceeding \$ 7.3 trillion. Notwithstanding with the India's true retail scenario of which majority are in the unorganized sector, the organized ones are expected to grow by 25-30 per cent on YOY basis, promising to generate about 12 per cent of country's GDP. It will, in future be the largest source of employment after agriculture and industries. In cue with the liberalization policy of the government that has opened up retail market for MNCs like Wal-mart, Carrefour, Metro AG, Tesco etc. which will make this sector more attractive and highly competitive too.

Indian modern retail sector, which witnessed a phase of consolidation from the second half of 2008 till well into early 2010, has undergone a learning phase and encountered significant changes since the country's economy saw its first ray of hope, thanks to the bold step of liberalization, nearly two decades ago and is fast emerging. The nations that have enjoyed greater economic and social progress have always been those with a strong retail sector. Today retailers around the world have become highly valued and necessary members of the society.

Having weathered the downturn storm, organized retailers are now looking ahead, chalking out massive growth plan and eyeing profitability. As a result, economic activities have stepped up and the GDP growth is expected to be

around 7.5 per cent by the end of this fiscal, modern retailers are gearing up for expansion in 2010. Inviting foreign investors to enter into the country's retail arena could serve for the best interest of this nation and its people. The government in power must initiate necessary arrangements to attract multinational players to invest in this fortune sector. Indian retail thus far witnessed major transformation of unorganized family-owned retail formats to today's organized retailing. The retail revolution, as is foreseen, will eventually restructure the Indian economy and would usher in accelerating an irreversible growth that is beneficial to every stakeholders of the society.

Traditional Solutions to Encounter Global Warming

Amit K. Srivastva.....22

ABSTRACT:

In this paper we try to cover those resources which were frequently used by our forefathers and now at the present time it is missing somewhere. Having these opportunities to use those resources we could save our planet by the stroke of global warming. Environment scientists are agreed that the major cause of global warming is the emission of green house gases realizing the alarming effects of global warming in many places of the world, environmentalists are calling for urgent measures to save the earth. The climatic changes have acquired a significant concern for the society. The various factors contributing for it included the excessive use of fossil fuel, ecological imbalance etc. A rise in earth's temperatures can in turn root to other alterations in the ecology, including an increasing sea level and modifying the quantity and pattern of rainfall. In this research paper focusing area is traditional aspects which controlling the effect of global warming since last many decades. People forgot the traditional mode like pond management, uses of well in village, usages of animals dungs and some other aspects which had been uses since many years back. In this paper these all aspects has been touched and researcher try to find out the possible impacts over the climate. These modifications may boost the occurrence and concentration of severe climate events, such as floods, famines, heat waves, tornados, and twisters. Other consequences may comprise of higher or lower agricultural outputs, glacier melting, lesser summer stream flows, genus extinctions and rise in the ranges of disease vectors. With the growing attention of climate change and its associated problems, there is need to impart training in the field of climate change, and use of ancient resources to prevent the prevalence of occurrences in near future.

KEYWORDS: Global Warming, Climate change, Ponds, Dungs etc.

Demographic Inclination towards Purchase Factors: A Study on Fashion Apparels

Saket Ranjan Praveer and Ashish Kumar Shrivastava26

ABSTRACT:

A cutthroat competition took place in fast moving consumer goods in the international market with the advent of Globalisation and since then it has been continuously increasing. Fashion apparels segment, like other segments of FMCG, has equally been affected.

The paper aims at finding out the consumer pool towards major components of apparel market. The research has been conducted through cluster analysis on seven factors viz. Quality, Price, Promotion, Brand, Variety, Design and Warranty against four demographic groups viz. Age, Income, Gender and Occupation. The paper attempts to reflect the real face of the market and contribute to the marketers while developing sales strategies.

KEYWORDS: Cluster, Demographics, Quality, Price, Promotion, Brand, Variety, Design and Warranty.

The Evaluation of Self Help Groups- Bank Linkage Programme

A. K. Srinivas 30

ABSTRACT:

One of the best things that have happened to our country is the phenomenal growth of Self Help Groups (SHGs). A concept of SHGs was initiated two decades ago by the Govt. of India and brought in NABARD as the key player to strengthen the concept. The concept of SHGs is simple and yet powerful. It is aimed at the rural women to enable them come together to solve their problems by way of community participation. It was felt that it not possible for them to come together and solve their problems only through dialogue, they also were looking for the financial support. At this juncture NABARD has stepped in and created SHG-Bank Linkage Programme. Since then history is created for the big entry of Microfinance in India.

Women Entrepreneurship and Its Development in India

Neha Singh33

ABSTRACT:

Gone are the days when women used to tackle and take care of household responsibilities only. In today's era women have awoken and are actively coming up for entrepreneurship. There's no doubt about it: women entrepreneurs are a major force in the economies of many countries around the world. Women's entrepreneurship is both about women's position in society and the role of entrepreneurs in the same society. Women are faced with specific obstacles (such as family responsibilities) that have to be overcome in order to give them access to the same opportunities as men. Also, in some countries, women may experience obstacles with respect to holding property and entering into contracts. Increased participation of women in the labor force is a pre-requisite for improving the position of women in society and self-employed women. Especially in India, in its rural areas which are still a male dominating country women are not getting their apt rights so that they can uplift themselves. They are being deeply concealed by the males on grounds of dominancy, supremacy, illiteracy and money.

This paper focuses on women entrepreneurship, any understanding of Indian women of their identity and especially of their role taking and breaking new paths, will be incomplete without walking down through corridors of Indian history where women have lived and internalized various role models. This paper realizes the status of women entrepreneurs and the problems faced by them, when they ventured out to carve their own niche in the competitive world of business environment.

KEYWORDS: Women entrepreneurship, WRED, development, entrepreneurs.

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