

Contents

Volume 8, Issue 2

July-December 2014

-
- | | | | |
|-----|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|-------|
| 10. | Littoral Zone Malacofauna in Selected Water Bodies of Taralu and Taralu Estate, Bengaluru- South - A Pilot Survey
<i>Alexander R, Karuthapandi M, Avinash K, Sagarika P and Jayashankar M</i> | | 55-58 |
| 11. | Phytochemical Evaluation of Two Vermicompost Treated Aromatic Medicinal Plants
<i>L. Shakunthalamma and Meera B.K</i> | | 59-63 |
| 12. | Tourism, Interventions and Environmental Changes: A Comparative Case Study of two Destinations in Kerala, South India
<i>Leena Mary Sebastian</i> | | 64-71 |
| 13. | Socio-Economic Status of Jenu Kuruba Tribal Women - A Case Study of Saragur, H.D.Kote Taluk, Karnataka.
<i>Nalini Sekaran</i> | | 72-74 |
| 14. | Sustainable Tourism and its Advantages to the Hospitality Sector in Wayanad
<i>Suja John and Rithu Bejoy</i> | | 75-78 |
| 15. | Impact of Emotional Intelligence on Work-life Balance of Employees in Retail Consumer Goods Industry in Bangalore-An Empirical Study
<i>Asha Ganesh and Nisar Ahmed</i> | | 79-87 |
| 16. | Rising Non-Performing Assets in the Indian Context
<i>Anto Juliet Mary M. and Sivakami Rajesh</i> | | 88-92 |

Littoral Zone Malacofauna in Selected Water Bodies of Taralu and Taralu Estate, Bengaluru- South - A Pilot Survey

Alexander R, Karuthapandi M, Avinash K, Sagarika P and Jayashankar M

Abstract

A preliminary survey conducted to record the fresh water malacofauna in three water bodies in and around Taralu, Bangalore South is reported. Six fresh water malacofaunal species were documented during the present study viz., two species of Bivalves viz., *Parreysia corrugate*; *Lamellidens corrianus* and four species of Gastropods viz., *Bellamyia bengalensis*; *Indoplanorbis exustus*; *Lymnaea luteola*; *Melanoides tuberculata*.

Key words: Malacofauna, Taralu, Bivalves, Gastropods.

Mr. Alexander R, A Rocha, India

Mr. Karuthapandi M, Freshwater Biology Regional Centre, Zoological Survey of India,
Hyderabad- 500048

Mr. Avinash K, A Rocha, India

Ms. Sagarika P, A Rocha, India

Dr. Jayashankar M, Department of Entomology and Nematology, Indian Institute of Horticultural Research, Bengaluru -560 089 and Research Advisor, A Rocha India. E-mail: jay81zoology@gmail.com

Phytochemical Evaluation of Two Vermicompost Treated Aromatic Medicinal Plants

L. Shakunthamma and Meera B.K.

Abstract

The term 'Medicinal Plant' encompasses varied plant genera used in herbalism which are considered as rich sources of ingredients that can be used in drug development and synthesis. These plants find applications in synergic medicine or as support to the official medicine or as potent preventive agents. Many of the pharmaceuticals currently available possess a long history of use as herbal remedies, including aspirin, quinine and opium. Some of these plants are endowed with aroma characteristics. These plants have been used for thousands of years for many different purposes ranging from medicinal to religious, from protecting against spirits to culinary delights. Cultivation of these aromatic medicinal plants provides scope for the improvement of quality of the drugs which are in growing demand. In the international market, the present export of herbal raw materials and medicines from India is about US dollar 100-114 million/year. The present paper makes an attempt to present the details of phytochemical evaluation of two vermicompost treated aromatic medicinal plants *viz:* i) *Pelargonium graveolens* (fam: Geraniaceae) and ii) *Origanum syriacum* (fam: Lamiaceae) and also compare the results with those of control plants. The paper discusses the phytochemical evaluation of primary and secondary metabolites of the said two plant species under controlled and vermicompost treated conditions.

Key words: *Pelargonium graveolens*, *Origanum syriacum*, vermicompost, primary and secondary metabolites

Dr. L. Shakunthamma, Department of Zoology, Rural College, Kanakapura

Dr. Meera B.K., Department of Zoology and Genetics, Government Science College, Nrputunga Road,
Bangalore - 01 E-mail: basavanahalli68@gmail.com

Tourism, Interventions and Environmental Changes: A Comparative Case Study of two Destinations in Kerala, South India

Leena Mary Sebastian

Abstract

Worldwide, tourism is one of the largest and fastest growing economic sectors, and a highly preferred development option for many countries. Regardless of the prominence accorded to tourism as a strategy to solve the multitude of developmental issues, relevant questions like tourism's contributions to local and regional development is understudied, particularly from a developing country context. This study analyzes and compares the tourism development patterns of two primarily nature-based tourism destinations, Kumily and Kumarakom, in Kerala, South India.

The article is part of a larger study that investigates various dimensions of tourism development such as socio-cultural, economic and environmental sustainability. However, this article focuses mainly on the environmental sustainability of tourism development. The study specifically explores whether tourism activities in Kumily, with its planned intervention, are more sustainable than Kumarakom. The conversion of ex-poachers into protectors of nature and the involvement of marginalized sections of the society in Community Based Eco-tourism are a few among the many transformations that have occurred at Kumily. In Kumarakom, the pollution of the ecologically fragile backwaters, conversion of agricultural land into tourist resorts and the like has given rise to severe environmental and social concerns. A case study method is adopted, and the paper relies on both primary and secondary data. The findings indicate that Kumily, with its planned intervention, has a more sustainable tourism development pattern than Kumarakom.

Key words: Tourism Development, Environmental Sustainability, Planned Intervention

Socio-Economic Status of Jenu Kuruba Tribal Women - A Case Study of Saragur, H.D.Kote Taluk, Karnataka

Nalini Sekaran

Abstract

Jenu Kurubas are the tribal community living in the borders of the three states of Karnataka, Tamil Nadu and Kerala. They are identified as primitive tribes. This paper examines the socio-economic status of Jenu Kuruba tribal women living in different settlements of the Saragur town in Heggada Devana Kote Taluk of Mysore District.

Key words: Jenu Kurubas, Socio-economic status, Primitive tribes.

Sustainable Tourism and its Advantages to the Hospitality Sector in Wayanad

Suja John and Rithu Bejoy

Abstract

Sustainable tourism practices to sustain natural beauty and the resources of a destination are vital for the success of hospitality sector. Adoption of eco tourism in hospitality sector offers enormous opportunities to practice sustainable tourism in Wayanad. Sustainable tourism helps to lessen the negative impact on the environment and promote local culture, and generate employment to the local community. Eco tourism is considered as one of the sustainable tourism practices. This study focuses on the view point of selected hospitality properties that practice sustainable tourism in their business operation and by practicing sustainable tourism principles. This study also analyzed the effects of sustainable tourism practices of hospitality sector for nature conservation, socio - cultural preservation and economic upliftment of the local community. The data was collected from members of local community and the officials of DTPC (District Tourism Promotion Council) for a comprehensive research. According to the study, advantages received by hospitality sector through sustainable tourism practices and the socio-cultural upliftment to the local community is analyzed. The research also reveals that the local community has experienced socio - cultural upliftments through sustainable practices in hospitality properties.

Key words: Sustainable tourism, Hospitality sector, Eco-certification/accreditation, Upliftment, socio – culture.

Dr. Suja John, Assistant Professor, Department of Tourism studies, Christ University,
Bangalore- 560029. Email:suja.john@christuniversity.in

Ms. Rithu Bejoy, Faculty, Jyoti Nivas College Autonomous, Bangalore- 560095. Email: rithubejoy@gmail.com

Impact of Emotional Intelligence on Work-life Balance of Employees in Retail Consumer Goods Industry in Bangalore-An Empirical Study

Asha Ganesh and Nisar Ahmed

Abstract

This study is an attempt to examine the impact of Emotional Intelligence(EI) on the work-life balance of employees in retail consumer goods industry in Bangalore city and to provide a new perspective to the field of Human Resource Management and behavioural sciences. Employees of retail consumer goods industry in Bangalore were taken into consideration for the study. The study used two sets of questionnaires: Boston EI Questionnaire to measure the Emotional Intelligence(EI) and a questionnaire by Fischer McAuley, Stanton, Jolton and Gavin to assess the Work-life balance of employees in the retail sector.

A total of 316 respondents were administered the questionnaire from various retail outlets selling consumer goods using stratified and convenient sampling. Data analysis was done using the SPSS software. The findings of the study revealed that EI has significant influence on work-life balance. It is recommended that HR training programs that are capable of incorporating some Psychological issues such as work-life conflict management, employee retention strategy & emotional intelligence should be organised for employees on a continuous basis. The study concludes that employees scoring high on EI were able to enjoy a better work-life balance when compared to their colleagues who scored low on EI.

Key words: Emotional Intelligence, Work-life balance, employee performance, social intelligence.

Ms. Asha Ganesh, Research Scholar, Research and Development Centre, Bharthiar University, Coimbatore – 641 046, Tamilnadu.

Dr. Nisar Ahmed, Director, Measi Institute of Management, Chennai.

Rising Non-Performing Assets in the Indian Context

Anto Juliet Mary M. and Sivakami Rajesh

Abstract

NPAs reflect the performance of banks. A high level of NPAs suggests high probability of a large number of credit defaults that affect the profitability and net-worth of banks and also erodes the value of the asset. The NPA growth involves the necessity of provisions, which reduces the overall profits and shareholders' value. The issue of Non-Performing Assets has been discussed at length for financial system all over the world. The problem of NPAs is not only affecting the banks but also the whole economy. In fact high level of NPAs in Indian banks is nothing but a reflection of the state of health of the industry and trade. The non-performing assets impacts drastically to the working of the banks. The efficiency of a bank is not always reflected only by the size of its Balance sheet but buy the level of return on its assets. NPAs do not generate interest income for its Bank, but at the same time banks are required to make provisions for such NPAs from their current profits. Hence this paper tries to give an overall understanding the concept of NPAs in Indian banks, its magnitude and major causes for an account becoming non-performing and concluding remarks.

Key words: NPA (Non-performing Asset), restructuring of loans, Centralized, Decentralized

Ms. Anto Juliet Mary M, Lecturer, Mount Carmel College ,Palace Road, Bangalore – 6, E-Mail: julietbbmmcc@yahoo.in
Ms. Sivakami Rajesh, Lecturer, Mount Carmel College ,Palace Road, Bangalore – 6, India, E-Mail: Sivakami.rajesh@gmail.com