

### Journal Details

Journal Title (in English Language)	Journal of Management and Entrepreneurship
Publication Language	English
Publisher	Xavier Institute of Management and Entrepreneurship
ISSN	2229-5348
E-ISSN	NA
Discipline	Social Science
Subject	Business, Management and Accounting (all)
Focus Subject	General Business, Manager Accounting
UGC-CARE coverage year	from Oc . 2021 to 1

Copyright ©  
2022 Savitribai  
Phule Pune  
University. All  
rights reserved.  
| Disclaimer

ISSN: 2229-5348

# JME

Journal of Management:  
& Entrepreneurship

Editor-in-Chief

Prof. J. Philip

Editors

Prof. C. P. Ravindranathan

Prof. Nasser Mohamed Jaffer

Associate Editor

Dr. Mercia Selva Malar

Annexure - VI (A, B)  
Cont - III (A), (B - 46) Contd -

JME

Xavier Institute of Management & Entrepreneurship

SE  
mic  
17

Annexure - I (A) (B)  
Cat-III (A) (B) - 47) Contd -

# JME

Journal of Management  
& Entrepreneurship

ISSN : 2229-5348

Vol. 16, No.2 (IV), April-June 2022

Editor-in-Chief

Prof. J. Phillip

Editors

Prof. C. P. Ravindranathan

Prof. Naseer Mohamed Jaffer

Associate Editor

Dr. Mercin Selva Malur

**XIME.**

Xavier Institute of Management & Entrepreneurship

1111111111 - 1111111111  
Cat-III (A) (19-48) Contd -

## Contents

1	AN EMPIRICAL STUDY ON HR TRENDS CATCH UP IN 2022 AS WORKPLACE DYNAMICS CHANGE FOR IT INDUSTRY Dr. Ms. Jyoti M. Singh, Dr. Nilesh R. Berad	1-7
2	INVESTIGATION OF THE POSSIBLE JOB OF CREATIVE INDIAN SMES IN LONG HAUL DEVELOPMENT Dr. Pradeep Sannar, Dr. Sonali Bhaskar Jadhav	8-15
3	CONSTRAINTS PERCEIVED BY RURAL YOUTH RETURNEES IN AGRIPRENEURSHIP DEVELOPMENT Mr. Kiran Shantaram Shinde, Dr. Vinod Ramchandra Malkar	16-23
4	AN EMPIRICAL STUDY TO REDUCE EMPLOYEE TURNOVER, RETAIN TOP TALENT AND ESTABLISH AN ENGAGED WORKFORCE IN IT SECTOR Dr. Shivraj Rajaram Nikam	24-32
5	WHAT'S NEXT IN PSYCHOLOGICAL CAPITAL: AVENUE FOR FUTURE RESEARCH Dr. Tulsee Guri Goswami, Anita Choudhary	33-53
6	ENVIRONMENT, SOCIAL AND GOVERNANCE INVESTING: THE NEW TREND IN INVESTING Prof. Surabhi Gawde, Prof. Mishu Tripathi, Mr. Saurabh Tripathi	54-65
7	A STUDY OF REVERSE PRODUCT PLACEMENT AND ITS IMPACT ON ENTERTAINMENT MEDIA Harilal S.B. Dr. Mohammad Afaq Khan, Dr.C.Sengottuvelu	66-76
8	AN EMPIRICAL STUDY ON IMPACT OF MEDICAL TOURISM ON MULTI-SPECIALITY PRIVATE HOSPITALS IN INDIA Dr. Ramesh Solanki	77-83
9	"CORPORATE GOVERNANCE NEED OF THE HOUR" Gayatri Yadav	84-86
10	LUCKY EDGE MEAN LABELING OF CORONA PRODUCT OF GRAPHS R. Senthil Amutha, R. O.V.Shanmuga Sundaram, P. Sugapriya, A.Aishwariya	87-104
11	"SETTLING THE FUTURE OF COMPLETE DIGITAL AND SOCIAL MEDIA MARKETING RESEARCH: PERSPECTIVES AND RESEARCH PROPOSITIONS" Dr. Subrato Kumar Dey, Dr. Gautam Tanti	105-112
12	PURCHASING PATTERN OF CONSUMERS TOWARDS ONLINE AND TRADITIONAL SHOPPING Md Danish Kaza, Reshma Nikhat	113-122
13	INCLUSIVENESS OF PERSON WITH DISABILITIES (PWDS) UNDER THE LENS OF MICROFINANCE Garima Singh, Anamika Choudhary	123-141
14	ENTREPRENEURIAL RESOURCEFULNESS AND ENTREPRENEURIAL BEHAVIOR OF RURAL ENTREPRENEURS: ROLE OF GENDER AS A MODERATOR Manu Pal, Dr. Lata Bajpai Singh, Syed Asif Mehdi	142-149
15	MEASURING LEVEL OF FINANCIAL INCLUSION IN DIGITAL INDIA Saumya Chandel, Prof. Kushendra Mishra	150-158

Mixtures - VII (A, B)  
Cat-III (A), (Pg- 49) Contd -

16 TEACHING COMPETENCY AMONG SECONDARY SCHOOL TEACHERS OF PUNJAB  
WITH RESPECT TO TYPE OF SCHOOLS  
Dr. Poonam Mahajan, Dr. Amit Kaur

159-167

~~INCREASING CYBER CRIME IS A GREAT THREAT TO THE FINANCIAL  
INSTITUTIONS IN INDIA~~  
Dr. Anita Jaramji Gaikwad

175-179

Dr. Priyanka Mahajan

Assistant Professor, P.G. Deptt. of Economics, Hindu College,  
Amritsar. Email: hca.priyanka@gmail.com

Understanding the livelihood systems of the indigenous people is necessary to promote their socio-economic development and to reduce their poverty. Livelihoods can never be understood using any one track of logic, be it economic, social, technical, cultural or political as they are made up of very diverse elements which taken together constituted the physical, economic, social and cultural universe where in the families live. Livelihood system especially in rural population in developing countries are more than just a set of physioeconomic preconditions for continued existence. It encompasses the psycho social dimensions of experience of living and takes a holistic consideration of things that the people might be vulnerable to assets and resources that help them thrive and survive, policies and institutions that impact their livelihoods.

Throughout the globe, there is a great diversity in traditional occupations reflecting the diversity of cultures, traditions as well as natural environments and climates where indigenous people live and practice their activities. At the same time, there is also a remarkable level of similarity and overlap in practices. Most of the indigenous people in Asia usually live in remote communities in the mountains, plains, river basins, forests and coastal areas. They live in some of the most biodiversity - rich areas of the world where they engage in a range of occupations for livelihood. While there is enormous diversity among indigenous people, common to all are a strong cultural attachment to the land and the dependence of their traditional livelihood on the land, forest, sea and natural resources found therein.

Traditional occupations are still the chief sources of livelihood of most indigenous people in Asia. Traditional occupation has been described as occupations which are practiced by successive generations rooted in customs and practices and focused on subsistence economies. ILO (2000) has made an attempt to provide a precise and formal definition of the term 'Traditional Occupation' as those occupations that have been followed by successive generations of indigenous people and their communities and are rooted in customs and practices that were established prior to colonization of the region in 19th century.

During the 4th Indigenous Development Conference in Asia held in Sabah, Malaysia in 2008, Traditional occupations were estimated to account for 95 percent of indigenous people livelihood in Timor Leste, 90 percent in Cambodia, 80 percent in Malaysia, 70 percent in Thailand and 50 percent in Philippines. In the case of India, this subcontinent is abundant with amazingly wearing landscape. One can find awesome mountain peaks, hills, lush greenery areas with fertile red mud arid desert lands, seascapes and so much more when one travels from region to region within the country. Tremendously diverse in tradition, culture and language, each region has its own identity.

Rural India constitutes nearly three-quarters of the entire Indian population. Each region in rural India offers a different perception of the beauty of mother nature. Rural India is a brilliant fusion of ancient systems and archaic beliefs along with modern inventions. Rural India has been a predominantly agrarian economy since ancient times. Agricultural and allied activities support livelihood of nearly 60% of the people in recent years. Land-based livelihoods of small and marginal farmers are increasingly becoming unsustainable since their land has not been able to support family's food requirements and fodder for their cattle. As a result, rural households are forced to look at other alternative means for supplementing their livelihood. However even these subsidiary occupations reflect the base of the socio-