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HUMANITIES, BUSINESS MANAGEMENT, SOCIAL SCIENCES AND EDUCATION

Editors:
Yashpal Meena
Dr. Manita Matharu

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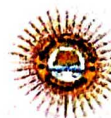Jai Narain Vyas University, Jodhpur, Rajasthan

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development. The social transformation of local communities through eco-tourism can be seen in the economic aspect, especially adaptations of jobs from traditional work to homestay programs and lodge entrepreneurs considered green job opportunities in the rural areas. The study will analyze the impact of Homestay business and Community-based eco-tourism on job opportunities. This study will also examine the empowerment indicators gained by the local community from the socio-cultural and environmental aspects through its active participation in community-based eco-tourism. The study will discover that community-based eco-tourism helped improve the local community and afforded them an alternative livelihood in their rural destination in Himachal Pradesh. In the last, this research will analyze the role Homestay concept and Community-based eco-tourism for women empowerment in the State of Himachal Pradesh.

PARTICIPATION AND ROLE OF WOMEN IN DECISION MAKING RELATED TO RURAL NON-FARM ACTIVITIES: A STUDY IN HOOGHLY DISTRICT OF WEST BENGAL

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The purpose of this paper is to look at women's involvement and the supportive roles in the rural non-farm sector, as well as how various socioeconomic and demographic factors influence their decision making in these activities and the role of self-help groups in this regard. After recovering from the third wave of the Corona pandemic, a survey will be conducted to ascertain the effect of various socioeconomic and demographic factors on the average livelihood of these female employees in the Bigati Gram Panchayat of West Bengal's Singur block using a multiple regression model. The study will provide necessary inputs to help policymakers plan for financial and infrastructure assistance to create a conducive environment for women in the rural non-farm sector to improve their family support, earnings, employment opportunities and benefits of participation in self-help groups.

COVID 19 AND WOMEN EMPOWERMENT IN RURAL PURBA BARDHAMAN- A CASE STUDY

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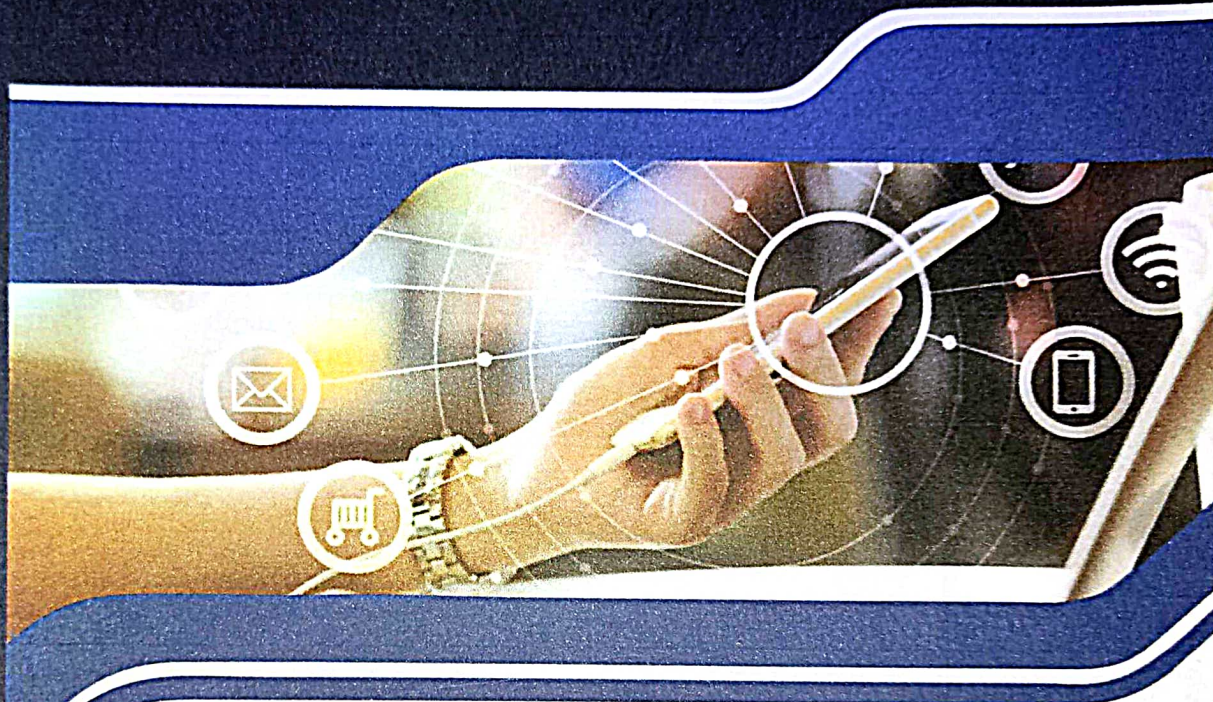
Women's exploitation and discrimination on the basis of their gender is a social stigma. Women experience gender discrimination in most societies, which leads to domestic violence, domination and control over women's bodies, as well as control over their social, economic, and political life. When people are empowered, they are driven and encouraged to act on their inner intuition. It instils in people the ability to obtain critical resources as well as decision-making autonomy, which fosters societal progress. There is no more effective weapon for development than empowering women in society, and it is inextricably linked to respect for human rights. Many male earning members of a family have lost their employment during this covid period, and they are now reliant on their wife's earnings to support the family. Women in the rural sector are now engaged in a variety of jobs that not only support family

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ROLE AND IMPACT OF CHILD LABOUR IN THE RURAL NON-FARM SECTOR BEFORE AND AFTER THE PANDEMIC SITUATION - A STUDY IN PURBABARDHAMAN

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This paper aims to look at how the last two decades have seen significant strides in the fight against child labour in the Rural Non-Farm Sector. The study will also try to understand the role of child labour in increasing family income opportunities during the pandemic periods. This issue gained increased importance during the corona pandemic when parents' income opportunities became difficult due to loss of employment and reverse migration. A survey will be undertaken to understand how the average monthly income of those families in the Purba Bardhhaman District of West Bengal is influenced by the participation of child labour and competence in income opportunities in a multiple regression model. The study will provide policymakers with the information they need to prepare for financial and infrastructure assistance. This idea is to create a suitable measure to prevent and eliminate child labour in the rural non-farm sector to increase alternative parents' incomes and job opportunities through the proper action plan and also find the cause of School drop-out in rural areas.

FINANCIAL PERFORMANCE OF SBI AND HDFC BANKS – A COMPARATIVE ANALYSIS ON CAMEL MODEL

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The Indian banking industry has immensely contributed in the economic growth of the country. Banking sector has been responsible for the development of various sectors of an economy who rely on banks for financial support. Banks cater the needs of general people by offering various financial services. However, the devastation caused by the global pandemic COVID – 19 collapsed the entire economic growth of the world. Due to this, banks have also suffered some catastrophic effects like increase in NPA's, inadequate flow of income in the hands of people, economic slow-down and bad loans etc. all these have a detrimental effect on the performance of banks. In this context this paper attempts to analyse and compare the financial performance of top public and private sector banks of India viz State bank of India