Lala Lajpatrai Institute of Management Journal of Research

Volume VII

Number 1

January - June 2015

ISSN 2229-4740





Lala Lajpatrai Institute of Management

Lala Lajpatrai Marg, Mahalaxmi, Mumbai - 400 034.

Tel No.: 2351 3874 Fax No.: 2352 0877

Email: info@llim.edu Website: www.llim.edu

Content

Sr.	Title	Author	Page
No			No
1	Gender Inequality and GDP Growth and Enquiry	Dr. V. B. Angadi	1
2	A Study of Unemployment Alleviation Scheme –	Dr. V. M. Ingavale	8
	Mahatma Gandhi National Rural Employment	/ Mrs. Bhavika R.	
	Guarantee Act (MGNREGA) With Special reference	Karkera	
	to Wada Taluka in Thane District.		
3	Applicability of Single Minute Exchange of Die	Prof. Vivek P.	15
	(SMED) Philosophy for Non-Manufacturing sectors	Nerurkar	
4	Washroom Advertising – The New Face of	Prof. Gagan Bhatia	24
	Advertising	/ Dr. Dharmesh	
		Mevada	
5	A Comparative Study of Indian Stock Market with	Charu Upadhyaya	30
	International Stock Market	/ Er. Mohammad	
		Kashif Shaikh /	
		Gulshan Punjabi	
		/Meet Sanghvi	
6	Essence of Lean in the Pharmaceutical Industry	Dr. Aruna Rajan	38
7	"Tata Gold Plus: The success Story of the 'Nano' of	Dr. Dharmesh	43
	the Jewellery Market'	Mevada /	
		Kiranbala	
		Lakhmania /	
		Kishore Jha /	
		Rajendra Bafna	
8	Philips India: Daisy Business Growth	Baldeep Singh	
		Manhas / Neha	
		Lavania / Deepa	
		Mathur / Satbir	
		Kaur	