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- Rajkumar Giridhari Singh
Samikshya Mishra : Impact of Demonetisation on Mutual Funds in India
- Happyson Gachuiwo
A.S. Yarso : Impact of Working Capital Management on Profitability :
Evidence from the Indian IT MNCS
- Samapti Nath
Joyeeta Deb : Linking Social Outreach and Portfolio at Risk of the Microfinance
Institutions : A Study on Selected Indian Microfinance
Institutions
- Ashman Ali Loskar : A Study on the Consumers Attitude towards Complaining in
Consumer Forums in Guwahati City
- Sangeeta Rai
Easwaran Kanagaraj : Gorkhali Womens Access to Social Capital in North East India
- G. Albin Joseph
Molankal Gangabhushan M. : Inclusion of Persons with Disabilities in the Mainstream : An
Analysis of Service Delivery Process of NGOs and GOs in Cachar
District of Assam
- Jarita Das
Parag Shil : Brand Building Strategies for Fruit Juice : Some Issues
- Kingshuk Adhikari
Surajit Paul : Education Level and Job Satisfaction : A Study on Teachers
Working in Government Degree Colleges of Tripura
- Jitesh Kumar Surana
Ram Chandra Das : Customers Satisfaction on Selected Banking Services in Silchar
Town : A Comparative Study of SBI and HDFC Bank
- Abhigyan Bhattacharjee
Mridul Barman : A Snippet of Cross-Border Commodity Transactions through
Kalaichar Border Haat

আসাম বিশ্ববিদ্যালয়

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Editorial.....

Warm greetings from the Editorial Board of Banijya- A Peer Reviewed UGC Approved Research Journal of the Department of Commerce, Assam University, Silchar. We are glad that this issue of Banijya, Vol. 10 No. 1, March, 2018 has come out of the press for wider readership.

The objective of the Journal is to encourage and support innovative research in the areas of commerce and its allied disciplines. The editorial board has made a unified approach to gather identified stakeholders under one platform to offer diversified thinking in the areas of commerce and its allied disciplines.

In this issue of Banijya, ten research articles relating to different areas of social sciences have been presented. In the first article, Dr. Rajkumar Giridhari Singh and Samikshya Mishra delves into the impact of demonetisation on mutual funds in India by comparing pre and post demonitisation period. The second article scripted by Happyson Gachuiwo and Dr A. S. Yarso had made an attempt to evaluate empirically the impact of working capital management on profitability of Indian IT MNCs over a period of eight years. In the third article, Dr Joyeeta Deb and Samapti Nath examined the association between social outreach and Portfolio at Risk of the MFIs. In the fourth article, Ashman Ali Laskar attempted to evaluate the level of consumers attitude towards complaining in consumer forums and the level of consumers awareness of their rights.

Sangeeta Rai and Easwaran Kanagaraj delve into the socio-cultural as well as socio-economic factors attributed to the variations in the Gorkhali women's access to social capital in North East India in the fifth article. In the sixth article, Dr G. Albin Joseph and Dr Molankal Gangabhusan M had discussed the capacity and the service delivery process of the selected NGOs and GOs for the rehabilitation of PWDs. Jarita Das and Dr Parag Shil had examined on the various brand building strategies essential for success of fruit juice brands in the seventh article.

In the eighth article, Dr Kingshuk Adhikari and Surajit Paul had assessed the degree of job satisfaction of teachers working in Government degree colleges of Tripura and had made a comparison across their level of education. Jitesh Kumar Surana and Dr Ram Chandra Das had compared the customers' satisfactions in respect of select banking services between the customers of SBI and HDFC Banks in Silchar Town in the ninth article. Finally, Dr Abhigyan Bhattacharjee and Mridul Barman had made an attempt to project a current trend of commodities in terms of their volume and value being traded in the Kalaichar border haat in terms of export and import.

We expressed our profound gratitude to all the authors for their valuable contributions. We look forward for such valuable contributions in the near future too. We would also like to express thankfulness to our Chief Patron and Patrons and to all who assisted us in bringing out this issue of the journal. Comments, suggestions and feedbacks, if any, are welcome from the readers to improve the quality of the forthcoming issue of the journal.

Hope these varied and pertinent topics presented in this issue of Banijya may give a thrilling inside to the readers.

With Best Wishes,

Dr A.S. Yarso
Managing Editor, Banijya

CONTENTS

Impact of Demonetisation on Mutual Funds in India	<i>Rajkumar Giridhari Singh Samikshya Mishra</i>	1 - 12
Impact of Working Capital Management on Profitability: Evidence from the Indian IT MNCS	<i>Happyson Gachuiwo A.S. Yarso</i>	13 - 26
Linking Social Outreach and Portfolio at Risk of the Microfinance Institutions: A Study on Selected Indian Microfinance Institutions	<i>Samapti Nath Joyeeta Deb</i>	27 - 37
A Study on the Consumers' Attitude towards Complaining in Consumer Forums in Guwahati City	<i>Ashman Ali Loskar</i>	38 - 43
Gorkhali Women's Access to Social Capital in North East India	<i>Sangeeta Rai Easwaran Kanagaraj</i>	44 - 51
Inclusion of Persons with Disabilities in the Mainstream: An Analysis of Service Delivery Process of NGOs and GOs in Cachar District of Assam	<i>G. Albin Joseph Molankal Gangabhusan M.</i>	52 - 58
Brand Building Strategies for Fruit Juice : Some Issues	<i>Jarita Das Parag Shil</i>	59 - 62
Education Level and Job Satisfaction : A Study on Teachers Working in Government Degree Colleges of Tripura	<i>Kingshuk Adhikari Surajit Paul</i>	63 - 68
Customers Satisfaction on Selected Banking Services in Silchar Town : A Comparative Study of SBI and HDFC Bank	<i>Jitesh Kumar Surana Ram Chandra Das</i>	69 - 75
A Snippet of Cross-Border Commodity Transactions through Kalaichar Border Haat	<i>Abhigyan Bhattacharjee Mridul Barman</i>	76 - 84