Aiskwarya College of Education Sansthan



(Journal of ACES)



ISSN: 2249-2097

Vol. 5 August, 2015

Focus COMMERCE,

MANAGEMENT

AND

INFORMATION

TECHNOLOGY



Surabhi Singh, Sarita Sanwal and Santosh Ahlawat

A Study on Talent Management Strategies for Recruitment & Retention in **Higher Education**

Ranju Suyal and Deepti Bhargav

Financial Performance of Indian Cement Industry: Study of Selected Units Hemant Bhanawat

A Perspective on Competencies of the Disabled in the Workforce Meera Mathur and Shaheema Hameed

Register Based Hash Function: A New Authentication Technique Sunita Bhati and Anita Bhati

A survey of an Image Processing Technique: Segmentation Arun Vaishnav and Priyal Ostwal

Tailoring: A Promising Enterprise for Rural Women a study of Rajasthan Mission on Livelihoods (RMoL) from Udaipur (Rajasthan) Anuprita Purohit and Simple Jain

OD Intervention Techniques and its impact on Training and Development programs

Raksha Sharma

Database Management on Clouds through NoSQL

Neetu Agarwal and Sanjay Choudhary

Faculty Engagement - A New Mantra in Higher Education Ritu Maheshwari



www.aishwaryacollege.ac.in

AISHWARYA RESEARCH REVIEW

(JOURNAL OF ACES)

Chief Editor

Dr. Seema Singh

Editor

Dr. Archana Golwalkar

Editorial Board

Dr. Q. A. Bohra Dr. Azimuddin Khan

Dr. Manju Mandot Prof. Meera Mathur

Dr. Nirupama Sharma Dr. Hina Khan

Dr. Roshita Jain Dr. Sunita Bhati

Prof. S. S. Bhanawat Dr. N K Pareek

Mrs. Raksha Sharma Dr. Tarun Sharma

Editorial Consultants

Prof. B.L. Choudhary Prof. I.V. Trivedi

Prof. Vijayalaxmi Chouhan Prof. Venugopalan

Prof. B.P. Bhatnagar Prof. Karunesh Saxena

Prof. B.P. Saraswat Prof. D.S. Chundawat

Prof. N.D. Mathur

Prof. K.C. Sodani

Prof. Shyam S. Lodha Prof. Kanika Sharma

Prof. A.N. Mathur Prof. N.K. Pandya

Prof. Varun Arya Prof. G. Soral

Prof. M. K. Jain

Editorial Advisors

[©] All rights reserved; no part of this publication may be reproduced, stored in retrieval system, transmitted in any form, or by any means, electronic, photocopying, recording or otherwise, without prior permission of Aishwarya College of Education Sansthan, Udaipur

CONTENTS

S.No		Page No.
Abou	ut the Institution	
Edit	orial	
1.	Green Advertising: An Effective Media Tool for Changing Consumer Behavior Surabhi Singh, Sarita Sanwal and Santosh Ahlawat	01
2.	A Study on Talent Management Strategies for Recruitment & Retention in Higher Education Ranju Suyal and Deepti Bhargav	07
3.	Financial Performance of Indian Cement Industry: Study of Selected Units Hemant Bhanawat	14
4.	A Perspective on Competencies of the Disabled in the Workforce Meera Mathur and Shaheema Hameed	22
5.	Register Based Hash Function: A New Authentication Techniques Sunita Bhati and Anita Bhati	27
6.	A survey of an Image Processing Technique: Segmentation Arun Vaishnav and Priyal Ostwal	34
7.	TAILORING: A PROMISING ENTERPRISE FOR RURAL WOMEN A Study of Rajasthan Mission on Livelihoods (RMoL) from Udaipur (Rajasthan) Anuprita Purohit and Simple Jain	37
8.	OD Intervention Techniques and its impact on Training and Development programs Raksha Sharma	46
9.	Database Management on Clouds through NoSQL Neetu Agarwal and Sanjay Choudhary	55
10.	Faculty Engagement – A New Mantra in Higher Education Ritu Maheshwari	64

AISHWARYA RESEARCH REVIEW

(JOURNAL OF ACES)

Udaipur (Rajasthan) INDIA

MEMBERSHIP FORM

D	T 1	٠.		
Dear	Hid	11	0	10
Dog	1 70		. ,	Ι.

ase tick \checkmark) and agree to al					
(R)					
、 /					
Academic Qualification : Profession and Experience :					
Annual Membership					
₹ 1,500					
,					
₹ 2,000					
₹ 2,000					
ŕ					
₹ 2,000					
₹ 2,000					
₹ 2,000 ipur]					
₹ 2,000					
₹ 2,000 ipur] oplicant					
₹ 2,000 ipur]					

For Details Contact:

Chief Editor AISHWARYA RESEARCH REVIEW

Aishwarya College of Education Sansthan, Adarsh Nagar, University Road, Udaipur-313001 (Raj.) E-mail: info@aishwaryacollege.org; Ph. No. (0294) 2471965, 2471966

LICENSE AGREEMENT

For the submission of an article (mention paper type here):

I hereby declare, on behalf of myself and my co-authors (if any), that:

- [1] The article submitted is an original work and has neither been published in any other peerreviewed journal nor is under consideration for publication by any other journal. More so, the article does not contravene any existing copyright or any other third party rights.
- [2] I am/we are the sole author(s) of the article and maintain the authority to enter into this agreement and the granting of rights to ACES does not infringe any clause of this agreement.
- [3] The article contains no such material that may be unlawful, defamatory, or which would, if published, in any way whatsoever, violate the terms and conditions as laid down in the agreement.
- [4] I/we have taken due care that the scientific knowledge and all other statements contained in the article conform to true facts and authentic formulae and will not, if followed precisely, be detrimental to the user.
- [5] I/we permit the adaptation, preparation of derivative works, oral presentation or distribution, along with the commercial application of the work.
- [6] No responsibility is assumed by ACES, its staff or members of the editorial board for any injury and/or damage to persons or property as a matter of products liability, negligence or otherwise, or from any use or operation of any methods, products instruction, advertisements or ideas contained in a publication by ACES.

COPYRIGHT TRANSFER: Copyright to the above work (including without limitation, the right to publish the work in whole, or in part, in any and all forms) is hereby transferred to ACES, to ensure widest dissemination and protection against infringement.

Under the Following Conditions: Attribution

- a. The services of the original author must be acknowledged;
- b. In case of reuse or distribution, the license conditions must be clarified to the user of this work;
- c. Any of these conditions can be ignored on the consent of the author.

SIGN HERE FOR COPYRIGHT TRANSFER: I hereby certify that I am authorized to sign this document either in my own right or as an agent of my employer, and have made no changes to the current valid document supplied by ACES.

Print Authorized Name(s) and Title(s):			
Original Signature(s) (in ink):			
Date:			



AISHWARYA RESEARCH REVIEW

(JOURNAL OF ACES) GUIDELINES

The guidelines for the submission of papers are as follows:

ш	Length of the research paper should not exceed / pages.	
	Articles should be typed in MS Word (Times New Roman, Krutidev 10) and printed on A4 Size paper with double spacing.	
	Title of paper (font size 14 with bold and capital)	
	Author's name (s) and affiliation (font size 12)	
	Abstract up to 200 words (font size 12)	
	Key words - maximum of seven (font size 10 with bold)	
	Introduction should contain only relevant researches and importance of the study.	
	Method should include techniques, samples, tools/tests.	
	Results should be provide relevant facts only, avoid many tables.	
	Discussion should be drafted carefully, setting results in the light of past work. In some situations it can be combined with results.	
	References should correspond to citations in the text and should follow APA format.	
Reference	e Examples :	
	A.W. (1993). Cardiovascular consequences of expressing, experiencing and repressing anger. <i>Behavioural Medicine</i> , 16, 539-569.	
Marx, M.I	H. & Hillix, W.R. (1963). Systems and Theories in Psychology. New York: Mc Graw Hill.	
Hester, R.	K. & Miller, W.R. (1989). Self Control Training. In R.K. Hester & W.R. Miller (Eds.)	
Handboo	k of Alcoholism Treatment Approaches: Effective Alternatives, New York: Pergamon	
	The views expressed by the contributors in this journal are their own and may not necessarily reflect those of the Editorial Board. The contributors assume sole responsibility for the statement of facts and opinions expressed in papers.	
	Please take note that without subscription of the AISHWARYA RESEARCH REVIEW either Annual or Life Membership, research paper will not be published. Author will get the copy of the journal free but, however, there is a compulsory charge of Rs. 1500 for 10 reprints.	
	Please send research paper in three hard copies and one soft copy in CD. Regarding submission of papers, book reviews, brief communications, subscription and advertisements, please contact the Chief Editor of AISHWARYA RESEARCH REVIEW . Right of publication is reserved with the Editorial Board.	
	Claims for undelivered copies may be made no later than three months following the month of publication. The publisher will supply missing copies when losses have been sustained in transit and as reserve stocks will permit. Four weeks advance notice must be given while notifying change of address.	
	Jurisdiction will be in Udaipur for any dispute.	

AISHWARYA INSTITUTE OF MANAGEMENT & IT MBA, MCA

AISHWARYA COLLEGE OF EDUCATION SANSTHAN
NAAC Accredited 'B' Grade College
BCA, B.Sc., BBM, B.COM., PGDCA

AISHWARYA TEAGHERS TRAINING COLLEGE B.Ed.

AISHWARYA PRIMARY TEAGHERS TRAINING SGHOOL D.El.Ed. (BSTC)

AISHWARYA PUBLIG SCHOOL



Adarsh Nagar, University Road, Udaipur [Rajasthan] Tel.: 0294-2471965-66, Fax: 0294-2471930