



# Padalsalai's Telegram Groups!

( தலைப்பிற்கு கீழே உள்ள லிங்கை கிளிக் செய்து குழுவில் இணையவும்! )

- **Padalsalai's NEWS - Group**  
[https://t.me/joinchat/NIfCqVRBNj9hhV4wu6\\_NqA](https://t.me/joinchat/NIfCqVRBNj9hhV4wu6_NqA)
- **Padalsalai's Channel - Group**  
<https://t.me/padasalaichannel>
- **Lesson Plan - Group**  
<https://t.me/joinchat/NIfCqVWwo5iL-21gpzrXLw>
- **12th Standard - Group**  
[https://t.me/Padalsalai\\_12th](https://t.me/Padalsalai_12th)
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- **9th Standard - Group**  
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- **6th to 8th Standard - Group**  
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- **1st to 5th Standard - Group**  
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- **TET - Group**  
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- **PGTRB - Group**  
[https://t.me/Padalsalai\\_PGTRB](https://t.me/Padalsalai_PGTRB)
- **TNPSC - Group**  
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## 4. Methods of Employee Training

### ✦ On-the-job training methods

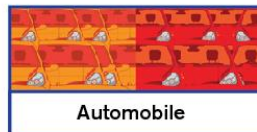
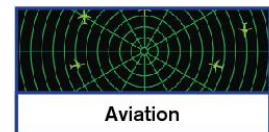
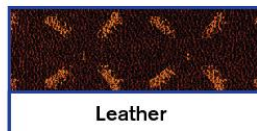
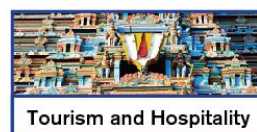
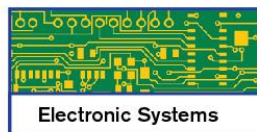
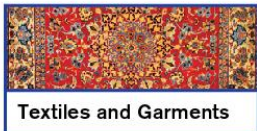
- Job Rotation
- Understudy Assignments

### ✦ Off-the-job training methods

- Classroom lectures
- Films and videos
- Simulation exercises
- Vestibule training



## 25 Sectors that the **Make in India** programme focuses on







# What is green marketing?

- **Green marketing** refers to the process of selling products and services based on their environmental benefits. Such a product or service may be environment friendly in itself or produced or packed in an environment friendly way.







# AMBUSH MARKETING

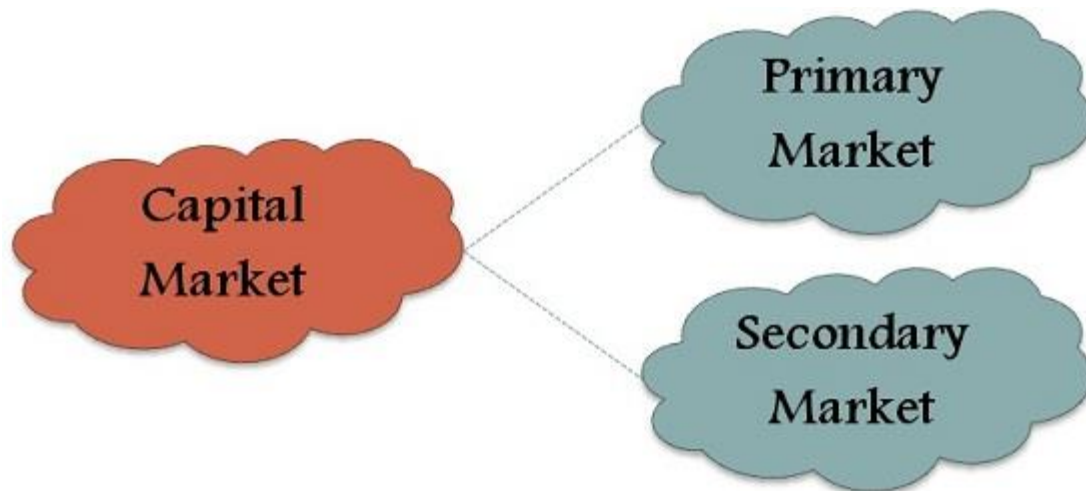
Why do brands  
ambush their rivals?



## **DUTIES of Directors**

1. To file return of allotment
2. Not to issue irredeemable preference share after 20 Years
3. To disclose interest
4. To disclose receipt from transfer of property
5. To disclose receipt of compensation from transferee of shares
6. Duty to attend Board meetings
7. To convene statutory, Annual General meeting (AGM) and also extraordinary general meetings
8. To prepare and place at the AGM along with the balance sheet and profit & loss account a report on the company's affairs including the report of the Board of Directors





# Companies Act 2013



# ANNUAL GENERAL MEETING

Meaning: "Every co. must hold in each year, in addition to any other meetings, a general meeting of its members, which is called the co's AGM"

Who can call AGM:

- In normal case, by company
- In special circumstances, by Central government





## consumerism

Organized-efforts by individuals, groups,  
and governments to help protect  
consumers from policies and practices that

...

# Vision of Digital India

Centered on 3 Key Areas

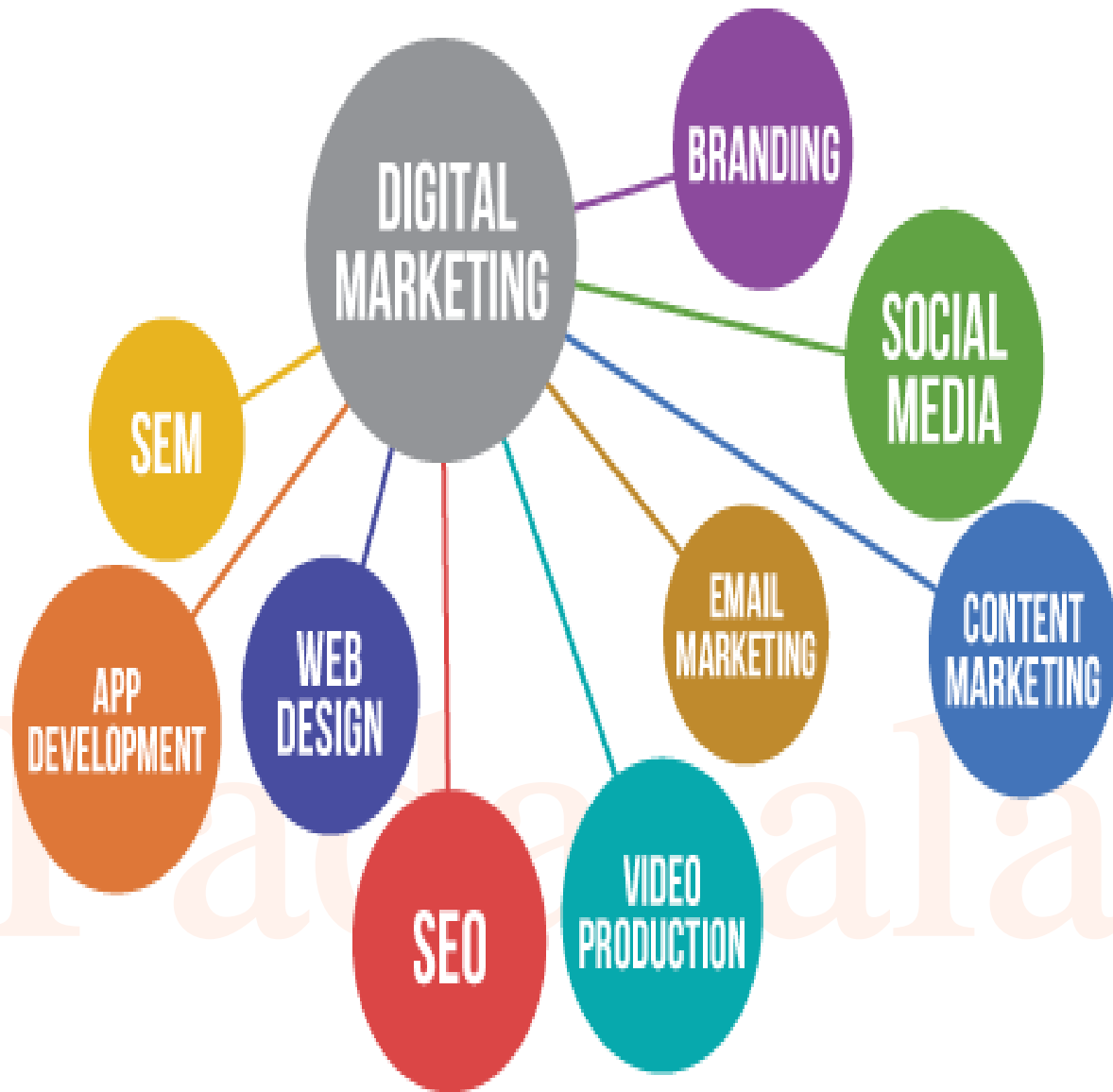
- ▶ Digital Infrastructure as a Utility to Every Citizen
- ▶ Governance & Services on Demand
- ▶ Digital Empowerment of Citizens

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# Financial Market

## Types of Financial Market

**Money  
Market**

**Capital  
Market**

**Derivatives  
Market**

**Commodity  
Market**

**Foreign  
Exchange  
Market**

**Spot  
Market**



**WallStreetMojo**

# What is Demat Account?

- Demat account is like a bank account for holding securities just like funds . It is safe and convenient for trading for storing shares in electronic form.
- Today, practically 99.9% settlement (of shares) takes place on demat mode only. Thus, it is advisable to have a Beneficiary Owner (BO) account to trade at the exchanges.

## Functions of Stock Exchange, Role of Stock Exchange

Continuous and Regular Market

Evaluation of Securities

Promotes Capital Formation

Safety and Security in Dealings

Stimulates Industrial Investment

Encourages Public Borrowings

Facilitates Speculation

Facilitates Bank Lending

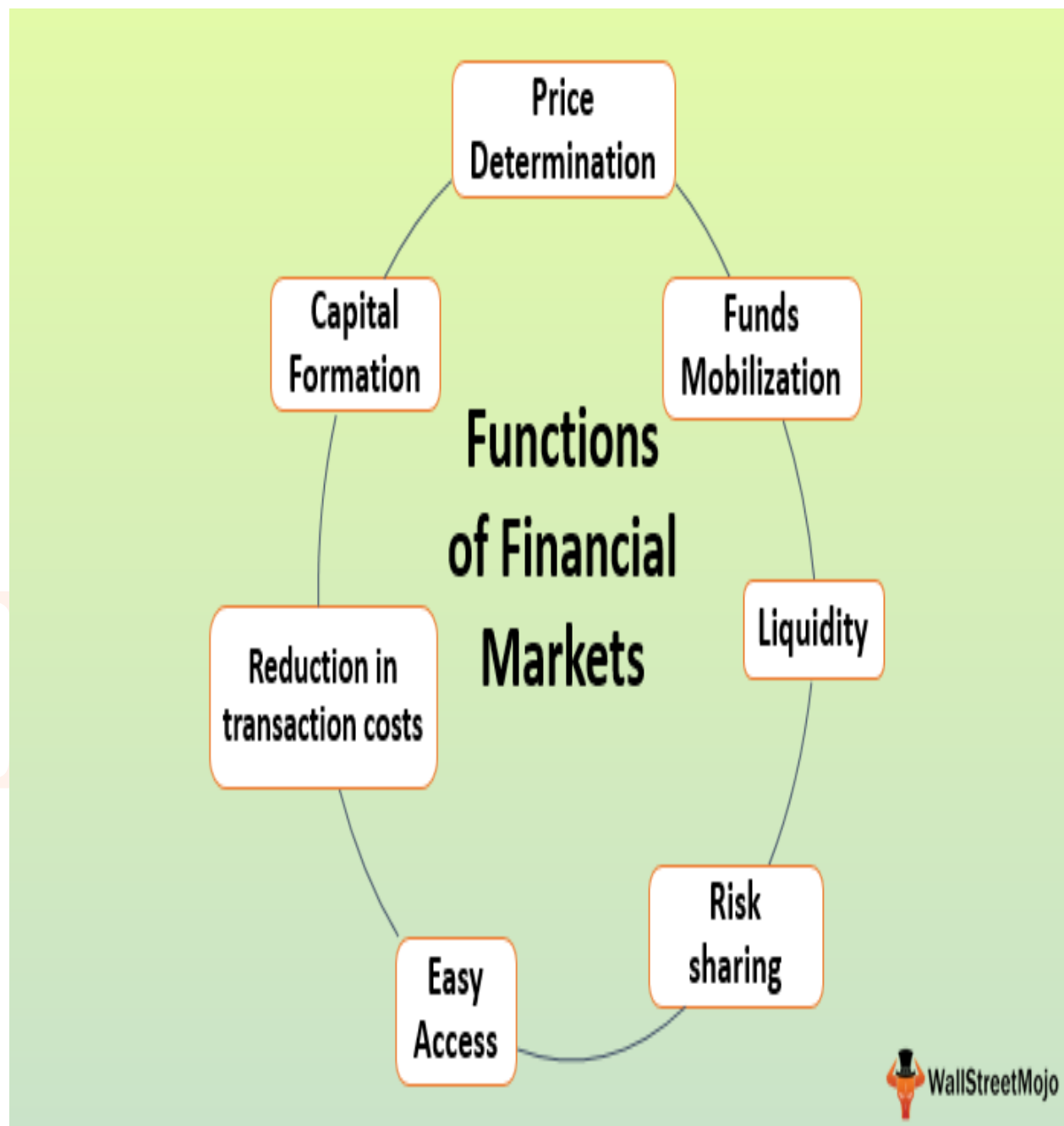
Regulates Company Management

Serves as an Economic Barometer

Generates Employment

Acts as Clearing House of Commercial  
Information





## *Green Marketing motto!*

The green marketing companies motto is pursue not only environmental cleanup but also pollution prevention. True green work requires companies to practice the three Rs of waste management.

- Reducing
- Reusing
- Recycling waste

# The Negotiable Instruments Act, 1881

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## human resource management (HRM)

The process of hiring and developing employees so that they become more valuable to the ...



## Meaning

Stock exchange is an organised and regulated market for trading in various securities issued by companies and other institutions.

## Importance of Human Resource Management System



# The Consumer Protection Act, 1986



Need for consumer protection act  
*in an era where consumer is the king*



# Commodity Market

❖ Soft commodities / Agricultural commodity



❖ Hard commodity / Non- Agricultural commodity



## *Kinds of Meetings*

- *Statutory Meeting*
- *Annual General Body Meeting*
- *Extraordinary General Body Meeting*
- *Board Meetings*
- *Meetings of Creditors*
- *Meetings of Debenture Holders*
- *Meetings of the Committees of the Board*



# Padasalai

## LIST OF FOOD ADULTRANTS

### ADULTERANTS

- Unhygenic water
- Chalk powder
- Soap powder
- Hydrogen peroxide
- Urea

### MILK



### HARMFUL EFFECTS

- Food poisoning
- Heart problems
- Cancer
- Vomiting
- Nausea

### BLACK PEPPER

- Papaya seeds



- Liver disorders
- Stomach disorders

### OIL

- Argemone seeds



- Epidemic dropsy
- Severe glaucoma

### GHEE

- Vegetable oil
- Animal body fats



- Anaemia
- Enlargment of Heart

### CHILLY POWDER

- Brick powder
- Saw dust



- Stomach problems
- Artificial colors can cause cancer

### TURMERIC POWDER

- Yellow aniline dye
- Non-permitted colourants like metanil yellow



- Carcinogenic
- Stomach disorders





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**#18**

**Indian Economic Development - Class 12**



**Privatisation**

**Globalisation**

**New Economic Policy 1991**

## Sources of Recruitment

### **Internal**

- Promotion
- Transfers
- Upgrading
- Demotion
- Retired Employees
- Retrenched Employees

### **External**

- Advertisements
- Campus Recruitment
- Placement Agencies
- Outsourcing/ Consultancies
- Employment Exchanges
- Labour Contractors

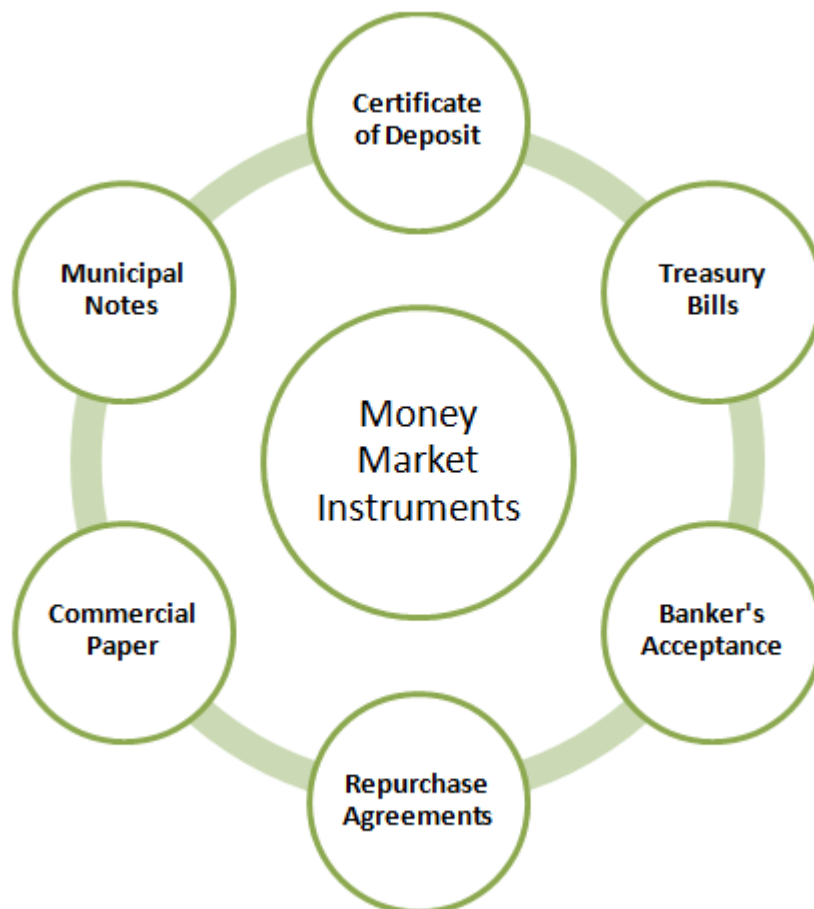
## What is MBE?

- Management by Exception (MBE) is a "policy by which management devotes its time to investigating only those situations in which actual results differ significantly from planned results."
- The concept of MBE was propounded by: **Frederick Winslow Taylor.**
- Attention and priority is given only to **material deviations** requiring investigation and correction. It is a part of motivational and control techniques.
- Its objective is to **facilitate management's focus on really important tactical and strategic tasks.**



## EGM

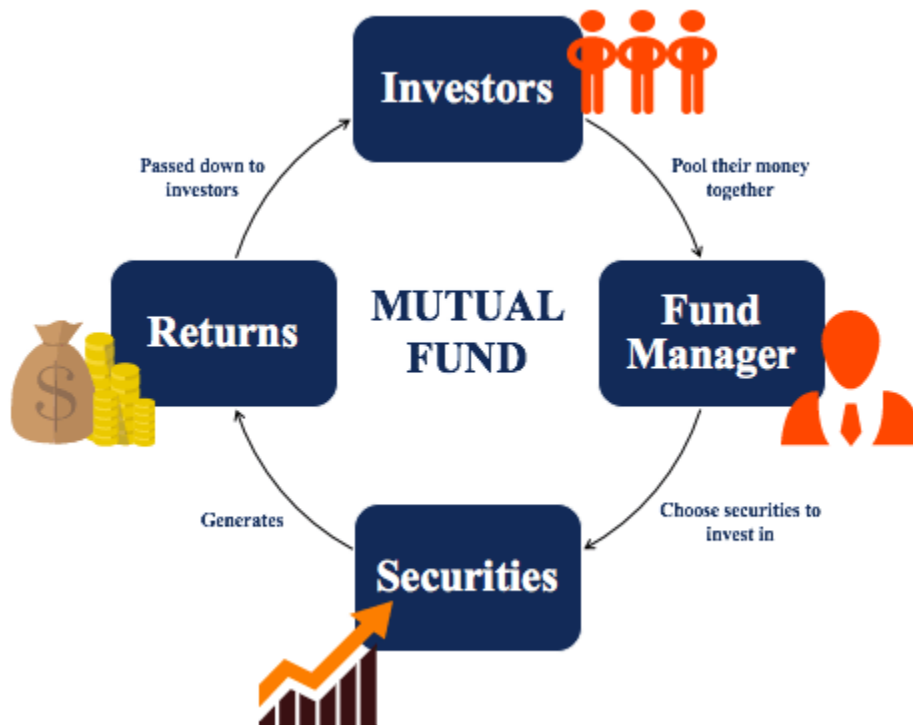
- Usually constitutes special businesses, which are urgent and cannot be delayed until the next AGM
- Convened by the board of directors
- The EGM must be held not later than 2 months after receipt of the request by the directors





# mutual fund

An investment vehicle managed by finance professionals that raises capital by selling shares (called units) in a chosen ...



## Impact of NEP 1991 on Indian Economy

- a) Increasing Competition
- b) More Demanding Customers
- c) Rapidly Changing Technological Environment
- d) Necessity for Change
- e) Need for Developing Human Resources
- f) Market Orientation
- g) Loss of Budgetary Support to Public Sector
- h) Export a Matter of Survival

13-07-2017

Economic Policy 1991

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## NSE: National Stock Exchange



The National Stock Exchange (NSE), located in Bombay, is India's first debt market. It was set up in 1993 to encourage stock exchange reform through system modernization and competition. It opened for trading in mid-1994. It was recently accorded recognition as a stock exchange by the Department of Company Affairs. The instruments traded are, treasury bills, government security and bonds issued by public sector companies

# Meaning

The over-the-counter exchange of India (OTCEI) is an electronic stock exchange based in India that is comprised of small- and medium-sized firms looking to gain access to the capital markets.



# Bombay Stock Exchange Limited

Commonly referred to as BSE (Bombay Share Bazaar) is the oldest and first stock exchange of India established in the year 1875. First it was started under banyan tree opposite to town hall of Bombay over 22 stock brokers.

It is the first stock exchange in the country which obtained permanent recognition (1956) From the GOI under the Securities Contracts (Regulation) Act (SCRA), 1956. Market Index- BSE SENSEX, also called as BSE 30.

BSE has the largest number of listed Companies in the world.



Bombay Stock Exchange Limited



The edge is efficiency



## Capital Markets

### Primary Market

Primary beneficiary is the  
issuing organization

Objective is to raise funds

Includes new securities  
such as Initial Public  
Offerings

### Secondary Market

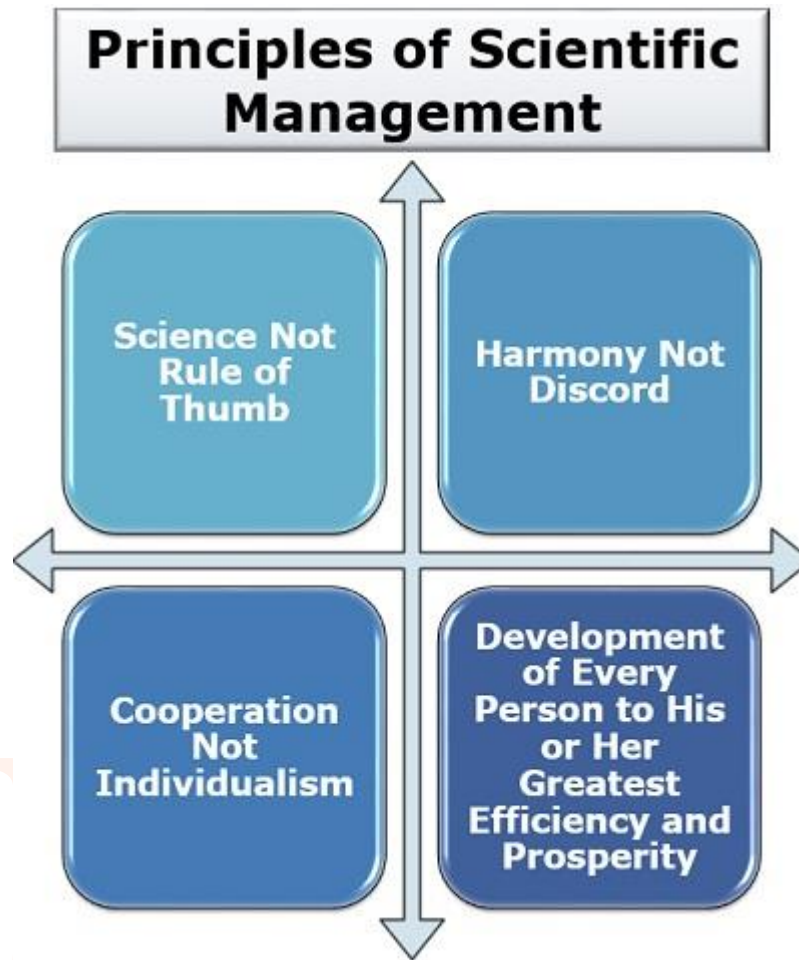
Primary beneficiary is the  
investor / shareholder

Objective is capital  
appreciation

Includes the trading of  
securities already offered  
to the marketplace

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# SALES OF GOODS ACT

## Introduction

This Act came into force on first July 1930. The provisions of this Act extends to the whole of India except the state of J&K. certain minor amendments were made in this Act in 1963

## ***SEBI***

- ❑ **The Securities and Exchange Board of India was established on April 12, 1992 in accordance with the provisions of the Securities and Exchange Board of India Act, 1992.**
- ❑ **Its main function is to stop fraudulent activities of stock market.**





# **FUNCTIONS OF SEBI**



- H) Inspection And Inquiries**
- I) Regulating Substantial Acquisition Of Shares And Take-overs**
- J) Performing Such Functions And Exercising Such Powers Under The Provisions Of The Securities Contracts (Regulation) Act, 1956 As May Be Delegated To It By The Central Government;**
- K) Levying Fees Or Other Charges For Carrying Out The Purposes Of This Section**
- L) Conducting Research For The Above Purposes**

## Types of Speculators



- Bull
- Bear
- Lame Duck
- Stag



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THE SECURITIES AND  
EXCHANGE BOARD OF  
INDIA (SEBI)



**Process of selection**

Job analysis



Advertisement



Application blank/form



Written test



Interview



Medical examination



Initial job offer



Acceptance/rejection letter



Final offer/letter of appointment



Induction

## Powers of Directors

- Sources of Power
- By and large, absolute powers vest in the directors
- The issue of collective and individual powers
  - Executive Directors
  - Non-executive Directors
  - Members of Board Committees



## STAG



He operates in new issue of market. He is just like a bull speculator. He applies large number of shares in the issue market only by paying application money, allotment money. He is not a genuine investor because, he sells the allotted securities at the premium and makes profit. In simple he is cautious in his dealings. He creates an artificial rise in prices of new shares and makes profits.

## ❖BULL {TEJIWALA}



He is speculator who expects the future raise in price of securities he buys the securities to sell them at future date at the higher price.


He is called as bull because his activities resembles as a bull , as the bull tends to throw its victims up in the air through its horns. In simple the bull speculator tries to raise the price of securities by placing a big purchase orders.

## ❖ BEAR {MANDIWALA}




He is speculator who expects future fall in prices , he does an agreement to sell securities at future date at the present market rate .

He is called as bear because his altitude resembles with bear , as the bear tends to stamp its victims down to earth through its paws . In simple the bear speculator forces of prices of securities to fall through his activities.



The reason so many  
financial advisors are  
called brokers is  
because they are often  
broker than you



Robert Kiyosaki

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**AGM**  
Annual General Meeting



## What Is Marketing?



Products & Services



Pricing




Promotion



Distribution



Research

 the balance

## ❖ LAME DUCK



He is speculator when the bear operator finds it difficult to deliver the securities to the consumer on a particular day as agreed upon , he struggles as a lame duck in fullfilling his commitment . This happens when the prices do not fall as expected by the bear and the other party is not willing to postpone the settlement to the next period.



## DEFINITION

- “Women who innovate initiate or adopt business actively are called women entrepreneurs.”

J.

Schumpeter

- “Women entrepreneurship is based on women participation in equity and employment of a business enterprise.”

Ruhani j. alice

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**‘All the Best “ XII –C STUDENTS**

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