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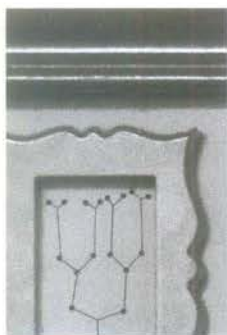
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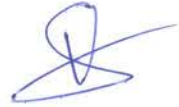
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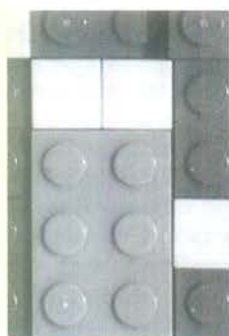
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Research

Numeracy and Financial Literacy of Forest-dependent Communities

Sundar Balakrishna and Vineet Virmani

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The paper examines numeracy and financial literacy of the Indian forest dependent communities (FDC), involved in the joint forest management program, launched by the Government of India in 1990. We find no association between income of members of FDCs, and their numeracy and financial literacy. Numerate members are more likely to be financially literate. Education has a positive effect both on numeracy and financial literacy. The study calls for a deeper comprehension of financial literacy and rigorous public programs for imparting financial literacy to the FDCs to make the JFM program more successful.

Notes and Commentaries

Understanding Social Marketing and Well-being: A Review of Selective Databases

Suhail Ahmad Bhat, Mushtaq Ahmad Darzi, and Iqbal Ahmad Hakim

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The paper presents a systematic review of social marketing and well-being. It summarizes key findings of different research articles and identifies important research gaps that need to be addressed by future research. This study explores, analyzes and presents a literature review by closely examining 94 articles. The articles have been retrieved from the databases of leading social marketing and management journals focusing on social marketing and well-being for the period 1998-2017. Adopting a content analysis method, the paper presents a framework describing various antecedents, mediators, moderators and well-being dimensions.

Management Case

Security Management at the National Institute of Management: To Outsource or Insource? Cases (A) and (B)

Narasimhan Ravichandran and Sundaravalli Narayanaswami

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The case presents the challenges faced in the security management of Narmada Institute of Management (NIM). NIM is a government of India funded higher educational institute located on the outskirts of a tier-2 city. A number of administrative and operational issues were plaguing the manpower agency contract execution at NIM. Swati Bhargava, the Dean of Narmada Institute of Management (NIM), directs Col. S R Rao, Vishisht Seva Medal (VSM) (Retd), the Administrative Officer (AO) to conduct a comprehensive review of the security contracts (manpower agency) of NIM based on their experience with four different agencies in the past four years. She suggests that the AO find an innovative and effective arrangement that will help the institute decide whether to insource or outsource security contracts.

Diagnoses

Security Management at the National Institute of Management: To Outsource or Insource? Cases (A) and (B)

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