



# Pacific University Journal of Social Sciences

Vol. 2

Issue 1

25 November, 2017

Udaipur

|   |           |
|---|-----------|
| <b>Understanding the Link Between Level of Education and Educational Qualification with Employee Attrition in ITeS-BPO Sector</b> | <b>1</b>  |
| Dr. Rupali Arora  |           |
| -----   |           |
| <b>Analyzing the Stress Among Students Fighting for Competitive Exams - Its Causes, Effects and Measures</b>                      | <b>10</b> |
| Preeti Suhalka<br>Dr. Rajni Arora   |           |
| -----   |           |
| <b>Work Life Balance Study of Working Women of Udaipur District</b>   | <b>16</b> |
| Ashish Adholiya<br>Shilpa Adholiya  |           |
| -----   |           |
| <b>Empirical Analysis of Sustainability of Self Help Groups : A Study on Women SHGs in Udaipur District</b>                       | <b>27</b> |
| Bhagyashree Menaria   |           |
| -----   |           |
| <b>Demonetization Impact on Digital Finance Transactions - A Study in Selected Districts of South Rajasthan</b>                   | <b>37</b> |
| Dr. Nidhi Nalwaya<br>Nishta Bansal  |           |
| -----   |           |
| <b>Socio- Economic Development in India's Perspective</b>   | <b>46</b> |
| Dr. Leena Sharma  |           |
| -----   |           |
| <b>Tourism Marketing in India</b>   | <b>53</b> |
| Asma  |           |
| -----   |           |
| <b>Economic Vision of Lord Mahavira: Building Blocks of Relative Economics</b>  | <b>63</b> |
| Himanshu Chaplot  |           |

# Pacific University Journal of Social Sciences

A Peer-Reviewed Biannual Publication of  
Pacific Academy of Higher Education and Research University (PAHERU), Udaipur

## Patrons

**Shri B.R. Agrawal**  
Patron & Founder Chairman  
PAHER University

**Shri Rahul Agrawal**  
Secretary  
PAHER University

**Shri Ashish Agrawal**  
Finance Secretary  
PAHER University

## Chairman, Editorial Board

**Prof. Bhagwati Prakash Sharma**  
President  
PAHER University

## Editor-in-Chief

**Dr. Bhawna Detha**  
Dean, Social Sciences & Humanities  
PAHER University

## Group Editor

**Dr. Mahima Birla**  
Provost  
PAHER University

## Consulting Editor

**Prof. R.P. Joshi**  
Former Dean, Social Sciences  
MDS University, Ajmer  
Former Emeritus Fellow  
Central University of Rajasthan

## Managing Editor

**Ashish Adholiya**  
Assistant Professor of IT and Marketing  
Pacific Institute of Management  
PAHER University, Udaipur

## Consulting Editor

**Prof. S.C. Rajora**  
Former Professor of Sociology  
& Director (Research)  
University of Kota

---

## Editorial Board Members

**Dr. Manoj Dadheech**  
Asst. Prof. of History  
Pacific College of Social Sciences and Humanities  
PAHER University

**Dr. Neelima Arya**  
Asst. Prof. of Sociology  
Pacific College of Social Sciences and Humanities  
PAHER University

**Dr. Subhash Sharma**  
Associate Prof. of English  
Faculty of Management  
PAHER University

**Dr. Saurabh Tyagi**  
Asst. Professor of Geography  
Pacific College of Social Sciences and Humanities  
PAHER University

**Dr. Meenakshi Panchal**  
Asst. Prof. of Economics  
Pacific College of Social Sciences and Humanities  
PAHER University

---

## Editorial Advisory Board

**Prof. M.P. Dube**  
Vice-Chancellor  
UP Rajarshi Tandon Open University, Allahabad

**Dr. Rudolph Reyser**  
Chair at World Centre of Indigenous Studies  
Washington, USA

**Prof. Yogesh Atal**  
Former Professor of Sociology  
Presently, Professor Emeritus  
M.P. Institute of Social Science, Ujjain

**Prof. Y.C. Desai**  
Professor of Public Administration  
School of Public Administration  
University of New Mexico, USA

**Prof. Ashwani Mahajan**  
Professor of Economics  
DAV College, New Delhi

**Prof. Z. N. Patil**  
Former Professor of English (Linguistics)  
The English and Foreign Languages University  
Hyderabad (Telangana)

---

## Editorial Associates

Circulation Manager  
**Dr. Asha Galundia**

Contact  
**Ashish Adholiya**  
Assistant Professor of IT and Marketing  
Pacific Institute of Management  
PAHER University, Udaipur  
asia\_1983@rediffmail.com

Layout  
**Sanjay Sankhla**  
**Praveen Choubisa**

## Printed and Published by :

**Dr. Mahima Birla (Indian)**  
on behalf of Pacific Academy of  
Higher Education and Research University  
Pacific Hills, Pratapnagar Extn. Airport Road, Udaipur (Rajasthan) 313001

## Printed at:

**Yuvraj Papers**  
11-A, Indra Bazar, Nada Khada  
Near Babu Bazar  
Udaipur (Rajasthan) 313001

The views expressed in the articles/papers in Pacific University Journal of Social Sciences are those of the authors only