Sponsored by Indian Council of World Affairs (ICWA), New Delhi



Two Day National Conference on

BUSINESS OPPORTUNITIES ISSUES AND CHALLENGES IN **BRICS COUNTRIES**

12th & 13th December, 2019

Edited by Dr. P. Ravichandran



Department of Economics G.T.N. Arts College (Autonomous)

Affiliated to Madurai Kamaraj University - Accredited With 'B' Grade by NAAC Dindigul-624 005, Tamil Nadu, India

Two Day National Conference on

BUSINESS OPPORTUNITIES ISSUES AND CHALLENGES IN BRICS COUNTRIES

12th & 13th December, 2019



SPONSORED BY INDIAN COUNCIL OF WORLD AFFAIRS (ICWA), NEW DELHI

Dr. P. Ravichandran
Associate Professor of Economics
Dean of Academic Affairs



Department of Economics
G.T.N. Arts College (Autonomous)
Affiliated to Madurai Kamaraj University
Accerdited with 'B' Grade by NAAC
Dindigul - 624 005, Tamil Nadu, India

BUSINESS OPPORTUNITIES ISSUES AND CHALLENGES IN BRICS COUNTRIES

© Dr. P. Ravichandran

First Edition: December, 2019

ISBN: 978-93-89658-22-4

Copyright

All rights reserved. No part of this book may be reproduced, stored in a retrieval system or transmitted, in any form or by any means, mechanical, photocopying, recording or otherwise, without prior written permission of the Editor.

Publisher
SHANLAX PUBLICATIONS

61, 66 T.P.K. Main Road Vasantha Nagar Madurai — 625003 Tamil Nadu, India Ph: 0452-4208765, Mobile: 7639303383

email:publisher@shanlaxpublications.com

web: www.shanlaxpublications.com

	NDB Loan for BRICS Nations with Special Reference to India NDB Loan for BRICS Nations with Special Reference to India Secturing Sectors	92
16	NDB Loan for BRICS Nations Will Sectors	
	NDB Loan for Directors Lieutenant S Rajagopal Boosting Green Economy via Greening Manufacturing Sectors A Opportunities	100
17	Boosting Green Economy (A.	
	Nivetha Martin India and China Trade Relationship – Challenges and Opportunities India and China Trade Relationship – Challenges and Opportunities	105
18	India and China Trade Remesh	
	S. Rajasekar & Dr. U. Ramesh S. Rajasekar & Dr. U. Ramesh	111
19	S. Rajasekar & Dr. U. Ramesh Green Jobs - A Need for Green Economy and Sustainable Development	
	S. Mahalakshmi & B. Shakthi Sri An Economic Study of Street Vendors in Nagercoil of	
20	An Economic Study of Street Verteers	116
	Kanyakumari District	
	Dr. D.G.M. Victoria Dr. D.G.M. Victoria World: An Overview	123
21	Role of BRICS in the Developing World: An Overview	120
22	Dr. S. Karthikeyan & P. Mohammed Hither Ali	133
	BRICS: Role and Challenges in World Economy	155
23	Dr. E.M. Sharmila	100
	BRICS Prospects and Challenges	139
24	Dr. I. Meenakshi	
	The Future Role and Achievements of BRICS	144
25	Dr. V. Sriman Narayanan & V. Saminathan	
25	A Study on Theconstraints Faced by Women Entrepreneurs in	149
	Export Business Dr. V. Krichnamoorthy & Dr. I. Raiini	14,
26	Dr. V. Krishnamoorthy & Dr. J. Rajini Co Movement and Contagion Effect Among RSE NIVSE and	
20	Co Movement and Contagion Effect Among BSE, NYSE and SSE Auto Indices	154
	Dr. P. Vidhyapriya & Dr. M. Mohanasundari	154
27	Food Security and Climate Change Related Water and Food	
21	Vulnerability in BRICS Countries	
	Dr. A. Satheesh Babu & Dr. P. Arunachalam	164
28	A BRICS Approach to Energy Sustainability	
	Dr. K. Chitra & Dr. S. Karuppusamy	171
29	Procurement of Rice and Wheat Under Public Distribution System	
	(PDS) in India: An Evaluation	
	Dr. C. Rajkumar & K. Nagendran	177
30	Development Paradigm: Which Supports Pathways for Sustainable and	
	Inclusive Development	
	Dr. M.S. Fathima Begum	185
31	India's Role in BRICS	
	Dr. G. Yamuna	190
32		189
	A Study on Brand Awareness, Perceived Quality and Consumer Brand	
	warus rackaged Masala in Dindicul	
	of Thyaunarshini Me C Chaidh	195
	Dr. P.S. Venkateswaran & Dr. A. Sabarirajan	

33	Challenges of Agricultural Marketing and Strategies for Doubling of Farmers Income in India: An Over View Dr. M. Krishnamoorthi & Dr. A. Abdul Raheem	203
34	Challenges and Opportunities of Agricultural Economy of India: Current Scenario Dr. S. Brinda Umamaheswari & Mrs. S. Bashya Praba Usha Nandhini	209
35	Growth of Online Shopping in BRICS Nations an Over View M. Reni Prishka	217
36	Emerging Perspectives of Behaviour Analytics Dr. V. Seema & Dr. P. Suganya	221
37	Malmquist-Index based DEA Approach for Efficiency analysis of Mid-Sized Public and Private Sector Banks in India Dr. P. Suganthi	225
38	Opportunities Available for Entrepreneurs in India Dr. T.T. Karthik & Dr. T.P. Ramprasad	232
39	Possibilities and Challenges of Green Economy in India Dr. S. Ponnarasu & Mr. S. Parthipan	236
40	An Economic Outlook of a Bank of BRICS: New Development Bank Dr. M. Meena	242
41	Challenges Faced by Social Entrepreneurs in India Dr. L. Meena	250
42	Concentration of Major Diseases in BRICS Countries Dr. S. Karthikeyan & I. Ramakrishnan	254
43	Understanding the Marketing Strategy of MODI'S Twitter as a Vehicle for Propaganda - In Special Context to 2019 Election K. Deepika & Samandha Smith	259
44	Corporate Social Responsibility in India: Better Approach for Corporate Dr. A.Balamurugan	271
45	Perspective Study of Corporate Social Responsibility in India Dr. P. Balathandayutham	274
46	BRICS Countries Challenge to the Global Economy Dr. L. Dhanalakshmi	277
47	Understanding the Contribution of BRICS to World Economy- A Conceptual Review Dr. S. Mangaiarkarasi	282
48	Trading Opportunities for Organic Food Products from Developing Countries Mrs. S. Samundeeswari	286
49	Digital India: Emerging Online Marketing N. Raja	291
50	Green economy in India: Challenges and Opportunities Suneetha Esampalli & Davala Mahitha	29

CONCENTRATION OF MAJOR DISEASES IN BRICS COUNTRIES

Dr. S. Karthikeyan

Assistant Professor

Department of Economics and Centre for Research in Economics The Madura College (Autonomous), Madurai

I. Ramakrishnan

Ph.D Research Scholar (Full -Time) Department of Economics and Centre for Research in Economics The Madura College (Autonomous), Madurai

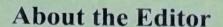
Introduction

The BRICS countries are home to the majority of the global MDR TB patient population but are also engines of economic growth, funding a substantial portion of TB control worldwide. Poverty alleviation programs and free access to health care. The BRICS country have helped Brazil keep MDR TB levels relatively low and focus on delivery system innovations such as community-based TB and MDR TB care. South Africa has made considerable progress in surveillance, infection control, better diagnosis methods, and the rollout of community-based MDR TB treatment, but challenges remain for effectively coordinating the currently solved HIV and TB programs. India's national TB control program has the goal of seeking to ensure universal access to quality TB care for its 13 billion people in 600 districts. Russia has improved TB diagnostic capabilities, the availability of FLDs and SLDs, and infection control programs in recent years.

Major health care system reforms undertaken in China include reducing the cost of MDR TB treatment for patients and improving the national TB surveillance system to provide individual patients with care as early as possible while generating data to facilitate the management of the disease from a population-based perspective. Opportunities for the future include applying China's strong scientific research capability to better understand the burden of disease and contribute to the development of new drugs to treat MDR TB.

These countries also serve as a source for much of the funding for MDR TB. "Without the BRICS, global TB and MDR TB control efforts would collapse. Atun identified four areas in which the BRICS countries can play animportant role in combating TB and MDR TB. The first, he said, is filling the current gap in global leadership. Formation of the G20, for example, provides a new platform that could give a global campaign on TB control the visibility it urgently needs.

The sustained economic growth of the BRICS countries also provides an opportunity new investment is an opportunity of for new investment in TB control. The percentage growth in gross domestic product of China's economy report. China's economy remains several times that of the European Union or the United States. If the BRICS countries in the BRICS countries invested in TB control at the same rate at which their economies are growing, the results would be large investments in local as well as global TB control. Third, the BRICS countries have the the BRICS countries have the opportunity to build on their current experience.





Dr. P. Ravichandran (1971) is serving as an Associate Professor of Economics and Dean of Academic Affairs, G.T.N. Arts College (Autonomous), Dindigul. He has obtained his M.A. (Economics) from Jamal Mohamad College, Trichy and M. Com., M. Phil (Economics), and Ph.D from Madurai Kamaraj University, Madurai, M.B.A from TNOU. His academic excellence and subject interests are: Quantitative

Techniques, Operational Research, Environment and Health Economics and Mathematical Economics. Being a Research Guide he has produced one Ph.D and guiding five Ph.D Scholars, besides guided twenty five M. Phil Scholars Successfully. He has presented and published more than 45 Research Papers in the State, National and International Seminars and Conferences. He has conducted National level Seminar and Workshop with the sponsorship of UGC, ICSSR, NAAC, TNSCST, TNSCHE, DST - NIMAT and NHRC. He has visited Bangkok and Hanoi, presented papers in International Conference and has also acted as Co - Chairperson in various sessions. He has been the author of six books and also an editor for GTN Multi Disciplinary Bi - Annual Research Journal.

This present volume is a collection of research articles submitted by eminent speakers, experts in the field and research scholars for presentation in the ICWA sponsored Two Day National Conference organized by Department of Economics, G.T.N. Arts College (Autonomous).





www.shanlaxpublications.com publisher@shanlaxpublications.com