

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, ECONOMICS & MANAGEMENT

IJR
C
M



A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories

Indexed & Listed at:

Ulrich's Periodicals Directory ©, ProQuest, U.S.A., EBSCO Publishing, U.S.A., Cabell's Directories of Publishing Opportunities, U.S.A., Google Scholar,

Open J-Gate, India [link of the same is duly available at Infibnet of University Grants Commission (U.G.C)],

The American Economic Association's electronic bibliography, EconLit, U.S.A.,

Index Copernicus Publishers Panel, Poland with IC Value of 5.09 & number of libraries all around the world.

Circulated all over the world & Google has verified that scholars of more than 4945 Cities in 183 countries/territories are visiting our journal on regular basis.

Ground Floor, Building No. 1041-C-1, Devi Bhawan Bazar, JAGADHRI – 135 003, Yamunanagar, Haryana, INDIA

<http://ijrcm.org.in/>

CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	AN EVOLUTION ON DEVELOPMENT OF CORPORATE SOCIAL RESPONSIBILITY IN INDIAN INDUSTRIES <i>DR. A. JAGADEESH BABU</i>	1
2.	ENTREPRENEURSHIP DEVELOPMENT OF MSMEs IN NELLORE DISTRICT <i>DR. M. SAMBASIVAIAH & DR. K. RAJAIAH</i>	2
3.	A STUDY OF THE FINANCIAL HEALTH PERTAINING TO SELECT INDIAN CPSE's - WITH SPECIAL REFERENCE TO SAIL, NTPC AND ONGC (1997 TO 2015) <i>VIJAYA PRIYA S & DR. K K SEETHAMMA</i>	3
4.	DOES CULTURE AFFECT MANAGEMENT DYNAMICS IN MULTICULTURAL ORGANIZATIONS: AN ANALYTICAL STUDY <i>DR. S. D. VASHISHTHA & SEEMA GARG</i>	4
5.	REFINANCE OPERATIONS OF NABARD IN CHITTOOR DISTRICT OF ANDHRA PRADESH STATE <i>KAYAM MUNEENDRA & DR. CHITRAPU SWARAJYA LAKSHMI</i>	5
6.	VARIATIONS IN CAREER INTERESTS OF GRADUATE STUDENTS <i>DR. VIJAYA PURANIK</i>	6
7.	NEW MEDIA PLAYS AN IMPORTANT AND VITAL ROLE IN WOMEN'S EMPOWERMENT AND Its DEVELOPMENT <i>DR. DILIP KUMAR</i>	7
8.	MICRO-ENTERPRISE DEVELOPMENT - WITH A SPECIAL REFERENCE TO NAGAON DISTRICT OF ASSAM <i>DR. SANJEEB HAZARIKA</i>	8
9.	THE MAIN DIFFERENCES BETWEEN GATT 1947 AND THE WTO <i>DR. OSAMA MUSTAFA MUDAWI & DR. ELFADIL TIMAN</i>	9
10.	IDENTIFY THE UNDERSTANDING LEVEL OF INVESTORS TOWARD SAFETY, RISK AND RISK RETURN ASSOCIATION OF MUTUAL FUND SCHEMES OF TAMILNADU - WITH SPECIAL REFERENCE TO CHENNAI, COIMBATORE, MADURAI AND TRICHY DISTRICT <i>DR. S. SIVARAMAN</i>	10
11.	WATER AND THE ENVIRONMENT <i>DR. N. SWAMINATHAN</i>	11
12.	MAKE IN INDIA: THE WAY FORWARD <i>DR. KAMLESH</i>	12
13.	A STUDY ON GROWTH AND INSTABILITY IN MAIZE PRODUCTION IN TAMIL NADU <i>DR. S. PRADEEPKUMAR</i>	13
14.	GREEN ACCOUNTING: THE NEXT STEP IN CORPORATE SUSTAINABILITY <i>MAHNOOR SAHRASH & TRISHA KUMAR</i>	14
15.	CONTRIBUTION OF FINANCIAL INCLUSIONS FOR ECONOMIC GROWTH <i>ARUNA POLISETTY & B. NIKHITHA</i>	15
16.	DETERMINANTS OF RURAL WOMEN ECONOMIC EMPOWERMENT: THE CASE OF ADAMI TULLU JIDDO KOMBOLCHA WOREDA, ETHIOPIA <i>SILESHI LETA NEMERA</i>	16
17.	EDUCATIONAL ALTERATION IN KERALA: EXPERIENCE AND CHALLENGES <i>SONY KURIAN</i>	17
18.	PRAGMATIC SIGNIFICANCE OF INDIAN ARTS AND CRAFTS IN MAKING STRATEGIES FOR DEVELOPMENT OF DOMESTIC TOURISM IN INDIA <i>DHANANJAY KUMAR SRIVASTAV</i>	18
19.	WOMEN EMPOWERMENT UNDER UMEED FOUNDATION IN SANGRUR: A CASE STUDY <i>GAGANDEEP KAUR</i>	19
20.	ADVANTAGE AND DISADVANTAGE OF ERP <i>SAJID NEGINAL</i>	20
	REQUEST FOR FEEDBACK & DISCLAIMER	21

CHIEF PATRON**PROF. K. K. AGGARWAL**

Chairman, Malaviya National Institute of Technology, Jaipur
 (An institute of National Importance & fully funded by Ministry of Human Resource Development, Government of India)
 Chancellor, K. R. Mangalam University, Gurgaon
 Chancellor, Lingaya's University, Faridabad
 Founder Vice-Chancellor (1998-2008), Guru Gobind Singh Indraprastha University, Delhi
 Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

FOUNDER PATRON**LATE SH. RAM BHAJAN AGGARWAL**

Former State Minister for Home & Tourism, Government of Haryana
 Former Vice-President, Dadri Education Society, Charkhi Dadri
 Former President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

CO-ORDINATOR**DR. BHAVET**

Faculty, Shree Ram Institute of Engineering & Technology, Urjani

ADVISORS**PROF. M. S. SENAM RAJU**

Director A. C. D., School of Management Studies, I.G.N.O.U., New Delhi

PROF. M. N. SHARMA

Chairman, M.B.A., Haryana College of Technology & Management, Kaithal

PROF. S. L. MAHANDRU

Principal (Retd.), Maharaja Agrasen College, Jagadhri

EDITOR**PROF. R. K. SHARMA**

Professor, Bharti Vidyapeeth University Institute of Management & Research, New Delhi

FORMER CO-EDITOR**DR. S. GARG**

Faculty, Shree Ram Institute of Business & Management, Urjani

EDITORIAL ADVISORY BOARD**DR. RAJESH MODI**

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

PROF. SIKANDER KUMAR

Chairman, Department of Economics, Himachal Pradesh University, Shimla, Himachal Pradesh

PROF. SANJIV MITTAL

University School of Management Studies, Guru Gobind Singh I. P. University, Delhi

PROF. RAJENDER GUPTA

Convener, Board of Studies in Economics, University of Jammu, Jammu

PROF. NAWAB ALI KHAN

Department of Commerce, Aligarh Muslim University, Aligarh, U.P.

PROF. S. P. TIWARI

Head, Department of Economics & Rural Development, Dr. Ram Manohar Lohia Avadh University, Faizabad

DR. ANIL CHANDHOK

Professor, Faculty of Management, Maharishi Markandeshwar University, Mullana, Ambala, Haryana

DR. ASHOK KUMAR CHAUHAN

Reader, Department of Economics, Kurukshetra University, Kurukshetra

DR. SAMBHAVNA

Faculty, I.I.T.M., Delhi

DR. MOHENDER KUMAR GUPTA

Associate Professor, P. J. L. N. Government College, Faridabad

DR. VIVEK CHAWLA

Associate Professor, Kurukshetra University, Kurukshetra

DR. SHIVAKUMAR DEENE

Asst. Professor, Dept. of Commerce, School of Business Studies, Central University of Karnataka, Gulbarga

ASSOCIATE EDITORS**PROF. ABHAY BANSAL**

Head, Department of Information Technology, Amity School of Engineering & Technology, Amity University, Noida

PARVEEN KHURANA

Associate Professor, Mukand Lal National College, Yamuna Nagar

SHASHI KHURANA

Associate Professor, S. M. S. Khalsa Lubana Girls College, Barara, Ambala

SUNIL KUMAR KARWASRA

Principal, Aakash College of Education, ChanderKalan, Tohana, Fatehabad

DR. VIKAS CHOUDHARY

Asst. Professor, N.I.T. (University), Kurukshetra

FORMER TECHNICAL ADVISOR**AMITA**

Faculty, Government M. S., Mohali

FINANCIAL ADVISORS**DICKIN GOYAL**

Advocate & Tax Adviser, Panchkula

NEENA

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

LEGAL ADVISORS**JITENDER S. CHAHAL**

Advocate, Punjab & Haryana High Court, Chandigarh U.T.

CHANDER BHUSHAN SHARMA

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

SUPERINTENDENT**SURENDER KUMAR POONIA**

CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to the recent developments & practices in the areas of Computer Science & Applications; Commerce; Business; Finance; Marketing; Human Resource Management; General Management; Banking; Economics; Tourism Administration & Management; Education; Law; Library & Information Science; Defence & Strategic Studies; Electronic Science; Corporate Governance; Industrial Relations; and emerging paradigms in allied subjects like Accounting; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Rural Economics; Co-operation; Demography; Development Planning; Development Studies; Applied Economics; Development Economics; Business Economics; Monetary Policy; Public Policy Economics; Real Estate; Regional Economics; Political Science; Continuing Education; Labour Welfare; Philosophy; Psychology; Sociology; Tax Accounting; Advertising & Promotion Management; Management Information Systems (MIS); Business Law; Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labour Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; International Relations; Human Rights & Duties; Public Administration; Population Studies; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism & Hospitality; Transportation Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic; Web Design and emerging paradigms in allied subjects.

Anybody can submit the **soft copy** of unpublished novel; original; empirical and high quality **research work/manuscript** **anytime** in **M.S. Word format** after preparing the same as per our **GUIDELINES FOR SUBMISSION**; at our email address i.e. infoijrcm@gmail.com or online by clicking the link **online submission** as given on our website ([FOR ONLINE SUBMISSION, CLICK HERE](#)).

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. COVERING LETTER FOR SUBMISSION:

DATED: _____

THE EDITOR

IJRCM

Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF _____.

(e.g. Finance/Mkt./HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)

DEAR SIR/MADAM

Please find my submission of manuscript titled ' _____ ' for likely publication in one of your journals.

I hereby affirm that the contents of this manuscript are original. Furthermore, it has neither been published anywhere in any language fully or partly, nor it is under review for publication elsewhere.

I affirm that all the co-authors of this manuscript have seen the submitted version of the manuscript and have agreed to inclusion of their names as co-authors.

Also, if my/our manuscript is accepted, I agree to comply with the formalities as given on the website of the journal. The Journal has discretion to publish our contribution in any of its journals.

NAME OF CORRESPONDING AUTHOR

Designation/Post*

Institution/College/University with full address & Pin Code

Residential address with Pin Code

Mobile Number (s) with country ISD code

Is WhatsApp or Viber active on your above noted Mobile Number (Yes/No)

Landline Number (s) with country ISD code

E-mail Address

Alternate E-mail Address

Nationality

* i.e. Alumnus (Male Alumni), Alumna (Female Alumni), Student, Research Scholar (M. Phil), Research Scholar (Ph. D.), JRF, Research Assistant, Assistant Lecturer, Lecturer, Senior Lecturer, Junior Assistant Professor, Assistant Professor, Senior Assistant Professor, Co-ordinator, Reader, Associate Professor, Professor, Head, Vice-Principal, Dy. Director, Principal, Director, Dean, President, Vice Chancellor, Industry Designation etc. **The qualification of author is not acceptable for the purpose.**

NOTES:

- a) The whole manuscript has to be in **ONE MS WORD FILE** only, which will start from the covering letter, inside the manuscript. **pdf. version is liable to be rejected without any consideration.**
 - b) The sender is required to mention the following in the **SUBJECT COLUMN** of the mail:
New Manuscript for Review in the area of (e.g. Finance/Marketing/HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)
 - c) There is no need to give any text in the body of the mail, except the cases where the author wishes to give any **specific message** w.r.t. to the manuscript.
 - d) The total size of the file containing the manuscript is expected to be below **1000 KB**.
 - e) Only the **Abstract will not be considered for review** and the author is required to submit the **complete manuscript** in the first instance.
 - f) **The journal gives acknowledgement w.r.t. the receipt of every email within twenty-four hours** and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of the manuscript, within two days of its submission, the corresponding author is required to demand for the same by sending a separate mail to the journal.
 - g) The author (s) name or details should not appear anywhere on the body of the manuscript, except on the covering letter and the cover page of the manuscript, in the manner as mentioned in the guidelines.
2. **MANUSCRIPT TITLE:** The title of the paper should be typed in **bold letters, centered and fully capitalised**.
 3. **AUTHOR NAME (S) & AFFILIATIONS:** Author (s) **name, designation, affiliation (s), address, mobile/landline number (s), and email/alternate email address** should be given underneath the title.
 4. **ACKNOWLEDGMENTS:** Acknowledgements can be given to reviewers, guides, funding institutions, etc., if any.
 5. **ABSTRACT:** Abstract should be in **fully Italic printing**, ranging between **150 to 300 words**. The abstract must be informative and elucidating the background, aims, methods, results & conclusion in a **SINGLE PARA**. **Abbreviations must be mentioned in full.**
 6. **KEYWORDS:** Abstract must be followed by a list of keywords, subject to the maximum of **five**. These should be arranged in alphabetic order separated by commas and full stop at the end. All words of the keywords, including the first one should be in small letters, except special words e.g. name of the Countries, abbreviations etc.
 7. **JEL CODE:** Provide the appropriate Journal of Economic Literature Classification System code (s). JEL codes are available at www.aea-web.org/econlit/jelCodes.php. However, mentioning of JEL Code is not mandatory.
 8. **MANUSCRIPT:** Manuscript must be in **BRITISH ENGLISH** prepared on a standard A4 size **PORTRAIT SETTING PAPER**. **It should be free from any errors i.e. grammatical, spelling or punctuation. It must be thoroughly edited at your end.**
 9. **HEADINGS:** All the headings must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
 10. **SUB-HEADINGS:** All the sub-headings must be bold-faced, aligned left and fully capitalised.
 11. **MAIN TEXT:**

THE MAIN TEXT SHOULD FOLLOW THE FOLLOWING SEQUENCE:**INTRODUCTION****REVIEW OF LITERATURE****NEED/IMPORTANCE OF THE STUDY****STATEMENT OF THE PROBLEM****OBJECTIVES****HYPOTHESIS (ES)****RESEARCH METHODOLOGY****RESULTS & DISCUSSION****FINDINGS****RECOMMENDATIONS/SUGGESTIONS****CONCLUSIONS****LIMITATIONS****SCOPE FOR FURTHER RESEARCH****REFERENCES****APPENDIX/ANNEXURE****The manuscript should preferably be in 2000 to 5000 WORDS, But the limits can vary depending on the nature of the manuscript.**

12. **FIGURES & TABLES:** These should be simple, crystal **CLEAR, centered, separately numbered** & self-explained, and the **titles must be above the table/figure**. **Sources of data should be mentioned below the table/figure**. *It should be ensured that the tables/figures are referred to from the main text.*
13. **EQUATIONS/FORMULAE:** These should be consecutively numbered in parenthesis, left aligned with equation/formulae number placed at the right. The equation editor provided with standard versions of Microsoft Word may be utilised. If any other equation editor is utilised, author must confirm that these equations may be viewed and edited in versions of Microsoft Office that does not have the editor.
14. **ACRONYMS:** These should not be used in the abstract. The use of acronyms is elsewhere is acceptable. Acronyms should be defined on its first use in each section e.g. Reserve Bank of India (RBI). Acronyms should be redefined on first use in subsequent sections.
15. **REFERENCES:** The list of all references should be alphabetically arranged. **The author (s) should mention only the actually utilised references in the preparation of manuscript** and they may follow Harvard Style of Referencing. **Also check to ensure that everything that you are including in the reference section is duly cited in the paper**. The author (s) are supposed to follow the references as per the following:
 - All works cited in the text (including sources for tables and figures) should be listed alphabetically.
 - Use (ed.) for one editor, and (ed.s) for multiple editors.
 - When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc., in chronologically ascending order.
 - Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
 - The title of books and journals should be in italic printing. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
 - For titles in a language other than English, provide an English translation in parenthesis.
 - **Headers, footers, endnotes and footnotes should not be used in the document.** However, **you can mention short notes to elucidate some specific point**, which may be placed in number orders before the references.

PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:

BOOKS

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

CONTRIBUTIONS TO BOOKS

- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

JOURNAL AND OTHER ARTICLES

- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

CONFERENCE PAPERS

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19-23

UNPUBLISHED DISSERTATIONS

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

ONLINE RESOURCES

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

WEBSITES

- Garg, Bhavet (2011): Towards a New Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>

AN EVOLUTION ON DEVELOPMENT OF CORPORATE SOCIAL RESPONSIBILITY IN INDIAN INDUSTRIES

DR. A. JAGADEESH BABU
DIRECTOR
VESTAL ACADEMY OF I.T. & MANAGEMENT
ELURU

ABSTRACT

The present study finds out that the New Act's CSR requirements will increase the costs of doing business in India and add to existing administrative and reporting burdens. Unfortunately, the sheer amounts of money that must now be spent on CSR in India have increased substantially the dangers of violating U.S. and U.K. law, and we expect that there will be close scrutiny of companies' CSR payments by United States and U.K. authorities. Because of these risks, foreign companies with operations in India should seek the advice of counsel in structuring the CSR programs and establishing internal controls.

ENTREPRENEURSHIP DEVELOPMENT OF MSMES IN NELLORE DISTRICT

DR. M. SAMBASIVAIAH
HEAD
MSR DEGREE COLLEGE
KAVALI

DR. K. RAJAIAH
ACADEMIC CONSULTANT
VSUPG CENTRE
KAVALI

ABSTRACT

Entrepreneurship is not new to India. In fact, to quote from the Indian Industrial Commission Report (1916-1918) - "At a time when the West of Europe, the birth place of modern industrial system, was inhabited by uncivilized tribes, India was famous for the wealth of her rulers and for high artistic skill of her craftsmen. And even at a much later period, when the merchant adventures from the West made their first appearance in India, the industrial development of this country was, at any rate, not inferior to that of the more advanced European nations." In the development of industries in general and particularly the development of Micro, Small and Medium Enterprises, entrepreneurship is the engine of economic growth and development. In this chapter an antagonistic attempt has been made to analyze the socio-economic factors that influence the entrepreneurship development such as the age, gender, education, social status of the entrepreneurs and other motivational factors of the entrepreneurs.

A STUDY OF THE FINANCIAL HEALTH PERTAINING TO SELECT INDIAN CPSE's - WITH SPECIAL REFERENCE TO SAIL, NTPC AND ONGC (1997 TO 2015)

VIJAYA PRIYA S
RESEARCH SCHOLAR, DEPARTMENT OF ECONOMICS, BANGALORE UNIVERSITY; &
ASSOCIATE PROFESSOR
MOUNT CARMEL COLLEGE (AUTONOMOUS)
BENGALURU

DR. K K SEETHAMMA
PROFESSOR
DEPARTMENT OF ECONOMICS
BANGALORE UNIVERSITY
BENGALURU

ABSTRACT

Public Sector Enterprises had been set up in the post-independent era in the core and strategic sectors of steel, heavy industries, power, coal, fertilizers etc. In this context, this paper tries to analyse the performance of select CPSE's against the backdrop of liberalization measures especially during the second generation reform period (i.e.) from end of 2000 to 2015. The paper is with respect to the financial performance using Financial Ratios of select Maharatnas – Steel Authority of India Ltd., National Thermal Power Corporation and Oil and Natural Gas Commission. Using Prof. Edward I. Altman (1968) Z-score model, it is found that liquidity and profit earning capacity of the above stated enterprises have been quite good.

DOES CULTURE AFFECT MANAGEMENT DYNAMICS IN MULTICULTURAL ORGANIZATIONS: AN ANALYTICAL STUDY

DR. S. D. VASHISHTHA
PROFESSOR (RETD.)
DEPARTMENT OF COMMERCE
M. D. UNIVERSITY
ROHTAK

SEEMA GARG
RESEARCH SCHOLAR
DEPARTMENT OF COMMERCE
M. D. UNIVERSITY
ROHTAK

ABSTRACT

It is a postulate of our times that we are living in a world which is changing very speedily. With the invention of modern means of transport and communication, national boundaries are no more significant barriers in free movement of people and organizations from one place to another. With the growth of production and saturation in domestic market, multinational Corporations (MNCs) have to move to other countries, becoming competitor of the domestic businesses of such countries and most importantly operating in an environment having a different culture in most of the related aspects. Multicultural issues are the most current problem of today's management. The multiculturalism includes the co-existence of people from many cultural backgrounds like religion, Educational background, gender, age, ethnicity, social background etc. The present study aims at finding out the relationship between cultural aspects (religion, educational background) and management approaches used by managers in Multicultural organizations.

REFINANCE OPERATIONS OF NABARD IN CHITTOOR DISTRICT OF ANDHRA PRADESH STATE

KAYAM MUNEENDRA
RESEARCH SCHOLAR
DEPARTMENT OF COMMERCE
S.V.U COLLEGE OF CM & CS
SRI VENKATESWARA UNIVERSITY
TIRUPATI

DR. CHITRAPU SWARAJYA LAKSHMI
PRINCIPAL (RETD.)
SPW DEGREE & PG COLLEGE
TIRUPATI

ABSTRACT

National Bank for Agriculture and Rural Development (NABARD) was created in response to the aspirations of the people and Government of India to create a strong public policy institution in rural credit for building a strong rural India. Agriculture is the backbone of the Indian economy as it is major source of income for rural India where more than 65% of total Indians reside. The significance of farm credit as a critical input to agriculture is reinforced by the unique role of Indian agriculture in the macro-economic framework and its role in poverty alleviation. In this backdrop, the present study is conducted to review the refinance operations of NABARD in Chittoor District of Andhra Pradesh State. The required data was collected from the bankers with the help of structured schedule relating to advances refinanced by NABARD under different schemes and purposes. The study reveals that the Commercial Banks have disbursed more funds to the agricultural sector by adopting various schemes under NABARD than the other institutional agencies. The involvement of Chittoor District Central Co-operative Banks and Saphthagiri Grameena Banks in the districts in adopting NABARD schemes is deprived compared to Commercial Banks.

VARIATIONS IN CAREER INTERESTS OF GRADUATE STUDENTS

DR. VIJAYA PURANIK
ASSOCIATE PROFESSOR
SINHGAD INSTITUTE OF MANAGEMENT & COMPUTER APPLICATION
NARHE

ABSTRACT

Students in India pursue graduation in various streams like Arts, Science, Commerce, Engineering, Pharmacy and many others. They study at different institutes and graduate colleges all over the country. Having decided their stream of education they are sure, to some extent, of their career interest. However not all students may know their interest and therefore there exists a gap between the stream of education chosen by the student and his or her career interest. Career interest may vary also by the city in which the student is studying or the medium or language of study of the student. This article analyses data of students studying in the final year of their graduation. The data of their preference of career was collected using the Career interest test of MN Careers. The test based on Holland's typology gives scores on 6 different career interests. It was found that significant differences in career interest do exist for students by city, medium of study and their stream of education for certain career interests.

NEW MEDIA PLAYS AN IMPORTANT AND VITAL ROLE IN WOMEN'S EMPOWERMENT AND ITS DEVELOPMENT

DR. DILIP KUMAR
ASSOCIATE PROFESSOR
TECNIA INSTITUTE OF ADVANCE STUDIES
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
DELHI

ABSTRACT

The empowerment of women is being regarded these days as a very important aspect for the development of the country. Empowering women aims to inspire them and persuade them to come out from different adverse conditions, be it societal or religious, that have traditionally kept them suppressed and unable to see their true strength, power and beauty. We are living in the modern era, even though; today in the rural areas women are suffering from various problems in different fields of life. Empowerment of women has emerged as an important issue in recent time. As per the latest Census in the year 2011, the total female sex ratio in India is 940 per 1000 males. The population of India is more than 1.21 billion and out of this, women constitute nearly 50% of the total population, Women empowerment in India is a much debated topic. New Media plays an important and vital role in women's empowerment and its development. Media can create an awakening inspiration to achieve their potential as prime source of change in the society, we live in. With the growing dominance of the Internet, blog, chat, Social sites etc, the use of New Media has already begun and consequently, communication is rapidly changing and becoming mobile, interactive, personalized and multi-channel. Internet has served as a vehicle or as a channel to convey information in a useful and easy to understand manner. This extraordinary revolution is affecting the basic structure of societies, and is raising discussions and debates that are profoundly related to women: the rapid transformation of the boundaries between the public and the private spaces, the relationship between the new media and women's empowerment. New Media is considered as an important source in helping the women empowered. It is helping as the important source and access to speak out against the oppression and marginalization of women at the grass root level. The media is considered as the most potent and influential mean in this regard as it has the capacity of persuading and moulding opinion. The relationship of the media and the women is important because whatever image women have in our country is influenced by media. It is thus vital, to utilize the media for the improving the status of women in India and divulging their role in national development. Basically, this paper deals with empowerment of women through the New Media (Internet). Empowerment of women led to the development of the family, community, society, state and the nation. This paper will specially highlight the positive perception and use of New Media as a development tool to empower the women.

MICRO-ENTERPRISE DEVELOPMENT - WITH A SPECIAL REFERENCE TO NAGAON DISTRICT OF ASSAM

**DR. SANJEEB HAZARIKA
ASSOCIATE PROFESSOR
DEPARTMENT OF MANAGEMENT
KALIABOR COLLEGE
NAGAON**

ABSTRACT

This paper emphasizes the need of active support of banks and financial institutions for promotion of micro enterprises. For development of micro enterprises, the role of financial institutions is most important. The financial institutions should take pragmatic approach for providing finance to the poor and to the needy unemployed directly or support the Government sponsored programmes to alleviate poverty and generation of employment. Micro enterprise will develop only when the credit facilities are available. Assam holds a unique position in the North East Region of the country as it is a gateway to other state of the region. The state is rich in a variety of resources but unfortunately, with all potentialities of development, Assam is still lagging behind in the sphere of industrialization. This paper states that, though most of the formal financial institutions are based in Assam and in the study district Nagaon, the credit scenario is not satisfactory. So far several studies have been carried out on micro and small scale enterprise but more stress should be necessary on financing aspect of the Micro Enterprises. This paper suggests that for the development of micro enterprises in Assam in general and the Nagaon district in particular, simplification of application procedure, uniform interest rate, cluster development approach, entrepreneurship development programme, awareness about various government sponsored schemes, etc. are necessary.

THE MAIN DIFFERENCES BETWEEN GATT 1947 AND THE WTO

DR. OSAMA MUSTAFA MUDAWI

EX. ACADEMIC STAFF, DEPARTMENT OF PUBLIC LAW, UNIVERSITY OF DONGOLA, SUDAN;

&

LEGAL EXPERT

LEGAL AFFAIRS DEPARTMENT

PUBLIC WORKS AUTHORITY

DOHA

DR. ELFADIL TIMAN

TRAINING EXPERT, INSTITUTE OF PUBLIC ADMINISTRATION, DOHA; &

ASSOCIATE PROFESSOR

DEPARTMENT OF BUSINESS ADMINISTRATION

UNIVERSITY OF GEZIRA

SUDAN

ABSTRACT

Purpose: The purpose of this article is to discover the aims behind applied the General Agreement on Tariffs and Trade (GATT) 1947 and the main reasons which led to replace it by the World Trade Organization (WTO) in 1994. Also, exploring the main differences between the GATT 1947 and the WTO and evaluating the impact of the WTO. **Methodology /approach:** This article has employed descriptive and comparative methods. The following materials were referenced as part of this article: books, journal articles, reports, agreements. **Findings:** This article has found that after the Second World War there was a need to establish an international regime to cancel trade barriers. Moreover, this article has discovered that, in the 1940s, the negotiators intended to create an International Trade Organization (ITO) in order to complete the Bretton Woods system, which includes the International Monetary Fund and World Bank. ITO was adopted to organise trading the goods. However, it failed because the United States Congress did not approve it. Then the GATT 1947 was provisionally applied according to the Protocol of Provisional Application, which was signed in late 1947. Finally, it has been found that the GATT 1947 faced many difficulties, which led to replacement of it by the WTO in 1994. The latter tried to address shortages in the GATT 1947. Nevertheless, there are some matters that need further improvement. **originality/value:** This article contributes to increase the understanding of the idea behind applied the GATT and discover the main reasons led to setup WTO and the limitations of the latter.

**IDENTIFY THE UNDERSTANDING LEVEL OF INVESTORS TOWARD SAFETY, RISK
AND RISK RETURN ASSOCIATION OF MUTUAL FUND SCHEMES OF TAMILNADU
- WITH SPECIAL REFERENCE TO CHENNAI, COIMBATORE, MADURAI AND
TRICHY DISTRICT**

DR. S. SIVARAMAN

ASST. PROFESSOR

SCHOOL OF COMMERCE & INTERNATIONAL BUSINESS

DR. G. R. DAMODARAN COLLEGE OF SCIENCE

COIMBATORE

ABSTRACT

The identification of risk return association between any kinds of investment is more important one. So, the researcher wants to identify the understanding level of investors toward safety, risk and risk and return association of mutual fund schemes are described below. The mutual fund investment with respect to the predominant reasons of regular income, growth income, Tax savings, balanced fund, sector fund, pension fund, money market, gift fund and any other, in 4 cities. The identification of risk return association between any kinds of investment is more important one. So, the researcher wants to identify the understanding level of investors toward safety, risk and risk and return association of mutual fund schemes are described below. The mutual fund investment with respect to the predominant reasons of regular income, growth income, Tax savings, balanced fund, sector fund, pension fund, money market, gift fund and any other, in 4 cities.

WATER AND THE ENVIRONMENT**DR. N. SWAMINATHAN****ASST. PROFESSOR****DEPARTMENT OF AGRICULTURAL ECONOMICS****PANDIT JAWAHARLAL NEHRU COLLEGE OF AGRICULTURE & RESEARCH INSTITUTE
KARAIKAL****ABSTRACT**

Water and ecosystems are inextricably linked. The ecosystems of our planet, the plants and animals that live within them, need water for their survival. Ecosystem, in turn, regulate the quantity and quality of water. The functions (goods and services) that natural and semi-natural ecosystems provide to humankind are often in economic planning and decision making. Human water management affects ecosystems, which in turn affect the livelihoods of the people that depend on them. Hydrological, ecological, and social processes are closely connected. People are an inalienable part of the ecosystem. Therefore, we must look at the big picture: the management of fresh water within an ecosystem. The ecosystem approach to water management may provide answers to the social, economic, and ecological problems we face. Water security is based on protection of the ecosystems on which resources depend. Recognizing the vital role of healthy ecosystems in the water cycle and protecting them should form the basis of any water management decision.

MAKE IN INDIA: THE WAY FORWARD

**DR. KAMLESH
ASST. PROFESSOR
KVA DAV COLLEGE FOR WOMEN
KARNAL**

ABSTRACT

A nation's competitiveness depends on the capacity of its industry to innovate and upgrade. The economic growth is a phenomenon of market productivity and rise in GDP. Manufacturing development in developing countries could improve GDP and economic development. Make in India was launched by Prime Minister, Narendra Modi on 25 September 2014, to encourage companies to manufacture their products in India. He has launched this ambitious campaign with an aim to turn the country into a global manufacturing hub, employment generation, boosting trade and economic growth, safe guard and sustain the overall development of India. The major objective behind the initiative is to focus on 25 sectors of the economy for job creation and skill enhancement. The new government has undertaken many reforms in the recent times that have created scope for rejuvenation of India's growth story. The focus of the government has been on refueling growth, taming price pressures, facilitating industrial and businesses environment and simplifying the policies and procedures. Make in India campaign surely makes India an investment destination and global hub for manufacturing and innovation. The study based on secondary data and highlight about Make in India scheme, its opportunities, challenges and changes needed.

A STUDY ON GROWTH AND INSTABILITY IN MAIZE PRODUCTION IN TAMIL NADU

DR. S. PRADEEPKUMAR
ASST. PROFESSOR
PG & RESEARCH DEPARTMENT OF ECONOMICS
GOBI ARTS & SCIENCE COLLEGE
GOBICHETTIPALAYAM

ABSTRACT

Agricultural production includes two components viz., food and non-food articles. Of all the food articles, foodgrains constitutes the most significant part of agricultural production of any country. Importance of foodgrains in the world economy is being recognized and there is an urgent need to raise production in view of the large gap between demand and supply of foodgrains. Foodgrains are grown in many states in our country providing employment to a large number of people and contributing to the growth of the vital rural economy. The major foodgrains growing states in India are Uttar Pradesh, Punjab, Andhra Pradesh, Rajasthan, Haryana, Maharashtra, Madhya Pradesh, West Bengal, Karnataka, Tamil Nadu, Bihar, Gujarat, Orissa and Chhattisgarh, which together accounted for more than 90 per cent of area and production of foodgrains. Among these states, the growing of the foodgrains has assumed greater significance in Tamil Nadu. The principal crops like paddy, millets and pulses, groundnut, cotton and sugarcane accounted for more than 60 per cent of the gross cropped area of the State. The millets viz., cholam, cumbu, ragi, maize, korrah, varahu and samai are grown in the State. In Tamil Nadu, the total area under cereals was 24.98 lakh ha. of which 19.20 lakh ha. of land was irrigated and the rest was unirrigated. Therefore, an analysis of growth and instability in maize production in Tamil Nadu is of great importance for a comprehensive understanding of the food security at the state level. In this context the present study assumes growth and instability of maize production in Tamil Nadu. This study also exhibits the inter-district analysis of the maize production in Tamil Nadu. The compound growth rate for area under maize, production and yield of maize cultivated in Tamil Nadu shows a clear picture of increasing growth. The study also concludes that there persists a huge increase in the instability of area, production and yield of the crop studied over the review period. Maize cultivation in the post-reform period remained more unstable as compared to the pre-reform period. The results of the decomposition analysis revealed that the change in mean production of Maize was mainly due to the change in mean area.

GREEN ACCOUNTING: THE NEXT STEP IN CORPORATE SUSTAINABILITY

MAHNOOR SAHRASH
ASST. PROFESSOR
FRANCIS COLLEGE FOR WOMEN
BEGUMPET

TRISHA KUMAR
STUDENT
FRANCIS COLLEGE FOR WOMEN
BEGUMPET

ABSTRACT

With the increasing focus on environmental sustainability and responsible business, the concept of Green Accounting, also known as Environmental Accounting has been in the news for quite some time now. Where businesses today are trying to focus on sustainable measures for more responsible business, accounting practices have also found their place in this melee. Going by the principle, 'you cannot manage, what you cannot measure', companies and nations the world over are trying to value natural resources for better management. Green accounting found prominence when the world realised the need to take into account environmental costs and benefits to enable sustainable growth. Over the years, GDP based indices are paving way for more comprehensive systems of accounting and reporting, although the pace is arguably slow. This paper seeks to understand the subject matter of Green Accounting, its relevance in current times, and how, it is superior to traditional methods used for accounting for the environment.

CONTRIBUTION OF FINANCIAL INCLUSIONS FOR ECONOMIC GROWTH

ARUNA POLISETTY
ASST. PROFESSOR
DEPARTMENT OF MANAGEMENT STUDIES
KLU BUSINESS SCHOOL
GUNTUR

B. NIKHITHA
STUDENT
DEPARTMENT OF MANAGEMENT STUDIES
KLU BUSINESS SCHOOL
GUNTUR

ABSTRACT

The economy is in the path of growth route and with vibrancy in all round economic activities as well as creation of new activities apart from a lean period of 18 months resulting from the global turmoil the economy resilience needs to be appreciated. The main driver being the manufacturing sector which grew at 16.3% in the last quarter, mining 14% (Q4) and the overall GDP growth was 7.4% in the year 2009-10 only China surpassed with higher growth rate at 11.9% in the January–March quarter whereas rest of the world are witnessing fragile recovery aftermath the global financial crises. At present the financial depth in Indian scenario is not that encouraging against Asian countries though it has gained momentum. As deepening financial system and widening its reach is crucial in terms accelerating the growth and achieve equitable objectives. With sudden burst in entrepreneur drive across the country will require additional financial support to nurture them. With pressure for credit delivery will need to mobilize additional resources from a wider deposit base. Thus financial inclusion will help strengthen financial deepening and enable resource mobilization for extending and broadening credit leading to economic development and accelerate growth. Inclusive Growth depends mainly on equitable distribution of growth benefits and opportunities and Financial Inclusion is one of the most critical parts, which need to be equitably distributed in the country in order to attain comprehensive growth. It needs to be assumed by the state that to bring higher growth, there should be inclusive finance irrespective of all sections of people. But, it is felt that the efforts taken are not good enough to meet this awe-inspiring issue of Financial Inclusion. Financial Literacy and Awareness continue to remain a matter of concern with regard to usage of financial services or products. It appeals for harmonization of all the participants like-Banks, Governments, Civil Societies, and NGOs etc. to reach the objective of Financial Inclusion.

DETERMINANTS OF RURAL WOMEN ECONOMIC EMPOWERMENT: THE CASE OF ADAMI TULLU JIDDO KOMBOLCHA WOREDA, ETHIOPIA

SILESHI LETA NEMERA

LECTURER

DEPARTMENT OF HUMAN RESOURCE MANAGEMENT & LEADERSHIP

PUBLIC SERVICE COLLEGE OF OROMIA

ETHIOPIA

ABSTRACT

This study is aimed at identifying the “Determinants of Rural Women Economic Empowerment in Adami Tullu Jiddo Kombolcha Woreda of Oromia Regional State of Ethiopia”. The data were analyzed by using qualitative and quantitative methods. Descriptive statistics and econometric analysis methods were used for quantitative data. Nine indicators were taken to substantiate evidence. The data results showed that economic empowerment level of rural women were affected by media exposure, participation of rural women that affect their economic empowerment options and constraints to freedom of mobility. The institutional factors that affect rural women economic empowerment included poor economic condition of the rural women and lack of law enforcement of gender affirmative provisions to resolve inequality and constraints of the will of policy makers.

EDUCATIONAL ALTERATION IN KERALA: EXPERIENCE AND CHALLENGES

**SONY KURIAN
RESEARCH SCHOLAR
DEPARTMENT OF ECONOMICS
GOVERNMENT BRENNEN COLLEGE
KANNUR UNIVERSITY
THALASSERY**

ABSTRACT

Kerala achieved a remarkable achievement in educational development with involvement of governments, private agencies and social reformers. However, currently Kerala focuses on quality education rather than mass education. Growing concerns on quality education forces parents to deviate from public to private institutions leading to emergence of numerous unaided and self-financial institutions. Since the 1990s, higher education in Kerala has been subject to significant policy shifts, which hold long-term implications for the general arts and science segment. Thus, while people with higher purchasing power can procure quality education and thereby invest more fixed capital in the form of education, people with less purchasing power are forced to procure less quality education. This unequal distribution of quality education creates wide income gap leading to social and economic imbalance.

PRAGMATIC SIGNIFICANCE OF INDIAN ARTS AND CRAFTS IN MAKING STRATEGIES FOR DEVELOPMENT OF DOMESTIC TOURISM IN INDIA

DHANANJAY KUMAR SRIVASTAV
RESEARCH SCHOLAR
INSTITUTE OF TOURISM & HOTEL MANAGEMENT
BUNDELKHAND UNIVERSITY
JHANSI

ABSTRACT

India is a treasure-trove in terms of uniqueness, richness and diversity of cultural manifestations. Over the years, the sustained interplay between the 'local social fabric and 'extremely diverse topographic, meteorological and biotic environments prevailing in different parts of the country paved way for emergence of ever newer traditions, festivities, life styles, settlement patterns and art and craft forms. One can aptly perceive the magnitude of 'uniqueness' and 'diversity' of Indian culture through the varied art and crafts traditions of the country. Consequently, these forms have been and would continue to prove instrumental towards enhancing the 'tourist appeal of a given destination, which go a long way in enriching the destination experience of both international and domestic tourists. Of the various art forms, handicrafts have special significance from the perspective of both the guests and hosts. For tourists, the handicraft products are practically tangible expressions of the otherwise intangible 'cultural experience'. They love to buy such native products as 'souvenirs/memoirs' and gift items, while others take them on account of their utilities or aesthetic values. On account of this, 'promotion to tourist shopping' is now being seen as an integral part of destination development strategy, in almost every part of the world. Fact remains that every popular destination offers some unique souvenirs that ultimately acts as a source of 'word of mouth publicity'. The present work seeks to prove that, today, it is imperative to foster and develop endemic art and craft, as an important ingredient of tourist products. It also attempts to provide reasons for inclusion of Indian art and crafts, while formulating strategies for promotion of domestic tourism in India.

WOMEN EMPOWERMENT UNDER UMEED FOUNDATION IN SANGRUR: A CASE STUDY

**GAGANDEEP KAUR
RESEARCH SCHOLAR
DEPARTMENT OF ECONOMICS
PUNJABI UNIVERSITY
PATIALA**

ABSTRACT

Microfinance is considered not only effective tool of poverty reduction but also a way to empower the poor women in rural areas. This research paper throws the light on the working of microfinance policy in terms of women empowerment. To analyse the effectiveness of microfinance, data was collected from an educationally backward district of Punjab i.e. Sangrur during August 2012-April 2013. For this purpose, 200 women beneficiary of 22 Self Help Groups working under Non Government organization i.e. Umeed Foundation was selected. 12 villages of two blocks i.e. Bhawanigarh and Sangrur were covered. Further close ended questionnaire was formed to get the responses of beneficiaries. Those beneficiaries were interviewed who were in the scheme since one and half year. Majority of the target women were illiterate and belonged to schedule caste. Six indicators under economic empowerment and four indicators under social/familial empowerment were selected. Study found mixed results regarding these indicators. In some areas women were empowering, where in other areas empowerment was not found.

ADVANTAGE AND DISADVANTAGE OF ERP

**SAJID NEGINAL
RESEARCH SCHOLAR
BANGALORE UNIVERSITY
BENGALURU**

ABSTRACT

ERP systems are information systems involving more diverse and integrated organizations through various functional areas. There are many cases where it has been observed that ERP systems become a failure, either in the design or implementation. A number of reasons contribute to the success or failure of an ERP system. The success or failure of the ERP system can be analysed by understanding advantage and disadvantage of ERP within the organization. In this paper you can see few major factors that affect the organization.

REQUEST FOR FEEDBACK

Dear Readers

At the very outset, International Journal of Research in Commerce, Economics & Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue as well as, on the journal as a whole, on our e-mail **infoijrcm@gmail.com** for further improvements in the interest of research.

If you have any queries, please feel free to contact us on our e-mail infoijrcm@gmail.com.

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward to an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-

Co-ordinator

DISCLAIMER

The information and opinions presented in the Journal reflect the views of the authors and not of the Journal or its Editorial Board or the Publishers/Editors. Publication does not constitute endorsement by the journal. Neither the Journal nor its publishers/Editors/Editorial Board nor anyone else involved in creating, producing or delivering the journal or the materials contained therein, assumes any liability or responsibility for the accuracy, completeness, or usefulness of any information provided in the journal, nor shall they be liable for any direct, indirect, incidental, special, consequential or punitive damages arising out of the use of information/material contained in the journal. The journal, neither its publishers/Editors/ Editorial Board, nor any other party involved in the preparation of material contained in the journal represents or warrants that the information contained herein is in every respect accurate or complete, and they are not responsible for any errors or omissions or for the results obtained from the use of such material. Readers are encouraged to confirm the information contained herein with other sources. The responsibility of the contents and the opinions expressed in this journal are exclusively of the author (s) concerned.

ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

Our Other Journals

