# INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, ECONOMICS & MANAGEMENT



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,

The American Economic Association's electronic hibliography. Economic Association's electronic hibliography.

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 5555 Cities in 190 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

# **CONTENTS**

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	PROMOTING TRANSPARENCY IN UNIVERSITY ADMINISTRATION THROUGH E-GOVERNANCE VIJAY BHASKAR KOUDIKI & K JANARDHANAM	1
2.	IMPORTANCE OF CAPITAL STRUCTURE ANALYSIS IN CONSTRUCTION COMPANY DR. J. S. V. GOPALA SARMA	6
3.	LINKING INTERNAL MARKETING AND EMPLOYEE'S IN-ROLE PERFORMANCE: A CROSS-LEVEL MEDIATION ANALYSIS  YU-PING HSU, TSAI-FANG YU & CHUN-TSEN YEH	11
4.	STRENGTHENING MENTAL HEALTH SYSTEMS CASE STUDY WITH RESPECT TO KAMAYANI SCHOOL FOR MENTALLY HANDICAPPED  PREETI CHAUDHARY & DR. MITA MEHTA	18
5.	PERFORMANCE OF PUBLIC SECTOR BANKS IN INDIA – AN ANALYTICAL STUDY DR. M. NAGAMANI & K. ABIRAMI	22
6.	A STUDY ON CONCEPT OF IFRS, BENEFICIARIES AND CHALLENGES S. BHUVANESWARI & JAMEELA M.K	27
7.	WOMEN ENTREPRENEURSHIP: A STUDY OF INDIAN SCENARIO GURVEEN KAUR	30
8.	FINANCIAL INCLUSION REVISITED  CA SANGEETA S	38
9.	TRIBAL ENTREPRENEURSHIP IN INDIA: AN APPRAISAL DR. PADMINI TOMAR	42
10.	A STUDY OF INVESTOR PERCEPTION WHILE INVESTING IN RISK FREE SECURITIES  JITIN SHARMA	47
11.	THE IMPACT OF NEED FOR COGNITION IN SELECTION OF DEODORANTS AMONG FEMALE YOUNGSTERS  DR. DEEPAK JOSHI	53
12.	AN ANALYSIS OF MANUFACTURING SECTOR'S CONTRIBUTION TO EMPLOYMENT AND INCOME GENERATION IN NAGALAND  MEDONGULIE ZATSU & DR. Y. TEMJENZULU JAMIR	58
13.	GREEN BANKING AND ENVIRONMENT SUSTAINABILITY OF PRIVATE BANKS IN KARNATAKA DR. M. PRABHU & GIRISH V.	62
14.	A STUDY OF FINANCIAL STATEMENT ANALYSIS OF OIL AND NATURAL GAS CORPORATION LIMITED L. PRABHA, DEEPIKA S & DHIVYA.B	65
15.	MARKET REACTION ANALYSIS TO STOCK SPLIT ANNOUNCEMENT IN INDONESIA STOCK EXCHANGE EDI SUMANTO, SRI HARTOYO & LUKYTAWATI ANGGRAENI	69
16.	PARTICIPATION OF FEMALE IN AGRICULTURE SECTOR IN HARYANA VINOD KUMAR & SANTOSH	74
17.	CHALLENGES OF WOMEN ENTREPRENEURS: A STUDY OF WOMEN ENTREPRENEURS OF JAMMU & KASHMIR ZAHOOR AHMAD BOLAKI	78
18.	STARTUP INDIA: OPPORTUNITIES AND CHALLENGES: A CASE OF E-TOUR AND TRAVEL STARTUPS IN INDIA  DR. SONAL SHARMA	83
19.	SUSTAINABLE AGRICULTURAL PRACTICES AND USE OF IRRIGATION WATER IN INDIA  A.K. ELUMALAI	88
20.	HUMAN RESOURCE ACCOUNTING: AN OVERVIEW KAINAT SIDDIQUI	92
	REQUEST FOR FEEDBACK & DISCLAIMER	96

### CHIEF PATRON

#### Prof. (Dr.) 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

## ADVISOR

#### Prof. S. L. MAHANDRU

Principal (Retd.), Maharaja Agrasen College, Jagadhri

## **EDITOR**

#### Dr. R. K. SHARMA

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

## FORMER CO-EDITOR

#### Dr. S. GARG

Faculty, Shree Ram Institute of Business & Management, Urjani

## <u>EDITORIAL ADVISORY BOARD</u>

#### **Dr. TEGUH WIDODO**

Dean, Faculty of Applied Science, Telkom University, Bandung Technoplex, Jl. Telekomunikasi, Terusan Buah Batu, Kabupaten Bandung, Indonesia

#### Dr. M. S. SENAM RAJU

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

#### Dr. JOSÉ G. VARGAS-HERNÁNDEZ

Research Professor, University Center for Economic & Managerial Sciences, University of Guadalajara, Guadalajara, Mexico

#### Dr. M. N. SHARMA

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

#### **Dr. CHRISTIAN EHIOBUCHE**

Professor of Global Business/Management, Larry L Luing School of Business, Berkeley College, Woodland Park NJ 07424, USA

#### **Dr. SIKANDER KUMAR**

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

#### Dr. MIKE AMUHAYA IRAVO

Principal, Jomo Kenyatta University of Agriculture and Technology (JKUAT), Westlands Campus, Nairobi-Kenya

#### **Dr. SANJIV MITTAL**

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

#### Dr. NEPOMUCENO TIU

Chief Librarian & Professor, Lyceum of the Philippines University, Laguna, Philippines

#### Dr. RAJENDER GUPTA

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

#### Dr. KAUP MOHAMED

Dean & Managing Director, London American City College/ICBEST, United Arab Emirates

#### Dr. NAWAB ALI KHAN

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

#### Dr. ANA ŠTAMBUK

Head of Department in Statistics, Faculty of Economics, University of Rijeka, Rijeka, Croatia

#### **SUNIL KUMAR KARWASRA**

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

#### Dr. SHIB SHANKAR ROY

Professor, Department of Marketing, University of Rajshahi, Rajshahi, Bangladesh

#### Dr. S. P. TIWARI

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

#### **Dr. SRINIVAS MADISHETTI**

Professor, School of Business, Mzumbe University, Tanzania

#### Dr. ABHAY BANSAL

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

#### Dr. ARAMIDE OLUFEMI KUNLE

Dean, Department of General Studies, The Polytechnic, Ibadan, Nigeria

#### **Dr. ANIL CHANDHOK**

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

#### **RODRECK CHIRAU**

Associate Professor, Botho University, Francistown, Botswana

#### Dr. OKAN VELI ŞAFAKLI

Associate Professor, European University of Lefke, Lefke, Cyprus

#### **PARVEEN KHURANA**

Associate Professor, Mukand Lal National College, Yamuna Nagar

#### Dr. KEVIN LOW LOCK TENG

Associate Professor, Deputy Dean, Universiti Tunku Abdul Rahman, Kampar, Perak, Malaysia

#### **Dr. BORIS MILOVIC**

Associate Professor, Faculty of Sport, Union Nikola Tesla University, Belgrade, Serbia

#### **SHASHI KHURANA**

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

#### Dr. IQBAL THONSE HAWALDAR

Associate Professor, College of Business Administration, Kingdom University, Bahrain

#### Dr. DEEPANJANA VARSHNEY

Associate Professor, Department of Business Administration, King Abdulaziz University, Ministry of Higher Education, Jeddah, Saudi Arabia

#### Dr. MOHENDER KUMAR GUPTA

Associate Professor, Government College, Hodal

#### **BIEMBA MALITI**

Associate Professor, The Copperbelt University, Main Campus, Jambo Drive, Riverside, Kitwe, Zambia

#### **Dr. ALEXANDER MOSESOV**

Associate Professor, Kazakh-British Technical University (KBTU), Almaty, Kazakhstan

#### Dr. VIVEK CHAWLA

Associate Professor, Kurukshetra University, Kurukshetra

#### Dr. FERIT ÖLCER

Head of Division of Management & Organization, Department of Business Administration, Faculty of Economics & Business Administration Sciences, Mustafa Kemal University, Tayfur Sökmen Campus, Antakya, Turkey

#### Dr. ASHOK KUMAR CHAUHAN

Reader, Department of Economics, Kurukshetra University, Kurukshetra

#### Dr. RAJESH MODI

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

#### **YU-BING WANG**

Faculty, department of Marketing, Feng Chia University, Taichung, Taiwan

#### Dr. SAMBHAVNA

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

#### Dr. KIARASH JAHANPOUR

Research Adviser, Farabi Institute of Higher Education, Mehrshahr, Karaj, Alborz Province, Iran

#### **Dr. MELAKE TEWOLDE TECLEGHIORGIS**

Faculty, College of Business & Economics, Department of Economics, Asmara, Eritrea

#### **Dr. SHIVAKUMAR DEENE**

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

#### Dr. THAMPOE MANAGALESWARAN

Faculty, Vavuniya Campus, University of Jaffna, Sri Lanka

#### Dr. VIKAS CHOUDHARY

Faculty, N.I.T. (University), Kurukshetra

#### **SURAJ GAUDEL**

BBA Program Coordinator, LA GRANDEE International College, Simalchaur - 8, Pokhara, Nepal

## FORMER TECHNICAL ADVISOR

**AMITA** 

## <u>FINANCIAL ADVISORS</u>

#### **DICKIN GOYAL**

Advocate & Tax Adviser, Panchkula

#### **NEENA**

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

## <u>LEGAL ADVISORS</u>

#### JITENDER S. CHAHAL

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

#### **CHANDER BHUSHAN SHARMA**

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

## <u>SUPERINTENDENT</u>

**SURENDER KUMAR POONIA** 

1.

## 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).

GOIDETINES LOK SORWIS	SION OF MANUSCRIPT
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/	omputer/IT/ Education/Psychology/Law/Math/other, please
specify)	
DEAR SIR/MADAM	
Please find my submission of manuscript titled 'your journals.	
I hereby affirm that the contents of this manuscript are original. Fully or partly, nor it is under review for publication elsewhere.	rthermore, it has neither been published anywhere in any language
I affirm that all the co-authors of this manuscript have seen the state their names as co-authors.	bmitted version of the manuscript and have agreed to inclusion of
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	:

\* 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.

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

Landline Number (s) with country ISD code

E-mail Address

Nationality

Alternate E-mail Address

#### NOTES:

- a) The whole manuscript has to be in **ONE MS WORD FILE** only, which will start from the covering letter, inside the manuscript. <u>pdf.</u> <u>version</u> 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 <u>BRITISH ENGLISH</u> prepared on a standard A4 size <u>PORTRAIT SETTING PAPER</u>. 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

# STRENGTHENING MENTAL HEALTH SYSTEMS CASE STUDY WITH RESPECT TO KAMAYANI SCHOOL FOR MENTALLY HANDICAPPED

PREETI CHAUDHARY
ALUMNA
SYMBIOSIS INSTITUTE OF MANAGEMENT STUDIES
SYMBIOSIS INTERNATIONAL UNIVERSITY
KHADKI

DR. MITA MEHTA
ASSOCIATE PROFESSOR
SYMBIOSIS INSTITUTE OF MANAGEMENT STUDIES
SYMBIOSIS INTERNATIONAL UNIVERSITY
KHADKI

#### **ABSTRACT**

Intent of writing this case study is to make people aware about the special schools which has made difference to mentally retarded students. In all cultures and society, we can observe mental retardation. There are thirty per thousand mental retardation cases which has been estimated. Around seventy-five percent population have been categorised in mild mental retardation, on the other hand rest twenty-five percent who have Intelligence Quotient as 50 or below have been categorised as moderately, profoundly or severely retarded. In that ten percent of mental retarded people are suffering from medical conditions such as mental illness, Epilepsy or Hyperkinesis. And also four percent of the children who are mentally retarded are suffering multiple handicaps. Large number of children are diagnosed with mental retardation problem at their early age. Lot of preschool, recreation, family counselling session, religious education program, and home training and schools helping youngsters who are mental retarded for future employment. Employers are satisfied and are encouraging the retarded by having a view that whatever a retarded man is capable of doing things is different from what he cannot work on. This is bringing a new approach to thinking, public is realising that in all handicapped people, it is his/her ability that matters- not their disability. Stephen Hawking says disability need not to be an obstacle to success.

#### **KEYWORDS**

mental health, mental retardation, special school, corporate social responsibility.

#### **ABOUT MENTAL RETARDATION ORGANISATIONS**

child suffering from this challenge of mental retardation may do well in school but they are requiring individualised support. Luckily, government is responsible for supporting educational requirements for disabled children.

Through early intervention mechanism, children up to three years can be provided with services. With child's family, the staff develops Individualised Family Service Plan (IFSP). This plan will meet the child's unique requirement. This plan also defines the services which the child will receive to get the needs fulfilled. Also IFSP focusses on the family's unique requirements, this will help the family members and parents to help their child. They may charge fee for early intervention service and the charges will depend on the income of the family. In some places, they may help for free.

In cases like children who are eligible for school (comprising of pre-schoolers), they are given related services and special education through school system. Dedicated staff of school work with parents in developing an Individualized Education Program, or IEP. This is similar to IFSP. This is for free to the parents. Children need adaptive skills which helps them to play and live in community. Some of the adaptive skills comprises of:

- Interpersonal communication with others
- Personal care like bathing, dressing and going to washrooms.
- Safety and health
- Home setup living (activities related to setting the table for meal, cleaning the home or cooking food)
- Some social skills like rules of conversation, manners, getting along with the group and playing with others.
- Basic maths for calculation, writing and reading.
- · Skills that will help in future, at time of employment

For adaptation of these skills, changes are to be made in the class rooms to help these children.

Special schools were invented to cater the needs need of such children who could not focus on demands of the mainstream (Travancore, 1931, Kurseong, 1918, Chennai 1938).

In Mumbai, first residential home was created for persons with mental retardation names Children Aid Society, Mankhurd, 1941). In 1944, a special school was established. This led to establishment of 11 more homes in other parts of India.

Since independence, various special schools were established in India, which is shown in below table:

#### **TABLE 1: NUMBER OF SPECIAL SCHOOLS**

Year	Number of special schools for children with mental retardation
1950	10
1960	39
1970	120
1980	290
1990	1100
2007	More than 3000

Source: http://www.rehabcouncil.nic.in/writereaddata/mr.pdf

#### **ABOUT KAMAYANI**

In 1917-2008, Mrs. Sindhutai Joshi founded Kamayani for making children suffering from mental retardation, self-reliant at Kamayani Centre, as students finishes their craft sections and upgraded school, the adolescents go through an apprenticeship period in the attached sheltered workshop. They learn decent habits and significance of dignity of labour, determination and completion of job when started. This is done through continuous training through special teachers who are skilled. After years of constant training which is repetitious in nature, small percentage of the mentally retarded people develop work skills and adaptability for independent job.

This is done through constant encouragement from social workers, who acts as a contact person between employee and the employer. Rest of the left retarded people work in the sheltered workshops.

#### INTRODUCTION

A person is said to be mental retarded when he or she suffers from certain limitation in mental functioning and in some skills like taking care of himself or herself, communicating with others and social skills. They are not able to develop their mind in comparison with the normal typical child. These children take long time in adjusting themselves, long time to learn to speak, take care of themselves and walk, they also take long time in eating and dressing. They have trouble learning at their school. At time there are something's which they are not able to learn and may take long time in learning.

In ancient civilization, we can track the attitude of people towards these people and their treatment (we can see in Rome, Egypt, China, Sparta and the early Christian world). During middle ages, these people were seen as "innocents of God" and humane care was provided either at monasteries or at home. On the other side, people believed that these retarded are visitations of the evil spirit and were subjected to exorcism and suffering.

Beginning in the latter years of the Middle Ages and continuing through the 18th century, many individuals including individuals with mental retardation were persecuted and executed for practicing witchcraft. During the 17th and 18th centuries, which encompassed the age of reason and the enlightment in Europe and the colonial period in America, understanding of brain function and certain types of mental retardation (e.g. cretinism and hydrocephalus) increased. However, the treatment of individuals with mental retardation seemed to reach an all-time low. Individuals with mental retardation were confined to institutions (e.g. foundling homes, hospitals, prisons). The death rate of children placed in these facilities was appallingly high. People with mental retardation were incarcerated with criminals and individuals with mental illness. A few humanitarian individuals did attempt to improve the prevailing conditions. During the same period, in the U.S.A., dismal conditions prevailed for people with mental retardation.

The history of the systematic treatment of individuals with mental retardation began in the 19th Century. Mental retardation became a conspicuous social problem during this period. As industrialization expanded and grew, opportunities for a simple agrarian existence decreased. With technological advances, jobs became more complex. Mass education became more common. Inability of some children to handle school curriculum led to the identification of mild mental retardation. The first public day-school classes for children with Mental Retardation in the U.S. are generally thought to have started in Providence, Rhode Island in 1894. From 1900 through the 1920s, optimism concerning the prospects of ameliorating mental retardation was replaced by profound pessimism. The first decades of the twentieth century represented the nadir of professional sensitivity towards mentally retarded persons, at least as a class or sub population. Education and training efforts in institutions were largely replaced by custodial care. The belief that mental retardation was caused by environmental factors was replaced by a belief that mental retardation was caused by hereditary factors.

During the 1950s, children with moderate mental retardation emerged as a focus of concern, largely through the efforts of increasingly well-organised parent advocacy groups. An important event during this time was the formation in 1950 of the National Association for Retarded Children (NARC), now known as the ARC (Association for Retarded Citizens). In North America, the emergence of civil rights movement assisted the cause of people with mental handicaps. The 1960's were dominated by a concern for the rights of minority individuals, including individuals with mental retardation. In US, President Kennedy appointed the President's Panel on Mental Retardation in 1961. The panel of experts recommended an extensive eight-point programme in 1962 which covered every aspect of mental retardation from preventive to rehabilitative measures. There is a considerable increase in the literature on the topic of mental retardation throughout the world, and in the recent years the discoveries and methodological innovations have increased. Recent times have witnessed the advent of new directions in educating and training students with mental retardation. There is a trend toward providing community based instruction and programming for these students. Great strides have been made in providing services to infants, toddlers and other young children. Transitional programming is in evidence. New models for making these individuals employable have been introduced. Competitive employment options are replacing the former sheltered employment model. Self-advocacy and consumer awareness, that have empowered people with disabilities globally, have made human services to recognise and restructure their programmes and strategies.

#### **WORK AREAS**

#### VOCATIONAL TRAINING

At times, child suffering from mental retardation are described as bitter blossom. This has been mistaken. With the help of modern training process, retarded children have been engage in some occupations and are contributing in partial economic activities. This can be achieved through establishment of vocational training and there are about 200 institutions in India which offers vocational training. National Institute for Mentally Handicapped (NIMH) has listed number of occupation which can provide employment to retarded like making file covers etc.

#### SHELTERED WORKSHOP

Venkatesan et al (1992) surveyed that the training which retarded people get is based on sheltered workshop in Indian context. There are 68% of institutions which has vocational training facilities which has shelter workshop. Most of the product are sold in exhibition sale.

#### PLACEMENT SERVICES

In India there are placement services for mental retarded. Venkatesan et al (1992) surveyed that there are 10 percent of the institute which are providing vocational training are helping adult mentally retarded persons in getting job in open employment setup without much support. There is institution which is helping the retarded to make candle, running Xerox-copier centre, making aggarbattis and chalk, managing petty shops, preparing edible goods and running telephone booths.

#### **FAMOUS PEOPLE WITH MENTAL RETARDATION**

#### 1. KIM PEEK

She is an actress; she is known as mega servant of television industry. She has acted in a movie "Rain". Kim has been diagnosed with mental retardation since her birth. She died at age 58.

#### 2. GRETCHEN JOSEPHSON

She has been diagnosed with Down's syndrome since birth. This did not let her to stop in her career. She is famous for her personality as a famous individual, as a successful publisher and writer of many books. She is a great poet too. She wrote a book names "Bus Girl" which has several poems by her. This book also throw light on the suffering and pain she has undergone as victim of mental retardation.

#### 3. CHRIS BURKE

He is a famous actor of ABC channel. He is one of the individual to suffer mental retardation throughout his life. He was diagnosed with Down's syndrome upon his birth. He took initiative himself to decrease the effect of mental retardation in his performance, he enrolled himself in special schools during his adulthood stage. One of his best accomplishment on ABC channel was his program names "Life Goes On".

#### 4. DWIGHT MACKINTO

He is a famous artist and he was also diagnosed with a genetic mental disorder called Down's syndrome at the time of his birth. He is known for his overwhelming success and determination in spite of his challenges that he was suffering. He discovered that his mental illness is affecting his performance at stage of early adulthood.

Disability has affected millions of families around the world in developing countries. It has been found that one in four people in the world are affected by this neurological or mental disorders. It has been estimated that 450 million people are suffering from this condition, this has placed mental problem as leading cause of disability and ill-health across the world.

(http://www.who.int/whr/2001/media\_centre/press\_release/en/)

In India we have 20 million people suffering from mental retardation, out of which two million are children.

(http://indiatoday.in/story/over-20-million-mentally-retarded-people-in-india-deprived-of-their-chances-of-rehabilitation/1/435300.html)

#### **CAUSES OF MENTAL RETARDATION**

There are many caused which doctors have found. Most prevalent are:

- **GENETIC CONDITIONS**: Child inheriting the abnormal genes from their parents. Examples of such genetic conditions are fragile X syndrome, Down syndrome and phenylketonuria (PKU).
- **PROBLEM OCCURRING AT PREGNANCY**: When baby is not developed inside the mother properly, then this mental retardation occurs. Examples: problem could be the way baby's cell divide as it grows. And if woman consumes alcohol or get infection like rubella at time of pregnancy, which could result in mental retardation.
- PROBLEM AT TIME OF BIRTH: baby having problem at time of labour and birth, like not getting adequate oxygen, she or he may get mental retardation.
- HEALTH PROBLEMS: May cause due to diseases like measles, whooping cough or meningitis, these can cause mental retardation. If the child is suffering from
  extreme malnutrition (not eating right amount of food), by getting exposed to poisons like mercury or lead or not getting adequate medical care, this can
  lead to mental retardation.

It has been proved that mental retardation is not a disease. It can't be caught from anyone. It is also not a type of mental illness like depression and all. People need to be aware that there is no cure of mental retardation. But through our collective efforts most of the children can learn many things. They just take more time and efforts than other children.

Table 1: Characteristics of Persons with Mental Retardation

Severity	Mild	Moderate	Severe	Profound
Pre-school	Can develop social and communicative skills, minimal retardation in sensory- motor areas, often not distinguished from those normal until late age.	Can talk or learn to communicate, poor social awareness, fine motor development. Profits from training, self help can be managed.	Poor motor development, speech minimal, generally unable to profit from training, self help little, no communicative skills.	Gross retardation, minimal capacity for functioning in sensory motor areas needs running care.
School age 6–20 years	Can learn academic skills up to approximately 6th grade level by late teens. Can be guided on social skills.	Can profit from training in social and occupational skills to progress beyond 2nd grade level in academic subjects, may learn to travel alone in familiar places.	Can talk or learn to communicate, can be trained in elementary skills and can profit from systematic training.	Some motor development present. Many respond to minimal to limited training ir self help.
Adult 21 & over.	Can usually achieve social and vocational skills adequate to minimum, self support but may need guidance and assistance when under social or economic stress.	May achieve self maintenance in unskilled, under sheltered conditions, needs supervision and guidance when under mild social or economic stress.	May contribute partially to self maintenance under complete supervision, can develop self protection skills to a minimal useful levels in controlled environment.	Some motor and speech development may be achieved, but very limited self care needs are achieved.

#### ABOUT KAMAYANI SCHOOL

The school has 125 children and there are 110 adult students are in the workshop. In the school not only academic but skills for daily living are also taught. The school celebrates all festivals and conducts many competitions in co-curricular activities. It also sends children to participate in various competitions.

Researcher has spent 2 hours on each of her 15 visits. And has learned student- teacher interaction at various level. Teachers are very helpful. They are very patient and supportive. There were classes in school, according to their mental understanding level students were placed. Classes like;

**PRIMARY:** The class has been customised in such a ways that students of age group 6 to 12 years are taught to learn basic things used in daily basis. The class has a doll house which has small bed, sofa, kitchen, rack to keep utensils, toys, chair table to teach how to greet guest at home. They are taught to keep all things at right place. There were students who were quite restless. To make them calm there was bungee jumping bed. Students were made to dance in group and teachers used to show number of times the same step with patience so that students learn by observing.

Class also has doll house, which has small sofa, table, dining table, bed and kitchen. Students are taught how to keep things at a proper place in home. So that they could help their parents and family members at their home.

**SECONDARY:** Age group of students is 7 years to 14 years. It's a home science class, teacher teaches how to do basic day to day activity in kitchen, how they can help their mothers in their daily kitchen activities. Researcher observed that students were cleaning Fenugreek vegetable. Teacher teaches what part of the leaves are to be plucked and separated from rest. Class room also have refrigerator, microwave, mixer grinder and flour grinding machine. Students are taught their functionality, and how they can use it. Students get opportunity to bake cake, cook vegetables, and make flour.

WORKSHOP FOR BOYS: There are 21 boys of age group 18 years to 40 years.

This workshop was involved in making the floor mats. So work was assigned to boys like cutting the cloth, stitching the corners and stacking them in order. Teacher in-charge is highly dedicated to work with the students there. Researcher got to know about boy's back ground and how they behave in situations. Some boys work according to their wish and few of them used to request for more work. There is no target based work. Boys work according to their capacity. Researcher observed that there was one man in his late 30s, who was crying, when asked why he is crying. He replied he is missing his father. There were 3 boys who were consoling him, giving him water. Teacher did not teach them to console, this shows those 3 boys have sense of empathy.

WORKSHOP FOR GIRLS: There are 18 girls, of age group 18 years to 42 years. Researcher learned that teacher in- charge had special bonding with the girls. In case any girl is absent, the teacher personally used to call at their home to enquire about the girl and tries to figure out the reason for absenteeism. Girls were dedicated to work. They demand special attention towards themselves. Those who were not allowed to work on sewing machine, they requested the teacher to teach them to use it. Girls used to share their personal life activities. There is a special bonding that researcher noticed. There was birthday chart on wall of workshop room, teacher in-charge used to get gifts for the girls. She used to distribute the gift on same day. Girls used to get chocolates on their birthday to distribute to other workshop girls. All girls are from Kamayani School before coming to the workshop except two girls, who came directly to workshop. More focus was given to activities related to making purse, bag, door mat and duster. And also calculation so that they could use in their day today life.

Mode of communication of message to their parents is through diaries. Though girls used to communicate verbally, still teacher in-charge used to write in their diaries. On monthly basis, parent's teacher interaction takes place.

Researcher also observed that girls do not fight with each other. In case there is difference of opinion, girls used to communicate to the teacher in-charge.

**CULTURAL PROGRAM:** All festivals, leader's birthday, important days are celebrated to make students aware about them. Teachers of the school and workshops are assigned work to introduce the day to the students turn wise in advance. They prepare a speech about the day's importance and they communicate on the celebration day. Students prepare songs, dance, and play to make the events more attractive.

Disability day is celebrated on 3<sup>rd</sup> December every year. The school organised a disability awareness week for public, where students, teachers, staff, parents were invited to be part of the awareness program. Eminent key people who are part of NGO's, hospitals and corporates who have involved themselves in social welfare are invited to be part of the panel. They discuss the issues related to disability prevalent in society, what we can do to accept the disabled people and how we can avoid such problems to occur in near future.

#### INPUTS BY RESEARCHER

Researcher assisted the teacher in-charge in cultural programs like dance, organising Christmas day celebration, art and craft activity and giving soft skill training to trainee, teachers, and school and workshop staff.

Soft skill training constituted the modules related to general etiquettes, personal manner while meeting a new friend, proper handshake, interpersonal skills, types of communication, non-verbal communication, active listening skills, self-development ways, time management, and stress management.

#### CHANGES OBSERVED AFTER THE INPUT BY THE RESEARCHER

After soft skills session, researcher observed that audience was able to shake hands properly, they looked confident and they could actually relate their real life with the things the researcher discussed. They were shown relevant videos which could give them real life examples and also researcher organised 2 activities to make the session more interactive and make the audience more alert. Researcher could make out the level of interaction between her and the staff has increased. Principle and the staff gave a positive feedback about the session.

Researcher donated paper crowns to the students and staff on account of Christmas day. Students and staff enjoyed the event, this gave them a sense of pride wearing the crown as they have seen only the kings wearing the crown.

#### RESEARCHER EXPERIENCE

After joining Kamayani for CSR activity being part of the MBA program curriculum. Researcher could see the other side of the life of mental retarded people. People with disabilities are especially influential, as our hardships in life aren't easily forgotten. People with a disabilities learn so much throughout their lives; life lessons that able-bodied people rarely get to experience.

Having a disability is definitely difficult, but it's also one of the richest classrooms a human can experience, too. Researcher observed that students at Kamayani were so talented that they got opportunity to play in para Olympics games while some students were playing to represent India in various competition around the world. They were good in dancing, singing as well as they could contribute to society. Kamayani gave them platform to work in workshops in making various items which is supplied directly to factories nearby Pune city.

The students have communication problem, but from their end they greet well with others and even mingle with strangers. They like to get recognised and are very lovable. They are obedient and well mannered.

They are like you and me who want to be part of society. If this is thought and kept in mind, we all will be same level.

#### **REFERENCES**

- 1. http://healthresearchfunding.org/famous-people-mental-retardation/
- 2. http://homepages.wmich.edu/~rmckinn2/6640/Supplemental%20Readings/mental%20retardation.pdf
- 3. http://mn.gov/web/prod/static/mnddc/live/parallels2/pdf/60s/63/63-GTJ-NAC.pdf
- 4. http://www.rehabcouncil.nic.in/writereaddata/mr.pdf
- 5. https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3012260/pdf/IJPsy-26-88.pdf

# 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 <a href="mailto:infoijrcm@gmail.com">infoijrcm@gmail.com</a> for further improvements in the interest of research.

If you have any queries, please feel free to contact us on our e-mail <a href="mailto:infoijrcm@gmail.com">infoijrcm@gmail.com</a>.

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, 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 cooperation of like-minded scholars, we shall be able to serve the society with our humble efforts.







