

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, ECONOMICS & MANAGEMENT

IJRCM



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 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

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

CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	TRENDS IN PRODUCTION, SALES AND COST STRUCTURE OF SELECT PHARMACEUTICAL INDUSTRIES IN INDIA <i>DR. N. PASUPATHI</i>	1
2.	A STUDY ON ETHICAL VALUES AS CONTAINED IN BHARAT RATNA DR. M. G. RAMACHANDRAN'S SELECTED FILM SONGS – AN ACADEMIC COMPARATIVE ANALYSIS WITH CONTEMPORARY THEORIES OF ETHICS <i>P. SARVAHARANA, DR. P. THYAGARAJAN & DR. S. MANIKANDAN</i>	10
3.	ROLE OF EMOTIONAL INTELLIGENCE IN HR PRACTICES: AN EMPIRICAL EVIDENCE FROM INDIAN MANUFACTURING SECTOR <i>DR. DEVENDER SINGH MUCHHAL & DR. AJAY SOLKHE</i>	17
4.	EXAMINATION OF MICRO FINANCE RESOURCES AND AWARENESS LEVEL OF PEOPLE IN WARDHA DISTRICT <i>KAMLESH P. THOTE & DR. RAVISH A. SARODE</i>	20
5.	CUSTOMER RELATIONSHIP MARKETING: IT'S IMPACT ON CUSTOMER SATISFACTION IN BANKS <i>NEHA VIJ & DR. JYOTI RANA</i>	23
6.	FINANCIAL PERFORMANCE ANALYSIS ON SELECT PARAMETERS OF TELANAGAN GRAMEENA BANK <i>DURDANA BEGUM & BADIUDDIN AHMED</i>	25
7.	UNDERSTANDING THE LINK BETWEEN HUMAN RESOURCE MANAGEMENT PRACTICES AND EMPLOYEE LOYALTY <i>PAVITHRA.S, DR. V. KRISHNAMOORTHY & DR. R.SOMASUNDHARAM</i>	28
8.	QUALITY OF WORK LIFE AS PREDICTOR OF EMPLOYEES MENTAL HEALTH IN PUMP INDUSTRIES WITH REFERENCE TO COIMBATORE DISTRICT <i>DR. V. ABIRAMI & R. SWARNALATHA</i>	34
9.	EXAMINING TOURIST BEHAVIOR TOWARDS TOURISM PRODUCTS IN HIMACHAL PRADESH <i>KULDEEP KUMAR & ASHWANI KUMAR</i>	37
10.	PERFORMANCE APPRAISAL SYSTEM (PAS) - A REVIEW <i>DR. A. PUNNAVANAM</i>	44
11.	AN ECONOMIC ANALYSIS OF MAIZE MARKETING IN KARNATAKA: A CASE STUDY OF DAVANGERE DISTRICT <i>SUNITHA.N.M & DR. B. P. VEERABHADRAPPA</i>	48
12.	A STUDY OF CROSS-LEVEL FACTORS IN MOTIVATING TEAM CREATIVITY: IN TAIWAN'S UNIVERSITIES <i>YEH, YU-MEI, LI, FENG-CHIA & LIN, HUNG-YUAN</i>	54
13.	TREND AND MAGNITUDE OF NPA IN CO-OPERATIVE BANK <i>SURESH BABU K N & DR. SURESHRAMANA MAYYA</i>	61
14.	RECENT TRENDS OF CONSUMER BEHAVIOUR TOWARDS DURABLE PRODUCTS IN INDIA: A LITERATURE REVIEW <i>PRITI JHA & DR. JYOTI RANA</i>	66
15.	IMPACT OF CAREER DEVELOPMENT ON QUALITY OF WORK LIFE IN IT SECTOR <i>KATHIRAVAN & DR. R RAJENDRAN</i>	69
16.	THE COW - ECONOMIC AND FINANCIAL ASPECTS AND PROSPECTS <i>DR. LALIT KUMAR & ROHIT KUMAR</i>	73
17.	FACTORS AFFECTING SELECTION OF B- SCHOOLS IN INDORE, INDIA <i>NIDHI JHAWAR & BARKHA AGRAWAL</i>	79
18.	THE ROLE OF IT INDUSTRY IN INDIAN ECONOMY <i>DR. SHEFALI PANWAR</i>	83
19.	IMPACT OF E- COMMERCE: CHANGING TRENDS OF SMEs <i>D. MELBHA</i>	89
20.	THE IMPACT OF STOCK SPLITS ON STOCK LIQUIDITY AND INVESTOR WEALTH CREATION <i>KUSHAGRA GOEL</i>	94
21.	MASTERSTROKE: DEMONETISATION <i>VANASHREE H. TRIVEDI</i>	98
22.	ROLE OF HR IN THE MODERN CORPORATE WORLD <i>M. JEEVAN JYOTHI</i>	101
23.	AN EXAMINATION OF INFLUENCE OF SELECTED MACROECONOMIC VARIABLES ON INDIAN STOCK MARKET <i>ILAKKIA M M. & DR. KRISHNAMOORTHY V.</i>	104
24.	A STUDY ON THE RELATIONSHIP BETWEEN DIVIDEND PER SHARE AND MARKET PRICE PER SHARE - WITH RESPECTIVE TO INDIAN PHARMACEUTICAL INDUSTRY <i>PR VENUGOPAL & PURNACHANDER KONDERI</i>	111
25.	AGRICULTURAL MARKETING - CHALLENGES & CHANCES <i>M. SELVAMUTHU, M. NAVEENKUMAR & B. KIRUTHIKA</i>	114
26.	DETERMINATES OF PARTICIPATION IN MICROFINANCE INSTITUTION: THE CASE OF ZIWAY DUGDA AND MUNESA DISTRICTS IN ARSI ZONE OROMIA REGIONAL STATE OF ETHIOPIA <i>TEKELAB CHERENT TOHBO</i>	117
27.	AWARENESS AND ACCEPTANCE OF GOLD AS AN INVESTMENT AVENUE AMONG WOMEN EMPLOYEES IN TECHNO PARK <i>IRENE ELSA MANI</i>	124
28.	FOOD SAFETY KNOWLEDGE AND PRACTICES OF MOTHERS OF ANGANWADI SCHOOL CHILDREN IN THOOTHUKUDI DISTRICT <i>R. ANANTHA LAXMI</i>	130
29.	INFUSE FLAME TO INDIAN BUSINESS WORLD THROUGH WOMEN ENTREPRENEURS <i>POOJA</i>	134
30.	SELFIE ADDICTION AMONG YOUTH IN KOLLAM CITY <i>ANN MARY ALEXANDER & FATHIMA SHEREEF</i>	136
	REQUEST FOR FEEDBACK & DISCLAIMER	141

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

EDITORIAL ADVISORY BOARD**Dr. TEGUH WIDODO**

Dean, Faculty of Applied Science, Telkom University, Bandung Technoplex, Jl. Telekomunikasi, Indonesia

Dr. M. S. SENAM RAJU

Professor, 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 EHIOBUCHÉ

Professor of Global Business/Management, Larry L Luing School of Business, Berkeley College, USA

Dr. SIKANDER KUMAR

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

Dr. MIKE AMUHAYA IRAVO

Principal, Jomo Kenyatta University of Agriculture & Tech., Westlands Campus, Nairobi-Kenya

Dr. SANJIV MITTAL

Professor & Dean, University School of Management Studies, GGS Indraprastha 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. DHANANJOY RAKSHIT

Dean, Faculty Council of PG Studies in Commerce and Professor & Head, Department of Commerce, Sidho-Kanho-Birsha University, Purulia

Dr. NAWAB ALI KHAN

Professor & Dean, Faculty of Commerce, Aligarh Muslim University, Aligarh, U.P.

Dr. ANA ŠTAMBUK

Head of Department of 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 Engg. & Tech., Amity University, Noida

Dr. ARAMIDE OLUFEMI KUNLE

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

Dr. ANIL CHANDHOK

Professor, University School of Business, Chandigarh University, Gharuan

RODRECK CHIRAU

Associate Professor, Botho University, Francistown, Botswana

Dr. OKAN VELİ 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, Saudi Arabia

Dr. MOHENDER KUMAR GUPTA

Associate Professor, Government College, Hodal

Dr. BIEMBA MALITI

Associate Professor, School of Business, The Copperbelt University, Main Campus, Zambia

Dr. ALEXANDER MOSESOV

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

Dr. VIVEK CHAWLA

Associate Professor, Kurukshetra University, Kurukshetra

Dr. FERIT ÖLÇER

Professor & Head of Division of Management & Organization, Department of Business Administration, Faculty of Economics & Business Administration Sciences, Mustafa Kemal University, 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

Dr. DILIP KUMAR JHA

Faculty, Department of Economics, Guru Ghasidas Vishwavidyalaya, Bilaspur

FORMER TECHNICAL ADVISOR**AMITA****FINANCIAL ADVISORS****DICKEN 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>

FOOD SAFETY KNOWLEDGE AND PRACTICES OF MOTHERS OF ANGANWADI SCHOOL CHILDREN IN THOOTHUKUDI DISTRICT

R. ANANTHA LAXMI
PH. D. RESEARCH SCHOLAR
PG AND RESEARCH DEPARTMENT OF COMMERCE
V. O. CHIDAMBARAM COLLEGE
THOOTHUKUDI

ABSTRACT

Throughout the world, mothers are the principal guarantors of food safety and quality of food at the house hold level. They are the ones who most often purchase, produce, handle, prepare and serve food for the family. Mothers are the final line of defence against food borne illnesses. Though mothers know that washing of hands and, cleanliness of surrounding are the necessary perquisites of food safety, they do not follow these practices at home because they are not aware that, these unsafe practices leads to viable micro-organism growth in food and malnutrition. ICDS has served as a flagship program for India's healthcare system. The Anganwadi centres play an important role in preparing food to the children belonging to below middle class and BPL family. They are the focal points for imparting food safety education to the mothers. This paper gives a comprehensive picture on the role of Anganwadi centres in improving the food security for mothers and children of Thoothukudi district and also the food safety practices of mothers of Anganwadi school children to prevent food borne illness. A sample of four hundred and twenty mothers is selected from Thoothukudi district using convenience sampling method for the purpose of research. Appropriate findings and suggestions are given in the paper.

KEYWORDS

food safety, anganwadi, mothers.

INTRODUCTION

In pursuance to the national policy for children, the Government of India launched the Integrated Child Development Services (ICDS) Scheme, which was introduced on experimental basis on 2nd October 1975. ICDS today represents one of the world's largest programmes for early childhood development. ICDS services are provided as a vast network of ICDS centres, it is known as Anganwadi. The word Anganwadi is developed from the Hindi word Angan which refers to the courtyard of a house. In rural areas an Angan is where people get together to discuss, meet, and socialize. The Angan is also used occasionally to cook food or for household members to sleep in the open air. This part of the house is seen as the heart of the house. ICDS has served as a flagship program for India's healthcare system, and has received financial and technical support from UNICEF and the World Bank. Anganwadi centres were not that much popular as expected for this might be due to poor relationship between Anganwadi worker and community members. But in spite of the ongoing direct nutrition interventions like ICDS, India still contributes to about 21 percent of the global burden of child deaths before their fifth birthday. The three important factors playing major role in the incidence of food poisoning especially with regard to food handlers and mothers are Knowledge, Attitude and Practice. Mothers lack knowledge about food safety while purchasing foods items. On the other hand, knowledge, attitude and practice of Anganwadi workers with respect to growth monitoring, supplementary nutrition and immunization are quite satisfactory.

STATEMENT OF THE PROBLEM

According to reports of National Family Health Survey III 2005-2006, 42.5 per cent of children in India are underweight. The ICDS is perhaps one of the better concerned programmes, yet on travels around country one realises that there is a huge gap between what is expected of the programme and the ground situation. Malnutrition was found to be inversely linked to father's income, maternal occupation, mother's increased decision making power, better access to health care and higher household income. Unfortunately, mothers in general did not regard medical care as an appropriate intervention for malnutrition. Various studies in recent past had reflected unsatisfactory implementation of growth monitoring practices by Anganwadi workers under ICDS. The Anganwadi centres and mother of the child play an important role in preparing food to the children belonging to below middle class and BPL family. As per the previous report from various organizations and WHO, the children in these sections suffer from frequent water borne and food borne diseases in Tamil Nadu. Hence the researcher has made an attempt to understand the food safety practices of the mothers of Anganwadi school children and the reasons for their diseases and its impact on the health.

OBJECTIVES OF THE STUDY

1. To study the awareness of food safety knowledge and practices of food handlers at Anganwadi and home.
2. To identify the practical execution and attitudes of food handlers at Anganwadi and at home.
3. To analyse the influence of demographic factors in causing the water borne and food borne diseases among Anganwadi school children.

HYPOTHESIS

1. Education does not influence the general practices of mothers.
2. Education does not influence the basis of buying food by mothers of Anganwadi school children.
3. Food allergy does not depend on the reasons for food borne diseases of the children going to Anganwadi school.

RESEARCH METHODOLOGY

RESEARCH DESIGN

Since the present study has its own predetermined objectives and methodology, it is both descriptive and analytical in nature. The study has made an attempt to explain the food safety knowledge and practices of mothers of Anganwadi school children in Thoothukudi district. The present study covers the Thoothukudi district of Tamil Nadu. It deals with mothers of Anganwadi school children.

SAMPLING DESIGN

By convenience sampling method respondents were selected from various parts of Thoothukudi district. The sample size of this study is 420. Structured interview schedule was used to collect the relevant data among the mothers of Anganwadi school children in Thoothukudi District.

SOURCE OF DATA

The present study is based on both primary data and secondary data. Primary data were collected through interview schedules. Secondary data were collected through websites, articles, books and journals.

RESULTS AND DISCUSSION

For analyzing the data from the respondents, relevant statistical tools were used to fulfill the objectives of the study. Statistical package for the Social Science (SPSS) software package version 20 was used to analyze the data. The tools include Percentage Analysis, Chi-square test, Kruskal Wallis test and Multiple Regression. This section shows the analysis and interpretation of data used for the study.

TABLE 1: DEMOGRAPHIC PROFILE OF THE MOTHERS OF ANGANWADI SCHOOL CHILDREN

Variables	Classification	No. of mothers	Percentage
Age	Below 25 years	133	31.7
	26-30 years	181	43.1
	31-35 years	76	18.1
	Above 35 years	30	7.1
	Total	420	100.0
Education	Illiterate	22	5.2
	Read And Write	75	17.9
	School level	268	63.8
	College level	36	8.6
	Others	19	4.5
	Total	420	100.0
Occupation	Employed	26	6.2
	Self employed	8	1.9
	Home maker	355	84.5
	Cooli	31	7.4
	Total	420	100.0

Source: Primary data

In Table 1, the first section shows the age wise classification of the mothers' of children attending Anganwadi centres. Majority of the mothers' 43.1 per cent are in the age group of 26-30 years, 35.1 per cent are below 25 years, 18.1 per cent are from 31-35 years and the remaining 7.1 per cent of them are above 35 years. Majority of the mothers are from 26-30 years.

The second section shows the education wise classification of the mothers. Majority of the mothers' 63.1 per cent have school level education, 17.9 per cent know to read and write, 8.6 per cent have college level, 5.2 per cent are illiterates and the remaining 4.5 per cent belong to other category of education. Majority of the mothers have school level education.

The third section shows the occupation wise classification of the mothers. Majority of the mothers' 84.5 per cent are home makers, 7.4 per cent are coolis, 6.2 per cent are employed and the remaining 1.9 per cent are self-employed. Majority of the mothers are home makers.

TABLE 2: CHI-SQUARE TEST ON EDUCATION AND GENERAL PRACTICES OF THE MOTHERS

Variables	Chi-square value	df	Sig. value	Result
Using unclean bottles, nipples, bowls and spoons	117.720	16	0.001*	Significant
Feed unclean fruits and vegetables	117.687	16	0.001*	Significant
Feed uncovered food	146.030	16	0.001*	Significant
Feed food from hawkers	47.179	16	0.001*	Significant
Feed fast food	73.010	16	0.001*	Significant
Feed junk food	63.844	16	0.001*	Significant
Feed without washing hands	134.823	16	0.001*	Significant
Feed chewed food from mothers to infants	159.252	16	0.001*	Significant

*Significant at 5 per cent level

Table 2 shows the association between education and general practices of mothers. As per the rejection of null hypothesis ($p < 0.05$), education of the mothers is significantly associated with their general practices. Using unclean bottles, nipples, bowls and spoons, feed unclean fruits and vegetables, Feed uncovered food, Feed food from hawkers, Feed fast food, Feed junk food, Feed without washing hands and Feed chewed food from mothers to infants are influenced by the education of the child's mother. The mothers with different levels of education follow different general practices in handling baby food.

TABLE 3: KRUSKAL WALLIS TEST ON EDUCATION AND BASIS OF BUYING FOOD BY MOTHERS

Variables	Education of mother	N	Mean Rank	Chi-square value	Sig. value	Result
Nutritional value	Illiterate	22	112.39	29.565	0.001*	Significant
	Read and Write	75	184.99			
	School level	268	228.66			
	College level	36	194.75			
	Others	19	198.55			
	Total	420				
Certified food	Illiterate	22	150.89	24.052	0.001*	Significant
	Read and Write	75	222.47			
	School level	268	220.88			
	College level	36	199.94			
	Others	19	105.82			
	Total	420				
Attractive packages	Illiterate	22	157.00	8.768	0.067*	Insignificant
	Read and Write	75	212.41			
	School level	268	214.65			
	College level	36	228.83			
	Others	19	171.71			
	Total	420				
Childs' age and preference	Illiterate	22	147.27	15.669	0.003*	Significant
	Read and Write	75	219.81			
	School level	268	220.80			
	College level	36	184.71			
	Others	19	150.47			
	Total	420				
Free gifts	Illiterate	22	161.52	10.019	0.040*	Significant
	Read and Write	75	212.19			
	School level	268	210.72			
	College level	36	248.11			
	Others	19	186.21			
	Total	420				

*Significant at 5 per cent level

Table 3 shows the relationship between education of the mothers and their basis on buying baby food. As per the acceptance of null hypothesis ($p > 0.05$), the variables Attractive packages is not significantly associated with the basis of buying baby food. In other variables of Nutritional value, Certified food, Childs' age and preference and Free gifts, as per the rejection of null hypothesis ($p < 0.05$), there is a significant association between education and basis of buying food by mothers. Awareness of food safety is significantly related with the education of mothers. Consumers with high level of literacy and education have more awareness on buying proper food for children.

TABLE 4: MULTIPLE REGRESSION ON FOOD ALLERGY AND REASONS FOR FOOD BORNE DISEASES OF THE CHILDREN

Variables	Unstandardized Coefficients		Standardized Coefficients	t value	Sig. value
	B	Std. Error	Beta		
(Constant)	1.092	.131		8.322	.000*
Practicing bad personal hygiene	-.080	.065	-.116	-1.221	.223
Unsafe drinking water	-.122	.057	-.186	-2.135	.033
Unsafe food handling practices	.444	.043	.585	10.350	.000

*Significant at 5 per cent level

Dependent Variable : Food allergy
 Independent Variable : Practicing bad personal hygiene
 Unsafe drinking water :
 Unsafe food handling practices :
 Multiple R : 0.469
 R square : 0.220
 Adjusted R square : 0.215
 F statistics (5,414) : 39.196
 Sig. value of ANOVA : 0.001

Table 4 reveals the multiple regression used to access the ability of three control measures (Practicing bad personal hygiene, Unsafe drinking water and Unsafe food handling practices) that predicts its impact on food allergy. R value (0.469) indicates the amount of variability explained by independent variables of Practicing bad personal hygiene, Unsafe drinking water and Unsafe food handling practices for 46 per cent of variance in the dependent variable of food allergy i.e., the remaining 54 per cent is by some other unknown variable and the problem is not taken into account. Adjusted R^2 indicates whether there any insignificant factor. It should always be less than or equal to R^2 . Here R^2 (0.220) and adjusted R^2 (0.215) are very close to each other. This indicates a good model. $p = 0.000$ (less than 0.05) shows there is no statistically significant difference and indicates all the independent variables Practicing bad personal hygiene, Unsafe drinking water and Unsafe food handling practices have significance on food allergy of the children. The variable Unsafe food handling practices with $\beta = 0.585$, $t = 10.350$ and $p = 0.000$ ($p < 0.000$) is the most predominant factor that causes food allergy among the Anganwadi school children. The mothers who do not follow safe food handling practices prone their children to various health problems including food allergy.

TABLE 5 - IRREGULAR FOOD DISTRIBUTION AND MOTHER'S PERCEPTION ON THE ACTIVITIES AT ANGAWADI CENTRES – MULTIPLE REGRESSION

Variables	Unstandardized Coefficients		Standardized Coefficients	t value	Sig. value
	B	Std. Error	Beta		
(Constant)	0.045	0.019		2.383	0.018*
Anganwadi worker not attending anganwadi centers regularly	-0.149	0.024	-0.146	-6.222	0.000*
Non-co-operation from anganwadi workers	0.434	0.041	0.409	10.507	0.000*
No fixed time in opening anganwadi centre	0.509	0.027	0.519	19.141	0.000*
Food is not cooked properly	0.207	0.024	0.214	8.702	0.000*
Lack of proper infrastructure	-0.005	0.009	-0.006	-0.596	0.551*

*Significant at 5 % level

Dependent Variable : Irregular food distribution at Anganwadi centre

Independent Variable : Lack of proper infrastructure

Anganwadi worker not attending Anganwadi centers

No fixed time in opening Anganwadi centre

Food is not cooked properly

Non co-operation from Anganwadi workers

Multiple R : 0.990

R square : 0.980

Adjusted R square : 0.980

F statistics (5,414) : 4024.934

Sig. value of ANOVA : 0.000

Table 5 reveals the multiple regression used to access the ability of five control measures (Lack of proper infrastructure, Anganwadi worker not attending Anganwadi centers, no fixed time in opening Anganwadi centre, Food is not cooked properly and Non co-operation from Anganwadi workers) that predicts its impact on Irregular food distribution at Anganwadi centre. R value (0.990) indicates the amount of variability explained by independent variables of Practicing bad personal hygiene, Unsafe drinking water and Unsafe food handling practices for 99 per cent of variance in the dependent variable of food allergy i.e., the remaining 1 per cent is by some other unknown variable and the problem is not taken into account. Adjusted R² indicates whether there any insignificant factor. It should always be less than or equal to R². Here R² (0.980) and adjusted R² (0.980) are equal. This indicates a good model. These values indicate the explanatory power of independent variables. It is also clear that four control measures Anganwadi worker not attending Anganwadi centers (beta=-0.146, t=-6.222, p=0.000), No fixed time in opening Anganwadi centre (beta=0.519, t=19.141, p=0.000), Food is not cooked properly (beta=0.214, t=8.702, p=0.000) and Non co-operation from Anganwadi workers (beta=0.409, t=10.507, p=0.000) are statistically significant. The variable No fixed time in opening Anganwadi centre (beta=0.519, t=19.141, p=0.000) is highly conducting to determine the food distribution at Anganwadi centres.

FINDINGS OF THE STUDY

- Majority of the mothers (43.1 per cent) are from 26-30 years. Majority of the mothers (63.8 per cent) have school level education. Majority of the mothers (84.5 per cent) are home makers.
- As per the rejection of null hypothesis (p<0.05), education of the mothers is significantly associated with their general practices. Using unclean bottles, nipples, bowls and spoons, Feed unclean fruits and vegetables, Feed uncovered food, Feed food from hawkers, Feed fast food, Feed junk food, Feed without washing hands and Feed chewed food from mothers to infants are influenced by the education of the child's mother.
- Attractive packages are not significantly associated with the basis of buying baby food. Nutritional value, Certified food, Childs' age and preference and Free gifts show that there is a significant association between education and basis of buying food by mothers. Consumers with high level of literacy and education have more awareness on buying proper food for children.
- There is no statistically significant difference and indicates all the independent variables Practicing bad personal hygiene, Unsafe drinking water and Unsafe food handling practices have significance on food allergy of the children. Food allergy is mainly caused by unsafe food handling practices of the mothers. Unsafe food handling practices with beta=10.350 and p=0.000 (p<0.000) is the most predominant factor that causes food allergy among the Anganwadi school children.
- No fixed time in opening Anganwadi centre (beta=0.519, t=19.141, p=0.000) is highly conducting to determine the food distribution at Anganwadi centres. The irregular food distribution at Anganwadi centres is mainly due to the non-maintenance of a fixed time in opening Anganwadi centre by the workers.

SUGGESTIONS AND CONCLUSION

Anganwadis provide nutritious food is available every day, regular health services are provided, and even the preschool education program is in good shape. However, Anganwadi workers are paid a very abysmal amount, probably leading to poor performance. State governments have to bring a paradigm shift in tackling this issue and with bottoms-up approach. Mothers should possess the knowledge of checking the food products in the time of buying are essential for protecting the health of the infants. In this study, most of the mothers have completed only their school level education. The study has revealed the need on the part of the mothers for having access to educational facilities to improve their inefficient purchasing behaviours. Therefore, government should take necessary steps in educating the mothers and care-givers about food safety and basic principles in purchasing and preparation of safe food for their infant to prevent food borne and water borne diseases. The mothers with low educational background and income levels are exposed to food safety risk when compared to other groups. Therefore, Government and Non – Voluntary Organization should take necessary steps to implement effective education program about food safety among the mothers repeatedly with specific intervals to ensure that learnt information is turned into attitudes and behaviours.

REFERENCES

- CBS, (2010). Safe Food Preparation for Infants and Toddlers. Published on July 26,2010.
- Food safety. Gov. Your Gateway to Federal Food Safety Information Official US Government website: US Department of Health and Human Services.
- FSA, (2010). Guidance for health professionals on safe preparation, storage and handling of powdered infant formula. Department of Health.http://www.efsa.eu.int/science/biohaz/biohaz_opinions/691_en.html
- Ishrath Humairah (2011). The Anganwadi Workers of India – Connecting for Health at the Grassroots. Available at <http://healthopine.com/the-anganwadi-workers-of-india-connecting-for-health-at-the-grassroots/>
- Prasanti Jena (2013). Knowledge of Anganwadi Worker about Integrated Child Development Services (ICDS): A Study of Urban Blocks in Sundargarh District of Odisha. PhD Thesis, National Institute of Technology.
- WHO, (2013). Food Safety. Guidelines for the safe preparation, storage and handling of powdered infant formula.
- WHO. (2005). Food safety and food-borne illness. Fact sheet No. 237. <<http://www.who.int/mediacentre/factsheets/fs237/en/>>. (Reviewed March).

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

