

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE & MANAGEMENT

I
J
R
C
M



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

Indexed & Listed at:

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

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

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 2980 Cities in 165 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.	CRITICAL EVALUATION OF THE FIVE PERFORMANCE OBJECTIVES: A STUDY OF SOUTH WEST AIRLINES, USA <i>DR. KAUP MOHAMED</i>	1
2.	A STUDY ON THE REASONS FOR STUDENT'S MISBEHAVIOR IN CLASS AND ACADEMIC REMEDIAL MEASURES TO CURB STUDENT'S MISBEHAVIOURS IN CLASS AT HIGHER EDUCATIONAL INSTITUTIONS <i>NAZNEEN AHMED</i>	4
3.	USE OF PROPERLY POSITIONED HEAD RESTRAINT <i>MURAT DARCIN</i>	9
4.	THE FUTURE OF HERO MOTO CORP: A STUDY ON THE CUSTOMER PREFERENCE TOWARDS HERO TWO WHEELER AFTER THE TERMINATION OF HERO HONDA <i>V. DEVAKI & DR. H. BALAKRISHNAN</i>	12
5.	A STUDY ON CUSTOMER RELATIONSHIP MANAGEMENT IN HOTEL INDUSTRY: A CASE STUDY OF HOTEL SERVICES IN GUNTUR CITY, AP <i>T. SITA RAMAIAH</i>	20
6.	READING THROUGH MOTIVATIONAL THEORIES <i>DR. CHRIS EHIUBUCHE</i>	23
7.	ROLE OF GENDER DIFFERENCE IN FINANCIAL INVESTMENT DECISIONS: A QUANTITATIVE ANALYSIS WITH SPECIAL REFERENCE TO RISK AVERSION AND OVERCONFIDENCE APPROACH AMONGST MANAGEMENT GRADUATES IN LUCKNOW CITY OF UTTAR PRADESH <i>DR. VIVEKANAND PANDEY</i>	28
8.	BUSINESS ETHICS: A STUDY OF TEN INDIAN BANKS <i>RAJESH PRABHAKAR KAILA</i>	34
9.	MENTAL HEALTH IN REFERENCE TO LENGTH OF SERVICE AMONG MALES & FEMALES ACADEMICIANS <i>DR. RENUKA JOSHI & JUHI M GARG</i>	38
10.	THE EFFECT OF WORK PRESSURE ON EMPLOYEES' PERFORMANCE IN COMMERCIAL BANKS <i>DR. MARWAN M. SHAMMOT</i>	41
11.	ATM SERVICES AND CUSTOMER'S SATISFACTION LEVEL: A CASE STUDY OF PUBLIC AND PRIVATE SECTOR BANKS IN HAMIRPUR DISTRICT (HP) <i>DR. SATINDER SINGH RANDHAWA</i>	51
12.	TOWARDS A DEEPER UNDERSTANDING OF HUMAN EMOTIONS IN THE CONTEXT OF ADVERTISING SLOGANS <i>WAN-CHEN WANG</i>	55
13.	SHOPPER'S PERCEPTION TOWARDS STORE BRANDS WITHIN RETAIL STORES: A CASE OF NELLORE CITY OF ANDHRA PRADESH <i>SANDEEP KUMAR MACHAVOLU</i>	62
14.	IMPACT OF GOVERNMENT POLICIES ON DEVELOPMENT OF WOMEN ENTREPRENEURSHIP IN INDIA <i>SEEMA SHOKEEN & VIJETA BANWARI</i>	66
15.	STUDY OF CONSUMPTION PATTERN AND HEALTH AWARENESS AS REGARD THE EFFECTS OF FAST FOOD AMONG UNIVERSITY HOSTELLERS <i>DR. S. M. MEHDI & TARUN GUPTA</i>	71
16.	WTO NEGOTIATIONS ON AGRICULTURE AND THE IMPLICATIONS FOR DEVELOPING COUNTRIES INCLUDING INDIA <i>DR. S. NAGABHUSHANA & DR. D. GOVINDAPPA</i>	76
17.	KAIZEN COSTING TECHNIQUE – A LITERATURE REVIEW <i>MANMEET KAUR & RAVINDER KAUR</i>	84
18.	FDI IN MULTI BRAND RETAIL: INDIA CALLING <i>SAUMYA JAIN</i>	88
19.	INDIA AND CHINA: POST CRISIS REBALANCING STRATEGY <i>RINKU MAHINDRU</i>	92
20.	E-WOM AND SIMILAR EMERGING TERMS: A LITERATURE REVIEW <i>DEEPTI GOEL</i>	99
21.	CONSUMER PERCEPTIONS TOWARDS SMS MARKETING <i>SRI BGK MURTHY</i>	104
22.	TRENDS OF NON-PERFORMING ASSET (NPA) IN PUBLIC SECTOR BANKS IN INDIA DURING 1993 TO 2012 <i>AKSHAY KUMAR MISHRA</i>	111
23.	UNFASTENING THE VITALITY TO PROMOTE GREEN GROWTH: LESSONS FROM INNOVATIVE STRATEGY OF INDIA <i>SHWETA SATIJA</i>	115
24.	GOVERNMENT POLICY AND SMALL SECTORS IN INDIA <i>LIGI JOLLY</i>	120
25.	AN IMPACT OF WORK FAMILY CONFLICT ON ORGANIZATIONAL COMMITMENT: A STUDY OF STAFF MEMBERS AT PEOPLE'S BANK IN TRINCOMALEE DISTRICT <i>J. N. JENITTA & P. ELANGKUMARAN</i>	122
26.	ROLE OF SMALL SCALE INDUSTRIES FOR ERADICATE UNEMPLOYMENT IN YOUTH: A CASE STUDY OF AJMER DISTRICT <i>DEEPAI SHARMA & SHWETA SHARMA</i>	126
27.	CO-OPERATIVES FOR DEVELOPMENT: A KERALA EXPERIENCE <i>SUDHEERAN T.S.</i>	131
28.	ROLE OF MICROFINANCE IN THE PROMOTION OF RURAL WOMEN ENTREPRENEURSHIP: A CASE STUDY OF SHIMOGA CITY <i>VIMALA B.N</i>	134
29.	REGULATORY CHANGES AND THEIR IMPACT ON LIFE INSURANCE BUSINESS: AN ANALYTICAL STUDY <i>KAVITA MAHAJAN</i>	138
30.	EMPLOYEES PERCEPTION OF PERFORMANCE APPRAISAL SYSTEM: A STUDY ON HIGHER EDUCATION INSTITUTES IN JALANDHAR <i>SUPRIYA MAHAJAN</i>	144
	REQUEST FOR FEEDBACK & DISCLAIMER	151

CHIEF PATRON

PROF. K. K. AGGARWAL

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

FOUNDER PATRON

LATE SH. RAM BHAJAN AGGARWAL

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

CO-ORDINATOR

DR. SAMBHAV GARG

Faculty, Shree Ram Institute of Business & Management, Urjani

ADVISORS

DR. PRIYA RANJAN TRIVEDI

Chancellor, The Global Open University, Nagaland

PROF. M. S. SENAM RAJU

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

PROF. M. N. SHARMA

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

PROF. S. L. MAHANDRU

Principal (Retd.), Maharaja Agrasen College, Jagadhri

EDITOR

PROF. R. K. SHARMA

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

CO-EDITOR

DR. BHAVET

Faculty, Shree Ram Institute of Business & Management, Urjani

EDITORIAL ADVISORY BOARD

DR. RAJESH MODI

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

PROF. SANJIV MITTAL

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

PROF. ANIL K. SAINI

Chairperson (CRC), GuruGobindSinghI. P. University, Delhi

DR. SAMBHAVNA

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

DR. MOHENDER KUMAR GUPTA

Associate Professor, P.J.L.N.GovernmentCollege, Faridabad

DR. SHIVAKUMAR DEENE

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

ASSOCIATE EDITORS

PROF. NAWAB ALI KHAN

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

PROF. ABHAY BANSAL

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

PROF. V. SELVAM

SSL, VIT University, Vellore

PROF. N. SUNDARAM

VITUniversity, Vellore

DR. PARDEEP AHLAWAT

Associate Professor, Institute of Management Studies & Research, MaharshiDayanandUniversity, Rohtak

DR. S. TABASSUM SULTANA

Associate Professor, Department of Business Management, Matrusri Institute of P.G. Studies, Hyderabad

TECHNICAL ADVISOR

AMITA

Faculty, Government M. S., Mohali

FINANCIAL ADVISORS

DICKIN GOYAL

Advocate & Tax Adviser, Panchkula

NEENA

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

LEGAL ADVISORS

JITENDER S. CHAHAL

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

CHANDER BHUSHAN SHARMA

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

SUPERINTENDENT

SURENDER KUMAR POONIA

CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to 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/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/Engineering/Mathematics/other, please specify)

DEAR SIR/MADAM

Please find my submission of manuscript entitled ' _____ ' for possible publication in your journals.

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

I affirm that all the author (s) have seen and agreed to the submitted version of the manuscript and their inclusion of name (s) as co-author (s).

Also, if my/our manuscript is accepted, I/We agree to comply with the formalities as given on the website of the journal & you are free to publish our contribution in any of your journals.

NAME OF CORRESPONDING AUTHOR:

Designation:
Affiliation with full address, contact numbers & Pin Code:
Residential address with Pin Code:
Mobile Number (s):
Landline Number (s):
E-mail Address:
Alternate E-mail Address:

NOTES:

- a) The whole manuscript is required to be in **ONE MS WORD FILE** only (pdf. version is liable to be rejected without any consideration), which will start from the covering letter, inside the manuscript.
- b) The sender is required to mention the following in the **SUBJECT COLUMN** of the mail:
New Manuscript for Review in the area of (Finance/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/Engineering/Mathematics/other, please specify)
- c) There is no need to give any text in the body of 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 required to be below **500 KB**.
- e) Abstract alone 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 and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of manuscript, within two days of submission, the corresponding author is required to demand for the same by sending separate mail to the journal.

2. **MANUSCRIPT TITLE:** The title of the paper should be in a 12 point Calibri Font. It should be bold typed, centered and fully capitalised.

3. **AUTHOR NAME (S) & AFFILIATIONS:** The author (s) **full name, designation, affiliation (s), address, mobile/landline numbers, and email/alternate email address** should be in italic & 11-point Calibri Font. It must be centered underneath the title.

4. **ABSTRACT:** Abstract should be in fully italicized text, not exceeding 250 words. The abstract must be informative and explain the background, aims, methods, results & conclusion in a single para. Abbreviations must be mentioned in full.

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE & MANAGEMENT

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

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

5. **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 stops at the end.
6. **MANUSCRIPT:** Manuscript must be in **BRITISH ENGLISH** prepared on a standard A4 size **PORTRAIT SETTING PAPER**. It must be prepared on a single space and single column with 1" margin set for top, bottom, left and right. It should be typed in 8 point Calibri Font with page numbers at the bottom and centre of every page. It should be free from grammatical, spelling and punctuation errors and must be thoroughly edited.
7. **HEADINGS:** All the headings should be in a 10 point Calibri Font. These must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
8. **SUB-HEADINGS:** All the sub-headings should be in a 8 point Calibri Font. These must be bold-faced, aligned left and fully capitalised.
9. **MAIN TEXT:** The main text should follow the following sequence:

INTRODUCTION**REVIEW OF LITERATURE****NEED/IMPORTANCE OF THE STUDY****STATEMENT OF THE PROBLEM****OBJECTIVES****HYPOTHESES****RESEARCH METHODOLOGY****RESULTS & DISCUSSION****FINDINGS****RECOMMENDATIONS/SUGGESTIONS****CONCLUSIONS****SCOPE FOR FURTHER RESEARCH****ACKNOWLEDGMENTS****REFERENCES****APPENDIX/ANNEXURE**

It should be in a 8 point Calibri Font, single spaced and justified. The manuscript should preferably not exceed **5000 WORDS**.

10. **FIGURES & TABLES:** These should be simple, crystal clear, centered, separately numbered & self explained, and **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.
11. **EQUATIONS:** These should be consecutively numbered in parentheses, horizontally centered with equation number placed at the right.
12. **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 are supposed to follow **Harvard Style of Referencing**. 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 italics. 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 parentheses.
 - The location of endnotes within the text should be indicated by superscript numbers.

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, 19-22 June.

UNPUBLISHED DISSERTATIONS AND THESES

- 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 Natural Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>

ROLE OF SMALL SCALE INDUSTRIES FOR ERADICATE UNEMPLOYMENT IN YOUTH: A CASE STUDY OF AJMER DISTRICT

DEEPALI SHARMA
RESEARCH SCHOLAR
DEPARTMENT OF COMMERCE
GOVERNMENT COLLEGE
AJMER

SHWETA SHARMA
RESEARCH SCHOLAR
DEPARTMENT OF COMMERCE
GOVERNMENT COLLEGE
AJMER

ABSTRACT

India is a leading developing country in all possible areas of Economically, Politically and in military aspects. The major problems to achieve these goals are explosively increasing population, food scarcity and youth unemployment. Indian government officials were trying to overcome these problems through making strategies and policies. This is well known fact that if the power and energy of youth is not utilizes in constructive manner it become destructive and lethal to not only for society but also for the nation. So the major challenge in the front of policy makers is providing working opportunities in constructive or developing manner to the unemployed youth. In these concerns the Small and Micro level industries plays a key role to eradicate the unemployment by providing job opportunities among the youth in Indian scenario. The present study is based on secondary data is a case study of Ajmer district and role of Small Scale industries in providing employment opportunities to the youth.

KEYWORDS

small scales industries, unemployment.

INTRODUCTION

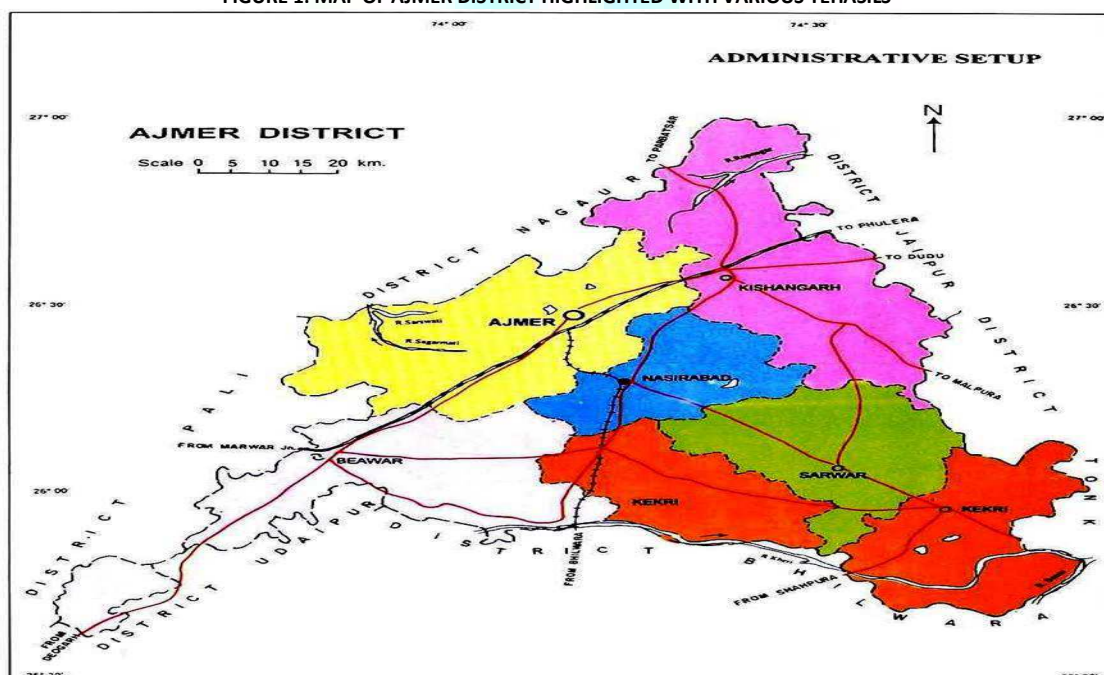
At many manufacturing environments, small flexible production units or small scale industries are currently more competitive than rigid, capital-intensive mass production installations or units. The main factor governing this is at the large scale industries or larger enterprises emphasis usually on the large batch orders at low unit price, so the profit share is become large. While, on the other side Small or Medium scale industries production is enough to maintain the quantity and quality, both the standards. In general larger enterprise are usually measured in terms of their throughput or market capitalization, Small and Medium enterprise are usually defined in term of their man power.

According to time economy is growing, albeit slowly and jerkly, the importance of Small and Medium enterprise tended to under-rated although their contributions to the GDP were by no means negligible. It also remains true that the level of activity in the Small and Medium scale enterprise sector is closely related to the economy as whole. There are several documentations, those shows that; there is inversely proportional relation between the recession and the number of Small and Medium scale enterprise (means during recession there is clear demarcation of Small and Medium scale enterprise number decline).

Small and Medium scale enterprise constitutes a significant part of the economy and make valuable contributions to its growth by introducing innovation and competition. They are major, indeed disproportionate, employers of labor, and increasingly of graduate and more higher educated labors. Small and Medium scale industries are having important role in economic development of India. In term of employment opportunities certain small scale industries provides a source of income to millions of people, at their own home place too.

PROFILE OF STUDY AREA

FIGURE 1: MAP OF AJMER DISTRICT HIGHLIGHTED WITH VARIOUS TEHASILS



ADMINISTRATIVE SET UP

Ajmer is situated at the Longitudes 25° 38" and 26° 58" North and 73° 54" and 75° 22" East Latitudes with an average area 8482 sq. km occupied. Ajmer district is classified in six sub-divisions namely Ajmer, Beawar, Nasirabad, Masuda, Kekri and Kishangarh. These sub-divisions have further divided into 9 Tehasils namely Ajmer, Beawar, Nasirabad, Kekri, Kishangarh, Masuda, Bhinai, Pisangan and Sarwar and eight Panchayat Samities namely Shrinagar, Pisagan, Jawaja, Masuda, Bhinai, Kekri, Silora and Arain.

METHODOLOGY

Present Study is based on secondary data sources of information from various research publications, published newspapers, journals-online & printed, magazines, websites and books. The information is collected from libraries and websites. The literature is cross checked and validated to gives the latest information from the Annual Reports and Project reports of Ministry of Micro, Small and Medium Enterprises, Government of India. The data collected has been tabulated, classified and analyzed accordingly to retrieve the goals of present study. Graphical presentation of data also present for making the present study effective.

OBSERVATION AND RESULTS

Industries are having major role in development of the Country. Status of Industrialization of country indicates optimum utilization of available resources such as minerals, agriculture, live stock and other resources. Economic growth of country mainly depends on increasing industrial production, creating additional employment opportunities, eliminating regional imbalances, entrepreneurship and augmenting the financial resources. Ajmer district represents by 8 medium scale Industries and 17663 small scale and cottage Industries till 2011. The total investment involved was approximately Rs. 92797.54 lacs and giving employment opportunities to about 87420 persons. The main Industry sectors of the Ajmer district are based on textile, food products, leather and leather products, wood products, felspars and quartz grinding, marble, asbestos and cement.

In general a total of 19221 industrial units were available at Ajmer district out of these 17663 units were registered till 2011. Only eight industry units were classified in the Middle to Large Industry setups providing employment to approximately 3529 peoples with overall turnover of 231570 Lacs. Estimated average number of 87420 workers employed in Small Scale Industries at Ajmer District with overall turnover of 212450 Lacs.

TABLE 1: YEAR WISE TREND OF SMALL AND MEDIUM SCALE UNITS REGISTERED AT AJMER DISTRICT

S. No.	Year	Unit	Employment	Investment
1	1988-89	7891	34913	3362.22
2	1989-90	8155	35754	3665.89
3	1990-91	8359	36633	4037.72
4	1991-92	8632	43831	4761.72
5	1992-93	8926	45655	5438.60
6	1993-94	9192	47011	6651.80
7	1994-95	9472	48769	8165.67
8	1995-96	9796	50540	11105.08
9	1996-97	10182	52483	13507.29
10	1997-98	10560	54203	17186.69
11	1998-99	10993	55643	19075.01
12	1999-00	11417	56906	20353.34
13	2000-01	11864	58260	21560.84
14	2001-02	12320	59874	22704.19
15	2002-03	12764	61471	23289.21
16	2003-04	13225	63529	26726.18
17	2004-05	13775	65614	31634.90
18	2005-06	14337	68070	35264.90
19	2006-07	15236	73311	47057.62
20	2007-08	15683	76441	55925.44
21	2008-09	16343	80142	68406.39
22	2009-10	17003	83815	81404.16
23	2010-11	17663	87420	92797.54

Source: DIC Ajmer and MSME Jaipur

FIGURE 2: YEAR WISE TREND OF UNITS REGISTERED, PERSONS EMPLOYED AND INVESTMENTS IN LACS

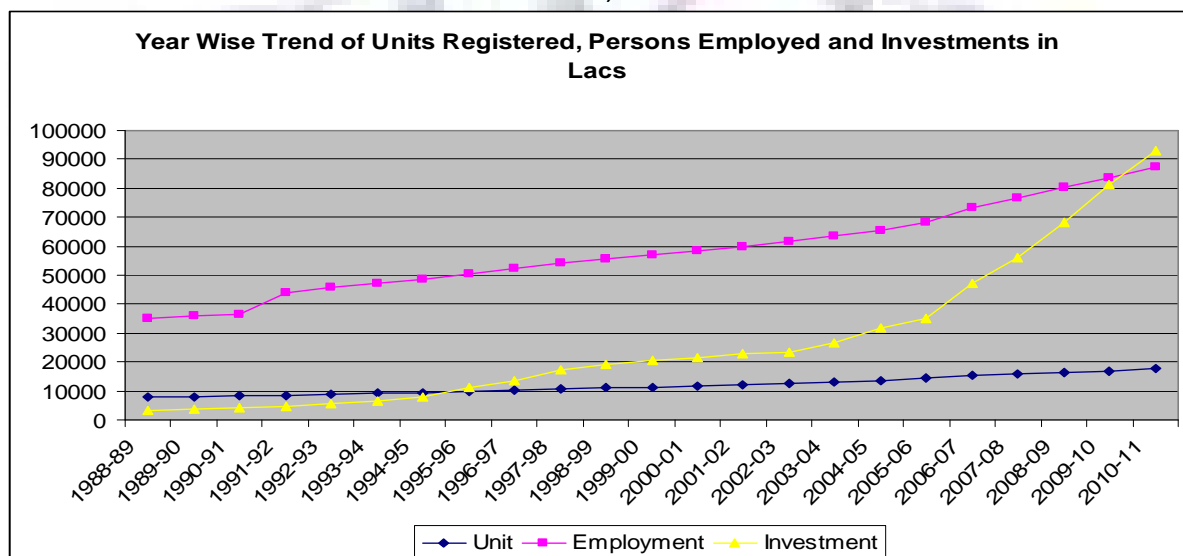


TABLE 2: DETAILS OF MICRO AND SMALL SCALE ENTERPRISES OF DISTRICT AJMER

S. No.	Type of Industry	No. of units	Fixed investment in Lacs of Rs.	Employment
1	Food products	846	4387.99	4082
2	Beverages, Tobacco and Tobacco products	78	23.01	2601
3	Cotton textiles	2648	9586.82	17647
4	Wool, Silk and Synthetic Fiber textile	411	2152.58	2320
5	Jute, Hump and Masta textiles	117	8437	377
6	Textile product (Including wearing apparel other then footwear)	1002	494.40	3806
7	Wood and wood products furniture and fixture	994	1172.43	2960
8	Paper and paper products and Printing	521	1127.15	3779
9	Leather and fur. Products (except repair)	2663	1029.99	4718
10	Rubber, Plastic, Petroleum and Coal products	337	1467.80	1615
11	Chemical and Chemical products	336	1231.08	1702
12	Minerals base units	2743	55091.38	18037
13	Basic metal and Alloys industries	144	2252.47	1762
14	Metal products and Parts except Machinery and transport equipment	814	1588.72	3301
15	Machinery, Machine tools and Part except elect. Machines	276	1660.94	1790
16	Electrical Machinery apparatus Appliances	117	658.32	858
17	Transport equipment and parts	29	34.11	374
18	Other Mfg. industries	2472	6770.46	12710
19	Medical and Health services	8	11.24	23
20	Personnel services	300	710.30	1020
21	Repair and Service	807	1291.98	1938
	Total	17663	92797.54	87420

Source: DIC Ajmer and MSME Jaipur

FIGURE 3: VARIOUS TYPES OF INDUSTRIES NUMBER PRESENT AT AJMER DISTRICT

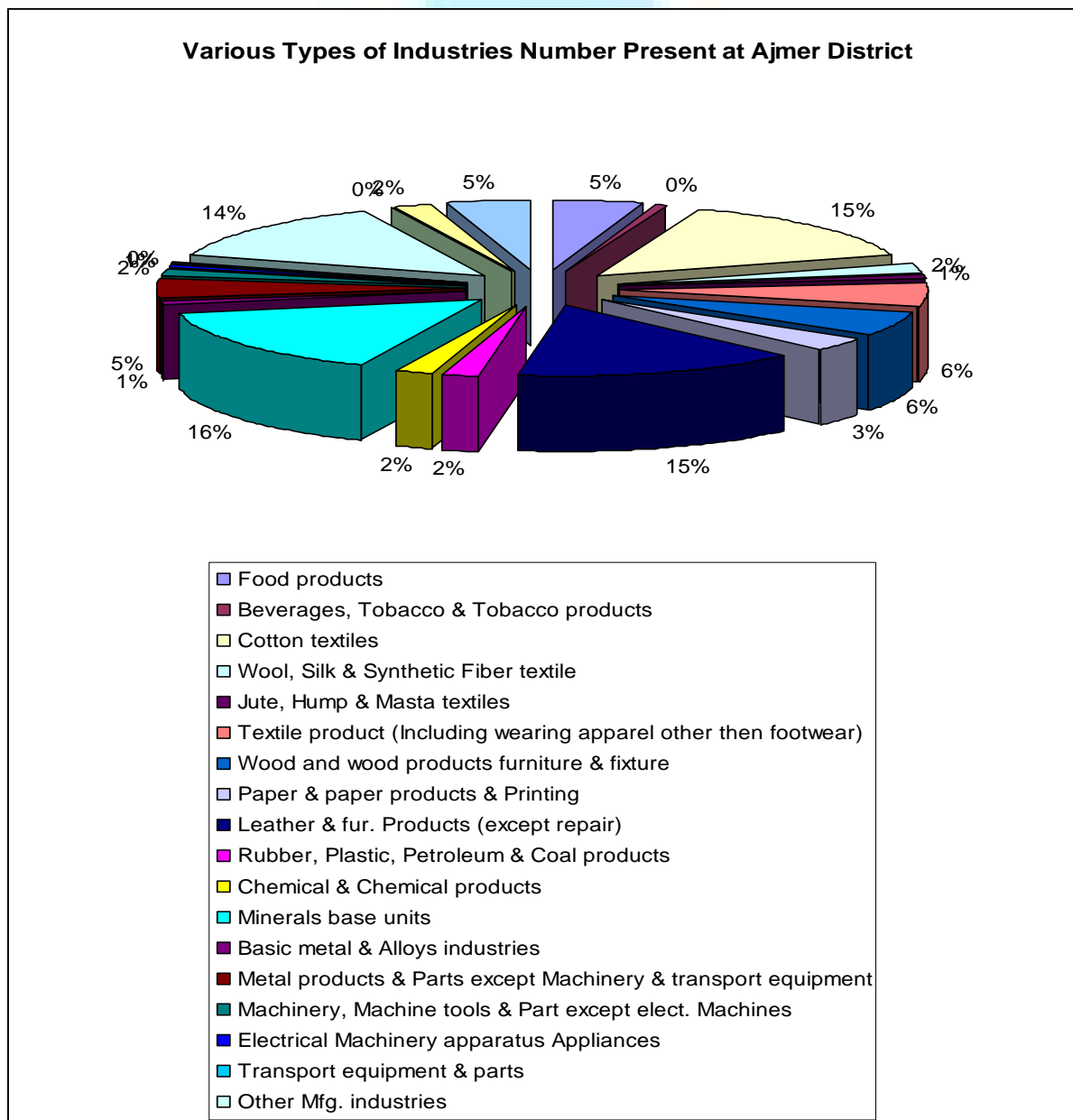
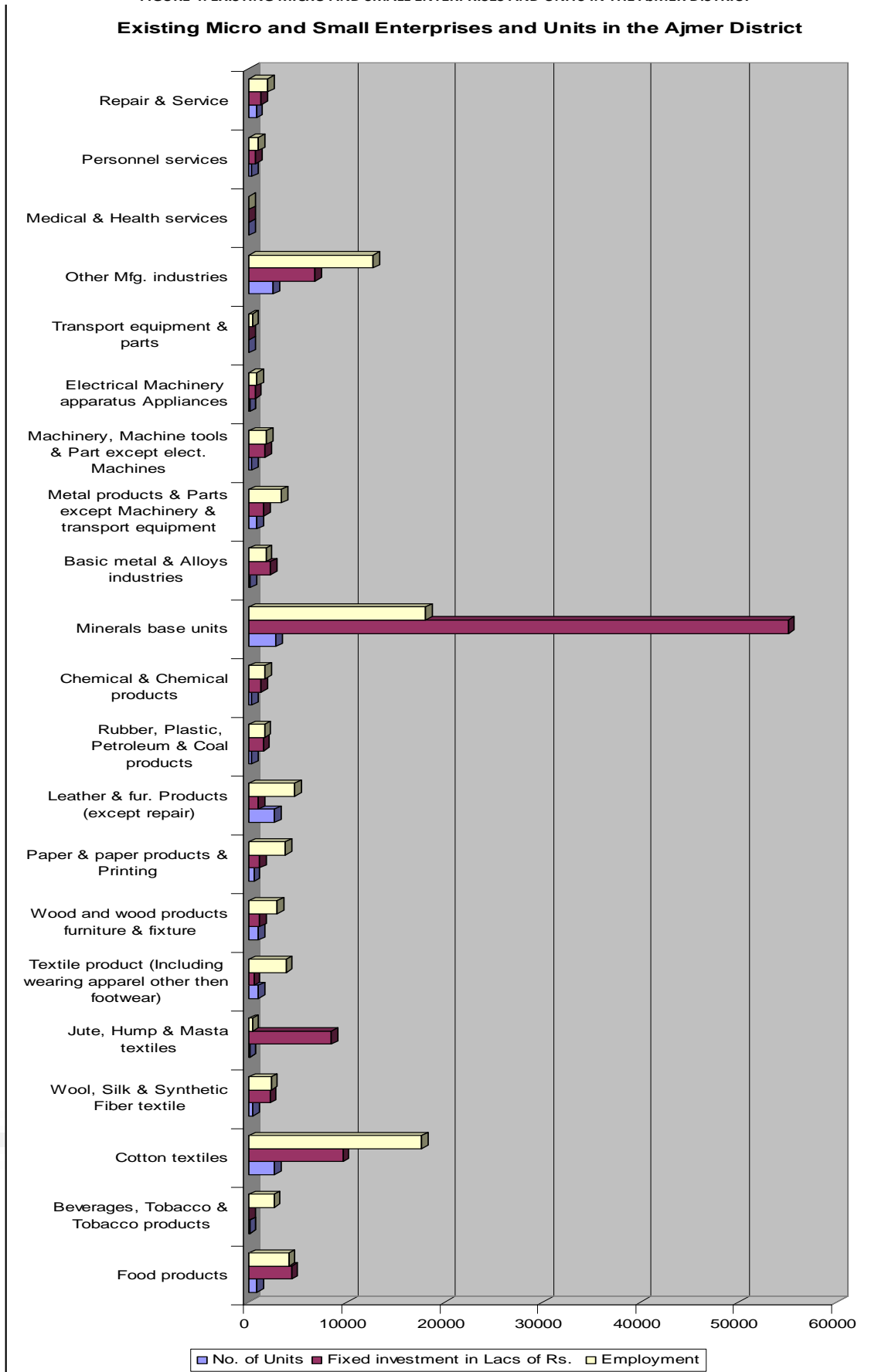


FIGURE 4: EXISTING MICRO AND SMALL ENTERPRISES AND UNITS IN THE AJMER DISTRICT



During the present study the year wise trend shows the tremendous growth in registered small scale industries and employed labor along with overall investment in the successive years of 1988 to 2011 (Table 1).

As the Ajmer district's geology is characterized by the Aravalli ranges which extends throughout the district. Ajmer is well known area of granite, felspathics chists, calgeneisses marble and quartzites. Among other minerals found in the district is mica, asbestos, vermiculite, soap stone, masonry stone and brick clay. Thus, the impacts of these mineral resources were clearly seen on the small and medium sized entrepreneurship of Ajmer district. Table 2 clearly indicates that maximum number of micro and small scale enterprises of Ajmer district is Mineral based units (2743 units) with total investment as 55091.38 lacs and 18037

workers employed by this type of industries. This is followed by the Cotton textile sector with (2648 units) micro and small scale enterprises and the total investment is 9586.82 lacs with the 17647 workers employed at these types of industries.

In the vice versa case Medical and Health services based micro and small scale enterprises were found in least number (only 8 units) with the 11.24 lacs fixed investments and 23 workers employed. This is may be due to the need of larger capital investments and need of higher level of trained workers. Thus, these types of industries were very less in numbers. Similarly the Transport equipment and parts based industries were also very few (29 units) with the overall 34.11 lacs of fixed investments and 374 workers employed.

Our results interpretations clearly demarking that if the investments in both the concerns as capital (money) and worker training level (manpower expertise) is higher, that sector or type of industries would not to be qualifies as popular micro and small scale enterprises.

On the other hand low capital investment and low level of expertise in manpower based industries were preferably attracts the larger amount of people for working. This could be also interpreted as the basic requirement of establishing a micro and small enterprises is low that attracts more people to establish those types of industries.

Finally, there is strong need to be construct the strategies for providing subsidy or other financial and technical support from the government so the large amount of unemployed youth may provoked to established small and micro scale enterprises that not only enhances the youth empowerment in concern of economic and social aspects but also plays a key role in economic growth of the nation.

Simultaneously the policy makers have to be specific for the strategies at the regional level because each regional, geographical and social area has specific local resources and social structures that could be more important for the inhabitants of that concerning area. Generalized strategies become failed in the present scenario due to these reasons.

DISCUSSION AND CONCLUSION

During the present scenario in India the population pressure were increasing explosively and the available opportunities of job and work were restricted due to non availability of funds and level of expertise of manpower. In these condition the Micro and Small scale industries could be a better solutions for not only to eradicate the unemployment in youth but also provides better opportunities to get work at their home place and becoming self-employed. Small and Medium scale industries were play crucial role in industrial activity and employment generation of developing countries. These types of industries encourage self-sufficiency and co-ordination. Small and Medium Scale industries were also helpful to eradicate the poverty by providing beneficial re-allocation of available resources and their proper utilization. Medium and large scale industries also have substantial presence. Small and Medium scale enterprises based on wide range of products, ranging from gems & jewellery, handicrafts, synthetic and cotton textile yarn, wool, marble and granite slabs, edible oils, chemicals, rubber to plastic based items, fertilizers, electrical and electronic goods, ceramic and glass, etc. were identified as potential sectors for the employments of not only youth but also for the other levels of society at Ajmer district of Rajasthan. Information Technology (IT) and IT enabled Services (ITeS) and power generations are emerging sectors identified for the Small and Medium scale industries.

SIGNIFICANCE OF SMALL SCALE INDUSTRIES TO ERADICATE UNEMPLOYMENT

Since independence, even more before small scale industries based of local resources make a valuable contribution for economic acceleration. The arranged reallocation of local resources and their proper utilization in small or medium entrepreneurs would be helpful to eradicate poverty and unemployment. These types of small and medium scale industries encourage the self-employment and co-ordination; enhance opportunities of employment; backward area development by industrial activities; utilizes the local resources (material and man power both); facilitates the development of economically weaker social areas.

REFERENCES

1. Bakal, G.M. (1993): Development of Small Scale Industries. Anmol Publications, New Delhi.
2. Batra, G.S. and Dangwal, R.C. (2000): Entrepreneurship and Small Scale Industries, New Potentials. Deep and Deep Publications. Pvt. Ltd.
3. Bhavani, T.A. (2006): Globalization and Indian Small Scale Industries, Technology and Competitiveness. Ane Books, India.
4. Konecny, C.P., Quinn, K.S. and Thompson, D.T. (1995): Universities and Industrial Research. The Royal Society of Chemistry, Cambridge.

REQUEST FOR FEEDBACK

Dear Readers

At the very outset, International Journal of Research in Commerce & 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 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, nor 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 is 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

