# 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 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,

Indian Citation Index (ICI), I-Gage, India (link of the same is duly available at Inflibnet of University Grants Commission (U.G.C.)), Index Copernicus Publishers Panel, Poland with IC Value of 5.09 (2012) & number of libraries all around the world. Circulated all over the world & Google has verified that scholars of more than 6088 Cities in 195 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.	$TITLE \left( \right) $	Page	
No.	TITLE & NAME OF THE AUTHOR (S)	No.	
1.	FACTORS INFLUENCING TEACHERS' MOTIVATION AND JOB SATISFACTION	1	
	KARUNA, K & Dr. SATYA MOHAN		
<b>2</b> .	DETERMINANTS OF FINANCIAL PERFORMANCE - A STUDY OF NBFC	5	
	Dr. VANI. H & Dr. VANDANA.S		
<b>3</b> .	STRATEGIC CORPORATE SOCIAL RESPONSIBILITY: COMPANIES' PERSPECTIVE	8	
	BEENA LAWANIA & Dr. SHIKHA KAPOOR		
4.	INFLUENCING FACTORS OF TEA PRODUCTION IN ASSAM: AN ANALYTICAL STUDY	13	
	NURUJJAMAN LASKAR & Dr. SHANKAR THAPPA		
5.	AN INVESTIGATION ON IMPACT OF GST AND DEMONETIZATION ON BUYING BEHAVIOUR OF COMMON PEOPLE IN UDAIPUR CITY	18	
	Dr. HARSHITA BHATNAGAR & Dr. PINKY SONI		
6.	CUSTOMERS PERCEPTION TOWARDS LOYALTY CARDS WITH REFERENCE TO COIMBATORE CITY	22	
	Dr. B. ABIRAMI		
<b>7</b> .	EVALUATING THE PERFORMANCE OF SELECTED BANKS: A CAMEL MODEL ANALYSIS	25	
	JYOTHI E SINGH		
8.	DEMAND DRIVER OF HOTEL INDUSTRY - A STUDY WITH REFERENCE TO DIMAPUR DISTRICT OF NAGALAND	29	
	NIPUL SUTRADHAR & Dr. SUBIT DUTTA		
9.	STEERING THE PHARMACEUTICAL INDUSTRY THROUGH QUALITY DASHBOARD	34	
	D. RAGHAVENDRA		
<b>10</b> .	INVESTMENT PATTERN OF LIC: AN EMPIRICAL STUDY OF BHUBANESWAR DIVISION	38	
	MANGULU CHARAN DASH		
	REQUEST FOR FEEDBACK & DISCLAIMER	45	

## <u>CHIEF PATRON</u>

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

## FORMER CO-ORDINATOR

Dr. S. GARG Faculty, Shree Ram Institute of Business & Management, Urjani

## <u>ADVISOR</u>

**Prof. S. L. MAHANDRU** Principal (Retd.), Maharaja Agrasen College, Jagadhri

## <u>EDITOR</u>

## Dr. A SAJEEVAN RAO

Professor & Director, Accurate Institute of Advanced Management, Greater Noida

## CO-EDITOR

## Dr. BHAVET

Former Faculty, Shree Ram Institute of Engineering & Technology, Urjani

## EDITORIAL ADVISORY BOARD

Dr. CHRISTIAN EHIOBUCHE

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

## Dr. JOSÉ G. VARGAS-HERNÁNDEZ

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

### dalajara, Mexico Dr. M. N. SHARMA

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

## 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. KAUP MOHAMED

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

## Dr. D. S. CHAUBEY

Professor & Dean (Research & Studies), Uttaranchal University, Dehradun

A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories
<u>http://ijrcm.org.in/</u>

## Dr. ANIL K. SAINI

Professor, Guru Gobind Singh Indraprastha University, Delhi

### Dr. ARAMIDE OLUFEMI KUNLE

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

## Dr. SYED TABASSUM SULTANA

Principal, Matrusri Institute of Post Graduate Studies, Hyderabad

## Dr. MIKE AMUHAYA IRAVO

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

## Dr. NEPOMUCENO TIU

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

## Dr. BOYINA RUPINI

Director, School of ITS, Indira Gandhi National Open University, New Delhi

## Dr. ANA ŠTAMBUK

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

## 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. SANJIV MITTAL**

Professor & Dean, University School of Management Studies, GGS Indraprastha University, Delhi Dr. SHIB SHANKAR ROY

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

## Dr. NAWAB ALI KHAN

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

## 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. KEVIN LOW LOCK TENG

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

## Dr. OKAN VELI ŞAFAKLI

Professor & Dean, European University of Lefke, Lefke, Cyprus

## Dr. V. SELVAM

Associate Professor, SSL, VIT University, Vellore

## Dr. BORIS MILOVIC

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

## Dr. N. SUNDARAM

Associate Professor, VIT University, Vellore

## Dr. IQBAL THONSE HAWALDAR

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

## Dr. MOHENDER KUMAR GUPTA

Associate Professor, Government College, Hodal

## Dr. ALEXANDER MOSESOV

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

## **RODRECK CHIRAU**

Associate Professor, Botho University, Francistown, Botswana

## Dr. PARDEEP AHLAWAT

Associate Professor, Institute of Management Studies & Research, Maharshi Dayanand University, Rohtak

## Dr. DEEPANJANA VARSHNEY

Associate Professor, Department of Business Administration, King Abdulaziz University, Saudi Arabia

A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories
<u>http://ijrcm.org.in/</u>

### Dr. BIEMBA MALITI

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

#### Dr. KIARASH JAHANPOUR

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

### **Dr. SAMBHAVNA**

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

YU-BING WANG

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

### 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. JASVEEN KAUR

Head of the Department/Chairperson, University Business School, Guru Nanak Dev University, Amritsar SURAJ GAUDEL

BBA Program Coordinator, LA GRANDEE International College, Simalchaur - 8, Pokhara, Nepal Dr. RAJESH MODI

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

## 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

v

## 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 <u>M.S. Word format</u> after preparing the same as per our **GUIDELINES FOR SUBMISSION**; at our email address i.e. <u>infoijrcm@gmail.com</u> 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. <u>The qualification of</u> <u>author is not acceptable for the purpose</u>.

### 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.aeaweb.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
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

#### INVESTMENT PATTERN OF LIC: AN EMPIRICAL STUDY OF BHUBANESWAR DIVISION

### MANGULU CHARAN DASH M. Phil. RESEARCH SCHOLAR (COMMERCE) GANGADHAR MEHER UNIVERSITY SAMBALPUR

#### ABSTRACT

In the broad and customary sense of the term, an investment is an asset or property rights acquired or held for wealth acquisition or income generation. From the point of view of investors or suppliers of capital, investment is the placement of present funds and resources for acquiring future incomes in the form of interest, dividends, rent or retirement benefits, or in the form of an appreciation in the value of the principal. The financial and economic meanings of 'investment' though distinguished from economic meaning are related to each other because investment is a part of the savings of individuals which flow into the capital market either directly or through institutions. Investors as 'suppliers' and investors as 'user' of long-term funds find a meeting place in the market. As such, investment depends on the capacity of individuals to save. The savings and investments, therefore, become two important aspects of any socioeconomic development. Investment is both important and useful in the context of present day conditions. Some factors that have made investment decision increasingly important are larger life expectancy, high rate of inflation, increasing rates of taxation, high interest rates, larger income and availability of a complex number of investment market should have a favourable environment to be able to function effectively. In India where all business activities are marked by social, economic and political considerations, it is important that the political and economic institutions are congenial for economic investments. Generally, there are three basic considerations, which foster growth and bring opportunities for investment. These are legal safeguards, existence of financial institutions to aid savings and form of business organization.

#### **KEYWORDS**

investment, economic, safeguards, aid savings.

**JEL CODE** D25, E22, G11, H54.

#### INTRODUCTION

The Insurance industry in India is subjected to a comprehensive set of rules and regulations. The regulations strictly specify forms of security in which insurers may invest and limit their share in the total amount. Insurance companies are required to invest minimum amounts of their invested assets in government securities; and restrictions are likewise placed on the amount to be invested in approved investments and other investments, as per a detailed list that includes specific equities and corporate bonds as well as bank deposits. Approved investments are in companies that have a strong, multi-year dividend payment record. Investments that do not fit these criteria are called Other Investments. The objectives behind such comprehensive set of regulations are the preservation of the real value of funds in the coeval circumstances of an unstable investment setting as well as support the insurers in satisfying their commitment towards policyholders at any given time.

Apart from this, insurance investment professionals should be familiar with economic, accounting and regulatory frameworks in the management of a company's investment portfolio. In some cases, conflict among these measures leads to suboptimal economic investment decisions. Therefore, investment policy should set reasonable investment goals for the fund that would comply with the broad objectives of the fund. The investment policy should define the strategic asset allocation strategy for the fund, performance objectives and method for screening and when necessary modifying allocations in the light of evolving liabilities and market conditions. It should likewise cover broad decisions pertaining to tactical asset allocation, security selection and trade execution. There should be procedures by which the governing authority periodically reviews the investment policy and figures out if there is a need to transform the policy, its implementation procedures, the decision-making structure as well as those responsibilities connected to its design, implementation and review. A fund manager must invest only in assets whose risks it can legitimately identify, measure, monitor, manage, control and report. Investment portfolio must balance the objectives of security, quality, liquidity and profitability as a whole commensurate with the predetermined policy objectives.

Insurance companies generally function on two dimensional landscapes which include

(a) underwriting activity which is mainly centred on collecting premiums and honouring claim.

(b) Investment activity which is meant to dispense assets into various investments to earn additional revenues in the form of interests, dividends and realised capital gains. Under underwriting activity, insurance companies collect premiums from people and Forman insurance fund. The insurance fund should not be held ticking over until claims being lodged. It should be invested through creating a float.

Insurance investment activities diversify firm's capital base and enhance its ability to settle claims when they occur. Insurance capital and reserves are paramount hotspot of money finances of the economy. Insurance industry particularly in emerging markets like India is playing an important role in the advancement of capital markets, providing finance to companies and governments and bringing forward the mechanisms for corporate control and risk management. Insurance companies additionally decrease dependence on the banking system and acting as stun absorber now and again for budgetary trouble (OECD, 2011). Toward the same time, the consistent streams of premium considerably in period of business sector downturn empowers insurers to be a hotspot of liquidity and to purchase all the holdings that are undervalued throughout the downturn when a significant number of market players sell. Therefore, insurers have a counter-cyclical and settling impact on the economy.

On account of large scale protection arrangements and predictable long haul liabilities, insurers could put resources into long haul and illiquid assets. Insurers should have sound, systematic and objective process of determining investment pattern (Swiss reinsurance company ltd, 2010) to maximize the value of shareholder as well preserve the value of policyholders.

#### **REVIEW OF LITERATURE**

Globally, the life insurance industry is in an advanced stage of development in developed economies as against the initial stages in developing economies. Keeping with this trend, quite a few research studies and analyses have been done in respect of the life insurance industry globally. In India, after the liberalization of life insurance industry in 2000, we are witnessing significant changes in products offered, services delivered and methods of distribution. Due to monopoly status of the life insurance industry between the years 1950 and 2000 coupled with the lack of product differentiation, there have been few elaborate studies in India on this subject. This review is aimed at capturing the essence of recent investigations undertaken in the life insurance industry both in India and globally.

Investment management is the critical area of operation in any financial institution, in any insurance company, which has to generate reserve for claim that might arise (and over a period, a large corpus of fund is build up) keeping in view the different risk level, regulations and a variety of investment objective implicit in mind of policyholders and shareholders. It is therefore, necessary to study the investment management of Life Insurance Corporation of India (LIC) after the liberalization policy regime and as also the changes that might have occurred or any restructuring that might have been done by the LIC in the wake of entry of private players in the life insurance sector. A number of studies have been undertaken on Public Insurance Companies in India; and most of it deals with insurance products,

revenue, cost and marketing aspects. The literature available on Development Finance is limited. A few relevant studies have been reviewed and presented in this chapter. Some of the important reviews literatures are as follows:

Irani Sherin, has concluded in the doctoral thesis titled "Investment by LIC in Industries in India, that apart from formulating and organizing industrial investment, LIC has made an entrepreneurial role and it has enumerated the extent to which they have appropriately and prudently taken the initiative and the leadership in conceiving proposals for new enterprises, organizing the finance for them, and carrying them out. They have also worked out the economics of corresponding costs and risks associated with it.

'Life Insurance Fund and Industrial Growth in India' (Dwivedi RajKishore,1977), in his study on Investment of Life Insurance Funds and Industrial Growth in India remarked that Life Insurance Corporation of India has made a sizeable contribution to the development of capital markets when the country was in the developing stage. When the widespread use of consumer financing was very popular in a tight money situation, it resulted in high yields to finance company papers, outstripping all other available yields and thereby channeling a sizable production of investable funds into consumer finance at the expense of investments in industry. Panda (2013) analyzed the investment pattern of LIC of India and its risk taking ability while investing in different segments. The paper has used autocorrelation through linear trend analysis for keeping present and past years in the analysis of segment wise investment with Box L Jung statistics. The result of study indicated a significant increase in trends in case of G-securities segment, S-securities plus housing/infrastructure, corporate sector & project loan while investment in housing and infrastructure alone does not reveal any significant increase.

Parekh (2013) observed that investment function of insurance industry in India is not so vibrant when compared with global counterparts. Therefore, he has suggested government to recognize the importance of insurance sector in financial landscape and introduce more fiscal stimulus and tax incentive to strengthen its role in saving mobilization.

#### SIGNIFICANCE OF THE STUDY

- Life Insurance Sector polls large funds from masses and then invests in the infrastructure projects as well as other long-term projects, which will generate a regular income flow in the coming years.
- The insurance sector needs a great deal of financial planning, knowledge, as well as knowledge about other financial products and their current markets so that we can compare those products with the insurance product and convince the client.
- Insurance is one of the most flourishing services even in the developing country like India. There are 53 insurance companies existing in India. Among which 29 are general insurance, 24 are life insurance and out of 29 general insurance companies 5 private sector insurers are registered to provide underwrites service business.

#### **OBJECTIVES OF THE STUDY**

- 1. To understand the concept of investment of life insurance corporation of India.
- 2. To analyze the sector wise distribution investment by LIC of India.
- 3. To examine the investment by LIC of India on various development activities.
- 4. To highlight the problems and suggest suitable measures for improvement and development of investment of LIC.

#### **RESEARCH METHODOLOGY**

This study is based on secondary sources of data. The data relating to investment pattern Of LIC of India can be collected different insurance companies and Beema Samiti, Bhubaneswar Stock Exchange, Government agencies and bodies, published and unpublished books, journals, newspapers, reports, magazine & journal and referring various websites. This thesis articles are used the data from the secondary sources.

#### **ANALYSIS & DISCUSSION**

#### DEVELOPMENTS OF INSURANCE SECTOR IN INDIA

While direct foreign investment is permitted in several areas of business in India, the insurance industry has been fraught with trouble from the beginning. Insurance has been and continues to be a government monopoly. For instance, section 30 of the Life Insurance Corporation Act 1956 expressly provide that the Life Insurance Corporation of India shall have the exclusive privilege of carrying on life insurance business. This monopoly situation also applies to general insurance, although the position is different as regards risk management and reinsurance. The previous government (The Indian National Congress) appointed the Malhotra Committee which presented its Report in 1994, making recommendations for opening up the insurance sector. It recommended infer alia that the private sector be called upon to take some portion of the rural and non-traditional insurance market. It also recommended that private foreign companies should enter into Joint ventures, the promoter equity being 40 per cent and the balance held by the public. When the present coalition government, the United Front, came to power, as the Central Government, it introduced its promised Common Minimum Programme. One of the attractions of this programme was the desire to introduce wide ranging changes affecting the insurance sector, on lines similar to the banking sector based on this manifesto, the following developments took place in 1996.

- A Bill on the Insurance Regulatory Authority was proposed. It is presently uncertain whether the Authority will be empowered to invite domestic and foreign
  investment in the insurance sector. Of course, the insurance industry cannot be opened up until the necessary amendments have been made to the LIC Act
  1956 and the General Insurance Business Act 1972. It was expected that this Bill would be debated in December 1996. However, considering the strength of
  opposition to the Bill, and the time needed to draft new guidelines and issue licences, it is likely to be at least 18 months before any changes are implemented
  something which foreign insurers have already taken into account.
- The Reserve Bank of India (RBI, the central regulatory bank in India) has in the meantime granted approval to four foreign insurance companies to open liaison offices in India. These will act only as channels of communication between parties in India and their head offices abroad and are not permitted to undertake any insurance business in India.
- As was expected, the existing insurance companies, both at the managerial and employee level, have strongly opposed and criticized any move to privatize insurance. A lot of criticism has also come from the coalition partners of the United Front government. There seems to be little support for the move to privatize.
- The Life Insurance Corporation of India (LIC) and the General Insurance Corporation of India (GIC) should enjoy substantial autonomy, including the power to make non- scheduled, non-consortium investments.
- LIC should be permitted to promote joint ventures in pensions fund business.
- GIC should be permitted to promote joint ventures in health insurance business.
- Selected Indian companies with majority Indian ownership should be allowed to undertake business in the health insurance sector.

• LIC should continue to enjoy a monopoly in life insurance business and GIC should retain a monopoly in non-life, non-health insurance business. Hence, it was decided to allow competition in a limited way by stipulating the minimum capital requirement of Rs.100 crores. The committee felt the need to provide greater autonomy to insurance companies in order to improve their performance and enable them to act as independent companies with economic

## motives. For this purpose, it had proposed setting up an independent regulatory body. INVESTMENT PATTERN OF LIC IN INDIA

Life Insurance Corporation of India is an investment as well as a development institution. Its primary aim is to spread the message of life insurance and while pursuing this objective, the premium form policyholders are received which are in the nature of trust funds invested and administered in the best interest of policyholders as per guidelines of the Government. The investment of the Corporation's fund is governed by section 27A of the Insurance Act, 1938 and subsequent

guidelines/instructions issued by the Government of India from time to time. These investments are regulated by the government to benefit the people at large by providing basic amenities like water, drainage, sanitation, power, housing, transportation, etc. The modified section 27A of the Indian Insurance Act, 1938, prescribes percentage-wise ceiling of maximum limit in different categories of investment. These have been modified from time to time with a view to pre-empting an increasing proportion of its funds in Government/Government guaranteed / approved / socially oriented investments. The LIC has been directed to concentrate more on the financing of the socially-oriented investments. LIC is one of the largest investors in government securities, infrastructure and social sector. The corporation helps to boost up the industrial growth in the country. It helps the small scale and medium scale industries by granting loans for setting up cooperative industrial estates. The corporation assists state level financial corporations and all India Financial Corporations like IDBI, IFCI, ICICI, etc. by way of subscription to bonds/debentures issued by such institutions. It also makes investment in the corporate sector in the form of long, medium and short term loans to companies/corporations.

#### PRE-NATIONALIZATION INVESTMENT PATTERN

Before the setting up of LIC in 1956, through the nationalization and amalgamation of 245 companies, life insurance companies were governed by section 27 and 27A of the Indian Insurance Act, 1938. According to the Act, every insurance Company was required to invest as follows.

	TABLE NO. 1.1								
SI. No.	Type of Investment	Percentage							
1	Government securities	25%							
2	Government securities or approved securities	Not less than 25%							
3	Other investment	Not more than 15%							
4	Approved investment	35%							

#### POST-NATIONALIZATION INVESTMENT PATTERN

Based on the recommendation of the Jagannathan Committee to review the investment policies of the LIC, Section 27A was further amended in 1975. The amended section 27A stipulated that accretions to the controlled fund of the LIC could be invested asunder:

#### TABLE NO. 1.2

SI.No.	Type of Investment	Percentage
1	In central government marketable securities	25%
2	In central government, state government securities including the government guaranteed marketable securities including (a) above	50%
3	In social oriented sector including public sector, cooperative sector, own your home (OYH) scheme including second above.	75%
Natas		

Notes:

• 8% was required for loans against policies within the surrender values.

- About 2% could be invested in immovable properties.
- 10% be invested was invested in the private sector.
- Remaining 5% was not available for investment as it constituted funds in the pipeline.

#### INVESTMENT PATTERN AFTER INSURANCE SECTOR REFORM

The IRDA has mandated the pattern of investments to be followed by the insurance companies. Investments in Government securities, approved securities, approved investments and in infrastructure and social sectors have been prescribed in the Insurance Act, 1938. The Authority has also specified that every insurer carrying on the business of life insurance shall invest and at all times keep invested his controlled fund (other than funds relating to pension and general annuity business and unit-linked life insurance business) in the following manner:

#### TABLE NO. 1.3: PATTERN OF INVESTMENTS SPECIFIED BY IRDA - LIFE INSURANCE

S	SI. No	Type of Investment	Percentage
1	1	Government Securities	
2	2	Government Securities or other approved securities (including (i) above)	
3	3	Approved Investments as specified in Schedule-1	
		a) Infrastructure and Social Sector	Not less than 15%
		<li>b) Others to be governed by Exposure Norms</li>	Investments in 'Other than in Not exceeding 35% Ap-
			proved Investments' in no case exceed 15% of the Fund.

In the case with pension and general annuity business, every insurer shall invest and at all times keep invested funds in the following manner:

#### TABLE NO. 1.4: PATTERN OF INVESTMENTS SPECIFIED BY IRDA - PENSION AND GENERAL ANNUITY

SI. No	Type of Investment	Percentage
1	Government securities	20%
2	Government Securities or other approved securities	40%
3	Balance to be invested in Approved Investments and to be Not exceeding governed by Exposure/ Prudential Norms	60%

And in the case with unit linked life insurance business every insurer shall invest and at all times keep invested his segregated fund in unit linked life insurance business as per pattern of investment offered to and approved by policyholders. Unit linked policies may only be offered where the units are linked to categories of assets which are both marketable and easily realizable. However, the total investment in other than the approved category of investments shall at no time exceed 25% of the fund.

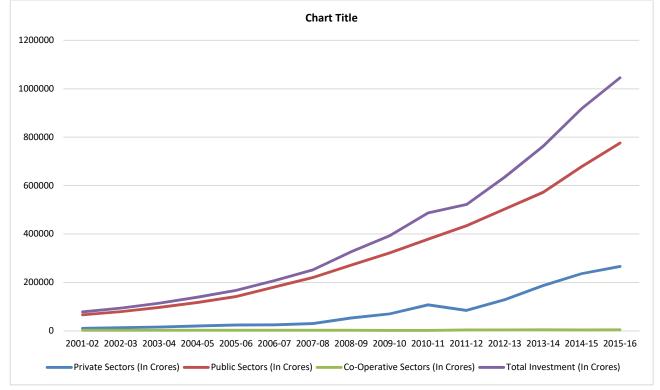
#### ANALYSIS OF SECTOR WISE DISTRIBUTION OF INVESTMENTS IN INDIA

Over the years LIC has helped to spread up the tempo of economic development of our country by making investment in public, private and cooperative sector. In fact the huge fund at the disposal of LIC has proved to be that drop of useful oil, which greases and smoothen to the wheels of economic development of our country. The analysis has been done in order to see the sector wise distribution of investment in each sector and the growth in investment in each sector has been calculated for the study period. Table 5.4 depicts the broad distribution of sector wise investment of LIC in India. The book value of investments in India is considered as on 31st March of every year.

	TA	BLE NO. 1.5	: ANALYSIS OF	SECTOR W	ISE DISTRIBUTI	ON OF INV	ESTMENT IN INDIA		
	Private Sectors		Public Se	ctors	Co-operativ	e Sector	Total Investment		
	Amount	%	Amount (In	%	Amount (In	%	Total Investment	% growth over	
Year	(In Crores)	Share	Crores)	Share	Crores)	Share	(In Crores)	previous year	
2001-02	10078.8	12.93	65917.4	84.6	1941.8	2.5	77938		
2002-03	12334.3	13.18	79235.7	84.7	2030.3	2.2	93600.3	20.1	
2003-04	15597.7	13.67	96410.5	84.5	2094.5	1.8	114102.7	21.9	
2004-05	19843.9	14.27	117059	84.2	2129.3	1.5	139032.2	21.85	
2005-06	23579.2	14.12	141256.2	84.6	2168.4	1.3	167003.8	20.12	
2006-07	24500.6	11.82	180574.1	87.1	2128.6	1	207203.3	24.07	
2007-08	30091.3	11.95	219596.7	87.2	2082.3	0.8	251770.3	21.51	
2008-09	52883.2	16.19	271778.5	83.2	2079.5	0.6	326741.2	29.78	
2009-10	69754.6	17.74	322021.8	81.9	1408.2	0.4	393184.6	20.34	
2010-11	107063.5	21.97	378807.2	77.7	1356.5	0.3	487227.2	23.92	
2011-12	84369.2	16.17	433810.3	83.1	3555.1	0.7	521734.6	7.08	
2012-13	128541.5	20.22	503388.4	79.2	3817.6	0.6	635747.5	21.85	
2013-14	187212.5	24.54	572050.3	75	3628.9	0.5	762891.7	20	
2014-15	236205.5	25.73	678374.5	73.9	3336.5	0.4	917916.5	20.32	
2015-16	265880.3	25.43	775992.5	74.2	3666.6	0.4	1045539.4	13.9	
CAGR	24.33%		17.90%		4.54%			18.94%	

Source: RBI Handbook of statistics on the Indian economy for the year 2015-16

#### CHART 1: ANALYSIS OF SECTOR WISE DISTRIBUTION OF INVESTMENT IN INDIA



SI.No.	Authority	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16
1	Electricity	495.26	846.54	1366.11	470.82	1045.46	1060.93	956.00
2	Housing	598.85	721.85	1651.10	2113.31	1056.25	890.07	742.18
3	Water Supply & Sewage	128.71	137.86	488.52	526.82	342.87	570.33	3235.27
4	Transport	32.24	34.29	65.29	48.05	108.84	465.00	14.00
5	Industrial Development	494.38	410.43	358.96	329.47	381.31	278.68	3522.91
	Total	1749.44	2150.97	3929.98	3488.47	2934.73	3265.01	8470.36

Source: Annual Reports of LIC BBSR Division 2009-10 to 2015-16

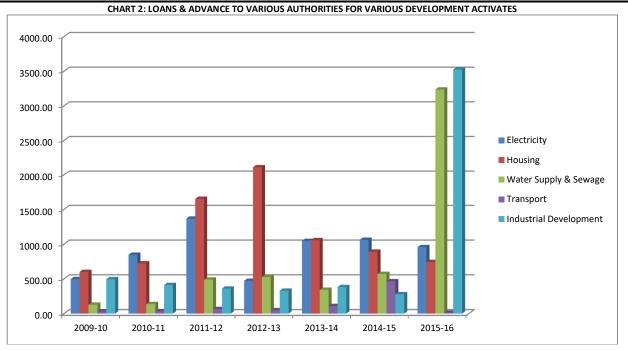


TABLE 1.7: PERCENTAGE DISTRIBUTION OF LOANS ADVANCED TO VARIOUS AUTHORITIES FOR DEVELOPMENT ACTIVITIES BY BBSR DIVISION (Amounts in Thousands)

mousunusy									
SL.NO.	AUTHORITY	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16	
1	Electricity	28.20	39.30	33.70	35.60	32.60	3.80	11.30	
2	Housing	34.50	33.50	43.20	35.90	27.30	9.60	8.80	
3	Water supply & sewage	7.30	6.30	12.40	11.90	17.40	31.90	38.20	
4	Transport	1.80	1.50	1.60	3.70	14.30	0.20	0.10	
5	Industrial development	28.20	19.40	9.10	12.90	8.50	54.50	41.60	
	TOTAL	100	100	100	100	100	100	100	
Source: Annual Departs of LIC DDCD Division									

Source: Annual Reports of LIC BBSR Division

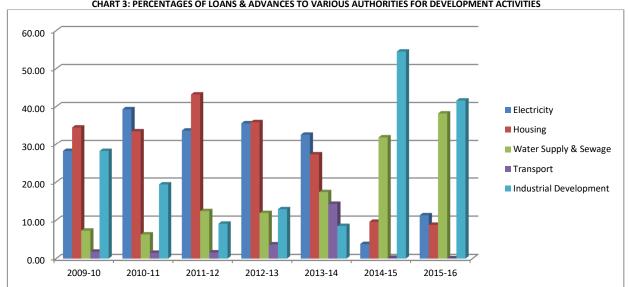
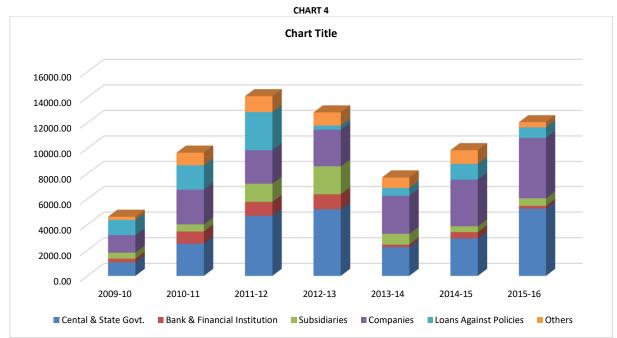


CHART 3: PERCENTAGES OF LOANS & ADVANCES TO VARIOUS AUTHORITIES FOR DEVELOPMENT ACTIVITIES

Statistics in Table 4.5 exhibits that LIC's investment contribution to social welfare and infrastructural developments have been from modest to substantial. The table presents, the data from 2009-10 to 2015-16. The investment outflows of the insurance funds in the sector have grown in volume steadily with minor and negligible fluctuations. The LIC allocated an investment of Rs. 1,750.44 thousands for social well-being and infrastructure development in 2009-10. The allocation swelled to Rs. 8470.36 thousands over the course of one-and-a-half decade of this study ending by the year 2015-16. The investments in the infrastructure and social sector registered an increase of around five times during the corresponding period.

	TABLE 1.8: BORROWER-WISE CLASSIFICATION OF LOANS& ADVANCES BY LIC BBSR DIVISION									
SL.NO.	CATEGORY OF BORROWER	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16		
1	Central & State govt.	1050.79	2513.84	4684.23	5190.71	2241.09	2923.33	5243.22		
2	Bank & financial institution	289.50	948.67	1089.03	1173.87	196.26	484.25	217.85		
3	Subsidiaries	468.00	546.21	1419.25	2228.90	845.26	456.26	587.96		
4	Companies	1365.85	2714.99	2659.85	2863.42	2956.82	3643.79	4762.50		
5	Loans against policies	1188.98	1945.03	2985.04	328.40	608.40	1269.70	827.86		
6	Others	246.56	991.92	1245.87	1027.90	831.65	1077.46	405.25		
	TOTAL	4609.68	9660.66	14083.27	12813.20	7679.48	9854.79	12044.64		



Thus, on an average, half of the investible funds used to be lent to Central and State Governments from 2009-10 to 2015-16. Insurance Regulatory and Development Authority (IRDA) constituted by the Government of India while liberalizing the insurance sector in 2011-12, brought about change in legal framework which widened the avenues of investment for the Corporation. As a result, borrower's preference underwent a change. Loans to Central and State.

Government dropped from 68 percent of the total volume of loans in 2009-10 to a paltry 5.9 percent in 2013-14, 6.4 percent in 2014-15 and 9.6 percent in 2015-16. Banks and financial institutions which were getting loans of 3 to 5 percent of the aggregate of the Corporation loans from 2009-10 to 2012-13, had a reduced share of 0.3 percent in 2013-14,1.1. percent in 2014-15 and 0.2 percent in 2015-16. Loans to companies, however, maintain a fluctuating but constant trend of flow of loans ranging between 8 to 17 percent over the period 2009-10 through 2015-16. Policyholders borrowing against assurance policies from the Corporation have been more or less second largest borrower as the loans granted to them range between 13 to 27 percent of the aggregate of loans extended by the Corporation to various classes of borrowers. Loans to 'others' which accounted for 3 to 6 percent of total loans upto 2012-13 have become the largest borrowers since 2013-14. 'Other' borrowers are recipient of loans which constitute 63.1 percent of the total loans in 2013-14, 53.1 percent in 2014-15 and 44.5 percent in 2015-16. Thus, the shift is quite viable as the loans to Central and State Governments have declined and loans to 'others' borrowers and policyholders have increased.

#### SUGGESTIONS

- From the period of present study, LIC was more focusing on investing their funds in public sector securities. So it is suggested that LIC should also give preference to private sector and co-operative sector securities for investing their funds.
- LIC also gives importance on electricity and housing sector securities in investing their funds. So my suggestion is that LIC also give their importance to other sector securities like water & sewerage and transport securities.
- LIC, Bhubaneswar Division was more focusing on central and state govt. Securities for lending their funds. But my suggestion in that areas is that LIC have to invest more fund in their subsidiaries and bank and financial institution securities.
- The investment of funds by LIC, Bhubaneswar division on other social welfare activities is very low so my suggestion is that LIC has to utilise more fund for the social welfare activities in the rural areas of Bhubaneswar which is more beneficial for the LIC, Bhubaneswar division for image building.

#### CONCLUSION

The foregoing study concludes that the LIC's pattern of investment is deeply influenced by the liability characteristics and the legal framework mandating the direction of investment as well as the quantum of investment. At the same time the character of LIC itself being of a financial intermediary between the savers and investor, it carries an obligation to deploy the accumulated funds for the social welfare and development of various sectors of the economy particularly the infrastructure and emerging private sector in the wake of economic reforms. The Corporation, therefore, has to design a structure which satisfies its obligation towards the policyholders whose premium money the Corporation holds as trust money requiring utmost safety as well as liquidity and return. The corporation has also to redeem its obligation towards the society of financing the social welfare activities and infrastructure programmes of the nation as well as to finance the industrial development now assigned to private sector. The investment structure of the Corporation, therefore, is to be a blend that combines the securities of conflicting characteristics in order to ensure security of investment with high return and adequate liquidity while remaining within the confines of legal circum-scriptions for investment at the same time. The pattern of investment, thus, exhibits the dominance of government securities, government guaranteed bonds and treasury bills which comprise the stock exchange securities in the portfolio structure of the Corporation.

#### REFERENCES

- 1. Avadhani, V.A. (2003) "Investment Avenues," Investment Management, Himalaya Publishing House, Mumbai.
- 2. Dwivedi Raj Kishore, Investment of Life Insurance Funds and Industrial Growth in India, Ph.D. Thesis, Allahabad, 1977.

- 3. Irani Sherin, Investment by LIC in Industries in India, Ph.D. thesis, Lucknow, 1974.
- 4. IRDA Bare Act, 1999 (2004) "The Insurance Regulatory and Development Authority (Investment), Regulations, 2000, Universal Law Publishing Co. Pvt. Ltd., New Delhi.
- 5. M.N. (2003), "Insurance Principles and Practice," Sultan Chand & Sons' New Delhi.
- 6. Panda, L. (2013). Investment management and LIC of India: An analytical study of the segment wise investment. Journal of Business Management, Commerce & Research, 1(3), 73-81.
- 7. Parekh, A. (2013). Time to attain global standard- Insurance investment in India. IRDA Journal, XI(5), 15-18.
- 8. Sharma, V.K. (2004) "Insurance Investments The New Paradigm" Insurance Chronical.
- 9. Vaidyanathan, R. and Sriram, K. (2000). Regulatory framework for investments of insurance and pension funds in India: Emerging scenario. Retrieved from http://www.iimb.ernet.in/~vaidya/fr amework.pdf

## **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 <u>infoijrcm@gmail.com</u> 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 cooperation of like-minded scholars, we shall be able to serve the society with our humble efforts.

Our Other Fournals

