INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION & MANAGEMENT



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

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

CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	HUMAN RESOURCE MANAGEMENT PRACTICES IN HOSPITALS THOTA AMRUTHA VALLI & T. SUBBARAYUDU	1
2.	INVENTORY MODELS FOR DETERIORATING ITEMS WITH STOCK DEPENDENT PRODUCTION AND DEMAND RATES HAVING WEIBULL DECAY ESSEY KEBEDE MULUNEH & K. SRINIVASA RAO	4
3.	CHALLENGES BEFORE BUSINESS EDUCATION IN INDIA DR. SONAL SHARMA & DR. M. K. SINGH	18
4.	MULTI-CORE PROGRAMMING PERFORMANCE AND ANALYZES AJITKUMAR M. PUNDGE, DR. PRAPTI DESHMUKH, SANJAY AZADE & SATISH SANKAYE	22
5.	STUDY ON STREET LIGHTS EXECUTION USING SIMULATION MODEL WITH EXCLUSIVE FOCUS ON ARTIFICIAL INTELLIGENCE AND NEURAL NETWORKS ROOPSINGH TAKUR & KARUPPASAMY PANDIAN SP	25
6.	EFFICIENT VIDEO TRANSMISSION FOR WIRELESS COMMUNICATION NETWORKS USING ZIGBEE PROTOCOL MEENAKSHI.S, RAJKUMAR.S & S.MUTHUKUMARASAMY	29
7.	WIRELESS COMMUNICATION K. KRISHNAVENI	33
8.	SPIRAL SECURITY MODEL TO COUNTER THE THREATS DUE TO HUMAN FACTORS IN WEB APPLICATIONS BISWAJIT TRIPATHY & JIBITESH MISHRA	36
9.	AN EFFICIENT METHOD FOR IMAGE RESTORATION FROM MOTION BLUR AND ADDITIVE WHITE GAUSSIAN DENOISING USING FUZZY DE-NOISING AND RICHARDSON LUCY DECONVOLUTION N. UMADEVI & R. SUDHAMATHI	40
10.	STUDY OF LITERATURE FOR EFFECTIVE BUSINESS COMMUNICATION DR. PAWAN KUMAR SHARMA	43
11.	A PROCEDURAL APPROACH TO BRANDING HR DR. KALPANA KONERU & HYMAVATHI CHUNDURI	46
12.	BUYING BEHAVIOUR OF CONSUMERS WITH REGARD TO SOFT DRINKS WITH REFERENCE TO COIMBATORE CITY DR. A. KUMUDHA & THILAGA. S	52
13.	IMPACT OF GLOBAL FINANCIAL CRISIS ON THE FINANCIAL PERFORMANCE OF SELECTED PUBLIC SECTOR BANKS IN INDIA DR. V. MOHANRAJ & S.GOMATHI	57
14.	ELLIPTIC CURVE CRYPTOGRAPHY SANJEEV & DR. NAVEEN VERMA	62
15.	IMPACT OF STRESS ON ACADEMIC PERFORMANCE AMONG POST GRADUATE STUDENTS NEELUFER ASLAM, DR. SRILEKHA GOVEAS & SUMI THOMAS	66
16.	THE NEXT BIG THING IN COMPUTING IS CLOUD COMPUTING: AN INTRODUCTION, CONCEPT AND ISSUES C. VENISH RAJA & A. PAPPU RAJAN	71
17.		74
18.	JOB SATISFACTION AMONG THE EMPLOYEES OF INSURANCE SECTOR: A STUDY OF SELECTED PRIVATE INSURANCE COMPANIES IN RAJASTHAN SHUBHASHREE SHARMA	79
19.	CORPORATE FUNDING OF POLITICAL PARTIES UNDER NEW COMPANY LAW MINNY NARANG	84
20.	SIGFREE WITH EXTENDED INSTRUCTION SEQUENCE GRAPH FOR DATA FLOW ANOMALY AND PROXY SHAIK SHAFIA	91
21.	A STUDY ON CHALLENGES OF INDIAN HOSPITALITY INDUSTRY AND REMEDIES FOR SUSTAINABILITY IN THE EVER CHANGING MARKET SCENARIO USHA DINAKARAN	101
22.	A STUDY ON PERFORMANCE EVALUATION OF PUBLIC & PRIVATE SECTOR MUTUAL FUNDS IN INDIA DR. BHUPENDRA SINGH HADA	106
23.	DETERMINANTS OF RURAL HOUSEHOLDS LOAN REPAYMENT PERFORMANCE, IN OROMIA NATIONAL REGIONAL STATE: THE CASE OF DODOTA WODEDA	112
24.	AN ANALYSIS OF CELEBRITY ENDORSEMENT IN INDIA REGIONAL VS. NATIONAL CELEBRITIES CHARLIE CHARLES OF CELEBRITY ENDORSEMENT IN INDIA REGIONAL VS. NATIONAL CELEBRITIES	119
25.	TERRITORIAL ACCOMMODATION OF ETHNIC CONFLICT AND ITS NEXUS WITH POST CONFLICT STATE BUILDING AND PEACE	124
26.	GREEN BANKING SERVICES FOR SUSTAINABILITY	132
27.	VIJAY PULICHERI & SANGEPU RAJASHEKHAR IMPLEMENTATION OF DIRECT TAX CODE (DTC): PROBLEMS AND PROSPECTS	136
28.	AKSHATHA B.G. SERVICE QUALITY AND CUSTOMER SATISFACTION OF PEOPLE'S BANK IN JAFFNA DISTRICT K. THARAMIA A	142
29.	K.THARMILA STAFF DEVELOPMENT FOR AUSTRALIAN HEALTHCARE PROFESSIONALS DR. DAVID JOSEPH BEBEJRA	150
30.	DR. DAVID JOSEPH PEREIRA HYBRID SCHEDULING ALGORITHM FOR WIMAX- PBDRR LIMESH SINCH VICEN	153
	REQUEST FOR FEEDBACK & DISCLAIMER	156

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

<u>ADVISORS</u>

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. S. L. MAHANDRU

Principal (Retd.), MaharajaAgrasenCollege, Jagadhri

EDITOR

PROF. R. K. SHARMA

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

EDITORIAL ADVISORY BOARD

DR. RAJESH MODI

Faculty, YanbuIndustrialCollege, Kingdom of Saudi Arabia

PROF. PARVEEN KUMAR

Director, M.C.A., Meerut Institute of Engineering & Technology, Meerut, U. P.

PROF. H. R. SHARMA

Director, Chhatarpati Shivaji Institute of Technology, Durg, C.G.

PROF. MANOHAR LAL

Director & Chairman, School of Information & Computer Sciences, I.G.N.O.U., New Delhi

PROF. ANIL K. SAINI

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

PROF. R. K. CHOUDHARY

Director, Asia Pacific Institute of Information Technology, Panipat

DR. ASHWANI KUSH

Head, Computer Science, UniversityCollege, KurukshetraUniversity, Kurukshetra

DR. BHARAT BHUSHAN

Head, Department of Computer Science & Applications, GuruNanakKhalsaCollege, Yamunanagar

DR. VIJAYPAL SINGH DHAKA

Dean (Academics), Rajasthan Institute of Engineering & Technology, Jaipur

DR. SAMBHAVNA

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

DR. MOHINDER CHAND

Associate Professor, KurukshetraUniversity, Kurukshetra

DR. MOHENDER KUMAR GUPTA

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

DR. SAMBHAV GARG

Faculty, Shree Ram Institute of Business & Management, Urjani

DR. SHIVAKUMAR DEENE

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

DR. BHAVET

Faculty, Shree Ram Institute of Business & Management, Urjani

ASSOCIATE EDITORS

PROF. ABHAY BANSAL

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

PROF. NAWAB ALI KHAN

Department of Commerce, AligarhMuslimUniversity, Aligarh, U.P.

ASHISH CHOPRA

Sr. Lecturer, Doon Valley Institute of Engineering & Technology, Karnal

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

1

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

	DATED:
THE EDITOR	
IJRCM	
Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF	
(e.g. Finance/Marketing/HRM/General Management/Economics/Psychology	gy/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. Furthermorunder review for publication elsewhere.	re, it has neither been published elsewhere in any language fully or partl
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 for contribution in any of your journals.	ormalities as given on the website of the journal & you are free to po
NAME OF CORRESPONDING AUTHOR:	
Designation:	
Affiliation with full address, contact numbers & Pin Code:	
Residential address with Pin Code:	
Mobile Number (s):	A STATE OF THE PARTY OF THE PAR
Landline Number (s):	
E-mail Address:	
Alternate E-mail Address:	

- 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.
- The sender is required to mentionthe 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.

- 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 <u>BRITISH ENGLISH</u> prepared on a standard A4 size <u>PORTRAIT SETTING PAPER</u>. 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

IMPLEMENTATION OF DIRECT TAX CODE (DTC): PROBLEMS AND PROSPECTS

AKSHATHA B.G. LECTURER DEPARTMENT OF PG STUDIES AND RESEARCH IN COMMERCE KUVEMPU UNIVERSITY JNANA SAHYADRI

ABSTRACT

The present paper focuses on the implementation of Direct Tax Code, its problems and prospects. Direct Tax Code is a new code and simplified version of an Income Tax Code which would eventually replace five decades old Income Tax Act. If the Direct Tax Code is implemented there will be big changes in taxation and also it is going to impact people in big way. Direct Tax Code can lessen the tax burden. The Direct Tax Code is having the main objective of eliminating the tax exemptions, when the Direct Tax Code is implemented the transitions with the objective of tax benefit can be invalidated by the income tax commissioners. The complexities in the existing tax laws, a need for tax law that can match the rapid economic growth of the country lead the search for new tax law. Direct Tax Code is designed to provide stability in the regime as it is based on well accepted principle of taxation and best international practices. It will eventually pave the way for a single unified taxpayer reporting system. The analysis made with the help of both primary through structured questionnaire and secondary data through various sources. Finally, it attempts to arrive at conclusions and to offer suitable suggestions for the proper implementation of Direct Tax Code for the benefit of entire societal people.

KEYWORDS

Direct Tax Code, Income Tax Code, Principles of Taxation, Tax Benefit, Tax Exemptions.

INTRODUCTION

he Income Tax Act was passed in 1961 and has been amended every year through the Finance Act. A lot of things have changed since then no doubt; many things have been implemented by modifying the Income Tax Act from time to time. Thus the Income Tax Act today is very difficult to interpret and has resulted in many disputes and court cases. Different countries have made several changes in their tax system. These changes were either due to their development strategy or different economic policies. In developing economies the tax system to generally changed to increase the revenue to meet the increasing fiscal deficit. Now such tax system is required which is broad base, simple and transparent as well as which fulfills the international need.

Keeping this in view, there has been proposal to replace the existing Income Tax Act, 1961. Direct Tax Code,2009 is a draft proposal to make existing tax structure easy and simple so that tax payers themselves can compute and file Income Tax return .DTC is designed to provide stability in the tax regime as it is based on well accepted principles of taxation and best international practices. DTC is a new code and simplified version of an Income Tax Code which would eventually replace five decades old Income Tax Act. 12th August 2009, DTC Bill 2009 discussion paper released. If the DTC is implemented there will be big changes in Taxation and also it is going to impact people in big way. An opt statement for the DTC is "Better late than never" DTC which is supposed to replace the old Income Tax Act, 1961 is delaying.

The tax code makes radical changed in all areas of taxation. It lowers the incidence of tax on corporate and individual incomes but reintroduces wealth tax and capital gains tax albeit at lower levels. The basic objective of this tax code is to broad base the tax umbrella. It is expected that the new code will facilitate higher consumerism and thereby promote economic growth. Experts have already started to analyze the proposed changed of the existing direct tax system. The DTC already attain mixed reactions from different corners regarding different changes of the existing tax system. The thrust of the code is to improve the efficiency and equity of the Indian tax system by eliminating distortions in the tax structure, introducing moderate levels of taxation and expanding the tax base. The attempt is to simplify the language, remove ambiguity, provide stability and adopt best international practices.

STATEMENT OF THE PROBLEM

Concept of Assessment year and previous year is abolished only the "Financial Year" terminology exists. Only status of "Non Resident" and "Resident of India" exists. The other status of "Resident but not ordinarily Resident" goes away. In this DTC Government and non – Government Taxation difference removed. All the direct taxes have been brought under a single code and compliance procedures unified. At present, the states of taxes are stipulated in the Finance Act of the relevant year. Therefore, there is a certain degree of uncertainty and instability in the prevailing rates of taxes. Under the code, all rates of taxes are proposed to be prescribed in the First to the Fourth schedule to the code. It is designed to provide stability in the tax regime as it is based on well accepted principles of taxation and best international practices.

Proposal of Direct Tax Code would give more benefit to the upper class group than that of lower group. Charging tax on withdrawals of PPF (Public Provident Fund) and other pension Scheme will have adverse impact on the retirees and pensioners. This would reduce their willingness to contribute less amount of this fund to avoid tax burden. From this proposal loss of revenue for the exchequer and impact fiscal deficit. Tax exemption on LTA (Leave travel allowance) is abolished. Allowances like leave travel, furnishing, entertainment expenditure, conveyance, medical etc., will be added to income from this proposal some of other pains are women will not get any additional tax benefits – fund houses face 5% tax on distribution income for ULIPs, equity-linked MFS. More nonprofits firms will come under the tax net and area based incentives and some of the spectral sops will be discontinued.

OBJECTIVES OF THE STUDY

- > To study the awareness of the students about Direct Tax Code.
- > To study the effect of DTC on Economy of the country.
- > To study role of DTC in eliminating tax avoidance.
- > To study Positive and Negative impact of Direct Tax Code.

LITERATURE REVIEW

Vikas Vasal (November, 2009), made a study on "Direct Tax Code a mixed Bag", he states that the thrust of the DTC is to improve the efficiency and equity of our tax system and the aim of the DTC is also to simplify the language and the layout of the provisions for a common man to better understand tax obligation.

C.A. Uma Kothari (November 12th, 2010), made a study on "Direct Tax Code 2010- some suggestions for simplifications and with a long-term perspective", she has given some suggestion in this article for simplifications for DTC, like she has advised that the provisions (DTC) should be drafted with a long term perspective to cover all Direct Taxes without any doubt or ambiguity and in a simple manner

Satya Ranjan Doley (June, 2010), made a study on "Direct Tax Code 2009: Boone or Bane", in this article he has analyze some of the drawbacks of the proposal which need to be taken into account before making it act. i.e., new tax slab, he says that the proposed DTC tax slabs would give more benefit to the upper classes group than that of lower group. Dr. A Jayakumar and R Elavarasan (March, 2012), made a study on "Direct Tax Code An overview", in this article the

authors are stated that DTC will surely help in the growth of our economy because the tax rate has been reduced for person who earns up to Rs10, 00,000, this reduction in tax may motivate them to contribute that money in the development of economy.

Babar Zaidi (August31st, **2012)**, made a study on "DTC proposals", in this article he stated that DTC and GST which are set to transform the Direct and Indirect Tax structure are aimed to improving compliance by simplifying the tax structure and lowering the tax rates. **M. Govindarajan (September 6**th, **2010)**, made a study on "Direct Tax Code Bill Introduced", he has stated the new income Slab for individuals under DTC and some of the tax rate for companies like companies can carry forward MAT credit for 15 years.

Subhash Kumar Jha (September 1st, 2010),made a study on "Direct Tax Code, Lost the original", in his article he has said that when the actual proposal for DTC bill was presented, it still gave a very positive signal with some areas of concerns like bringing EET regime for all including PF, MAT based on asset base. Preeti Pahwa (August 13, 2009),made a study on "Direct Tax Code: Tax Liability and You", in this article the author states that the direct tax code bit of a mixed bag for individuals.

SCOPE OF THE STUDY

Though the study represents the assesses and student awareness, their adoptability and their concern about Direct Tax Code in the district Shivamogga

METHODOLOGY

- Primary Data -The second set of data has been collected from primary data, i.e., questionnaire to the respondents and from Income Tax Office Shivamogga.
- > Secondary Data For the purpose of the study two sets of date have been collected. One set of data has been collected from secondary sources which includes the journals, circular and notification of central Board of Direct Tax, newspapers and websites.
- Sample Size and Tools and technique Sample size of respondents is of 30 which have been taken by using random sampling technique. The present study based on tools and technique and table, charts and graphs.

TAX STRUCTURE

One of the major changes made in DTC is the existing income slabs for taxation. The changes in comparison with the income tax act of 1961 are mentioned below.

TABLE 1: FOR WORKING MEN AND WOMEN

Rate of tax on income	Income slab as per Income tax act, 1961	Direct Tax Code
Tax free income	Up to 1,60,000 p.a.	Up to Rs 2,00,000 p.a.
10% taxation	Rs 1,60,000 to Rs 5,00,000 p.a.	Rs 2,00,000 to Rs 5,00,000 p.a.
20% taxation	Rs 5,00,000 to Rs 8,00,000 p.a.	Rs 5,00,000 to Rs 10,00,000 p.a.
30% taxation	Rs 8,00,000 and above p.a.	Rs 10,00,000 and above p.a.

Source: www.taxalertindia.com

TABLE 2: FOR SENIOR CITIZENS

Rate of tax on income	Income slab as per Income tax act, 1961	Direct Tax Code
Tax free income	Up to Rs 2,40,000 p.a.	Up to Rs 2,50,000 p.a.
10% taxation	Rs 2,40,000 to Rs 5,00,000 p.a.	Rs 2,50,000 to Rs 5,00,000 p.a.
20% taxation	Rs 5,00,000 to Rs 8,00,000 p.a.	Rs 5,00,000 to Rs 10,00,000 p.a.
30% taxation	Rs 8,00,000 and above p.a.	Rs 10,00,000 and above p.a.

Source: www.finotax.com

TABLE 3: NEW DUE DATES FOR TAX RETURNS

Sl. No.	Туре	Date	First filling(under DTC)
1	Non-Business/Non-Corporate	30 th June	30/06/2012
2	Others	31 st August	31/08/2012

Source: www.taxalertindia.com

ADVANTAGE OF DIRECT TAX CODE

- 1. Single code for direct taxes: The new code envisages a system where all the direct taxes are brought under one single code and a common procedure for them.
- 2. Jargon free: The number of taxpayers in the country is on the rise due to various factors like higher incomes, better technology and stricter enforcements.
- 3. **Read less, understand better:** Unlike earlier each sub-section will be limited to a couple of sentences and convey only one point. To further simplify the understanding tables and formulae will be used which will give a pin-point explanation of the applicable rule.
- 4. Avoid ambiguity: Ambiguity in terms of interpretation by all stakeholders (taxpayers, collectors and facilitators) will be avoided.
- 5. **Flexibility:** The new code has been developed to give it the highest levels of flexibility to ensure that any changes occurring due to economic conditions/requirements can easily be imbibed with actually doing any amendments to the rules.
- 6. **Consolidation of provisions:** All the provisions including definitions, procedures, rates of taxes and incentives have been combined together into one set of documents.
- 7. **Deregulation:** Earlier, the tax laws were asked to play the secondary role of regulators of various components of the industry.
- 8. **More stability:** The current system involves the need for a separate finance bill each year to prescribe clearly the prevailing rates for the coming year. This creates a lot of confusion as the tax laws are independent of the finance act of the particular year.
- 9. Increase Tax to GDP
- It means the ratio of tax collection against the national Gross Domestic Product (GDP)
- Right government's tax collection is not optimum, because people get so many tax exemptions.
- Under DTC, men and women are treated same. Women would cease to enjoy income –tax exemptions.

	TABLE 4: DIFFERENCE BETWEEN INCOME TAX ACT, 1961 AND DIRECT TAX CODE BILL, 2009					
	INCOME TAX ACT, 1961		DIRECT TAX CODE BILL, 2009			
1.	At present there are two legislation i.e. Income Tax Act,1961 and Wealth Tax Act,1957	1.	Single code for income Tax Act and Wealth Tax Act. The code consists of 285 sections			
2.	There are three kinds of Residential status i.e. 'Resident' 'Non Resident' and 'resident but not ordinarily resident'.	2.	Residential status of "Resident but not ordinarily resident" has been done away with.			
3.	There are 'previous year' and 'assessment year'	3.	To eliminate confusion only 'Financial Year' will prevail.			
4.	Date of filing of tax returns $31^{\rm st}$ July for non-business, Non-corporate assesse and $30^{\rm th}$ Sept for others	4.	Date of filing of tax return preponed to 30^{th} June for non-business non-corporate assesse and 31^{st} Aug for others.			
5.	The corporate tax rate of domestic company is 30% and for foreign company ,it is 40% business losses can be carry forward for 8 yrs. dividend distribution is at 15%	5.	The corporate Tax rate of all companies reduced to 25%, business losses can be carry forward for unlimited period. Dividend Distribution Tax remains at 15%.			
6.	MAT at 15% is levied on 'Book Profit'. Further MAT tax credit is allowed to be carried forward up to ten assessment year.	6.	Basis for levy of MAT is 2% on gross assets, carry forward of such MAT tax credit has been denied.			
7.	There is no such provision for to declare an arrangements as impermissible	7.	General Anti-Avoidance rule to introduce to empower the commissioner of Income Tax (CIT) to declare an arrangement.			
8.	Tax incentives were based on location or on export turnover up to a specified period. Further capital investment were not allowed to amortized	8.	All capital investment and revenue expenditure allowed to be amortized indefinitely and the period of such amortization will be called as Tax Holiday'			
9.	Income from salary includes all perquisites such as house rent, leave travel assistance, children education allowances, encashment of unaveiled earned leave on retirement, medical reimbursement and free/concessional medical treatment paid/provided etc. is exempt up to a certain limit.	9.	All such exemption withdrawn.			
10.	As per 80C certain investment/saving up to Rs 1 lack were deductible from taxable income.	10.	Exempt Exempt-Taxation (EET) method of taxation of savings/investment, will be applied on new contribution after commencement of the code.			
11.	Self occupied house property whose gross rent is taken as NIL, used to get deduction for repair based on annual value in case of rented house property is 30%	11.	Self-occupied house property whose gross rent is taken as NIL, will not get deduction of interest on loan. Deduction for repair on annual value in case of rented house property is proposed to reduce to 20%.			
12.	There is no such provision for upfront determination of the arm's length pricing or pricing methodology.	12.	Transfer Pricing matter will be well settled under proposed Advance Pricing Agreement (APA), under which an agreement between the taxpayer and the tax authorities for the upfront determination of the arm's length pricing/pricing methodology of an international transaction will be made but shall not be effective for more than five consecutive years.			
13.	short term capital loss and will be allowed to be carried forward up to 8 assessment years.	13.	business capital assets will be treated as intangible asset and depreciation will be allowed at the same rates applicable to the relevant block of assets, therefore allowing a fraction of the loss every year.			
14.	There is provision of choice between Income Tax Act and Double Taxation Avoidance Agreement, whichever is beneficial to the assesse.	14.	The code states that neither a Double Taxation Avoidance Agreement (DTAA) nor the code shall have a preferential status by reason of its being a DTAA or law. However in case of a conflict between the code and DTAA, the one that is later in point of time shall prevail.			
15.	Carry forward and set-off of losses of unlisted companies in the hands of amalgamated company will lapse with change in shareholding of 50% or more.	15.	Such carry forward and set-off of losses will not lapse even with change in shareholding of 50% or more.			

Source: www.simpletaxindia.net

HIGHLIGHTS OF DTC

- 1. MAT will be calculated on 'Book Profit' as against the 'Value of Gross Assets'
- 2. Salary Exempt Exempt Exempt (EEE) scheme will be applicable for GPF, PPF, RPFs, Pension Scheme, Approved pure life insurance products and annuity schemes instead of Exempt Exempt Tax(EET)
- 3. Retirement Benefits Account scheme not to be introduced
- 4. Amount received under Gratuity, voluntary retirement scheme, commutation of encashment of leave will be exempt, subject to specified limits, for all employees
- 5. Rules for valuation of perquisite to be made
- 6. Rent free accommodation will not be taxed at market value
- 7. House Property Rent Gross rent will not be computed at a presumptive rate of six per cent of the ratable value or cost of construction/acquisition.
- 8. In case of house property which is not let out, the gross rent will be nil.
- 9. In case of self occupied property exemption upto 1.5 Lakhs will be allowed
- 10. Capital Gains Income under the head 'Capital Gains' will be considered as income from ordinary sources in case of all taxpayers including non-residents.
- 11. Listed equity shares or units of an equity oriented fund held more than one years will be computed at adjusted rate (a deduction will be allowed)
- 12. Capital gains on other assets held for more than one year will be computed on indexed cost method basis (base year will be 1.4.2000)
- 13. Income arising on purchase and sale of securities by an FII will be deemed to be income chargeable under the head 'capital gains'
- 14. Non-Profit Organization (NPO) No fresh registration is required for existing NPOs
- 15. The income of a public religious institutions and income from charitable activities of the trust / institution will be exempt but donor will not be eligible for deduction on account of donation
- 16. 15% (or 10%) carry forward of surplus will be allowed
- 17. Donation from NPO to NPO will be considered as application of income
- Basic exemption limit will be provided to NPOs
- 19. SEZ units -to protect profit linked deductions of units already operating in SEZs for the unexpired period will be incorporated.
- 20. Company incorporated outside India Place of effective management' to be defined
- 21. Passive income earned by a foreign company which is controlled directly or indirectly by a resident in India will be taxable
- 22. DTAA DTAA will not have preferential status over the domestic law in the following circumstances:- (i) when the General Anti Avoidance Rule is invoked, or (ii) when Controlled Foreign Corporation provisions are invoked or (iii) when Branch Profits Tax is levied.
- 23. Wealth Tax wealth tax will be payable by all taxpayers except non-profit organizations on all unproductive assets
- 24. General Anti-Avoidance Rule to be implemented with the forum of Dispute Resolution Panel (DRP)

ANALYSIS AND INTERPRETATION OF DATA

The following table shows the socio-economic data about the respondents:

SI. No.	Particulars	No. of Respondents	%
	Gender of the Respondents	1	
	Male	22	73.3
	Female	08	26.7
Total	remaie	30	100
2.	Age		100
۷.	Age 20-25		26.7
		8	
	26-30	6	20
	31-35	4	13.3
	36-45	5	16.7
	46 and above	7	23.3
Total		30	100
3.	Education Level of the Respondent	ts	
	Graduations	5	16.7
	Post-Graduation	12	40
	Professionals	9	30
	Others	4	13.3
Total	Others	30	100
4.	Ossumation of the Bosnandonts	30	100
7.	Occupation of the Respondents	6	120
	Student	6	20
	Auditor	5	16.7
	Professionals	10	33.3
	Others	9	30
Total		30	100
5.	Income of the Respondents		
	Below Rs 2,00,000	7	23.3
	Rs2,000,00 – Rs 5,00,000	11	36.7
	Rs 5,00,000-Rs 10,00,000	9	30.7
		4	
Tata'	Above Rs 10,00,000		13.3
Total		30	100
6.	Account status of the respondents		
	Yes	50	100
	No	0	0
Total		30	100
7.	Awareness about DTC among resp	ondents	
	Yes	27	90
	No	3	10
Total	1	30	100
	Proforance of the Toy system of the		100
8.	Preference of the Tax system of th		22.22
	Income Tax Act	7	23.33
	DTC	23	76.7
Total		30	100
9.	Opinions of the Respondents towa	· ·	
	Yes	11	36.7
	No	19	63.3
Total		30	100
10.	Respondents opinions about incre		
	Yes	24	80
	No	6	20
Total	140		
Total	Donofite from 1000	30	100
11.	Benefits from proposed DTC	1.10	
	Upper Class	10	33.3
	Lower Class	3	10
	Both	17	56.7
Total		30	100
12.	Year of implementation of DTC		
	FY 2013-14	1	3.37
	FY 2014-15	6	20
	FY 2015-16	3	10
	FY 2016-17	7	23.3
	Above FY 2017-18	13	
Total		30	100
13.	Reduction of Double taxation from	1 DTC	
	Yes	25	83.3
	No	5	16.7
Total	-	30	100
	Incremental cavings in tax in DTC	30	1 100
14.	Incremental savings in tax in DTC	124	100
	Yes	24	80
	No	6	20
Total	_	30	100
15.	Reason for delaying for implement	tation of DTC	
	Preparing for major changes	6	20
	DTC needs fresh look	12	40
	Dicheeus heshilook		
Total	Criticisms from others	12	40 100

INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION & MANAGEMENT

From the above table it is clear that male respondents are more than female respondents and they belong to the age group of 20- 25 years. Moreover they are almost professionals. They prefer DTC as compare to Income Tax Act. According to the respondents opinion, proposed DTC will helps to both upper and lower class people and it is helpful to reduce the double taxation and it will leads to incremental savings in tax.

FINDINGS OF THE STUDY

- > It is observed that majority of the respondents are male as DTC is more popular among the male. More number of the respondent's age is between 20-25 years so young people are more aware about Direct Tax Code
- Most of the respondents have completed their PG course. Majority of the respondents are professionals and businessmen
- Majority of the respondents comes under the Income level of Rs. 200000- Rs. 500000. The study reveals that most of the respondents are aware about DTC
- As per the survey much preferable tax system by the respondents is to DTC than IT Act. With the help of the study it is founded that, implementation of DTC will increase the revenue to meet the fiscal deficit
- > It is found from the survey that implementation of DTC gives favorable effect to the majority of the respondents
- Majority of the respondents agree that implementation of DTC will bring more effectiveness, efficiency and equity in the Direct Tax system by eliminating distortions in the tax structure. It is found from the survey that proposal of DTC will be beneficiary for both upper class and lower class
- > It is observed that Government of India is making delay in implementing the DTC therefore most of the respondents opined that it may be implement after FY 2017-18
- > Majority of the respondents opined that implementation of DTC will reduce double taxation. Large number of respondents opined that implementation of DTC increases the saving in tax
- > It is found from the survey that implementation of DTC will increase GDP in Indian economy. DTC need fresh look & criticism from others are the major finding for the delay in implementation of DTC

SUGGESTIONS OF THE STUDY

- > The Department has to give training to be imparted on the income tax officials on both income tax software and the law itself
- Government of India has to take a appropriate step to educate the taxpayer, auditor, others relating to DTC
- > Tax authorities need to be educated regarding the DTC
- > The Government of India has to take a required step to implement DTC as early as possible, because implementation of DTC will bring uniformity tax system which helps to economic progress of our country
- > In order to help the people Government can increase taxable slabs (until a certain point), and reduce tax rates
- > Government of India has to settle the disputes of created regarding DTC and implement DTC because everyone is eagerly waiting for the new type of tax system.
- It has to considered all type of tax payee and give justice to all class of people

LIMITATIONS OF THE STUDY

It is not possible to collect the accurate information because it is not yet implemented and it is difficult to collect the opinions from the people because majority of the people doesn't know the concept of DTC.

CONCLUSIONS

When the first draft of DTC i.e., Direct Tax Code 2009, which had more than 5000amendments to the current tax system, Income Tax Act 1961,was opposed by all stakeholders, but the second draft, Direct Tax Code 2010, was introduced with the various favorable changes which helps to the individual taxpayer and also for corporate then many stakeholders welcomed it, it still has not yet satisfied majority of the corporate houses. Here it must also be noted that when Government implement VAT in 2005. It was widely criticized by many but it is moving successfully

The code aims to reduce tax rate which seems to be a very positive and progressive initiative from the government. The delay in implementation of the bill. The implementation of the proposed DTC should reduce both tax evasion and costs of compliance and should eliminate most of the distorted behavior coming from tax avoidance. The government will need to ensure the provisions of the DTC to be implemented effectively and successfully to safeguard the country's long term ambitions. The DTC in India is very much discussed and criticized now a day, even though, the basic aim behind DTC is simple and helpful to the people. It will surely help in the growth of our economy because the tax rate has been reduced for person who earns up to ten lakhs. This reduction in tax may motivate them to contribute their money in the development of the economy, like establishing business firms, building hotels etc., which play major role in the growth of economy.

REFERENCES

BOOKS

- 1. Anirbanghosh (May, 2012)"Impact of Direct Tax code on Capital gains in India "Management Accountant; volume 43,pp 525-527.
- 2. Articles
- 3. C.A. Uma Kothari (November, 2012), "Direct Tax Code 2010- Some Suggestions for simplifications and with a long-term perspective".
- 4. Dr. A Jayakumar and R Elavarasan (March, 2012), "Direct Tax code An overview", International Journal of Research in commerce, Economies and Management; Volume 2, Issue 3.
- 5. Dr. Kamal Pant and Ashish Arya (April-June, 2012) "Assesses Perception towards Direct Tax Code" IJMBS; Vol. 2, Issue 2, pp. 51-54.
- 6. Dr. Sanji bandyopadhyaya (Aug 2012-13) "Views on union budget2012-2013" Management Accountant; volume 42, pp. 601-605.
- 7. Dr. Vinod K Singhania and Dr. Kapil Singhania, "Direct Tax law and practice", Taxman publication (p) Ltd, 1stedition August 1981 41st edition –Dec 2009-10
- 8. K P C Roa (April, 2012-13) "impact on SC judgment in Vodafone caseon Indian economy" ManagementAccountant; volume 50, pp.935-937.
- 9. Manaskumar Thakur (January, 2012-13) "views on union budget 2012" Economics times: volume 67,pp. 40-45
- 10. Mittal D. P. (2009), "Treatise on Direct Tax Code", Taxmann Publication.
- 11. S. Rajaratnam (November, 2012) "Direct tax proposal in the finance bill, 2012 –an overview "Management Accountant; volume 47,pp.1329-1331
- 12. S. Rajaratnam.(October, 2012) "changes in the finance bill,2012" Management Accountant; volume 48,pp.1198-1200.
- 13. Srinivasan C.A. and Anand G. (2010), "Understanding Direct Tax Code", Taxmann Publication.
- 14. Sukhen Kali and Lalit Kumar Joshi (June, 2011) "Some Conceptual Issues on Direct Tax Code" Journal of Business and Economic Issues; Vol. 3, No. 2.
- 15. Sunil Kumar Jana (November 2009) "Direct Tax Code: A Relief?" The Management Accountant; Vol. 44, No. 11.
- 16. Taxman's, "Direct tax law and practice", Taxman publication (p) Ltd, tan prints (India) Pvt, Ltd. 1st edition Aug 1981, 36th edition June 2006.
- 17. Vikas Vasal (November, 2009), "Direct Tax code-A mixed Beg", Charted Financial Analyst.

WEBSITES

- 18. Administrator, "Indian Economy-Direct Tax Code (DTC)", 16th November 2012, http://www.rosemaryinstitute.com/essayarticles/437-article-indian-economy-direct-tax-code-dtc.
- 19. PRS Legislative Research reports on DTC. Citing Websites. The DTC Bill, 2010, retrieved on September 23, 2013, from http://www.prsin dia.org/ billtrack/direct-taxes-code-bill-2010-1268/

- 20. Indian Express reports on DTC, Citing Website. Government may rework DTC Bill, retrieved on October 17, 2013, from http://m.indianexpress.com/news/govt-may-rework-dtc-bill/1159359/
- 21. Padmini Srinivasan made an article on Tax Reforms- The direct tax code, from http://tejas.iimb.ac.in/interviews/10.php
- 22. http://www.internationaltaxreview.com/Article/2797859/India-The-impact-of-the-proposed-Direct-Tax-Code-on-M-A.html
- 23. http://www.mydigitalfc.com/news/nris-fear-dtc-taxing-properties-india-sicci-822
- 24. http://www.thehindubusinessline.com/economy/will-push-for-dtc-bill-changes-in-monsoon-session-seelam/article4981770.ece
- http://www.indiastudychannel.com/resources/159025-Union-Budget-India-new-tax-slabs-DTC-Bill.aspx
- 26. Voluntary Action Network India reports on October 8- 9, 2013, Citing Websites. DTC ensures decay of voluntary sector India, retrieved on October 19, 2013, from http://www.vaniindia.org/vaniarchivesdata.php?id=28
- 27. CBDT Chairman (August 21, 2010), Citing Website: "Direct Taxes Code may moderate Tax rates", retrieved on August 23, 2013, from http://articles.economictimes.indiatimes.com/keyword/direct-taxes-code
- 28. NDTV Correspondent (August 27, 2010), Citing Website> "New Direct Tax Code: Pay less in Tax from april 2011" retrieved on September 2013, from http://www.ndtv.com/article/business/new-direct-tax-code-pay-less-in-taxes-from-april-2011-47396
- 29. http://mrunal.org/2012/02/economy-direct-tax-code-dtc-meaning.html
- 30. Finance Minister, May 16, 2012, Citing Website. "Direct Taxes Code bill in Monsoon Session", retrieved on August 30, 2013, from http://articles.timesofindia.indiatimes.com/keyword/direct-taxes-code
- 31. Roopak Singh, January 19, 2013, Citing Website," Direct Tax Code Some Important Aspects", retrived on September 14, 2013, from http://www.caclubindia.com/articles/direct-tax-code-some-important-aspects-16375.asp#.UmtdjjckRO0
- 32. Press Trust of India posted on May 24, 2013, Citing Websites. Direct Taxed Code Bill in Monsoon Session, retrieved on October 16, 2013, from http://ibnlive.in.com/news/direct-taxes-code-bill-in-monsoon-session-chidambaram/393719-7.html
- 33. Girish Vanvari updated on September 13, 2013, Citing Websites. DTC: there's hope in waiting, retrieved on October 16, 2013, from http://www.financialexpress.com/news/dtc-there-s-hope-in-waiting/1168455
- 34. Rumu Banerjee, Deptember 10, 2013, Citing Websites. DTC grounds 221 drivers for faulty sight, fake papers, retrieved on October 21, 2013, from http://articles.timesofindia.indiatimes.com/2013-09-10/delhi/41936174_1_bus-drivers-dtc-senior-dtc-official



REQUEST FOR FEEDBACK

Dear Readers

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

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

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







