

INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION & MANAGEMENT

I
J
R
C
M



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

Indexed & Listed at:

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

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

Index Copernicus Publishers Panel, Poland with IC Value of 5.09 & number of libraries all around the world.

Circulated all over the world & Google has verified that scholars of more than 4945 Cities in 183 countries/territories are visiting our journal on regular basis.

Ground Floor, Building No. 1041-C-1, Devi Bhawan Bazar, JAGADHRI – 135 003, Yamunanagar, Haryana, INDIA

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

CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	A STUDY ON THE GROUP LEVEL WORKPLACE SPIRITUALITY OF THE COLLEGE TEACHERS WITH SPECIAL REFERENCE TO ENGINEERING COLLEGES IN NAMAKKAL DISTRICT <i>R. FLORENCE BHARATHI & DR. M. G. SARAVANA RAJ</i>	1
2.	THE EFFECT OF INVESTOR DEMOGRAPHICS ON CONFIRMATION BIAS OF INDIVIDUAL TRADING DECISIONS AT THE NAIROBI SECURITIES EXCHANGE <i>SHADRACK MTURI KATANA</i>	5
3.	ASSESSING THE MODERATING EFFECT OF CEO VALUES ON CORPORATE CULTURE AND PERFORMANCE LINK: THE CASE OF COMMERCIAL STATE CORPORATIONS IN KENYA <i>THOMAS C.O. MOSE, DR. MIKE IRAVO, DR. GEORGE O. ORWA & DR. ENG. THOMAS SENAJI</i>	9
4.	SCM FRAME WORK FOR COMPETITIVE ADVANTAGE IN RETAIL SECTOR <i>DR. S. SARAVANAN & S. SARANYADEVI</i>	15
5.	FOREX TRADING STRATEGY: AN EMPIRICAL STUDY ON THE CURRENCY PAIR GBP/USD <i>SRIDHAR L S, SUMATHY. M, CHARLES AMBROSE. A & SUDHA N</i>	20
6.	A STUDY OF CONSUMER PERCEPTION OF LIFE INSURANCE CORPORATION IN THE TIRUPATI REGION <i>B. BHASKAR NAIK, M. RAJASEKHAR & G. JANARDHANA</i>	24
7.	GOVERNMENT'S INCLINATION IN DEVELOPMENT OF ORGANIC AGRICULTURE IN INDIA <i>V. VARDHINI & DR. P. RAJA</i>	29
8.	IMPLEMENTATION OF SECURITY IN CLOUD COMPUTING <i>SUDHIR DAWRA & PUSHNEEL VERMA</i>	33
9.	CUSTOMER SATISFACTION LEVEL TOWARDS LANDLINE SERVICE PROVIDED BY BSNL WITH REFERENCE TO COIMBATORE <i>V. SUMATHI & DR. K. GUNASUNDARI</i>	36
10.	PERSPECTIVES CONSIDERED IN BALANCED SCORECARD: A STUDY WITH SPECIAL REFERENCE TO IT/ITES EMPLOYEES OF COIMBATORE DISTRICT <i>SHYAM UMASANKAR K K & DR. KRISHNAVENI V</i>	41
11.	AN EMPIRICAL STUDY OF EDP CELLS IN COLLEGES <i>DR. N. KESAVAN & R. SANGEETHA</i>	45
12.	FORECAST ANALYSIS OF PROFITABILITY IN SELECT STEEL COMPANIES IN INDIA <i>DR. M. KRISHNAMOORTHY</i>	49
13.	A STUDY ON BRAND LOYALTY AND IT'S EFFECT ON BUYING BEHAVIOUR IN CASE OF SELECTED COSMETIC PRODUCTS IN PUDUKOTTAI <i>K. SUNDARAMBAL & DR. EDHAYAVARMAN</i>	55
14.	CUSTOMER PREFERENCE TOWARDS BRANDED ICE CREAM OUTLETS IN COIMBATORE CITY <i>B. ABIRAMI & B. GAYATHRI</i>	58
15.	ECOMMERCE ON THE VERGE THESE DAYS: A STUDY OF ECOMMERCE IN INDIA AND THE WAY FORWARD <i>SHIVALI JINDAL & KANIKA BHATIA</i>	62
16.	A STUDY ON THE IMPACT OF CHANGE IN REPO RATES ON BANK STOCKS IN INDIA <i>ARUNA P & CHARU SOLANKI</i>	66
17.	TAMIL HANDWRITTEN CHARACTER RECOGNITION <i>M.SIVASANKARI</i>	72
18.	A STUDY ON ANALYSIS OF FACTORS AFFECTING THE CUSTOMER'S SATISFACTION WITH REFERENCE TO ATM SERVICES IN BANGALORE CITY <i>NANDINI.N</i>	75
19.	ENSURING A SUCCESSFUL CELEBRITY ENDORSEMENT: A COMPARATIVE STUDY OF MATCH-UP HYPOTHESIS AND MEANING TRANSFER MODEL <i>DANISH HUSSAIN</i>	82
20.	VARIOUS STEGANOGRAPHY TECHNIQUES FOR HIDING INFORMATION: A SURVEY <i>SANJEEB KUMAR BEHERA</i>	86
	REQUEST FOR FEEDBACK & DISCLAIMER	89

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

FORMER CO-ORDINATOR**DR. S. GARG**

Faculty, Shree Ram Institute of Business & Management, Urjani

ADVISORS**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.), Maharaja Agrasen College, Jagadhri

EDITOR**PROF. R. K. SHARMA**

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

EDITORIAL ADVISORY BOARD**DR. RAJESH MODI**

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

PROF. PARVEEN KUMAR

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

PROF. H. R. SHARMA

Director, Chhatrapati 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), Guru Gobind Singh I. P. University, Delhi

PROF. R. K. CHOUDHARY

Director, Asia Pacific Institute of Information Technology, Panipat

DR. ASHWANI KUSH

Head, Computer Science, University College, Kurukshetra University, Kurukshetra

DR. BHARAT BHUSHAN

Head, Department of Computer Science & Applications, Guru Nanak Khalsa College, 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, Kurukshetra University, Kurukshetra

DR. MOHENDER KUMAR GUPTA

Associate Professor, P. J. L. N. Government College, Faridabad

DR. SHIVAKUMAR DEENE

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

DR. BHAVET

Faculty, Shree Ram Institute of Engineering & Technology, 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, Aligarh Muslim University, Aligarh, U.P.

ASHISH CHOPRA

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

FORMER TECHNICAL ADVISOR

AMITA

Faculty, Government M. S., Mohali

FINANCIAL ADVISORS

DICKIN GOYAL

Advocate & Tax Adviser, Panchkula

NEENA

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

LEGAL ADVISORS

JITENDER S. CHAHAL

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

CHANDER BHUSHAN SHARMA

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

SUPERINTENDENT

SURENDER KUMAR POONIA

CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to the recent developments & practices in the areas of Computer Science & Applications; Commerce; Business; Finance; Marketing; Human Resource Management; General Management; Banking; Economics; Tourism Administration & Management; Education; Law; Library & Information Science; Defence & Strategic Studies; Electronic Science; Corporate Governance; Industrial Relations; and emerging paradigms in allied subjects like Accounting; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Rural Economics; Co-operation; Demography; Development Planning; Development Studies; Applied Economics; Development Economics; Business Economics; Monetary Policy; Public Policy Economics; Real Estate; Regional Economics; Political Science; Continuing Education; Labour Welfare; Philosophy; Psychology; Sociology; Tax Accounting; Advertising & Promotion Management; Management Information Systems (MIS); Business Law; Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labour Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; International Relations; Human Rights & Duties; Public Administration; Population Studies; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism & Hospitality; Transportation Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic; Web Design and emerging paradigms in allied subjects.

Anybody can submit the **soft copy** of unpublished novel; original; empirical and high quality **research work/manuscript** **anytime** in **M.S. Word format** after preparing the same as per our **GUIDELINES FOR SUBMISSION**; at our email address i.e. infoijrcm@gmail.com or online by clicking the link **online submission** as given on our website ([FOR ONLINE SUBMISSION, CLICK HERE](#)).

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. COVERING LETTER FOR SUBMISSION:

DATED: _____

THE EDITOR

IJRCM

Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF _____.

(e.g. Finance/Mkt./HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)

DEAR SIR/MADAM

Please find my submission of manuscript titled ' _____ ' for likely publication in one of your journals.

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

I affirm that all the co-authors of this manuscript have seen the submitted version of the manuscript and have agreed to inclusion of their names as co-authors.

Also, if my/our manuscript is accepted, I agree to comply with the formalities as given on the website of the journal. The Journal has discretion to publish our contribution in any of its journals.

NAME OF CORRESPONDING AUTHOR

Designation/Post*

Institution/College/University with full address & Pin Code

Residential address with Pin Code

Mobile Number (s) with country ISD code

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

Landline Number (s) with country ISD code

E-mail Address

Alternate E-mail Address

Nationality

* i.e. Alumnus (Male Alumni), Alumna (Female Alumni), Student, Research Scholar (M. Phil), Research Scholar (Ph. D.), JRF, Research Assistant, Assistant Lecturer, Lecturer, Senior Lecturer, Junior Assistant Professor, Assistant Professor, Senior Assistant Professor, Co-ordinator, Reader, Associate Professor, Professor, Head, Vice-Principal, Dy. Director, Principal, Director, Dean, President, Vice Chancellor, Industry Designation etc. **The qualification of author is not acceptable for the purpose.**

NOTES:

- a) The whole manuscript has to be in **ONE MS WORD FILE** only, which will start from the covering letter, inside the manuscript. **pdf. version is liable to be rejected without any consideration.**
 - b) The sender is required to mention the following in the **SUBJECT COLUMN** of the mail:
New Manuscript for Review in the area of (e.g. Finance/Marketing/HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)
 - c) There is no need to give any text in the body of the mail, except the cases where the author wishes to give any **specific message** w.r.t. to the manuscript.
 - d) The total size of the file containing the manuscript is expected to be below **1000 KB**.
 - e) Only the **Abstract will not be considered for review** and the author is required to submit the **complete manuscript** in the first instance.
 - f) **The journal gives acknowledgement w.r.t. the receipt of every email within twenty-four hours** and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of the manuscript, within two days of its submission, the corresponding author is required to demand for the same by sending a separate mail to the journal.
 - g) The author (s) name or details should not appear anywhere on the body of the manuscript, except on the covering letter and the cover page of the manuscript, in the manner as mentioned in the guidelines.
2. **MANUSCRIPT TITLE:** The title of the paper should be typed in **bold letters, centered and fully capitalised**.
 3. **AUTHOR NAME (S) & AFFILIATIONS:** Author (s) **name, designation, affiliation (s), address, mobile/landline number (s), and email/alternate email address** should be given underneath the title.
 4. **ACKNOWLEDGMENTS:** Acknowledgements can be given to reviewers, guides, funding institutions, etc., if any.
 5. **ABSTRACT:** Abstract should be in **fully Italic printing**, ranging between **150 to 300 words**. The abstract must be informative and elucidating the background, aims, methods, results & conclusion in a **SINGLE PARA**. **Abbreviations must be mentioned in full.**
 6. **KEYWORDS:** Abstract must be followed by a list of keywords, subject to the maximum of **five**. These should be arranged in alphabetic order separated by commas and full stop at the end. All words of the keywords, including the first one should be in small letters, except special words e.g. name of the Countries, abbreviations etc.
 7. **JEL CODE:** Provide the appropriate Journal of Economic Literature Classification System code (s). JEL codes are available at www.aea-web.org/econlit/jelCodes.php. However, mentioning of JEL Code is not mandatory.
 8. **MANUSCRIPT:** Manuscript must be in **BRITISH ENGLISH** prepared on a standard A4 size **PORTRAIT SETTING PAPER**. **It should be free from any errors i.e. grammatical, spelling or punctuation. It must be thoroughly edited at your end.**
 9. **HEADINGS:** All the headings must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
 10. **SUB-HEADINGS:** All the sub-headings must be bold-faced, aligned left and fully capitalised.
 11. **MAIN TEXT:**

THE MAIN TEXT SHOULD FOLLOW THE FOLLOWING SEQUENCE:**INTRODUCTION****REVIEW OF LITERATURE****NEED/IMPORTANCE OF THE STUDY****STATEMENT OF THE PROBLEM****OBJECTIVES****HYPOTHESIS (ES)****RESEARCH METHODOLOGY****RESULTS & DISCUSSION****FINDINGS****RECOMMENDATIONS/SUGGESTIONS****CONCLUSIONS****LIMITATIONS****SCOPE FOR FURTHER RESEARCH****REFERENCES****APPENDIX/ANNEXURE**

The manuscript should preferably be in **2000 to 5000 WORDS**, But the limits can vary depending on the nature of the manuscript.

12. **FIGURES & TABLES:** These should be simple, crystal **CLEAR, centered, separately numbered** & self-explained, and the **titles must be above the table/figure**. **Sources of data should be mentioned below the table/figure**. *It should be ensured that the tables/figures are referred to from the main text.*
13. **EQUATIONS/FORMULAE:** These should be consecutively numbered in parenthesis, left aligned with equation/formulae number placed at the right. The equation editor provided with standard versions of Microsoft Word may be utilised. If any other equation editor is utilised, author must confirm that these equations may be viewed and edited in versions of Microsoft Office that does not have the editor.
14. **ACRONYMS:** These should not be used in the abstract. The use of acronyms is elsewhere is acceptable. Acronyms should be defined on its first use in each section e.g. Reserve Bank of India (RBI). Acronyms should be redefined on first use in subsequent sections.
15. **REFERENCES:** The list of all references should be alphabetically arranged. **The author (s) should mention only the actually utilised references in the preparation of manuscript** and they may follow Harvard Style of Referencing. **Also check to ensure that everything that you are including in the reference section is duly cited in the paper**. The author (s) are supposed to follow the references as per the following:
 - All works cited in the text (including sources for tables and figures) should be listed alphabetically.
 - Use (ed.) for one editor, and (ed.s) for multiple editors.
 - When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc., in chronologically ascending order.
 - Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
 - The title of books and journals should be in italic printing. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
 - For titles in a language other than English, provide an English translation in parenthesis.
 - **Headers, footers, endnotes and footnotes should not be used in the document.** However, **you can mention short notes to elucidate some specific point**, which may be placed in number orders before the references.

PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:

BOOKS

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

CONTRIBUTIONS TO BOOKS

- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

JOURNAL AND OTHER ARTICLES

- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

CONFERENCE PAPERS

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19-23

UNPUBLISHED DISSERTATIONS

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

ONLINE RESOURCES

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

WEBSITES

- Garg, Bhavet (2011): Towards a New Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>

AN EMPIRICAL STUDY OF EDP CELLS IN COLLEGES**DR. N. KESAVAN****ASST. PROFESSOR****DDE****ANNAMALAI UNIVERSITY****ANNAMALAI****R. SANGEETHA****RESEARCH SCHOLAR, BHARATHIAR UNIVERSITY, COIMBATORE; &****ASST. PROFESSOR****DEPARTMENT OF COMMERCE****SDNB VAISHNAV COLLEGE FOR WOMEN****CHENNAI****ABSTRACT**

Entrepreneurship refers to the functions performed by an entrepreneur in establishing an enterprise. Entrepreneurship is described as the function of handling economic activity, undertaking risk, creating something new and organizing and coordinating resources. It is recognized as an involvement of the fusion of capital, technology and human talent. It is a dynamic and risky process. Entrepreneurship is both an art as well as science. Entrepreneurship can't grow in vacuum. It requires an environment in which an entrepreneur can learn and discharge his functions. Stepanek identifies intelligence, motivation, knowledge and opportunity as the pre-requisites for Entrepreneurial Development. Entrepreneurs must be endowed with intelligence. Motivation is not inherited but a personal and cultural trait. Knowledge can be acquired through formal education and experience. Entrepreneurs can overcome many obstacles to development and if given sufficient time, can create opportunity. It is very difficult to measure quantitatively the ability to use knowledge intelligently, to seize opportunity and to inject the spark of innovation and creativity. EDP may be defined as "a programme designed to help an individual in strengthening his entrepreneurial motive and in acquiring skills and capabilities". EDP Cells conduct Entrepreneurship Training Program which provides training in jewellery designing, fabric painting, printing, embroidery, jute products, pot designing, artificial floral arrangement, tailoring etc. This boosts up the entrepreneurial quality as well as the self-confidence in the students for pursuing a career in such businesses. Questionnaires were distributed to 100 college students. Percentage Analysis and Factor Analysis to analyze student's perception as regards EDP Cells in Colleges was done using SPSS package.

KEYWORDS

entrepreneurship, entrepreneurial development, entrepreneurship training programs.

INTRODUCTION**THE CONCEPT OF ENTREPRENEURIAL DEVELOPMENT**

Development of entrepreneurship incorporates four basic issues viz

- 1) The availability of material resources
- 2) The selection of real entrepreneurs
- 3) The formation of industrial units &
- 4) Policy formulation for the development of the region

All these issues are closely inter-related. given the resources and the entrepreneurs expected to exploit them, the focal issues that remains is that of the industrial units, particularly because it affects the proper utilization of raw material & the marketing of the product. An interaction of the first 2 variables & the ground work created by the third one depends on the specific policies which constantly supervise the direction of the process of economic development of the region.

Development of an entrepreneur means inculcating entrepreneurial traits into a person, imparting the required knowledge, the technical, financial, marketing & managerial skills and building the entrepreneurial attitude. The development involves equipping a person with the information used for enterprises building and sharpening his entrepreneurial skills

Entrepreneurial development is an organized and systematic development; it is now regarded as a tool of industrialization and a solution to unemployment problem. The objective of entrepreneurial development is to motivate a person for entrepreneurial career and to make him capable of perceiving and exploiting successful opportunities for enterprises. One trained entrepreneur can guide others on how to start their own enterprises and approach various institutions. In fact, trained entrepreneurs become catalyst of developing industry and economic progress.

Entrepreneurial development programme (EDP) may be defined as "a programme designed to help an individual in strengthening his entrepreneurial motive and in acquiring skills and capability necessary for playing his entrepreneurs role effectively. It is necessary to promote his understanding of motives and their impact on entrepreneurial value and behavior for his purpose

ENTREPRENEURSHIP DEVELOPMENT PROGRAMMES (EDP)

he EDP are offered by both the government organization as well as non-government organization(NGO's). Initially the small industrial extension & training (SIET), Hyderabad selected 52 young people in 1971 from business & industrial community & offered a 3 months training programme and motivated the participants to be entrepreneurs. This was the humble beginning of a massive programme of ED. At present, there are about 700 all India & state level financial institution & public sector bank like Indian bank, canara bank, state bank of India etc conducting short and the educational development programmes. In IT industry many training institutions offer specific programmes after which a trainee can start his/ her own enterprises

OBJECTIVES OF EDP

The important objective of EDP can be started as follows

- 1) Developing and strengthening entrepreneurial quality in them.
- 2) Analyzing environmental setup as to small business and industry
- 3) Selecting project
- 4) Formulating the project
- 5) Understanding the process and procedure of setting up of a small enterprise
- 6) Knowing the sources of assistance available for setting up an enterprise

- 7) Acquiring the necessary managerial skills for managing an enterprise
- 8) Knowing the pros and cons of being an entrepreneur.
- 9) Acquainting the required entrepreneurial discipline
- 10) identifying and training potential entrepreneurs
- 11) providing post-training assistance
- 12) accelerating industrial development
- 13) solving unemployment problem

SHORT TERM OBJECTIVES

They imply the objectives which are to be achieved immediately after the completion of the programme. Preparing a personality for the entrepreneurial venture, making him competent to scan the environment and situation within the existing regulatory framework are the short term objectives.

LONG TERM OBJECTIVES

An entrepreneurial development programme seeks to equip the participants with all the skills required for the establishment and smooth running of business ventures. The ultimate objective is that the participant under training should establish their own venture.

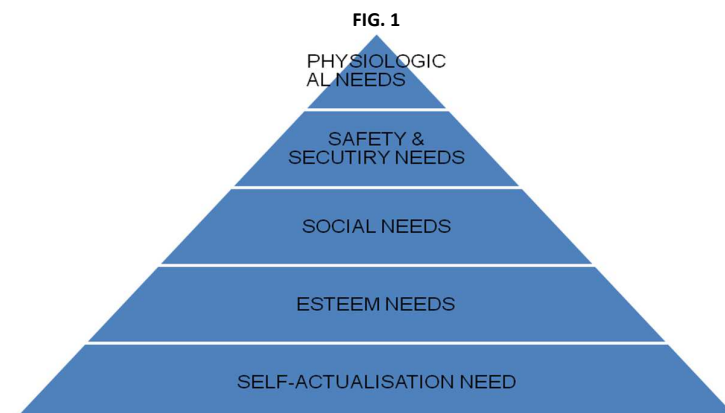
NEED FOR TRAINING AND DEVELOPMENT

The need for EDP can be understood from the following:

1. **Essential for economic development of a country:** EDP is considered as very essential for the economic development of a nation. Entrepreneurs use the factors of production to a maximum extent, create innovations, generate employment, and improve the standard of living of people, which result in overall development and growth of a nation.
2. **Removes the unemployment problem:** Unemployment has serious effect. Idle hands are the symptoms of economic waste. Worklessness is the worst of all the evils. EDP plays an important role in solving the problem of unemployment.
3. **Removes poverty:** Poverty is considered as a serious illness among any nation. EDP by enabling overall development and providing employment opportunities to a larger number of people helps in removing poverty among the people.

ENTREPRENEURIAL TRAINING

Entrepreneurial training is provided through EDPs. The focus shall be to develop motivation through training and education. Factors that motivate people to become entrepreneurs vary from individual to individual. Some may be motivated by economic factors like profit, some by self-esteem, some by social needs etc. The Maslow's theory, called the Maslow's Need Hierarchy Theory classifies the human needs into five different categories in order of priority from basic needs. It is because the basic needs are to be satisfied one after the other as without satisfying one. A person cannot even think of the other need.



1. Physiological needs like food, clothing, shelter, air, water and other necessities of life.
2. Safety and security needs like economic security and protection from physical dangers
3. Social needs refer to a sense of belonging recognition, acceptance, interaction, etc.
4. Esteem needs which are in terms of self-esteem, self-respect, self-confidence, achievement, competence, knowledge, independence, reputation etc.
5. Self-actualization need is the final stage which aims at self fulfillment. Once this need is satisfied, human needs cease to be a motivating factor.

The first two needs are for general people in the society, it is the other three needs that build up the fire in the person to become an entrepreneur.

PHASES OF EDP

1. INITIAL OR PRE-TRAINING PHASE

This phase includes the activities and the preparations required to launch the training programme. The main activities are:

- a) Creation of infrastructure for training
- b) Preparation of training syllabus
- c) Tie up of guest faculty
- d) Arrangement for inauguration of the programme
- e) Designing tools and techniques for selecting trainees
- f) Formation of selection committee
- g) Publicity campaign for the programme
- h) Development of application form
- i) Pre-potential survey of environmental opportunities

2. TRAINING OR DEVELOPMENT PHASE

During this phase the training programme is implemented to develop motivation and skills among the participants. The objective of this phase is to bring desirable changes in the behavior of the trainees. The trainers have to judge how much and how far the trainees have moved in their entrepreneurial pursuits.

- a) Is he attitudinally very strongly towards his proposed project idea?
- b) Is he motivated to plunge for entrepreneurial venture & risk that is expected of an entrepreneur?
- c) Is there any change in his entrepreneurial outlook, role and skill?
- d) How should he behave like an entrepreneur?
- e) What kind of entrepreneurial behaviour does the trainee lack?
- f) Does he possess the knowledge of technology, resources and other related entrepreneurial knowledge?
- g) Is he skillful in choosing the right project mobilizing the right resources at the right time?

3. POST-TRAINING PHASE

This phase involves assessment to judge how far the objectives of the programmes have been achieved. Monitoring and follow up reveals draw backs in the earlier phases and suggests guidelines for framing the future policy. In this phase, infrastructural support, counseling and assistance in establishing new enterprise and in developing the existing units can also be reviewed.

Selection of potential entrepreneurs has two essential components namely:

- i) Identification of entrepreneurial traits in the potential entrepreneurs and
- ii) Identification of suitable and viable opportunity or enterprise (project) for each identified entrepreneur.

ANALYSIS OF DATA**AGE****TABLE 1: AGE OF RESPONDENTS**

PARTICULARS	FREQUENCY	PERCENTAGE
18	26	26
19	53	53
20	21	21
TOTAL	100	100

Source: Questionnaire.

Table 1 shows that majority of the students are 19 years of age.

INCOME LEVEL**TABLE 2: FAMILY INCOME**

PARTICULARS	FREQUENCY	PERCENTAGE
25000 – 50000	71	71
50001 – 100000	20	20
ABOVE 100000	9	9
TOTAL	100	100

Source: Questionnaire.

Table 2 shows that majority of the student's family income is between Rs. 25000- 50000.

YEAR OF STUDY**TABLE 3: YEAR OF STUDY**

PARTICULARS	FREQUENCY	PERCENTAGE
I YEAR	18	18
II YEAR	54	54
III YEAR	28	28
TOTAL	100	100

Source: Questionnaire.

Table 3 shows that majority of the II year students are EDP cell members

FACTOR ANALYSIS FOR IDENTIFYING RELATIONSHIP FACTORS

Factor analysis has been applied to investigate the underlying structure of the variables that influence students' attitude towards EDP cells. KMO measure of sampling adequacy is 0.730 and Bartlett's test shows a significance of 0.000. Therefore, factor analysis can be applied to 14 variables measuring perception of students as regards the EDP cells in colleges. The anti-image matrices of variables measuring perception of students as regards the EDP cells in colleges was calculated and it is observed that all measures of sampling adequacy (MSA) being more than 0.5, all the 14 variables can be subjected to factor analysis. The Principal Component Method of factor analysis method and Varimax rotation method have been used to group the 14 variables measuring perception of students as regards the EDP cells in colleges into factors.

TABLE 4: ROTATED COMPONENT MATRIX

Variable	Component			
	1	2	3	4
EDP cell motivates me to start a business which my family supports	.344	.586	.212	-.162
EDP cell has taught me about government incentives to start a business	.111	.145	.029	.851
EDP cells makes society appreciate young entrepreneurs	.029	.202	.692	-.226
EDP cell has moulded me to a person capable of taking financial risk	.748	.096	.142	-.247
EDP cell has taught me not to be afraid of the hurdles in business	.846	.032	.103	.148
EDP cell has taught me bear any type of pressure in business	.769	.274	.035	.157
EDP cell has taught me that becoming an entrepreneur is easy due to government support	-.018	-.138	.103	.639
EDP cell motivates me to start a business to gain social status	.221	.457	.663	.084
EDP cell motivates me to start a business using adequate resources in my family	.124	.819	.024	-.002
EDP cell has taught me that I can achieve better by utilising better opportunities in society	.073	.097	.832	.141
EDP cell has taught me that the society favours new entrepreneurs	.208	-.029	.581	.338
EDP cell has made me acquire adequate knowledge about business operations	.500	.391	.329	.192
EDP cell has trained me to utilize well acquainted technical knowledge of my family members to start a business	.311	.554	.136	-.295
EDP cell motivates me to start a business with family resources	-.022	.721	.184	.124

Extraction method: Principal Component Analysis.

Rotation method: Varimax with Kaiser normalization.

TABLE 5: NAMING OF FACTORS

Sl.no.	Overall sample n= 100
Factor 1	Family
Factor 2	Society
Factor 3	Personal traits
Factor 4	Government policies
% of total variance explained	61.395%

TABLE 6: VARIABLES IN RESPECTIVE FACTORS

Factors	Variables	Factor loadings
Factor 1 Family	EDP cell motivates me to start a business which my family supports	0.586
	EDP cell motivates me to start a business using adequate resources in my family	0.819
	EDP cell has trained me to utilize well acquainted technical knowledge of my family members to start a business	.554
	EDP cell motivates me to start a business with family resources	.721
Factor 2 Society	EDP cells makes society appreciate young entrepreneurs	.692
	EDP cell motivates me to start a business to gain social status	.663
	EDP cell has taught me that the society favours new entrepreneurs	0.581
	EDP cell has taught me that I can achieve better by utilising better opportunities in society	.832
Factor 3 Personal traits	EDP cell has made me acquire adequate knowledge about business operations	.500
	EDP cell has moulded me to a person capable of taking financial risk	.748
	EDP cell has taught me not to be afraid of the hurdles in business	.846
	EDP cell has taught me bear any type of pressure in business	.769
Factor 4 govern- ment policies	EDP cell has taught me that becoming an entrepreneur is easy due to government support	.639
	EDP cell has taught me about government incentives to start a business	.851

Extraction method: Principal Component Analysis.

Rotation method: Varimax with Kaiser normalization.

Tables 4,5 & 6 shows that principal component method of factor analysis and the varimax rotation method have been used to group the 14 variables into 4 factors. The most dominant factor is, 'family', which comprises of 4 variables viz, support, resource, technical knowledge, etc and this explains (31%) of the variance. The second factor is "society" which comprises of society appreciates young entrepreneurs, status, utilising opportunities in the society etc. This explains (12%) of variance. The third factor is 'personal traits' and it includes 4 variables viz, knowledge of business operations, capacity to take financial risk, not afraid of hurdles, bearing the pressure in business. This explains (10.5%) of variance. The fourth factor is 'government policies' comprising of 2 variables viz, Govt support & incentives for business. This factor explains (7.895%) of the variance.

FINDINGS & CONCLUSION

Conduct of EDPs has now become very common in India. Every year hundreds of EDPs are conducted by more than 650 organizations to give entrepreneurial training. Thousands of participants are attending the programme will not help developing nation. The need of the hour is making them to start a venture. In other words, its success depends upon turning the participants into entrepreneurs.

So far many studies have been conducted to evaluate EDPs effectiveness. Recently, Entrepreneurship Development Institute of India (EDII) located at Ahmadabad conducted a study at national level to evaluate EDPs. The study found that only about 25% of the participants actually started enterprises after undergoing EDP. This shows that there are more problems in the conducting of EDPs by the EDP cells. Basically the EDP cells aim at bringing up self-employment to the trainees where it is finding some fault in it.

REFERENCES

1. Kirti, 'Organisational Conflict and Most Preferred Conflict Management Styles (A Research Study Conducted at NTPC, Patna)', International Journal of Research In Commerce & Management, Volume No. 7 (2016), Issue No. 5 (May), ISSN 0976 - 2183, pp. 92-100.
2. Misael Jaleta & Dr. J. Paul Mansingh, 'Entrepreneurial Motivation of Women: The Case of Ambo Town Micro and Small Enterprises, Ambo, Ethiopia', International Journal of Research In Computer Application & Management, Vol. No. 5 (2015), Issue No. 8 (August), ISSN 2231 – 1009, pp. 27-31.
3. Lucky Cahyana Subadi S.Pd, MM & Dr. Ir. Liliana Dewi, M.M., 'Project Approach in Teaching Budgeting Subject to Student Entrepreneurial Profile in Ciputra University, Surabaya, Indonesia', International Journal of Research In Commerce, Economics & Management, Volume No. 5 (2015), Issue No. 10 (October), ISSN 2231 – 4245, pp. 66-68.
4. Dr. B. Kannan. & R. Dhanabal, 'Youth Entrepreneurship Development', International Journal of Research In Commerce, IT & Management, Volume No. 5 (2016), Issue No. 5 (May), ISSN 2231-5756, pp. 85-87.

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 to supply your critical comments and suggestions about the material published in this issue, as well as on the journal as a whole, on our e-mail **infoijrcm@gmail.com** for further improvements in the interest of research.

If you have any queries, please feel free to contact us on our e-mail infoijrcm@gmail.com.

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward to an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-

Co-ordinator

DISCLAIMER

The information and opinions presented in the Journal reflect the views of the authors and not of the Journal or its Editorial Board or the Publishers/Editors. Publication does not constitute endorsement by the journal. Neither the Journal nor its publishers/Editors/Editorial Board nor anyone else involved in creating, producing or delivering the journal or the materials contained therein, assumes any liability or responsibility for the accuracy, completeness, or usefulness of any information provided in the journal, nor shall they be liable for any direct, indirect, incidental, special, consequential or punitive damages arising out of the use of information/material contained in the journal. The journal, neither its publishers/Editors/ Editorial Board, nor any other party involved in the preparation of material contained in the journal represents or warrants that the information contained herein is in every respect accurate or complete, and they are not responsible for any errors or omissions or for the results obtained from the use of such material. Readers are encouraged to confirm the information contained herein with other sources. The responsibility of the contents and the opinions expressed in this journal are exclusively of the author (s) concerned.

ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

Our Other Journals

