

INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION & MANAGEMENT

IJR
CM



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

Indexed & Listed at:

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

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

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 5000 Cities in 187 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.	CLOUD BASED TECHNO-ECONOMY MODEL FOR RURAL SECTOR <i>RUCHIR SAXENA & DR. RIPURANJAN SINHA</i>	1
2.	EVALUATION OF FINANCIAL PERFORMANCE OF STEEL INDUSTRY OF INDIA <i>V. KASTHURI & DR. R. VENKATACHAM</i>	8
3.	IMPACT OF I.T. IN HUMAN RESOURCE PRACTICES AND COMPETENCY <i>DEEPAK KUMAR, DR. NIRDOSH KUMAR AGARWAL & DR. SUBODH NALWAYA</i>	14
4.	A STUDY OF CUSTOMER PREFERENCES OF MOBILE BANKING AND BARRIERS IN ADOPTION OF MOBILE BANKING SERVICES IN SELECTED CO-OPERATIVE BANKS IN PUNE CITY <i>SHRI AMOL D LONDHE & P. CHATTOPADHYAY</i>	17
5.	DATA MINING AND IDS (INTRUSION DETECTION SYSTEM) <i>P. RAMACHANDRAN & DR. R. BALASUBRAMANIAN</i>	22
6.	IDENTIFICATION OF HIPOS AMONGST HIGH PERFORMING EMPLOYEES AND THEIR DEVELOPMENT <i>ADITH DEV AKKARA, VIDHAN SHARMA, VAISHALI RAJANI, DR. RAVINDER KAUR</i>	25
7.	DIGITAL MARKETING: THE SUCCESS MANTRA <i>V.SRAVANI CHARI</i>	30
8.	TEXTILE EXPORTERS IN INDIA: A CASE STUDY OF TIRUPUR <i>DR. G. YOGANANDAN</i>	33
9.	A STUDY ON INVESTMENT PATTERN OF GOVERNMENT EMPLOYEES AND PRIVATE EMPLOYEES IN COIMBATORE CITY <i>DR. K. KANNIAMMAL & JANNET.A</i>	37
10.	IMPACT OF TURNOVER RATIOS ON PROFITABILITY: SPECIAL REFERENCE TO TWO AND THREE WHEELERS SECTOR IN INDIA <i>V.SANGEETHA & DR. M. KRISHNAVENI</i>	41
11.	THE CAUSATIVE EFFECT OF ADVERTISEMENT ON SALES <i>JAKKIREDDY SURESH REDDY & MULINTI CHINNA PULLAIAH</i>	48
12.	DIGITAL DIVIDE: CONSEQUENCES AND REMEDIAL MEASURES <i>M MAQBOOL PALA</i>	52
13.	SCHEDULING BASED NOTIFIED TRACKING BY RAILWAY NETWORK USING MOBILE USER APPLICATION <i>S. ARUNKUMAR</i>	54
14.	THE IMPACT OF EMPLOYEE EMPOWERMENT ON JOB SATISFACTION: A COMPARATIVE STUDY BETWEEN PUBLIC AND PRIVATE SECTOR FIRMS IN KERALA <i>BINDU R</i>	56
15.	ANALYSIS AND GROWTH OF SIKKIM HANDLOOM AND HANDICRAFTS INDUSTRY <i>TENZING DORJEE BHUTIA & RISHI THAPA</i>	59
16.	ASSESSMENT OF THE IMPACT OF COMPUTERIZED ACCOUNTING INFORMATION SYSTEMS ON AUDIT RISK: THE CASE OF AUTHORIZED ACCOUNTANTS ENGAGED IN NEKEMTE TOWN <i>KENO TELILA MIJENA</i>	63
17.	BANK SELECTION CRITERIA EMPLOYED BY CORPORATE CUSTOMERS: A CASE STUDY ON TEN SELECTED COMMERCIAL BANKS IN ADDIS ABABA CITY ETHIOPIA <i>MUSE BEYENE</i>	68
18.	PANCHAYATI RAJ IN HIMACHAL PRADESH: AN INTRODUCTION <i>KHEM RAJ</i>	85
19.	A STUDY ON CONSUMERS' BEHAVIOUR IN BUYING GOODS ONLINE WITH REFERENCE TO THOOTHUKUDI DISTRICT <i>R. ANANTHA LAXMI</i>	89
20.	URBAN DEVELOPMENT WITH DIVERSIFICATION OF FUND: A CASE STUDY <i>RUPAK KARMAKAR</i>	93
	REQUEST FOR FEEDBACK & DISCLAIMER	96

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>


EVALUATION OF FINANCIAL PERFORMANCE OF STEEL INDUSTRY OF INDIA**V. KASTHURI****RESEARCH SCHOLAR****DEPARTMENT OF ECONOMICS****ERODE ARTS & SCIENCE COLLEGE****ERODE****DR. R. VENKATACHAM****PRINCIPAL****ERODE ARTS & SCIENCE COLLEGE****ERODE****ABSTRACT**

Iron and Steel Industry is importance for the economic development of a country in terms of foreign exchange, employment generation, infrastructure development and technology. It is one of the most energy intensive sectors in Indian economy. The Steel Industry is a fundamental sector for development of nation. The level of per capita consumption of steel is treated as an important index of the level of socioeconomic development and standard of living of the people in any country. At present, India is world's second largest producer of steel. High demand of Iron and steel by sectors like, Infrastructure, Automobile and Real estate have given a boost to Iron and Steel Industry in India. Combined with huge production to the export of Iron and steel has also grown by 12.5%.

KEYWORDS

steel industry, iron industry.

INTRODUCTION

teel is fundamental to the development of any nation. The level of per capita consumption of steel is treated as an important index of the level of socioeconomic development and standard of living of the people in any country. It is a product of a large and technologically complex industry having strong forward and backward linkages in terms of material flows and income generation. All major industrial economies are characterized by the existence of a strong Iron and Steel Industry and the growth of many of these economies has been largely shaped by the strength of their steel industry in their initial stages of development. Iron and Steel Industry was revolution in the liberalization of the industrial sector and has made rapid strides since then. The new Greenfield plants represent the latest in technology.

STATEMENT OF THE PROBLEM

Iron and Steel Industry is importance for the economic development of a country in terms of foreign exchange, employment generation, infrastructure development and technology. It is one of the most energy intensive sectors in India economy. The government is planning a massive enhancement of the iron and steel production capacity of India with the modernization of the existing iron and steel plants.

OBJECTIVES OF THE STUDY

1. To evaluate the financial performance of Steel Industry in India.
2. To measure the liquidity position of Steel Industry in India.
3. To analyze the profitability position of Steel Industry in India.

HYPOTHESES OF THE STUDY

In the light of objectives, the hypotheses of the study are as follows:

H₁: There is no significant impact of sales on liquidity position of Steel Industry in India.

H₂: There is no significant impact of sales on profitability position of Steel Industry in India.

H₃: There is no significant impact of sales on solvency position of Steel Industry in India.

The term 'financial performance analysis also known as analysis and interpretation of financial statements', refers to the process of determining financial strength and weaknesses of the firm by establishing strategic relationship between the items of the balance sheet, profit and loss account and other operative data. 'Financial performance analysis is a process of evaluating the relationship between component parts of a financial statement to obtain a better understanding of a firm's position and performance. The purpose of financial analysis is to diagnose the information contained in financial statements so as to judge the profitability and financial soundness of the firm. Just like a doctor examines his patient by recording his body temperature, blood pressure etc. Before making this conclusion, regarding the illness and before giving his treatment.

A financial analyst analyses the financial statements with various tools of analysis before commenting upon the financial health or weaknesses of an enterprise. The analysis and interpretation of financial statements is essential to bring out the mystery behind the figures in financial statements. Financial statements analysis is an attempt to determine the significance and meaning of the financial statement data so that forecast may be made of the future earnings, ability to pay interest and debt maturities (both current and long term) and profitability of a sound divided policy.

Financial performance refers to the act of performing financial activity. In broader sense, financial performance refers to the degree to which financial objectives being or has been accomplished. It is the process of measuring the results of a firm's policies and operations in monetary terms. It is used to measure firm's overall financial health over a given period of time and can also be used to compare similar firms across the same industry or to compare industries or sectors in aggregation. In short, the firm itself as well as various interested groups such as managers, shareholders, creditors, tax authorities, and others.

Ratio analysis is a technique of analysis and interpretation of financial statement. It is the process of establishing and interpreting various ratios for helping in making certain decisions. It is the only means of better understanding of financial strengths and weakness of a firm.

There are various ratios which can be calculated from the information given in the financial statements, but in the study we select the appropriate data and calculate only a few appropriate ratios. The important ratios taken are liquidity ratio, long term solvency activity and profitability ratios. To measure firm's overall financial health over a given period of time and can also be used to compare similar firms across the same industry or to compare industries or sectors in aggregation. In short, the firm itself as well as various interested groups such as managers, shareholders, creditors, tax authorities, and others.

Ratio analysis is a technique of analysis and interpretation of financial statement. It is the process of establishing and interpreting various ratios for helping in making certain decisions. It is the only means of better understanding of financial strengths and weakness of a firm. There are various ratios which can be calculated

from the information given in the financial statements, but in the study we select the appropriate data and calculate only a few appropriate ratios. The important ratios taken are liquidity ratio, long term solvency activity and profitability ratios.

RESEARCH DESIGN

Research design constitutes the blueprint for the collection, measurement and analysis of data. The research applied in the study is Analytical Research Design. Analytical study is a system of procedures and techniques of analysis applied to quantitative data. It may consist of a system of mathematical models or statistical techniques applicable to numeric data.

SOURCES OF DATA

For the study secondary data is used. The data are collected from the Centre for Monitoring the Indian economy (CMIE), journals, magazine, Bulletins, library sources.

DATA ANALYSIS

The Performance analysis of select Iron and Steel Industry in India were analyzed for the period of ten years from 2006-07 to 2015-2016 with the help of the following tools and techniques.

TOOLS USED FOR THE STUDY

In order to "Evaluation of financial performance of steel industry of India, a number of financial and statistical tools have been applied. Financial tools include liquidity, profitability and solvency ratios have been applied.

OPERATIONAL DEFINITIONS

Current Ratio: The current ratio is a liquidity ratio which estimates the ability of a company to pay back short-term obligations. This ratio is also known as cash asset ratio, cash ratio, and liquidity ratio. A higher current ratio indicates the higher capability of a company to pay back its debts. The formula used for computing current ratio is: current Assets / current liabilities.

Quick Ratio: The quick ratio also referred as the "acid test ratio" or the "quick assets ratio", this ratio is a gauge of the short term liquidity of a firm. The quick ratio is helpful in measuring a company's short term debts with its most liquid assets.

Debt-to-equity ratio: The debt-to-equity ratio is quantification of a firm's financial leverage estimated by dividing the total liabilities by stockholders' equity. This ratio indicates the proportion of equity and debt used by the company to finance its assets.

Interest Coverage ratio: Measures your ability to meet interest payment obligations with business income. Ratios close to 1 indicates company having difficulty generating enough cash flow to pay interest on its debt. Ideally, a ratio should be over 1.5.

Net profit ratio (NP ratio) is a popular profitability ratio that shows relationship between net profit after tax and net sales. It is computed by dividing the net profit (after tax) by net sales. For the purpose of this ratio, net profit is equal to gross profit minus operating expenses and income tax. All non-operating revenues and expenses are not taken into account because the purpose of this ratio is to evaluate the profitability of the business from its primary operations. Examples of non-operating revenues include interest on investments and income from sale of fixed assets. Examples of non-operating expenses include interest on loan and loss on sale of assets.

REVIEW OF LITERATURE

Anshan Lakshmi (2003) "A Study of the Financial Performance with Reference to Steel Industries Kerala Ltd". This study covered from 1977- 1998 to 2001-2002, the objectives of the study was to analyze and evaluate the working capital management, to analyze the liquidity position of the company, to evaluate the receivables, payables and cash management and to suggest ways and means to improve the present date of working capital. The major tools used for the analysis say that the working capital management was every author suggested that the inventory management have to be corrected.

Bardia (2004) in the study on "Liquidity and Management – A case study of Steel Authority of India Limited" analyzed the management of liquidity position of Steel Authority of India Limited, one of the largest public sector steel manufacturing companies of India for the period 1991-92 to 2001-02. The study assessed the liquidity maintained by the steel giant and examined the liquidity position of the company based on some important parameters mainly employed for measuring liquidity. The study has applied comprehensive rank test for comparing the liquidity position of the company. Spearman's rank correlation has been applied to extent of relationship between liquidity and profitability. The study concluded that the liquidity and profitability more in the same direction and Spearman's rank correlation coefficient and students 't' test showed a significant positive association between liquidity and profitability of the company during the period under study.

Sudipta Ghosh (2008) has conducted a case study in liquidity management of Tata Iron and Steel Company (TISCO). During the period of the study, it was found that the liquidity position of the company, on the basis of current ratio as well as quick ratio, was not satisfactory. It indicated that the share of current assets in total assets of the company, on an average, was 29.1 percent during the period of study. The fluctuation in the liquidity position over different years of the study period might be a point for investigation into the financial efforts of the company. It was suggested that to maintain overall control of liquidity position, the company should give special attention to the management of current assets. He found that the degree of influence of liquidity on its profitability was low and insignificant.

Khatik S.K, Varghese Titto (2013) "Financial analysis of steel authority of India limited" states that financial analysis is used to analyze whether an entity is stable, solvent, liquid or profitable enough to be invested in financial analysis is just like doctor who examine the fitness of the human body. For analysis of the financial position of the SAIL, gross profit ratio, net profit and operating ratio, productivity investment and solvency ratios are calculated.

Asha Sharma (2013) his study examined that impact on liquidity as well profitability. The impact on effectiveness and profitability of working capital was tried to find out by measuring the fluctuation in fixed assets, current assets and sales. For this purpose, conducted five years' data from 2008 to 2012 of two major companies in public and private sector of steel industry like Steel Authority of India and Tata Steel Ltd., was undertaken. SAIL and TCS had perfect correlation between its fixed and current ratio and as well they had a perfect correlation with its liquidity and profitability. Keeping in view the miniature amount of finance literature, particularly in profitability, liquidity and working capital, the present study investigates the relationship of the aggressive and conservative financial performance analysis and financial policies and how its impact on profitability. It further examines that efficiency of working capital utilization among the working capital practices of the firms across the different industries.

PROFILE OF THE STEEL INDUSTRY

Steel is considered to be the backbone for the development of modern economy and human civilization. The level of consumption of steel is considered as a vital index to measure the socio-economic development and standard life of people of the country. This product is the outcome of the large and technological complex industry poisoning in terms of material flows and incomes that are strong. The economic status of industries is strong ended by the existence of strong steel industry and the development of these industries at the initial stage is shaped by the steel industry. Industrial sector has made rapid steps with the help of steel industry using it as vanguards. The latest technology used by the green field plant has increased the output and the industry has improved the global economy. The new plants have also brought a great regional dispersion in the western region and earned the domestic supply position. The domestic steel industry has faced new challenges and due to the high cost of commissioning of new projects, the developed markets face many problems. The domestic demand too has not improved to significant level. The litmus test of the steel industry will be to surmount these difficulties and remain globally competitive.

ANALYSIS AND INTERPRETATION

On the basis of secondary data which have been taken from the Centre for Monitoring the Indian economy (CMIE), the results of the present study are presented here as under:

TABLE 1: ACCOUNTING RATIOS OF STEEL INDUSTRY IN INDIA

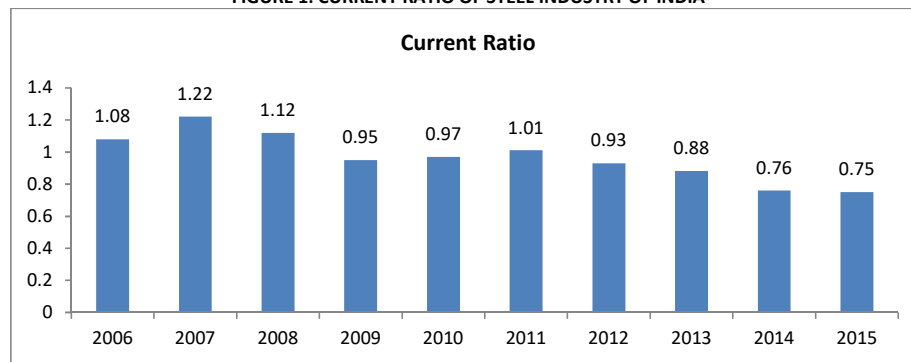
Year	CR	LR	NPR	DER	ICR
2006	1.08	0.71	0.09	1.22	1.82
2007	1.22	0.87	0.16	1.04	1.90
2008	1.12	0.74	0.17	1.05	1.92
2009	0.95	0.61	0.13	1.11	1.61
2010	0.97	0.63	0.13	1.04	1.76
2011	1.01	0.56	0.08	1.04	1.67
2012	0.93	0.47	0.09	1.03	1.47
2013	0.88	0.43	0.08	1.17	1.24
2014	0.76	0.36	0.05	1.27	1.24
2015	0.75	0.35	0.06	1.27	1.23

Source: Centre for Monitoring the Indian economy from 2006-07 to 2015-16.

CR = Current Ratio, DER = Debt Equity Ratio, LR = Liquid Ratio, ICR = Interest Coverage Ratio, NPR = Net Profit Ratio

Table 1 presents the description of financial ratios of Steel Industry of India from 2006-07 to 2015-16. Liquidity position was seemingly not good during study period as it was below to standard. Profitability position has been measure with the help of net profit ratio. It was 0.09 per cent in 2006-07. In 2015-16, profitability position of the industry is declined as net profit ratio was per cent 0.03 per cent. It shows a decreasing trend in rest of the study period. Solvency position of steel industry of India has been checked through debt equity ratio. It shows a positive trend of solvency because of positive shareholder's fund during the study period. The industry is managing its shareholder's fund during the study period. During the study period interest coverage ratio suggests a company can comfortably afford to pay for its debt.

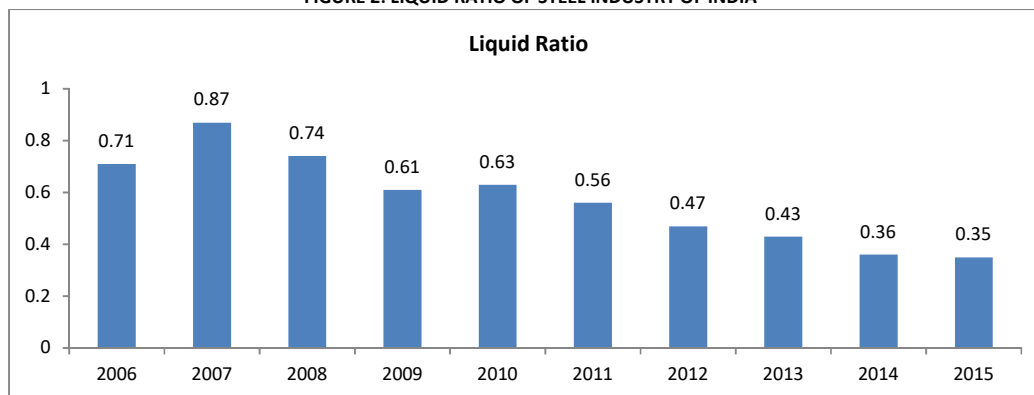
FIGURE 1: CURRENT RATIO OF STEEL INDUSTRY OF INDIA



Source: Centre for Monitoring the Indian economy from 2006-07 to 2015-16.

The above figure presents the trend of current of Steel Industry of India from 2006-07 to 2015-16. It was 1.08 times in 2006-07 which fluctuate during the study period and reached to 0.75 times in 2015-16.

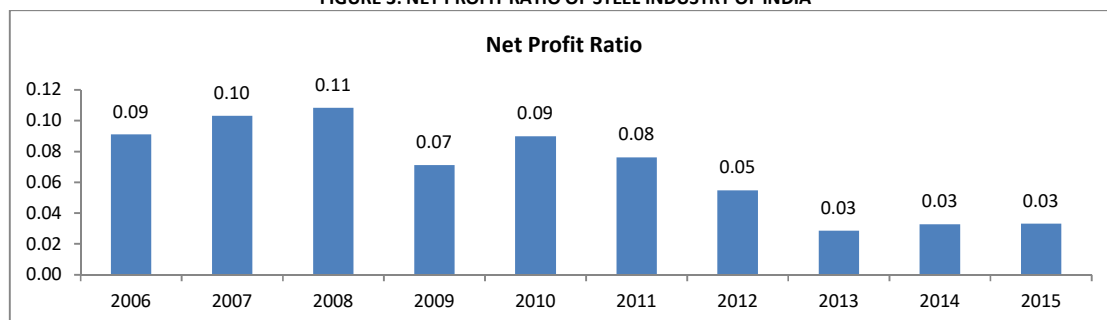
FIGURE 2: LIQUID RATIO OF STEEL INDUSTRY OF INDIA



Source: Centre for Monitoring the Indian economy from 2006-07 to 2015-16.

The above figure shows the liquid ratio of Steel Industry of India from 2006-07 to 2015-16. Liquid ratio was 0.71 times in 2006-07 the next year liquidity position has increased. After that it shows decreasing trend in rest of the study period.

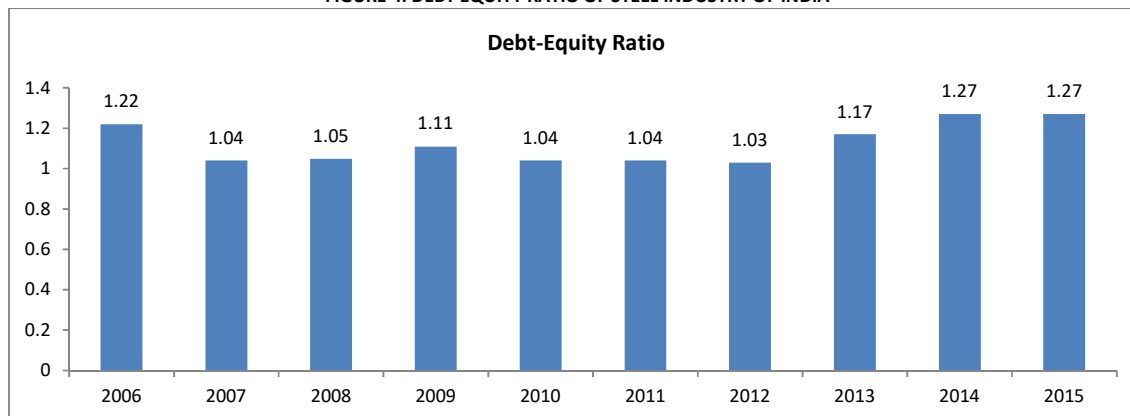
FIGURE 3: NET PROFIT RATIO OF STEEL INDUSTRY OF INDIA



Source: Centre for Monitoring the Indian economy from 2006-07 to 2015-16.

Figure 3 shows the net profit ratio of Steel Industry of India from 2006-07 to 2015-16. Instead of negative shareholders fund the company earned positive profit during the study period. From 2006-07 to 2010-11 increasing trend except 2009-10. In remaining study period net profit ratio was decline and finally it reached to 0.03 in 2015-16.

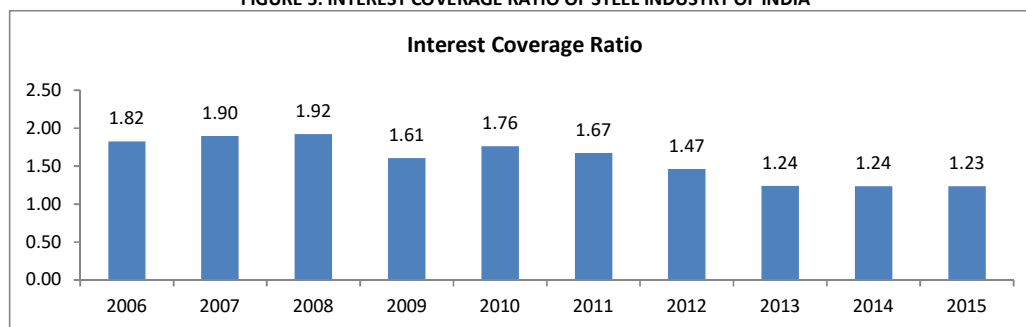
FIGURE 4: DEBT EQUITY RATIO OF STEEL INDUSTRY OF INDIA



Source: Centre for Monitoring the Indian economy from 2006-07 to 2015-16.

Figure 4 shows the trend of debt equity of Steel Industry of India from 2006-07 to 2015-16. The trend shows a positive trend during the study period. The reason behind the positive debt equity ratio is because of positive shareholders fund. It was 1.22 in 2006-07 which is decreased up to 2008-09. During 2009-10 debt equity ratio was increased. After that debt equity ratio was declined and finally it was reached to 1.27 in 2015-16.

FIGURE 5: INTEREST COVERAGE RATIO OF STEEL INDUSTRY OF INDIA



Source: Centre for Monitoring the Indian economy from 2006-07 to 2015-16.

The above figure shows the interest coverage ratio of Steel Industry of India from 2006-07 to 2015-16. It indicates the ability of company to pay its interest charges the trend of ICR shows that the industry generates its adequate profit to pay interest charges. It was 1.82 times in 2006-07 which reached to 1.23 times in 2015-16. Initially interest coverage ratio was increased after 2009-10 some fluctuation in given ratio.

TABLE 2: DESCRIPTIVE STATISTICS OF SALES AND FINANCIAL RATIOS OF STEEL INDUSTRY OF INDIA

Descriptive Statistics			
	Mean	Std. Deviation	N
SALES	225134.46	55953.28	10
CR	0.96	0.14	10
LR	0.57	0.17	10
NPR	0.06	0.03	10
DER	1.12	0.09	10
ICR	1.58	0.27	10

Source: Centre for Monitoring the Indian economy from 2006-07 to 2015-16.

Table 2 presents the statistical description of sales and different accounting ratios of Steel industry of India from 2006-07 to 2015-16. The mean value of sales was Rs. **225134.46** during the study period and standard deviation of sales was **55953.28**. The mean value of liquidity ratio was 0.57 during the study period while debt equity ratio shows a positive mean value of 1.12 indicated positive shareholder's fund.

TABLE 3: CORRELATIONS BETWEEN SALES AND CURRENT RATIO OF STEEL INDUSTRY OF INDIA FROM 2006-07 TO 2015-16

Correlation			
		CR	SALES
Pearson Correlation	CR	1.000	-.834
	SALES	-.834	1.000
Sign (2 tailed)	CR		.003
	SALES	.003	
N	CR	10	10
	SALES	10	10

Source: CMIE

Table 3 presents the correlation between sales and current ratio of Steel Industry of India from 2006-07 to 2015-16. From the analysis it is cleared that there is a negative relationship exists between sales and current ratio of the industry. The value of correlation is 0.834 which indicates that there is a strong negative correlation among these variables.

TABLE 4: MODEL SUMMARY OF SALES AND CURRENT RATIO OF STEEL INDUSTRY OF INDIA

Model	R	R Square	Adjusted R Square	Std. Error of the estimate
1.	.834	.658	.0879	.696

Source: CMIE a. Predictors: (Constant), Sales

Table 4 presents model summary between the sales and current ratios of Steel Industry of India from 2006-07 to 2015-16. The coefficient of determination (r^2) is at 0.658 which implies that 65.8 percent of the variation in current ratio is explained by sales.

TABLE 5: REGRESSION ANALYSIS OF IMPACT OF SALES ON CURRENT RATIO OF STEEL INDUSTRY OF INDIA

Model	Un standardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.469	.120		12.198	.000
Sales	-2.230	.000	-.834	-4.283	.003

Source: CMIE a. Dependent Variable: CR

Table 5 presents the linear regression model for measuring the impact of sales on current ratio in Steel Industry of India from 2006-07 to 2015-16. Sales of Steel Industry of India are considered as an independent variable and current ratio as dependent variable. The result of regression shows that the intercept 1.469 which is low it means that there are other factors not affect the sale. Further, the regression co-efficient (beta) is equal to -2.230 which signify that for every rupee change in current ratio. The significant value is 0.03 which is less than the critical value i.e. 0.05. Hence, the impact of sale on current ratio is significant. It leads to the rejected of null hypothesis and concluded there is no significant impact of sales on current ratio.

TABLE 6: CORRELATIONS BETWEEN SALES AND LIQUIDITY RATIO OF STEEL INDUSTRY OF INDIA FROM 2006-07 TO 2015-16

Correlation			
		LR	SALES
Pearson Correlation	LR	1.000	-.907
	SALES	-.907	1.000
Sign (2 tailed)	LR		.000
	SALES	.000	
N	LR	10	10
	SALES	10	10

Source: CMIE

Table 6 present the correlation between the sales and correlation between sales and liquidity of Steel Industry of India. There is a negative correlation found between these variable. It was 0.907 during the study period. After analysis it can be stated there is the strong negative relationship exist between sales and liquid ratio.

TABLE 7: REGRESSION ANALYSIS OF IMPACT OF SALES ON LIQUIDITY RATIO OF STEEL INDUSTRY OF INDIA

Model	Un Standardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.200	.106		11.349	.000
Sales	-2.786	.000	-.907	-6.093	.000

Source: CMIE a. Dependent Variable: LR

Table 7 presents the linear regression model for measuring the impact of sales on liquid ratio in Steel Industry of India from 2006-07 to 2015-16. Sales of Steel Industry of India are considered as an independent variable and liquid ratio as dependent variable. The result of regression shows that the intercept is 1.200 which is low. It means that there are other factors not affects sale. The significance value is 0.001 which is less than the critical value i.e. 0.05. Hence, the impact of sale on liquid ratio is significant. It leads to the rejected of null hypothesis and concluded that there is no significant impact of sale on liquid ratio.

TABLE 8: CORRELATIONS BETWEEN SALES AND NET PROFIT RATIO OF STEEL INDUSTRY OF INDIA FROM 2006-07 TO 2015-16

Correlation			
		NPR	SALES
Pearson Correlation	NPR	1.000	-.863
	SALES	-.863	1.000
Sign (2 tailed)	NPR		.001
	SALES	.001	
N	NPR	10	10
	SALES	10	10

Source: CMIE

Table 8 exhibits the correlation between the sales and net profit ratio of Steel Industry of India from 2006-07 to 2015-16. There is a negative correlation it was found 0.863 found this variable during the study period after analysis it can be stated there is the negative relationship exist between sales and NPR ratio.

TABLE 9: REGRESSION ANALYSIS OF IMPACT OF SALES ON NET PROFIT RATIO OF STEEL INDUSTRY OF INDIA

Model	Un Standardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	.175	.023		7.679	.000
Sales	-4.755	.000	-.863	-4.825	.001

Source: CMIE a. Dependent Variable: NPR

Table 9 presents the linear regression model for measuring the impact of sales on net profit ratio in Steel Industry of India. from. Sales of is Steel Industry of India considered as an independent variable and net profit ratio as dependent variable. The result of regression shows that the intercept is .175 which is low. It means that there are other factors not affect the sale. Further, the regression co-efficient (beta) is equal to -4.755 which signify that for every rupee change in net profit ratio. The significance value is 0.001 which is less than the critical value i.e. 0.05. Hence, the impact of sale on net profit ratio is significant. It leads to the rejected of null hypothesis and concluded that there is no significant impact of sale on net profit ratio.

TABLE 10: CORRELATIONS BETWEEN SALES AND DEBT EQUITY RATIO OF STEEL INDUSTRY OF INDIA FROM 2006-07 TO 2015-16

Correlation			
		DER	SALES
Pearson Correlation	DER	1.000	.268
	SALES	.268	1.000
Sign (2 tailed)	DER		.455
	SALES	.455	
N	DER	10	10
	SALES	10	10

Source: CMIE

Table 10 present the correlation between the sales and debt equity ratio of Steel Industry of India there is a positive correlation found between these variable it was .268 during the study period. After analysis it can be stated there is the strong positive relationship exist between sales and DER.

TABLE 11: REGRESSION ANALYSIS OF IMPACT OF SALES ON DEBT EQUITY RATIO OF STEEL INDUSTRY OF INDIA

Model	Un Standardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.017	.141		7.233	.000
Sales	4.773	.000	.268	.785	.455

Source: CMIE a. Dependent Variable: DER

Table 11 presents the linear regression model for measuring the impact of sales on debt equity ratio in Steel Industry of India from 2006-07 to 2015-16. Sales Steel Industry of India of is considered as an independent variable and debt equity ratio as dependent variable. The result of regression shows that the intercept is 1.017 which is low. It means that there are other factors not affects sale. Further, the regression co-efficient (beta) is equal to 4.773 which signify that for every rupee change in debt equity. The significance value is 0.455 which is more than the critical value i.e. 0.05. Hence, the impact of sale on current ratio is not significant. It leads to the acceptance of null hypothesis and concluded that there is significant impact of sale on debt equity.

TABLE 12: CORRELATIONS BETWEEN SALES AND INTEREST COVERAGE RATIO OF STEEL INDUSTRY OF INDIA FROM 2006-07 TO 2015-16

Correlation			
		ICR	SALES
Pearson Correlation	ICR	1.000	-.888
	SALES	-.888	1.000
Sign (2 tailed)	ICR		.001
	SALES	.001	
N	ICR	10	10
	SALES	10	10

Source: CMIE

Table 12 exhibits the correlation between the sales and interest coverage ratio of Steel Industry of India. There is a positive correlation found i.e. -0.888. After analysis it can be stated there is the negative relationship exist between sales and interest coverage ratio.

TABLE 13: REGRESSION ANALYSIS OF IMPACT OF SALES ON DEBT EQUITY RATIO OF STEEL INDUSTRY OF INDIA

Model	Un standardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.570	.185		13.868	.000
Sales	-4.369	.000	-.888	-5.454	.001

Source: CMIE a. Dependent Variable: ICR

Table 13 presents the linear regression model for measuring the impact of sales on interest coverage ratio in Steel Industry of India from 2006-07 to 2015-16. Sales of Steel Industry of India are considered as an independent variable and Interest Coverage ratio as dependent variable. The result of regression shows that the intercept is 2.570 which are low. It means that there are other factors not affects sale. The significance value is 0.001 which is less than the critical value i.e. 0.05. Hence, the impact of sale on current ratio is significant. It leads to the rejected of null hypothesis and concluded that there is no significant impact of sale on Interest Coverage ratio.

CONCLUDING REMARKS

The present study is devoted to the evaluation of financial performance of Indian Steel Industry from 2006-07 to 2015-16. The researcher used accounting ratios in order to measure the financial performance of Steel Industry of India. Liquidity, profitability and solvency position has been analyzed in this study. From the analysis it has been cleared that the short term solvency position of the industry is satisfactory during the period under study. The industry did not earn adequate profit during the study period as its net profit shows very low trends. The solvency position of the industry shows a positive trend due to positive reserve and surplus figures during the study period. Interest coverage ratio indicated that the industry is able to meet interest expenses through its profit. From the analysis it is cleared that the sales have no significant impact on net liquidity position, profitability and solvency position of Steel Industry of India. The industry can able to pay its obligations within time during the early period of the study. The industry earns satisfactory profit during study period.

REFERENCES

- Corvellec, H. (1997) Stories of Achievements: Narrative Features of Organizational Performance (p.11) retrived from <http://books.google.co.in/books?id=UjQ0dWwXTUIC>year={1997}.
- International Journal of Scientific Research
- Jahur M.S. & Mohiuddin, M. (1995). Measurement of operational performance through ratio analysis – A case study of Usmania Glass Sheet Factory Ltd. Chittagong", Chittagong University Studies (Commerce), vol XI, pp. 245-255.
- Jahur M.S. & Parveen, J.A. (1996). An analysis of financial performance of public enterprises-A case study of Chittagong Steel Mills Ltd., Chittagong University Studies (Commerce), Vol. 12, pp. 173-184.
- Kuwait Chapter of Arabian Journal of Business and Management Review Vol. 4, No.7; March. 2015.
- Ohlson, J.A. (1980). Financial Ratios and the Probabilistic Prediction of Bankruptcy", Journal of Accounting Research., 19 (1), 61-80.
- Shaikh, M.A.H. & Miah, M.A.S. (1979). Financial Position and Performance analysis of Bangladesh Shilpa Bank, Islamic University Studies (part C), Vol. 1, No. 2, December p. 207-225.
- Sharma, L. M., & Tiwari, S. (2014). RESOURCE CONSTRAINT: A MAJOR IMPEDIMENT FOR INFRASTRUCTURE GROWTH. International Journal of Advanced Technology in Engineering and Science, (02), 199–205. Retrieved from http://www.ijates.com/images/short_pdf/1403531661_P199-205.pdf.
- Sina, M.A. & Matubber, M.A.A. (1998). "Financial Statement Analysis of Khulna Newsprint Mills Ltd.", Islamic University Studies (part C), Vol. 1, No. 2, December, pp179-189.
- www.ibef.org/industry/steel

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

