

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,

Indian Citation Index (ICI), 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 (2012) & number of libraries all around the world.

Circulated all over the world & Google has verified that scholars of more than 5656 Cities in 191 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.	PERFORMANCE MANAGEMENT SYSTEM IN A POWER PSU: A STUDY OF T.H.D.C. INDIA LIMITED <i>SHANTANU KUMAR BISWAS, ADITYA GAUTAM & ASHUTOSH KUMAR ANAND</i>	1
2.	PEDAGOGICAL INNOVATIONS IN THE TEACHING LEARNING PROCESS <i>DR. AMARDEEP KAUR</i>	9
3.	CRITICAL SUCCESS FACTORS IN ERP IMPLEMENTATION: A REVIEW <i>SANGRAM SINGH, VIRAT REHANI & DR. J. K. DHAMI</i>	11
4.	EFFECT OF INTERNAL BRANDING FACTORS IN DEVELOPING ORGANIZATIONAL COMMITMENT WITH SPECIAL REFERENCE TO HOTEL INDUSTRY IN INDORE CITY <i>VARUN KUMAR, DR.SANJAY SHARMA & DR. A K SINGH</i>	15
5.	PROFITABILITY ANALYSIS OF HINDUSTAN PETROLEUM CORPORATION LIMITED <i>DR. C. K. BUTTAN & RAANA SHAHWAL</i>	21
6.	E-COMMERCE AND CONSUMER RIGHTS: A STUDY ON CONSUMER PERCEPTION WITH SPECIAL REFERENCE TO AHMEDABAD <i>NITA SOLANKI, DR. PARAMJEET SINGH & DR. MEHUL SHAH</i>	30
7.	RELATIONSHIP BETWEEN OBJECT ORIENTED DESIGN CONSTRUCTS AND DESIGN DEFECTS <i>PAWAN KUMAR CHAURASIA & R A KHAN</i>	35
8.	IMPORTANCE OF STUDENT SUPPORT SYSTEM IN PROFESSIONAL INSTITUTES: TRENDS AND CHALLENGES <i>ANURAG DILRAJ & DR. ASHOK JHAWAR</i>	39
9.	LIQUIDITY STRUCTURE OF WORKING CAPITAL – TESTING OF THE HYPOTHESIS DEVELOPED BY VAN HORNE <i>DR. PRADIP KUMAR DAS</i>	42
10.	RURAL CONSUMER SATISFACTION TOWARDS ONLINE SHOPPING <i>DR. N. BAGYALAKSHMI</i>	46
11.	TELEMEDICINE: RECENT ADVANCES IN INNOVATIVE HEALTHCARE <i>DR. PANKAJ KUMAR VARSHNEY & DR. MOHD FAISAL KHAN</i>	52
12.	IMPACT OF GLOBALIZATION ON INDIA <i>PAWAN SHARMA & DR. SHISH PAL HARDU</i>	56
13.	DEMONETIZATION IMPACT ON TEXTILE INDUSTRIES IN BHIWANDI, THANE <i>DR. RASHMI SONI & SHEBAZBANO</i>	58
14.	A STUDY ON STRESS MANAGEMENT AMONGST FEMALE BANK EMPLOYEES IN TAMIL NADU DURING DEMONETIZATION <i>DR. J. RAMOLA PREMALATHA & PRIYADARSHINI.SR</i>	62
15.	THE CONTENTS OF WOMEN EMPOWERMENT IN SOLAPITH CRAFT PRODUCT: A CASE STUDY OF DHUBRI DISTRICT <i>JAHIDUL ISLAM</i>	66
16.	CONSUMERS PERSPECTIVE TOWARDS SOLAR PANEL PRODUCTS <i>S. DEVI PRIYA & DR. N. RAJA</i>	68
17.	DETERMINANTS OF ENTREPRENEURIAL DECISION-MAKING AMONGST FINAL YEAR STUDENTS IN TERTIARY INSTITUTIONS: A QUALITATIVE STUDY <i>MARIJKE A. ADOBEA OKYIREH & REXFORD OWUSU OKYIREH</i>	74
18.	A STUDY OF BENEFITS OF GST OVER INDIRECT TAX SYSTEM USING KNOWLEDGE DISCOVERY PROCESS OF DATA MINING <i>SAVITA MOHURLE</i>	78
19.	FOREIGN DIRECT INVESTMENT POLICIES IN THE LIBERALIZED TELECOM SECTOR OF INDIA - A REVIEW <i>SAKSHI SHARMA</i>	81
20.	APPLYING A COMPREHENSIVE CREDIT RATING FRAMEWORK TO THE TRANSPORTATION AND LOGISTICS INDUSTRY IN INDIA <i>T. SAI HARISH KUMAR</i>	84
	REQUEST FOR FEEDBACK & DISCLAIMER	92

CHIEF PATRON**Prof. (Dr.) K. K. AGGARWAL**

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

FOUNDER PATRON**Late Sh. RAM BHAJAN AGGARWAL**

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

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

Faculty, Shree Ram Institute of Business & Management, Urjani

ADVISOR**Prof. S. L. MAHANDRU**

Principal (Retd.), Maharaja Agrasen College, Jagadhri

EDITOR**Dr. R. K. SHARMA**

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

CO-EDITOR**Dr. BHAVET**

Faculty, Shree Ram Institute of Engineering & Technology, Urjani

EDITORIAL ADVISORY BOARD**Dr. CHRISTIAN EHIOBU CHE**

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

Dr. SIKANDER KUMAR

Chairman, Department of Economics, Himachal Pradesh University, Shimla, Himachal Pradesh

Dr. JOSÉ G. VARGAS-HERNÁNDEZ

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

Dr. RAJENDER GUPTA

Convener, Board of Studies in Economics, University of Jammu, Jammu

Dr. D. S. CHAUBEY

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

Dr. TEGUH WIDODO

Dean, Faculty of Applied Science, Telkom University, Bandung Technoplex, Jl. Telekomunikasi, Indonesia

Dr. S. P. TIWARI

Head, Department of Economics & Rural Development, Dr. Ram Manohar Lohia Avadh University, Faizabad

Dr. BOYINA RUPINI

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

Dr. KAUP MOHAMED

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

SUNIL KUMAR KARWASRA

Principal, Aakash College of Education, ChanderKalan, Tohana, Fatehabad

- Dr. MIKE AMUHAYA IRAVO**
Principal, Jomo Kenyatta University of Agriculture & Tech., Westlands Campus, Nairobi-Kenya
- Dr. M. S. SENAM RAJU**
Professor, School of Management Studies, I.G.N.O.U., New Delhi
- Dr. NEPOMUCENO TIU**
Chief Librarian & Professor, Lyceum of the Philippines University, Laguna, Philippines
- Dr. PARVEEN KUMAR**
Professor, Department of Computer Science, NIMS University, Jaipur
- Dr. ANA ŠTAMBUK**
Head of Department of Statistics, Faculty of Economics, University of Rijeka, Rijeka, Croatia
- Dr. H. R. SHARMA**
Director, Chhatarpati Shivaji Institute of Technology, Durg, C.G.
- Dr. CLIFFORD OBIYO OFURUM**
Professor of Accounting & Finance, Faculty of Management Sciences, University of Port Harcourt, Nigeria
- Dr. SHIB SHANKAR ROY**
Professor, Department of Marketing, University of Rajshahi, Rajshahi, Bangladesh
- Dr. MANOHAR LAL**
Director & Chairman, School of Information & Computer Sciences, I.G.N.O.U., New Delhi
- Dr. SRINIVAS MADISHETTI**
Professor, School of Business, Mzumbe University, Tanzania
- Dr. ANIL K. SAINI**
Professor, Guru Gobind Singh Indraprastha University, Delhi
- Dr. R. K. CHOUDHARY**
Director, Asia Pacific Institute of Information Technology, Panipat
- Dr. VIJAYPAL SINGH DHAKA**
Dean (Academics), Rajasthan Institute of Engineering & Technology, Jaipur
- Dr. NAWAB ALI KHAN**
Professor & Dean, Faculty of Commerce, Aligarh Muslim University, Aligarh, U.P.
- Dr. EGWAKHE A. JOHNSON**
Professor & Director, Babcock Centre for Executive Development, Babcock University, Nigeria
- Dr. ASHWANI KUSH**
Head, Computer Science, University College, Kurukshetra University, Kurukshetra
- Dr. ABHAY BANSAL**
Head, Department of Information Technology, Amity School of Engg. & Tech., Amity University, Noida
- Dr. BHARAT BHUSHAN**
Head, Department of Computer Science & Applications, Guru Nanak Khalsa College, Yamunanagar
- MUDENDA COLLINS**
Head, Operations & Supply Chain, School of Business, The Copperbelt University, Zambia
- Dr. JAYASHREE SHANTARAM PATIL (DAKE)**
Faculty in Economics, KPB Hinduja College of Commerce, Mumbai
- Dr. MURAT DARÇIN**
Associate Dean, Gendarmerie and Coast Guard Academy, Ankara, Turkey
- Dr. YOUNOS VAKIL ALROAIA**
Head of International Center, DOS in Management, Semnan Branch, Islamic Azad University, Semnan, Iran
- P. SARVAHARANA**
Assistant Registrar, Indian Institute of Technology (IIT), Madras
- SHASHI KHURANA**
Associate Professor, S. M. S. Khalsa Lubana Girls College, Barara, Ambala
- Dr. SEOW TA WEEA**
Associate Professor, Universiti Tun Hussein Onn Malaysia, Parit Raja, Malaysia
- Dr. OKAN VELI ŞAFAKLI**
Associate Professor, European University of Lefke, Lefke, Cyprus
- Dr. MOHINDER CHAND**
Associate Professor, Kurukshetra University, Kurukshetra

Dr. BORIS MILOVIC

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

Dr. IQBAL THONSE HAWALDAR

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

Dr. MOHENDER KUMAR GUPTA

Associate Professor, Government College, Hodal

Dr. ALEXANDER MOSESOV

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

Dr. MOHAMMAD TALHA

Associate Professor, Department of Accounting & MIS, College of Industrial Management, King Fahd University of Petroleum & Minerals, Dhahran, Saudi Arabia

Dr. ASHOK KUMAR CHAUHAN

Reader, Department of Economics, Kurukshetra University, Kurukshetra

Dr. RAJESH MODI

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

WILLIAM NKOMO

Asst. Head of the Department, Faculty of Computing, Botho University, Francistown, Botswana

YU-BING WANG

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

Dr. SHIVAKUMAR DEENE

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

Dr. MELAKE TEWOLDE TECLEGHIOGIS

Faculty, College of Business & Economics, Department of Economics, Asmara, Eritrea

Dr. BHAVET

Faculty, Shree Ram Institute of Engineering & Technology, Urjani

Dr. THAMPOE MANAGALESWARAN

Faculty, Vavuniya Campus, University of Jaffna, Sri Lanka

Dr. ASHISH CHOPRA

Faculty, Department of Computer Applications, National Institute of Technology, Kurukshetra

SURAJ GAUDEL

BBA Program Coordinator, LA GRANDEE International College, Simalchaur - 8, Pokhara, Nepal

Dr. SAMBHAVNA

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

Dr. LALIT KUMAR

Faculty, Haryana Institute of Public Administration, Gurugram

FORMER TECHNICAL ADVISOR**AMITA****FINANCIAL ADVISORS****DICKEN GOYAL**

Advocate & Tax Adviser, Panchkula

NEENA

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

LEGAL ADVISORS**JITENDER S. CHAHAL**

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

CHANDER BHUSHAN SHARMA

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

SUPERINTENDENT**SURENDER KUMAR POONIA**

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>

THE CONTENTS OF WOMEN EMPOWERMENT IN SOLAPITH CRAFT PRODUCT: A CASE STUDY OF DHUBRI DISTRICT

JAHIDUL ISLAM
HEAD
DEPARTMENT OF COMMERCE
PRATIMA BARUA PANDEY COLLEGE
DHUBRI

ABSTRACT

This paper is mainly focus on the women empowerment in the production of a specific product. Their skills and hard labour which extract the sola plant to a solapith product. They play a vital role in the production of solapith products vary from the cultivation to the finished product. This is a traditional product, which is being practiced by traditional artisans of a particular community (Malakar) in some villages in Dhubri district. As a traditional craft, skilled handed over from generation to generating.

KEYWORDS

artisans, craft product, sholapith and traditional.

INTRODUCTION

Solapith or Sola pith or Kuhila (also referred to as shoal and Indian crock) is derived milky –white & spongy plant matter which can be pressed and shaped into delicate and beautiful object of art.

Sola grows wild in marshy water logged area.the biological name of shoal is Aeschynomene India or Aeschynomene as per a (bean family).It is a harbours plant, which grows particularly in the marshy areas of Bengal, Assam, Orrisa and Dhaka. The Solapith is the cortex of core of the plant and these inner softy milky –white and spongy materials are almost similar to “thermocol” Sholapith is much superior to thermocol in terms of malleability texture, lustre and sponginess and is preferred by the artisans.

The use and practice of solapith craft is very ancient, it cannot be said specifically as to when this craft was first given as artistic from and used. It is believed that solapith craft came into being as soon as idol worship was introduced in Hindu religion and culture, initially this craft was in practice only in Vedic ritual works But, gradually with the passage of time this craft had developed a lot and has been accepted as multi-religious craft still its utility is most significant in Hindu religious.

OBJECTIVES OF THE STUDY

The present study in a design to fulfill the following objectives:

1. Role of women in the production process
2. Observe the nature and origin of solapith craft.
3. Study the manufacturing process of the solapith craft.

METHOD

The study is empirical in nature, which was undertaken based on primary data collected through a field survey. A well-structured schedule is prepared to collect information from the respondents. However, the schedule is finalised after a pilot survey. The information collected through the respondent’s schedule were supplemented by the information collected through Focus Group Discussion.

A multi-stage random sampling technique were followed while selecting sample craft man families. In the first stage three circles namely Agomoni, Galakganj Dharamsala of Dhubri district have been selected considering popularity of solapith crafts. In the second stage, three villages from Angomoni block and one village from each of Galakganj and Dharamsala blocks have been selected randomly. Finally, 100 respondents were chosen randomly from the sample villages.

TABLE 1

1 Overall research design:	Empirical and Analytical
2 Sources of Data	i. Primary data ii. Secondary data (limited extent)
3 Sampling method	Multistage random sampling
4 Population	Comprising of all the crafts workers belonging to Dhubri district
5 Sample Size	100
6 Tools of data collection	i. Schedule ii. FGD Method

WOMEN ROLES AND STAGES FOR PRODUCTION

1. **Cultivation-** The first steps for the production is raw materials which have to cultivate and it grows in the low and marshy areas. Women play a vital role in cultivation from sowing to reaping. It is sowed in between January and March and gradually increases to a height of 1½ feet. As soon as the first splash of rain comes, the plants start growing very fast. Finally, the plants reach the height of 7 feet at maturity and are ready to be cut. These grow up into matured one within five or six months. Usually the artisans collect the Sola from the field from the end of September to the middle of October.
2. **Drying-** After collecting the required shola from the field, second stage arise i.e. drying the shola, they leave the plants in sun and air to dry them completely for more than 10 to 12 days. Then occurs the removal of bark so that the spongy fibber can be extracted, the sizing splitting carving happens sequentially.
3. **Cutting and Pictorial form-** In this stage men and women simultaneously help each other to transform the shola into a product form with the help of various indigenous knives and scissors. The products are of different size, shapes and design according to the demand of that particular locality. The artisans exhibit their cultural and tradition through the artistic form of this craft.
4. **Colour and Gum-** For manufacturing the product both colour and gum is very essential. The original colour of the shola is white so it is required to be coloured for the finished and attractive product. They use both handmade colour like ‘Bel’ (Palm like fruit), turmeric, limestone, ‘Haritaki’ (*Jerminelia Chebula*), Katgwa (a kind of betel nut) as well as artificial colour. Gum was made by mixing powdered tamarind seed with ordinary fern namely ‘Dhekia’ Now-a-days the artisans use maيدا and barli to make the adhesive. But ‘Fevicol’ is also in use now.

All the natural process for the production is used just because of the scio-economic condition of the society is poor as well as to reduce the price of the product.

RESULTS AND DISCUSSION

There are certain specific places in Dhubri district where Solapith Craft work is done permanently as a hereditary and traditional profession for a long time. Since this traditional art and crafty work was started during the reign of the Jamindars the craftsmen who are called Malakars or Mail were patronised by them and settled in those places permanently. These places are all in rural areas and concentrated in the western most part of this district. Here women play a vital role for the production from the very first stage of production to the last one. On the other hand, men role also cannot be neglected they mainly focus on crafting and marketing. In this paper, it is completely clear that not only the educated women can be self-sustain but the uneducated can also be self-sustain from their hard labour and skills.

REFERENCES

1. <http://www.assamtribune.com/scripts/at.asp?id=jun0417>
2. Kakati Hemlata, "A Study of Terracotta and Solapith Craft of Dhubri District –AN ETHNO ECONOMIC APPROACH"
3. Kumar Sourav, A survey of solapith cluster mandir bazar block, South 24 Parganas, W.B.

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

