

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,

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 5709 Cities in 192 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.	MEDIATING ROLE OF EMPLOYEE RELATIONSHIP MANAGEMENT BETWEEN PERCEIVED TRAINING AND DEVELOPMENT AND EMPLOYEES PRODUCTIVITY <i>Dr. D.S. CHAUBEY, NAVITA MISHRA & Dr. RAJAT PRAVEEN DIMRI</i>	1
2.	A STUDY ON THE CONSUMER AWARENESS TOWARDS GREEN PRODUCTS WITH SPECIAL REFERENCE TO BANGALORE CITY <i>SUCHETHA HOSAMANE & Dr. P. V. PADMAJA</i>	7
3.	PERCEPTION OF TOURISTS TOWARDS ECOTOURISM - WITH REFERENCE TO SELECT DESTINATIONS IN TAMIL NADU <i>Dr. A. ELANGO VAN & K. SIVAPERUMAL</i>	12
4.	IMPACT OF CELEBRITY ENDORSEMENT ON BUYING DECISION: A STUDY IN BHUBANESWAR <i>SOMABHUSANA JANAKIBALLAV MISHRA, Dr. MUNMUN MOHANTY & Dr. S. C. SAHOO</i>	16
5.	FACTORS INFLUENCING CONSUMER SATISFACTION AND THEIR PREFERENCES TOWARDS ICE CREAMS <i>ANUPAMA SUNDAR D & Dr. D G KANTHARAJ</i>	23
6.	GROWTH TRENDS, COMPOSITION AND CHANGING BEHAVIOR OF MPCE IN MADHYA PRADESH: WITH REFERENCE OF INDIA <i>PRABHA BHATT & TRISHA SINGH TOMAR</i>	27
7.	IMPORTANCE OF CROSS CULTURE SKILLS IN MANAGEMENT <i>Dr. SUBASH SINGH & Dr. MANJU KHOSLA</i>	31
8.	THE EFFECT OF DEMONETISATION ON THE INDIAN ECONOMY AT DIFFERENT TIME INTERVAL <i>AMISH BHARATKUMAR SONI & KOMAL BHAGWANDAS SIDHNANI</i>	34
9.	DEMONETISATION IMPACT ON ELECTRONIC FUND TRANSFER <i>JITIN SHARMA & SANDEEP SEHGAL</i>	41
10.	PERFORMANCE MEASUREMENT: A CASE STUDY FOR INDIAN MUNICIPALITIES <i>DEBASIS BANDYOPADHYAY & Dr. BISHWAMBHAR MANDAL</i>	44
11.	AN INQUIRY INTO IMPACT OF TQM IMPLEMENTATION ON CUSTOMER ORIENTED PERFORMANCE AT WORKING IRON AND STEEL FIRMS OF HYDERABAD-KARNATAKA REGION <i>K C PRASHANTH</i>	51
12.	A STUDY ON SOCIO ECONOMIC CONDITION OF WOMEN WORKERS IN UNORGANISED SECTOR WITH REFERENCES TO CHENNAI CITY <i>Dr. R. SURESH BABU</i>	56
13.	A COMPARATIVE STUDY ON STOCHASTIC ANALYSIS OF MANPOWER LEVELS FOR BUSINESS USING FOUR AND SIX POINT STATE SPACE <i>Dr. R. ARUMUGAM</i>	59
14.	IFRS: A PATHWAY TO IMPROVE HUMAN RESOURCE ACCOUNTING PRACTICES <i>Dr. P. SUCHITRA</i>	63
15.	CUSTOMER SATISFACTION TOWARDS THE SERVICE QUALITY OF SOUTH INDIAN BANK <i>CAMILLO JOSEPH</i>	66
16.	TREND AND PATTERN OF FOREIGN DIRECT INVESTMENT INFLOW IN INDIA <i>Dr. SANJAY NANDAL & SEEMA RANI</i>	71
17.	A STUDY ON BEHAVIOURAL BIASES <i>HIMANSHI KALRA & Dr. NEHA BANKOTI</i>	78
18.	SPIN TRANSPORT IN BN DOPED CrO₂-GRAPHENE-CrO₂ MAGNETIC TUNNEL JUNCTION <i>DILPREET KAUR DHILLON & RUCHIKA CHHABRA</i>	82
19.	UNDERGRADUATE STUDENT'S PERCEPTION TOWARDS ENTREPRENEURSHIP - A STUDY WITH SPECIAL REFERENCE TO UNDERGRADUATE STUDENTS OF UDUPI DISTRICT <i>MALLIKA A SHETTY</i>	86
20.	FACTORS INFLUENCING COMPLETION RATE OF ROAD CONSTRUCTION PROJECTS IN KISII COUNTY KENYA <i>NYABAGA MOUNDE PETER & Dr. MOSES OTIENO</i>	92
	REQUEST FOR FEEDBACK & DISCLAIMER	112

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 EHIOBUCHÉ**

Professor of Global Business/Management, Larry L. Luong 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, Chhatrapati 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. VIRENDRA KUMAR SHRIVASTAVA**
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**
Asst. 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 VELİ 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 (KBUTU), 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>

A STUDY ON SOCIO ECONOMIC CONDITION OF WOMEN WORKERS IN UNORGANISED SECTOR WITH REFERENCES TO CHENNAI CITY

Dr. R. SURESH BABU
ASST. PROFESSOR IN COMMERCE
SIR THEAGARAYA COLLEGE
CHENNAI

ABSTRACT

When Women move forward, a family moves, the village moves and the nation moves. Employment gives economic status to women. Economic status gives way to social status and thereby empowerment. Women workers engaged in the unorganized sector do not come under the benefits of several laws such as the Minimum Wages Act or the Factories Act. They were also not covered by statutory welfare measures such as maternity benefits, provident fund, gratuity, leaves etc., like workers in the organized sector.

KEYWORDS

Chennai, women empowerment, women employment, women workers.

INTRODUCTION

A large number of women are working in the unorganized sector and very often they are exploited on various terms. The study also analyses the role of social movements, targeting women, in improving the bargaining power of women workers. Though the topic has been touched by a number of scholars and academicians, the studies on social movements for women with a right-based approach is limited. The study is important as more and more women are entering the informal sector work force to support their families and trade unions, Non-Governmental Organizations (NGOs).

Illustrative categorize of unorganized labour for the research purpose are

1. Casual labour
2. Labour employed in small scale industry
3. Beedi and cigar workers
4. Sweepers and scavengers
5. Employees in shops and commercial establishments
6. Workers in tanneries

ACTS AND PROGRAMS FOR WOMEN IN UNORGANIZED SECTOR

Government of India has formulated some act and programs for women workers in unorganized sector-

1. Domestic workers and social security Act, 2010: Women and child are more vulnerable exploitation so government has formulated this act for providing them better working conditions including registration.
2. Unorganized sector workers Act 2008: The workers felicitation center (WFC) is responsible for implementing the act. Under this act, various schemes are
 - a) Janani Suraksha Yojna
 - b) National Family Benefit Scheme
 - c) Rastriya Swasthya Bima Yojna
3. Cooperative intervention: Cooperative provides employment and opportunities provided to women worker for earning income. Cooperative tries to make balance in individual need and communing needs by empowering them.

REVIEW OF LITERATURE

This Review analyses the views and main findings of different authors on the economic conditions of unorganized laborers. The study of related literature implies locating, reading and evaluating reports of casual observation and opinions that are related to the individual's planned research work. Further, the concepts used in the present study have been discussed.

Punekar, Deodhar and Sankaran (2004) in their book, Labor Welfare, Trade Unionism and Industrial Relations" stated that labor welfare is anything done for the comfort and improvement, intellectual and social - well-being of the employees over and above the wages paid which is not a necessity of the industry.

Deshkal society (2004) observed that contractors are in the domination position. The untimely payment of wages remain is a big challenge for labourers. Variety of issues like unregulated working hours, unhygienic working environment, lack of social security is the major concerns for the unorganized labourers.

Anthony P. D'souza (2013) focused the status and contribution of unorganized sector focused more on the challenges and problems faced by the youth in selecting job as self-employment. It is found that larger number of workers was getting their livelihood from this sector and entrepreneur plays a vital role in bringing up unorganized sector at the better position in the country.

STATEMENT OF THE PROBLEM

Majority of women in the unorganized sector work for low and highly unequal wages compared to male counterparts, the unorganized sectors as it is, characterized by no clear cut relationship between the employer and employee as most of the employees are contractors, casuals, migrants and home based. Because of this character of employees, the safeguard of the right of employees, social security protection, labour laws are not applicable in the unorganized sector. Thus the workers in the unorganized sector in general are outside the purview of protective labour laws and trade union organizations.

OBJECTIVES OF THE PRESENT STUDY

An attempt is made to understand the root causes of the exploring issues of women workers and role of social movements in unorganized in Tamilnadu in general and Chennai district in particular.

The broad objectives are as follows:

1. To profile the socio, economic condition of unorganized women workers in Chennai.
2. To find out the level of women workers in the unorganized sectors
3. To find out the various causes of women workers in the unorganized sectors.
4. To suggest the possible remedial measures for the women workers working in Unorganized sectors
5. To evaluate the economic empowerment of women workers.

STUDY AREA

Chennai as a city had its origins in the colonial past – the East India Company days. Chennai is the Capital of Tamilnadu and one of the oldest Municipal Corporations and fourth largest Metropolitan City in India. In the 20th Century with industrialization and especially after independence, the city has outgrown the limits into the border areas of the erstwhile Chegalpattu District which has been bifurcated to Kancheepuram and Tiruvallur Districts. Recognizing the expansion of the Metropolis, Chennai Metropolitan Development Authority was created to monitor and aid development. Chennai Metropolitan Area comprises the city of Chennai, 16 Municipalities, 20 Town Panchayats and 214 village Panchayats in 10 Panchayat Unions. The extent of CMA is 1189 sq.km.

The city has a large migrant population with laborers living in slums and pavements. There are number of studies of the conditions of migrant workers living in slums and pavements. This study is focused on the new migrants, namely, the interstate migrant workers who according to Trade Union representatives, 'are swelling in numbers during this decade'. Chennai is divided into four broad regions: North, South, Central and West. North Chennai is primarily an industrial area, while Central Chennai is the commercial heart of the city. South Chennai and West Chennai, previously mostly residential, are fast becoming commercial, home to a growing number of IT firms, financial companies and call centers.

AREA OF THE STUDY

In this study an effort had been taken to examine the problems and prospects of women workers in unorganized sectors in Chennai city towards the 18 specific locations based on residential, commercial areas and socio-economic conditions.

ZONE LOCATION SELECTED FOR RESEARCH PURPOSES ARE AS FOLLOWS

Central Chennai	Chennai Central, Parrys, Egmore, Nungambakkam, Mount Road, Anna Square, T Nagar, Tambaram
South Chennai	Basant Nagar, Guindy, Koymabedu, Mylapore, Thiruvannmiyur
North Chennai	Red Hills, Royapuram, Thondiarpet
West Chennai	Anna Nagar, Vadapalani

METHODOLOGY

The study was based on a random and a convenient sampling method with a sample size of 400 women workers in unorganized sector. The outcome of the study is based on both the primary data and the secondary data. A questionnaire was prepared to gather the primary data. The secondary data was prepared by incorporating valuable suggestions and methods suggested by various articles, journals, books, referring the women workers in unorganized sectors. Women workers in various unorganized sectors were randomly contacted and interviewed.

SOURCES OF THE DATA

The methodology adopted for the present project is based both on primary and secondary data. The primary will be collected from the women street vendors, Casual labors in small scale industry, sweepers and scavengers, employee in shops and workers in tanneries. A pilot and survey study will be conducted in the Chennai city towards 18 specific locations. The study is both descriptive and analytical. The secondary data have been collected from the books, journals, published and unpublished materials and also from websites. While conducting the survey, various tools such as observation, In-depth survey, questionnaires, and focused interviews will be used. The following schedules may be designed keeping in mind the aims and objectives of the study.

TOOLS FOR ANALYSIS

The gathered information will be put into statistical treatment. Since the information is ungrouped, first, they will be grouped according to its nature and importance by using classification technique. Diagrams and graphs will be drawn wherever it is necessary. The conventional statistical tools such as percentage analysis, Garret Ranking, correlation, and chi-square test will be used to make the data more meaningful.

FRAMEWORK OF ANALYSIS

The study has been analyzed through tables, percentage, Garrett ranking techniques and factor analysis. There are some other aspects influences the women workers in unorganized sectors.

TABLE 1 SOCIAL AND ECONOMIC FACTORS TOWARDS WOMEN WORKERS

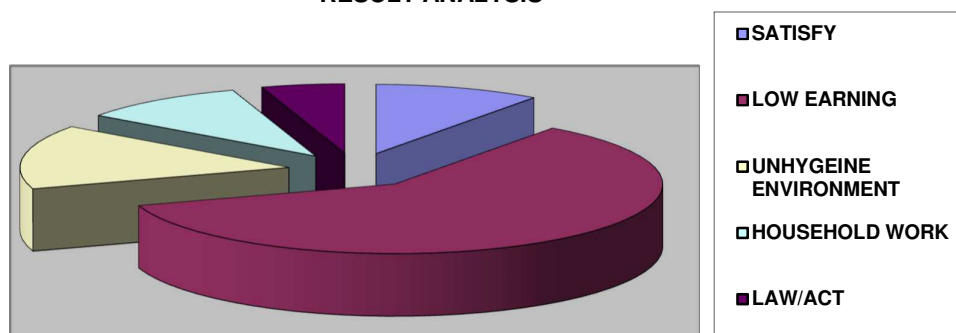
S.NO	SOURCES	GARRETT MEAN SCORE	RANK
1	HEALTH	68.54	I
2	RIGHTS	45.24	V
3	EDUCATION	39.58	VIII
4	RESPONSIBILITY	55.3	II
5	CLEANLINESS	50.32	IV
6	STANDARD OF LIVING	41.32	VII
7	MEDICAL FACILITIE	45.12	VI
8	ENVIRONMENT	51.7	III

2. PERCENTAGES OF RESPONDENT

Total respondent	400
SATISFY	10%
LOW EARNING	60%
UNHYGEINE ENVIRONMENT	15%
HOUSEHOLD WORK	10%
LAW/ACT	5%

FIG. 1

RESULT ANALYSIS



Source: Primary Data

RESULTS AND DISCUSSION

Chennai city has a sufficient number of women workers working in unorganized sector. During their work, they face a lot of problems, they are exploited, are unaware about their rights. To have a fairly representative sampling, 400 women workers were randomly selected from Chennai city working at different places from the close study, the following factors were analyzed

- ❖ About 30% of the respondent indicates that it can be easily estimated that the women working in unorganized sector are living a life far below from satisfaction.
- ❖ Out of 400 sampling 60% of the respondent indicated that the low earning cannot meet with their daily needs.
- ❖ 45% of the respondent indicates that, they do marry, bear children, and get old but under these phases of life, they live the same life. They live under unhygienic environment which results dangerous diseases. They work more than men as they have to play a dual role working both in and outside the home. They have no medical facilities even at the critical moment of giving to their children's.
- ❖ 30% of respondent say that only a few of them are assisted by other members of family in household work otherwise they have to work solely.
- ❖ 65% of the respondent, say that No doubt, there are laws to protect women and prevent exploitation but these laws (the Interstate Migrant Workmen Regulation of Employment and Conditions of Service Act, 1979, The Bonded Labour System (Abolition) Act, 1976 and Maternity Benefit Act, 1961), but these legislations are not practically and strictly implement. It is the need of the hour that government and NGOs must come forward to improve the lot of these women. The Trade Union and Voluntary Organizations can play a vital role in making them conscious of cleanliness, health, education and above all their rights and this can be done only with the joint efforts of the government, NGOs and common people. Much remains to be done for the betterment of these beautiful creations of God.
- ❖ To arrange discussions, lectures and debates on relevant social issues
- ❖ To publish periodicals, journals, books, pamphlets etc. related to research and other activities/issues
- ❖ To help existing smaller groups of domestic workers to form their union
- ❖ To help them form their own self help Groups
- ❖ To help them to form their union
- ❖ To help them from their union so that they are protected from unscrupulous municipal authorities and policemen who collect money from them
- ❖ To register them and distribute the endorsed identity cards so that they can do their work without any hindrance
- ❖ To help them enhance and upgrade their livelihood

CONCLUSION

The informal sector workers in Chennai city face a number of issues in particular. They are particular as most of the workers in Chennai are migrants from other parts of the country. Their social and educational background also contributes to their miserable conditions. The research would map out the diversity and complexity of issues related to women's access to services, entitlements, financial resources within the specific sub-sector. The selection of policies/schemes should include but not be limited to employment, social protection maternity entitlements. Workers in the unorganized sector in general are outside the purview of protective labour laws and trade union organizations. More so, Chennai City is one of the districts having significant number of unorganised women workers. In view of the constraint of time and cost, a limited region, i.e. Chennai City has been chosen as the focus area of the study.

SCOPE FOR FURTHER RESEARCH

- ❖ Secondary review and assessment of relevant laws and policies that impact unorganized women workers in a given sub-sector, to identify gaps in formulation and implementation.
- ❖ Budget analysis of related interventions/schemes from a gender lens to assess trends in allocations and expenditure at the national level as well as in the selected state.
- ❖ Conduct mapping of socio-economic status of women workers in select districts in one state.
- ❖ Undertake field based research through groups/collectives of women workers in select districts to map/document issues related to nature of work/ working conditions, others risk and vulnerabilities related to their access to services, financial resources and entitlements including case studies

REFERENCES

1. Belser and Rani (2010) "Extending the Coverage of Minimum Wages in India: Simulations from Household Data" International Labor Organisation, Conditions of Work and Employment Series, Geneva.
2. Das K.V (1998) "Wage Policy Issues in the Informal Sector", Indian Journal of Labour Economics :41(4)896.
3. Government of India, (2006), Economic Survey, 2005-2006 New Delhi. Government of India Ministry of Labour and Employment, (2009), Annual Report, 2008-2009, New Delhi.
4. Government of India, National Commission for Enterprises in the unorganised sector (2009) "Skill Formation and Employment Assurance in the unorganised Sector" New Delhi.
5. International Labour Conference-Forty Eighth Session, 1964: Women Workers In A Changing World (ILO, Geneva, 1963).
6. International Labour Organisation (2003) "Social Security Extension in South Asia, India Provident Fund for Unorganised workers" West Bengal, India.
7. International Labour Organization (2010), "Wage Policies in Times of Crisis", Global Wage Report 2010-2011, Geneva.
8. SEWA, (2008), IAnnual Report 2008, Available at, <http://www.sewa.org/>
9. Spodek, H. (1994), "The Self-Employed Woman's", Indian Journal of Labour Economics: 41(4)206.
10. UNICEF, Gender Equality – The Big Picture 2007, Availability at http://www.unicef.org/gender/index_bigpicture.html.

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

