

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 \(ICI\)](#), [J-Gate, India](#) [link of the same is duly available at [Inflibnet 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 6038 Cities in 194 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.	ADOPT A HERITAGE PROJECT: A FUTURISTIC MANAGEMENT APPROACH <i>Y.S THAKUR & MADHVI JHA</i>	1
2.	EMPLOYEE MORALE IN PRE AND POST SITUATION OF MERGERS AND ACQUISITIONS IN BANKING SECTOR <i>Dr. CHHAVI RANI SAXENA, SAXENA. MAYANK & BHARGAVA. INDU</i>	6
3.	A STUDY ON IMPACT OF MICRO FINANCE TOWARDS WOMEN EMPOWERMENT THROUGH SHG IN TIRUNELVELI DISTRICT <i>Dr. S. SANKARESWARI</i>	10
4.	SMALL FINANCE AND WOMEN EMPOWERMENT – A QUESTION OF FINANCIAL INCLUSION AND POVERTY ALLEVIATION <i>Dr. CHANNABASAVANAGOUDA PATIL</i>	16
5.	ADOPTION OF IFRS IN INDIA <i>Dr. S. JAYACHITRA</i>	19
6.	PREDICTIVE ANALYTICS FOR CONSUMER LENDING: A STUDY ON LENDING CLUB <i>SOMABHUSANA JANAKIBALLAV MISHRA</i>	24
7.	INFRASTRUCTURE DEVELOPMENT AND CEMENT INDUSTRY IN HIMACHAL PRADESH <i>SURJEET KUMAR</i>	32
8.	A STUDY ON VOLATILITY OF PRECIOUS METALS TRADED IN INDIA <i>DEEPU NAIR</i>	36
9.	THE U.S. ECONOMIC GROWTH AND FORECAST FOR THE ECONOMY'S FUTURE <i>MANIKANDAN N IYER & ADITYA MILIND KETKAR</i>	40
10.	FUNDAMENTAL ANALYSIS OF SENSEX COMPANIES <i>A. V. CHELLAMMA, M.MEENA LAVENYA & Dr. V.SORNAGANESH</i>	43
	REQUEST FOR FEEDBACK & DISCLAIMER	51

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. A SAJEEVAN RAO**

Professor & Director, Accurate Institute of Advanced Management, Greater Noida

CO-EDITOR**Dr. BHAVET**

Former Faculty, Shree Ram Institute of Engineering & Technology, Urjani

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

Professor of Global Business/Management, Larry L Luing 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. VIRENDRA KUMAR SHRIVASTAVA**
Director, Asia Pacific Institute of Information Technology, Panipat
- Dr. VIJAYPAL SINGH DHAKA**
Professor & Head, Department of Computer & Communication Engineering, Manipal University, 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 VELI ŞAFAKLI**
Professor & Dean, 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>

INFRASTRUCTURE DEVELOPMENT AND CEMENT INDUSTRY IN HIMACHAL PRADESH

SURJEET KUMAR
ASST. PROFESSOR
GOVERNMENT DEGREE COLLEGE
BHARMOUR

ABSTRACT

Infrastructure development provides the foundation for capital formation in any economy. Cement industry is one of the core sector industries in India, which weights 5.37 per cent in IIP (Base: 2011-12=100) and also considered an important driver of economic development. India ranked second after China in production of cement. Production of cement in India has increased with a compound annual growth rate of 3.06 per cent during last 4 years. Himachal Pradesh is a hilly State and cement industry of Himachal Pradesh provides cement for housing and construction sector. The objective of the paper is to study the impact of cement industry on infrastructure development of Himachal Pradesh w.r.t. demographic, economic and social factors of the sample population with and outside the cement plants of the state. The research methodology is based on both primary and secondary sources of data, the analysis and interpretation is consisted of percentage, mean, standard deviation and chi-square test. The summary, conclusion and suggestions are highlighted on the basis of factors that are dependent, associated and significant and are detrimental in the present study.

KEYWORDS

infrastructure development, cement industry, demographic, economic and social variables, dependent factors.

JEL CODES

L6, L61.

INTRODUCTION

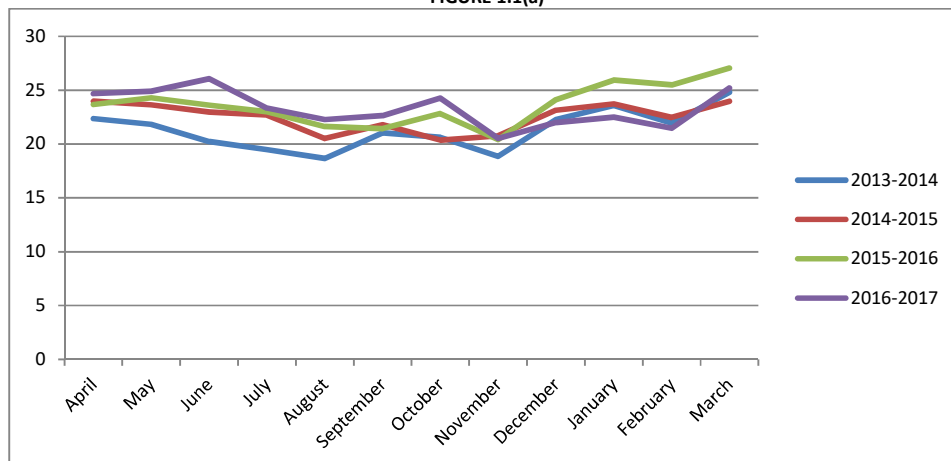
The Indian cement industry is the second largest market after China. Though lot many cement brands are available but still cement is largely considered as commodity. This industry is freight intensive and so the priority of each company is to sell it at the nearby areas only as long distance transportation generally makes it non-economical. This makes it regional dominant industry and broadly Indian cement market is divided into five regions namely east, west, north, south and central. Among these, the south zone has the largest installed capacity, which accounts for almost one third of total capacity. As far as overall demand and capacity is concerned, the capacity in India was always more than the demand and during sluggish period, it gives a lot of pressure to margins of cement companies. Table 1.1 shows the monthly production of cement in India from the year 2013-14 to 2016-17. Figure 1.1 shows that production of cement was highest during the year 2015-16 as compared to rest of the years.

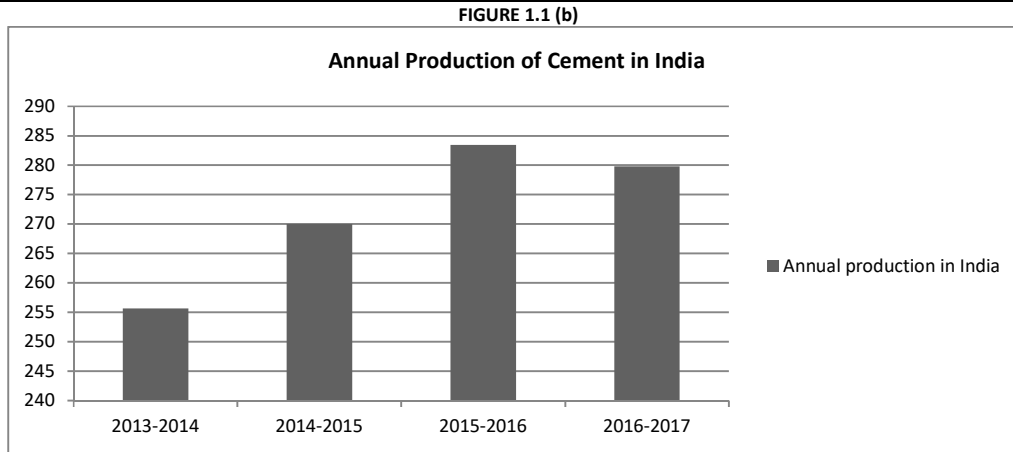
Table 1.1: Cement Production in India (In million tons)

Month	2013-14		2014-15		2015-16		2016-17	
	For Month	Cum	For Month	Cum	For Month	Cum	For Month	Cum
April	22.35	22.35	23.98	23.98	23.66	23.66	24.69	24.69
May	21.82	44.17	23.65	47.64	24.29	47.95	24.89	49.58
June	20.24	64.41	22.96	70.60	23.62	71.57	26.06	75.64
July	19.48	83.89	22.70	93.30	23.01	94.58	23.33	98.97
August	18.66	102.55	20.51	113.81	21.62	116.20	22.28	121.26
September	21.03	123.58	21.80	135.61	21.44	137.64	22.63	143.88
October	20.61	144.19	20.36	155.97	22.84	160.47	24.26	168.15
November	18.86	163.05	20.76	176.72	20.41	180.88	20.52	188.66
December	22.28	185.33	23.15	199.87	24.11	204.99	22.00	210.66
January	23.58	208.91	23.74	223.61	25.93	230.91	22.49	233.15
February	21.94	230.85	22.46	246.07	25.49	256.41	21.45	254.61
March	24.80	255.65	23.97	270.04	27.05	283.46	25.21	279.81
CAGR 3.06 per cent								

The total production of cement is increased to 279.81 million tons during 2016-17 as compared to 255.65 million tons during 2013-14 showing a compound annual growth rate of 3.06 per cent.

FIGURE 1.1(a)





REVIEW OF LITERATURE

Lola (2010) recommended that a centrally coordinated, internally consistent and a holistic approach and a linkage between the various sectors of the economy towards the development of infrastructure services is important to the development of manufacturing sector. Bhattacharyajea and De (2012) concluded that the combination of successive increases in cement prices was only due to decreasing capacity utilization and increasing capacity installation by big players for the purpose of fixing of price and limiting the supply of cement. Gopi (2015) evaluated the financial performance of three cement companies viz. ACC, Gujarat Ambuja and UltraTech Cement with the help of DuPont approach and concluded that all three leading cement companies declined drastically during 2006-2015. Bediako et al. (2016) concluded that the green cement had a delayed setting time than Portland cement. The application of chemical mixture was necessary to improve the flow properties of the green cement. Anantharaman (2017) in a study on energy audit in cement industry identified the possibility of saving thermal energy upto 1000 kJ per kg of clinker by controlling the air infiltrate, reducing the size of fans and drives etc. for better energy conservation in cement industry and emphasized to conduct periodical energy audit to measure the efficiency.

NEED AND SCOPE OF THE STUDY

Cement is considered as one of the basic ingredient for infrastructure development. Cement industry in Himachal Pradesh is dominated by private sector and there is no comprehensive study found on the performance of cement industry in Himachal Pradesh. The present study is focused on three major cement producing companies in the state viz. ACC Limited, Jaypee Associate Ltd. (acquired by UltraTech), and Gujarat Ambuja Cement Ltd.

METHODOLOGY OF THE STUDY

The present study is based on both primary and secondary sources of data. A sample of 300 respondents has been selected on random basis from the sample population. Data is analyzed with the help of CAGR, percentage, mean, standard deviation, and chi-square test and the results have been presented in the form of figures, charts and diagrams. Summary, conclusion and suggestions have been given on the basis of analysis and interpretation of data with the help of SPSS software and MS Excel programme.

ANALYSIS AND INTERPRETATION OF DATA

Table 1.2 shows the income based classification of respondents. It shows that a large number of respondents earned Rs.1.5 lac to Rs.2.5 lac annually. It is evident from the table that 63.3 per cent of total respondents fall in this category.

TABLE 1.2: INCOME-WISE CLASSIFICATION OF THE RESPONDENTS

CLASSIFICATION	FREQUENCY	PERCENT
Below Rs. 50,000	22	7.3
Rs. 50,001 to 150,000	60	20
Rs. 1,50,001 to 2,50,000	190	63.3
above Rs. 2,50,000	28	9.3
Total	300	100

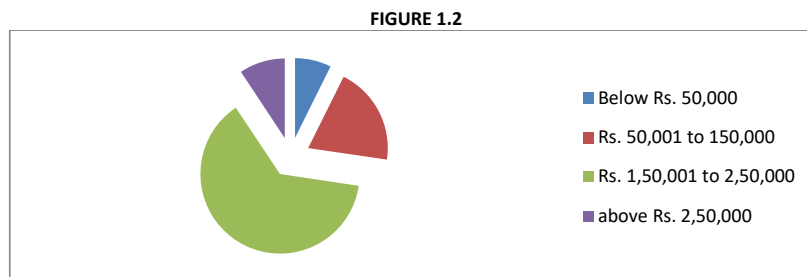


Table 1.3 shows the age-wise classification of the respondents. It is evident from figure 1.3 that 53.3 per cent of respondents are between 45-55 years' of age as compared to 1.3 per cent at the age of 55 years or above.

TABLE 1.3: AGE-WISE CLASSIFICATION OF THE RESPONDENTS

CLASSIFICATION	FREQUENCY	PERCENT
Below 35 years	34	11.3
35-45 years	102	34
45-55 years	160	53.3
Above 55 years	4	1.3
Total	300	100

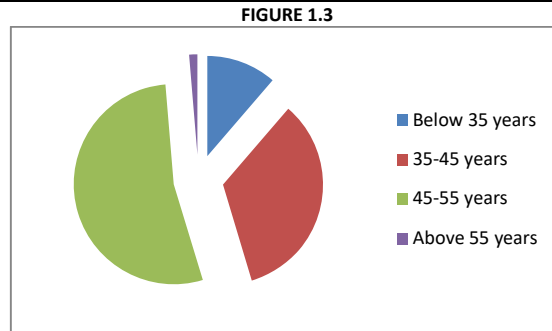


Table 1.4 represents the gender-based classification of the respondents under study and shows that 74 per cent of respondents are in male category as compared to 26 per cent of female.

TABLE 1.4: GENDER-WISE CLASSIFICATION OF THE RESPONDENTS

CLASSIFICATION	FREQUENCY	PERCENT
Male	222	74
Female	78	26
Total	300	100

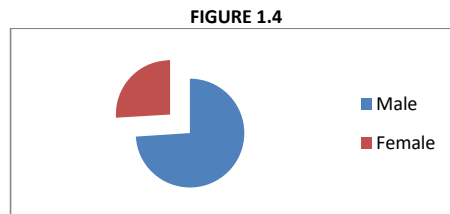


Table 1.5 shows the education-wise classification of respondents. It shows that the 51.3 per cent of respondents are up to matric and only 5.3 per cent are graduated or above.

TABLE 1.5: EDUCATION-WISE CLASSIFICATION OF THE RESPONDENTS

CLASSIFICATION	FREQUENCY	PERCENT
Illiterate	40	13.3
Up to Matric	154	51.3
10+2	90	30
Graduate & above	16	5.3
Total	300	100

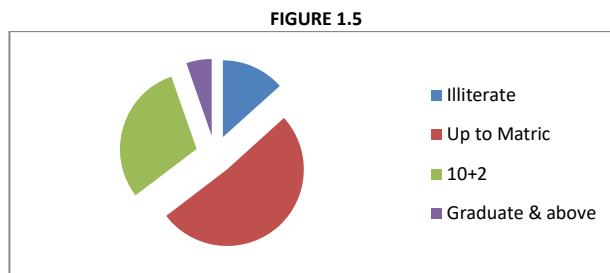


TABLE 1.6: NATURE OF RESPONSES ON DIFFERENT STATEMENTS ON THE BASIS OF INCOME-WISE CLASSIFICATION OF RESPONDENTS

Statement	SA	A	N	D	SD	Total	Mean	S.D.	X ² Value	P Value
Modernization of Infrastructure	108 (36)	68 (22.7)	30 (10)	40 (13.3)	54 (18)	300 (100)	3.45	1.524	37.727	.000*
Housing Development Facilities	42 (14)	114 (38)	34 (11.3)	58 (19.3)	52 (17.3)	300 (100)	3.12	1.348	34.024	.001*
Construction of Parks & Picnic Spots	28 (9.3)	130 (43.3)	32 (10.7)	50 (16.7)	60 (20)	300 (100)	3.05	1.302	23.479	.024**
Providing Electricity & Water Supply Facility	38 (12.7)	126 (42)	28 (9.3)	46 (15.3)	62 (20.7)	300 (100)	3.11	1.379	42.854	.000*
Opening of Consumer Goods Shops	36 (12)	118 (39.3)	32 (10.7)	52 (17.3)	62 (20.7)	300 (100)	3.05	1.370	47.252	.000*
Providing Road Facilities	118 (39.3)	34 (11.3)	32 (10.7)	52 (17.3)	64 (21.3)	300 (100)	3.30	1.622	88.865	.000*
Contributing towards Environment Protection	35 (11.7)	112 (37.3)	36 (12)	57 (19)	60 (20)	300 (100)	3.02	1.355	19.336	.081***
Helping Women Empowerment	31 (10.3)	108 (36)	30 (10)	58 (19.3)	73 (24.3)	300 (100)	2.89	1.391	9.589	.652***
Providing Rehabilitation and Resettlement Facilities	35 (11.7)	112 (37.3)	30 (10)	50 (16.7)	73 (24.3)	300 (100)	2.95	1.409	17.578	.129***

Source: Primary Survey, *significant at 1% level, **significant at 5% level, ***insignificant, SA-Strongly Agree, A-Agree, N-Neutral, D-Disagree, SD-Strongly Disagree

Table 1.6 signifies the nature of responses of primary data on the basis of income-wise classification on different aspects related with infrastructure development in the state of Himachal Pradesh and shows that mean score is highest (i.e. 3.45) as compared to average mean score (i.e. 3) on the statement that cement industry in Himachal Pradesh contributing towards modernization of infrastructure and chi-square test also supports the result whereas the mean score is lowest (i.e. 2.89) as compared to average mean. This signifies that the cement industry is not contributing to empower women of the local area and the P-value of chi-square test is also insignificant at 5% level of significance which also supports the results.

SUMMARY, CONCLUSION AND SUGGESTION

On the basis of above analysis, it can be concluded that cement industry in Himachal Pradesh contributing significantly towards infrastructure development of the State in various ways like modernization of infrastructure, providing road facilities and constructing parks and picnic spots in nearby areas of plant. The study recommended emphasizing on contributing women empowerment and rehabilitation and resettlement facilities to the displaced people of mining-affected areas. Further, it is also suggested to take immediate steps to protect environment as a whole.

REFERENCES

1. Anantharaman N, (2017), "Energy Audit in Cement Industry (1500 tpd)", International Journal of Science Technology & Engineering, Vol. 3, Issue 10, April, pp. 12-18, retrieved online on dated January 5th, 2018 from www.ijste.org.
2. Bediako Mark, Charles Dela Adobor, Eric Opoku Amankwah, Kofi Nyako and Charles Kwame Kankam, (2016), "Maximizing the Sustainability of Cement Utilization in Building Projects through the Use of Green Materials", Journal of Engineering, Hindawi Publishing Corporation, Vol. 2016, Article ID 1375493, pp. 1-6
3. Bhattacharjea, Aditya, Oindrila De, "Cartels and the Competition Commission," Economic and Political Weekly, September 1, 2012, Vol. XLVII, No. 35, pp. 14-17
4. Gopi, Dr. K.T., (2015), "Financial Performance of Cement Industry in India- A Dupont Approach", Journal of Global Management Outlook, Vol. - I, Issue-VIII, Bi-Annual, July-December, ISSN- 2277 3789
5. <http://www.cmainsdia.org/mcadmin/assets/images/listfiles/mclist80740438610050.pdf>
6. Lola, Olorunfemi, "Infrastructural Services and Manufacturing Growth in Nigeria: A Dynamic Analysis," The Indian Journal of Economics, Vol. XC, No. 359, Part IV, April 2010, pp. 117-1196.

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

