

# INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, ECONOMICS & MANAGEMENT

ijrcm



A Monthly Double-Blind Peer Reviewed Refereed 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.

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

Registered & Listed at: Index Copernicus Publishers Panel, Poland

Circulated all over the world & Google has verified that scholars of more than 1500 Cities in 141 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

[www.ijrcm.org.in](http://www.ijrcm.org.in)

## CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	RELATIONSHIP BETWEEN CAPITAL STRUCTURE AND OWNERSHIP STRUCTURE WITH CONSERVATIVE ACCOUNTING MOHAMAD LASHKARI, MOHAMADREZA ABDOLI & KHDIEH MOHAMMADI SIYAPRANI	1
2.	PARADOX OF COMMUNITY REACTIONS TO CORPORATE SOCIAL RESPONSIBILITY AND IRRESPONSIBILITY IN KENYAN HOTELS THOMAS KIMELI CHERUIYOT & DANIEL KIPKIRONG TARUS	5
3.	TOWARDS ENVIRONMENTAL MANAGEMENT: A CASE OF GREEN ADVERTISING FOR CONSUMER'S RESPONSIBLE ENVIRONMENTAL BEHAVIOUR AKPOGHIRAN, I. PATRICK	11
4.	STUDENTS SATISFACTION AND CHALLENGES IN PROBLEM BASED LEARNING IN COLLEGE OF SOCIAL SCIENCES AND LANGUAGES, MEKELLE UNIVERSITY, ETHIOPIA CHALACHEW WASSIE WOLLIE	16
5.	AN EMPIRICAL INVESTIGATION INTO CAUSAL RELATIONSHIP BETWEEN SPOT AND FUTURE PRICES OF CRUDE OIL DR. HARSH PUROHIT, HARTIKA CHHATWAL & HIMANSHU PURI	24
6.	EMERGING LIFESTYLE OF WOMEN AND ITS IMPACT ON THE FOOTWEAR PURCHASE V R UMA & DR. M I SAIFIL ALI	30
7.	ACCOUNTING FOR WAGE INEQUALITY IN INFORMAL SECTOR DR. NEERU GARG	34
8.	COMPLAINTS GIVING ATTITUDES OF MOTHERS ABOUT ADULTERATED FOOD IN INDIA DR. S. RAMESHKUMAR, G. PADMA PARVATHY & DR. G. PAULRAJ	38
9.	INDIA AND UNITED ARAB EMIRATES - TRADE DIMENSIONS AND GROWTH TRENDS SHESHAGIRI.B, DR. G. G. HONKAN & DR. L. D. VAIKUNTHE	44
10.	PROBLEMS OF GRANITE INDUSTRY IN CHITTOOR DISTRICT VASU JALARI, NALL BALA KALYAN KUMAR & M.DEVA RAJULU	48
11.	TOWARDS SUSTAINABLE TOURISM: ISSUES AND STRATEGIES C.ARULJOTHI & DR. S. RAMASWAMY	55
12.	ROLE OF EMOTIONAL INTELLIGENCE FOR MANAGERIAL EFFECTIVENESS IN THE CORPORATE WORLD DR. A. CHANDRA MOHAN & PREETHA LEENA .R	59
13.	A STUDY ON TEACHER'S OPINION ABOUT ORGANIZATIONAL CLIMATE AND INFRASTRUCTURAL FACILITIES IN MATRICULATION HIGHER SECONDARY SCHOOLS IN VIRUDHUNAGAR DISTRICT M.S. YASMEEN BEEVI & DR. M. JAYALAKSHMI	63
14.	INDIAN TEXTILE INDUSTRY GROWTH AND DEVELOPMENT OPPORTUNITIES AND CHALLENGES OF COIMBATORE REGION K. N. MARIMUTHU & DR. MARY JESSICA	67
15.	PERSONALITY DEVELOPMENT DR. HEMANDRI TIKAWALA, MUKESH R. GOYANI & JIGNESH VAGHELA	73
16.	MEASURING EDUCATIONAL EFFICIENCY AND THE DETERMINANTS OF EFFICIENCY OF THE STUDENTS IN SALEM DISTRICT, TAMILNADU DR. R. KALIRAJAN & DR. A. SUGIRTHARANI	76
17.	EFFECTIVENESS OF QUALITY OF WORK LIFE POLICIES AND PRACTICES IN THE PUBLIC SECTOR ORGANIZATIONS –A STUDY DR. MUNIVENKATAPPA & RAMANA REDDY. B	82
18.	THE LEVEL OF JOB SATISFACTION AND OPPURTUNITIES AMONG WOMEN ENTREPRENEURS IN TAMILNADU DR. M. JAYASUDHA	87
19.	SUB-PRIME CRISIS: CONCEPT AND ORIGIN DR. RAJESH PAL	90
20.	LABOUR MARKET DYNAMICS OF KERALA: A GENDER PERSPECTIVE MALLIKA.M.G	95
21.	LIFE INSURANCE CORPORATION OF INDIA: AN OVERVIEW OF ITS PERFORMACE DR. H H BHARADI	101
22.	AGRI TOURISM IN KARNATAKA – ISSUES CONSTRAINTS AND POSSIBILITIES SHUSHMA HAMILPURKAR	106
23.	REACHING THE UNREACHABLE THROUGH MICROFINANCE: CHALLENGES BEFORE INDIA MANISHA SAXENA	112
24.	PARTICIPATION OF WOMEN PEASANTS IN DECISION-MAKING PROCESS OF AGRICULTURAL ACTIVITIES IN KARNATAK STATE DR. RAMESH.O.OLEKAR	118
25.	THE EFFECT OF OPEN INTEREST CHANGE IN THE FIRST 20 MINUTES ON INTRADAY INDEX MOVEMENT: AN EMPIRICAL STUDY BASED ON NSE NIFTY OPTION DR. BIMAL JAISWAL & ARUN KUMAR	122
26.	ANALYSIS OF THE IMPACT OF GLOBAL FINANCIAL CRISES ON INDIAN ECONOMY BHAVNA RANJAN & SAKSHI WALIA	128
27.	POPULATION AND REGIONAL INEQUALITY IN INDIA DR. M. R. SINGARIYA	133
28.	SOCIOECONOMIC STATUS OF ELECTED WOMEN REPRESENTATIVES IN UTTAR PRADESH BHAVANA SINGH	140
29.	A SEPARATE AGRICULTURE BUDGET FOR INDIA-NEED OF THE HOUR HARSHAL A.SALUNKHE	145
30.	A STUDY ON THE IMPACT OF DIFFERENT METHODS OF HEALTH EDUCATION ON 'HIV/AIDS' AWARENESS AMONG ADOLESCENT STUDENTS AT UTKAL BHARTI SCIENCE COLLEGE, PALASUNI JANMEJAYA SAMAL	149
	REQUEST FOR FEEDBACK	152

## CHIEF PATRON

**PROF. K. K. AGGARWAL**

Chancellor, Lingaya's University, Delhi  
Founder Vice-Chancellor, Guru Gobind Singh Indraprastha University, Delhi  
Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

## PATRON

**SH. RAM BHAJAN AGGARWAL**

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

## CO-ORDINATOR

**DR. BHAVET**

Faculty, M. M. Institute of Management, MaharishiMarkandeshwarUniversity, Mullana, Ambala, Haryana

## ADVISORS

**DR. PRIYA RANJAN TRIVEDI**

Chancellor, The Global Open University, Nagaland

**PROF. M. S. SENAM RAJU**

Director A. C. D., School of Management Studies, I.G.N.O.U., New Delhi

**PROF. M. N. SHARMA**

Chairman, M.B.A., HaryanaCollege of Technology & Management, Kaithal

**PROF. S. L. MAHANDRU**

Principal (Retd.), MaharajaAgrasenCollege, Jagadhri

## EDITOR

**PROF. R. K. SHARMA**

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

## CO-EDITOR

**DR. SAMBHAV GARG**

Faculty, M. M. Institute of Management, MaharishiMarkandeshwarUniversity, Mullana, Ambala, Haryana

## EDITORIAL ADVISORY BOARD

**DR. RAJESH MODI**

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

**PROF. SIKANDER KUMAR**

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

**PROF. SANJIV MITTAL**

UniversitySchool of Management Studies, Guru Gobind Singh I. P. University, Delhi

**PROF. RAJENDER GUPTA**

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

**PROF. NAWAB ALI KHAN**

Department of Commerce, Aligarh Muslim University, Aligarh, U.P.

**PROF. S. P. TIWARI**

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

**DR. ANIL CHANDHOK**

Professor, Faculty of Management, Maharishi Markandeshwar University, Mullana, Ambala, Haryana

**DR. ASHOK KUMAR CHAUHAN**

Reader, Department of Economics, Kurukshetra University, Kurukshetra

**DR. SAMBHAVNA**

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

**DR. MOHENDER KUMAR GUPTA**

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

**DR. VIVEK CHAWLA**

Associate Professor, Kurukshetra University, Kurukshetra

**DR. SHIVAKUMAR DEENE**

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

**ASSOCIATE EDITORS****PROF. ABHAY BANSAL**

Head, Department of Information Technology, Amity School of Engineering &amp; Technology, Amity University, Noida

**PARVEEN KHURANA**

Associate Professor, Mukand Lal National College, Yamuna Nagar

**SHASHI KHURANA**

Associate Professor, S.M.S. Khalsa Lubana Girls College, Barara, Ambala

**SUNIL KUMAR KARWASRA**

Principal, Aakash College of Education, Chander Kalan, Tohana, Fatehabad

**DR. VIKAS CHOUDHARY**

Asst. Professor, N.I.T. (University), Kurukshetra

**TECHNICAL ADVISORS****MOHITA**

Faculty, Yamuna Institute of Engineering &amp; Technology, Village Gadholi, P. O. Gadholi, Yamunanagar

**AMITA**

Faculty, Government M. S., Mohali

**FINANCIAL ADVISORS****DICKIN GOYAL**

Advocate &amp; Tax Adviser, Panchkula

**NEENA**

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

**LEGAL ADVISORS****JITENDER S. CHAHAL**

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

**CHANDER BHUSHAN SHARMA**

Advocate &amp; 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 recent developments & practices in the area of Computer, Business, Finance, Marketing, Human Resource Management, General Management, Banking, Insurance, Corporate Governance and emerging paradigms in allied subjects like Accounting Education; 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; Monetary Policy; Portfolio & Security Analysis; Public Policy Economics; Real Estate; Regional Economics; Tax Accounting; Advertising & Promotion Management; Business Education; Management Information Systems (MIS); Business Law, Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labor 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; Public Administration; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism, Hospitality & Leisure; Transportation/Physical Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Digital Logic; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Multimedia; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic and Web Design. The above mentioned tracks are only indicative, and not exhaustive.

Anybody can submit the soft copy of his/her manuscript **anytime** in M.S. Word format after preparing the same as per our submission guidelines duly available on our website under the heading guidelines for submission, at the email address: [infoijrcm@gmail.com](mailto:infoijrcm@gmail.com).

## **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/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/Engineering/Mathematics/other, please specify)

**DEAR SIR/MADAM**

Please find my submission of manuscript entitled '\_\_\_\_\_ ' for possible publication in your journals.

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

I affirm that all the author (s) have seen and agreed to the submitted version of the manuscript and their inclusion of name (s) as co-author (s).

Also, if my/our manuscript is accepted, I/We agree to comply with the formalities as given on the website of the journal & you are free to publish our contribution in any of your journals.

#### **NAME OF CORRESPONDING AUTHOR:**

Designation:

Affiliation with full address, contact numbers & Pin Code:

Residential address with Pin Code:

Mobile Number (s):

Landline Number (s):

E-mail Address:

Alternate E-mail Address:

#### **NOTES:**

- a) The whole manuscript is required to be in **ONE MS WORD FILE** only (pdf. version is liable to be rejected without any consideration), which will start from the covering letter, inside the manuscript.
- b) The sender is required to mention the following in the **SUBJECT COLUMN** of the mail:  
**New Manuscript for Review in the area of** (Finance/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/Engineering/Mathematics/other, please specify)
- c) There is no need to give any text in the body of 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 required to be below **500 KB**.
- e) Abstract alone 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 and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of manuscript, within two days of submission, the corresponding author is required to demand for the same by sending separate mail to the journal.

### 2. **MANUSCRIPT TITLE:** The title of the paper should be in a 12 point Calibri Font. It should be bold typed, centered and fully capitalised.

### 3. **AUTHOR NAME (S) & AFFILIATIONS:** The author (s) **full name, designation, affiliation (s), address, mobile/landline numbers, and email/alternate email address** should be in italic & 11-point Calibri Font. It must be centered underneath the title.

### 4. **ABSTRACT:** Abstract should be in fully italicized text, not exceeding 250 words. The abstract must be informative and explain the background, aims, methods, results & conclusion in a single para. Abbreviations must be mentioned in full.

5. **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 stops at the end.
6. **MANUSCRIPT:** Manuscript must be in **BRITISH ENGLISH** prepared on a standard A4 size **PORTRAIT SETTING PAPER**. It must be prepared on a single space and single column with 1" margin set for top, bottom, left and right. It should be typed in 8 point Calibri Font with page numbers at the bottom and centre of every page. It should be free from grammatical, spelling and punctuation errors and must be thoroughly edited.
7. **HEADINGS:** All the headings should be in a 10 point Calibri Font. These must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
8. **SUB-HEADINGS:** All the sub-headings should be in a 8 point Calibri Font. These must be bold-faced, aligned left and fully capitalised.
9. **MAIN TEXT:** The main text should follow the following sequence:

**INTRODUCTION**

**REVIEW OF LITERATURE**

**NEED/IMPORTANCE OF THE STUDY**

**STATEMENT OF THE PROBLEM**

**OBJECTIVES**

**HYPOTHESES**

**RESEARCH METHODOLOGY**

**RESULTS & DISCUSSION**

**FINDINGS**

**RECOMMENDATIONS/SUGGESTIONS**

**CONCLUSIONS**

**SCOPE FOR FURTHER RESEARCH**

**ACKNOWLEDGMENTS**

**REFERENCES**

**APPENDIX/ANNEXURE**

It should be in a 8 point Calibri Font, single spaced and justified. The manuscript should preferably not exceed **5000 WORDS**.

10. **FIGURES & TABLES:** These should be simple, crystal clear, centered, separately numbered & self explained, and **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.
11. **EQUATIONS:** These should be consecutively numbered in parentheses, horizontally centered with equation number placed at the right.
12. **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 are supposed to follow **Harvard Style of Referencing**. 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 italics. 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 parentheses.
  - The location of endnotes within the text should be indicated by superscript numbers.

**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, 19–22 June.

#### **UNPUBLISHED DISSERTATIONS AND THESES**

- 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 Natural Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>



**COMPLAINTS GIVING ATTITUDES OF MOTHERS ABOUT ADULTERATED FOOD IN INDIA****DR. S. RAMESHKUMAR****HEAD****RESEARCH DEPARTMENT OF COMMERCE****V.O. CHIDAMBARAM COLLEGE****THOOTHUKUDI****G. PADMA PARVATHY****RESEARCH SCHOLAR****RESEARCH DEPARTMENT OF COMMERCE****V.O. CHIDAMBARAM COLLEGE****THOOTHUKUDI****DR. G. PAULRAJ****ASSOCIATE PROFESSOR****RESEARCH DEPARTMENT OF COMMERCE****V.O. CHIDAMBARAM COLLEGE****THOOTHUKUDI****ABSTRACT**

*The aim of the present research paper is to examine complaint giving attitudes of mothers towards food adulteration. This study highlighted the gaps of adulterated food materials and awareness in lodging of complaints to various authorities of shopkeeper, government officials and manufacturers. The survey was conducted randomly selected mothers (N=2,685) who had the primary responsibility for the complaints about food adulteration. The results shows that the mothers prefer to give complaint to the shopkeeper due to the limitations of time, money, energy and interest. Majority of the mothers are not ready to give proper complaints to the government regulatory machineries about unscrupulous traders, which is the right forum to prevent unfair trade practices. Awareness should be created among the mothers regarding evils of food adulteration, lodging of complaints to government authority and preventing methods of food adulteration.*

**KEYWORDS**

food alteration, unscrupulous traders, unfair trade practices.

**INTRODUCTION**

The food safety knowledge and the right attitudeS of mothers prevent the child hood diseases and food borne diseases of family. Mothers attitudes and knowledge influence children's immunization uptake and the proper education programs given to mothers will restore in preventing childhood diseases (Impicciatore, P, et. al., 2000). The problem of adulteration of food stuffs is rampant in India; women did not seem to be too concerned about this (Ministry of Health and Family Welfare (MOHFW 2004). In India nearly 11% of all food stuffs being adulterated. The mothers' attitude towards food adulteration helps to create awareness about the adulterated food. Government should create awareness through frequent campaigns in the community. It is obvious that the mothers are not aware that any outlet or grocery needs to adhere to the regulations laid down under the Prevention of Food Adulteration Act (PFA, 2004). The mothers detect adulteration in different products usually while cooking or by tasting; some mothers recognise most adulterants by texture or appearance. The commonly stated instances of adulteration such as adulteration of milk with water, expensive oil with cheap oil, wood powder/artificial colour in red chilli powder, powdered tamarind seeds in coffee, papaya seed in pepper, pebbles in rice and pulses and semolina in sugar, onion and potato paste was used adulterate ginger and garlic paste. Mothers were not aware where and whom to complaint in case of adulteration. Most of the mothers said, they would return the product to the shop from where it was bought or they pick up a fight. They also added that they would never go back to the same vendor again to buy foodstuffs.

**MATERIALS AND METHODS****SAMPLE SIZE**

Quantitative data was collected from 2685 mothers randomly selected from the five districts of Tamil Nadu. Equal importance had given both urban and rural mothers. In the field, data were collected through the questionnaire in the personal interview mode in the residence of the respondents after obtaining informed consent from them.

**RESEARCH DESIGN**

The survey examines the impact of food safety knowledge and practices of mothers and food adulteration during the period of February 2010 to September 2011 as a part of Doctoral research work. A food safety and food adulteration questionnaire was designed, which consisted of demographic questions ( age, education, income, marital status) and 39 questions covering issues related to food safety, and food adulteration. The second part of the study is presented in the paper. The questionnaire was divided into three sections (1) a demographic section, (2) food safety knowledge and awareness, and (3) food adulteration. The investigator and research assistants were trained in collecting data. The questionnaires were prepared in both English and Tamil. In rural areas, Tamil questionnaires were given to collect data. In addition, the research assistants explained the questions in detail. Each respondent took 25 to 30 minutes to complete a questionnaire. Each collected questionnaire was allotted a separate code number for cross references. The respondents were interviewed in person by well structured questionnaire through eight trained research assistants and the investigator. Approximately, 34% of the questionnaires were filled in by the respondents while 66% was guided in filling the questionnaire.

**PILOT STUDY**

The questionnaire was pre-tested by collecting data from 105 mothers both in urban and rural areas in the months of November and December 2010. This helped to confirm practical applicability, clarity and to avoid unnecessary questions. The questionnaire was revised and restructured based on the results of the pilot study. Some additional questions were added after evaluating the questionnaires in the pilot study.

**DATA ANALYSIS**

The responses from mothers were analyzed by using a statistical package. Scores for each test category were calculated by assigning correct responses. Correlation and regression technique was used to identify the inter relationship between the different food safety knowledge and practices of mothers and food adulteration. Mean responses with standard deviation and percentage analysis of each category were calculated and presented in the tabular form. Cross tabulations and chi-square tests 5% significance level was used to compare indicators across demographic characteristics (age, educational level, urban and rural background).

**RESULTS AND DISCUSSION****PROFILE OF RESPONDENTS**

Table 1 shows the demographics of the 2685 mothers by age, education, income, occupation and place of living. Analyzable questionnaires were obtained from 1295 urban mothers and 1390 rural mothers. They were randomly from household in India in which they had the primary responsibility of food preparation at home. None of them were professional food handlers. These respondents were interviewed face-to-face by well structured questionnaire by eight trained research assistant and one investigator. Appropriately 63% of the questionnaires were filled in by the respondents, while 37 percent was guided in filling the questionnaires. The majority of the respondents (38.7%) were in the age group of 25-30 years. About 54.1% of the respondents were school level educated and more the one fourth were (28.7%) illiterate. Of all mothers interviewed, majority of the respondents (55.4%) were housewives.

**TABLE 1: DEMOGRAPHIC CHARACTERISTIC OF RESPONDENTS**

Demographic characteristics	Frequency	%
<b>Age (n = 2685)</b>		
< 25	237	8.8
25-30	771	28.7
31-36	1039	38.7
37-42	362	13.5
> 43	276	10.3
<b>Education (n = 2685)</b>		
Illiterate	770	28.7
School level	1453	54.1
College level	462	17.2
<b>Occupation (n = 2685)</b>		
Housewife	1488	55.4
Employed	624	23.2
Daily wages	484	18.0
Unemployed	89	3.3
<b>Locality (n = 2685)</b>		
Urban	1295	48.2
Rural	1390	51.8

Source: Primary Data

**TABLE 2: LODGING OF COMPLAINTS TO THE DIFFERENT AUTHORITIES RELATING TO FOOD ADULTERATION**

Authorities	Respondents	Percentage
Shopkeeper	672	55.95
Manufacturer	418	34.80
Government officials	111	9.24
Total	1201	100

Source: Primary Data

Table 2 provides information regarding complaints given to different intermediaries about the defective goods and adulteration. Majority of the mothers (55.95%) lodge complaints against food adulteration to the nearby shopkeeper, where she purchases, while 34.80% of the mothers lodge complaints to the manufacturer of the adulterated products and the remaining 9.24% of the mothers lodge complaints to government officials against the traders and manufacturers. Most of the mothers don't want to take risk in lodging complaints against the unscrupulous traders to the government authorities to take legal action.

**TABLE 3: REASONS FOR NOT GIVING COMPLAINTS AGAINST UNFAIR TRADE PRACTICES**

Reasons	Respondents	Percentage
Accept as a common practice	406	53.21
Complaints ignore by Traders	204	26.74
Do not know whom to complaint	153	20.05
Total	763	100

Source: Primary Data

Table 3 shows the reasons for not giving complaints against food adulteration. Majority of the mothers (53.21%) not gave any complaints against food adulteration and defective goods. They accept it as a common practice. It is followed, 26.74% of the mothers who feel that the complaints are ignored by the traders and the remaining 20.05% of the mothers unaware to whom to give complaint regarding food adulteration. It is concluded that the mothers accepts the adulteration and defective goods as a common practice and adjust with such adulterated products.



TABLE 4: COMPLAINTS GIVEN BY MOTHERS IN DIFFERENT DISTRICTS

Districts		Authorities			Total
		Shopkeeper	Manufacturer	Government officials	
Tuticorin	Count	158	53	15	226
	% within District	69.9%	23.5%	6.6%	100.0%
	% within Complaints given to Authorities	23.5%	12.7%	13.5%	18.8%
Tirunelveli	Count	85	78	19	182
	% within District	46.7%	42.9%	10.4%	100.0%
	% within Complaints given to Authorities	12.6%	18.7%	17.1%	15.2%
Virudunagar	Count	71	69	19	159
	% within District	44.7%	43.4%	11.9%	100.0%
	% within Complaints given to Authorities	10.6%	16.5%	17.1%	13.2%
Ramnad	Count	144	130	27	301
	% within District	47.8%	43.2%	9.0%	100.0%
	% within Complaints given to Authorities	21.4%	31.1%	24.3%	25.1%
Kanniyakumari	Count	214	88	31	333
	% within District	64.3%	26.4%	9.3%	100.0%
	% within Complaints given to Authorities	31.8%	21.1%	27.9%	27.7%
Total	Count	672	418	111	1201
	% within District	56.0%	34.8%	9.2%	100.0%
	% within Complaints given to Authorities	100.0%	100.0%	100.0%	100.0%

Source: Primary Data

Table 4 indicates the complaints lodged to the different authorities by mothers in different districts of southern Tamil Nadu. Majority (27.7%) of the mothers are from Kanniyakumari district. In it, 64.3% of the mothers gave complaint to the shopkeeper, 26.4% gave to the manufactures and the remaining 9.3% of the mothers gave to the government officials. 25.1% of the mothers are from Ramnad district. Among them, 47.8% of the mothers gave complaints to the shopkeeper, 43.2% of mothers complained to the manufactures and the remaining 9% to the government officials. It is followed by 18.8% of the mothers in Tuticorin district. In which 69.9% of the mothers gave complaints to the shopkeeper, 23.5% mothers gave to the manufacturers and the remaining 6.6% lodged complaint to the Government officials. 15.2% of the mothers are contacted from Tirunelveli district. In it, 46.7% of the mothers gave complaints to shopkeeper, 42.9% gave complaints to the manufacturers and the remaining 10.4% complained to the Government officials. Further 13.2% of the mothers are contacted from Virudunagar district. Among them, 44.7% of the mothers gave complaints to the shopkeeper, 43.4% lodged to the manufacturers and the remaining 11.9% gave complaints to the government officials. It is found that majority of the mothers from Kanniyakumari gave complaint to the authorities against food adulteration.

**ASSOCIATION BETWEEN COMPLAINTS GIVEN BY MOTHERS AND THEIR DIFFERENT DISTRICTS**

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	53.089 <sup>a</sup>	8	.000 <sup>*</sup>
Likelihood Ratio	53.796	8	.000
Linear-by-Linear Association	.528	1	.467
N of Valid Cases	1201		

Source: Primary Data

\*Significant at five percent level

In this study, the 'P' value is less than 0.05 at 5% significance level. The null hypothesis is rejected. It is concluded that there is an association between mothers in different districts and the complaints given to authorities against food adulteration. The complaint given to different authorities by mothers vary according to the districts.

TABLE 5: COMPLAINTS MADE AGAINST ADULTERATION BY RURAL AND URBAN MOTHERS

Locality		Authorities			Total
		Shopkeeper	Manufacturer	Government officials	
Urban	Count	413	233	67	713
	% within Locality	57.9%	32.7%	9.4%	100.0%
	% within Complaints given to Authorities	61.5%	55.7%	60.4%	59.4%
Rural	Count	259	185	44	488
	% within Locality	53.1%	37.9%	9.0%	100.0%
	% within Complaints given to Authorities	38.5%	44.3%	39.6%	40.6%
Total	Count	672	418	111	1201
	% within Locality	56.0%	34.8%	9.2%	100.0%
	% within Complaints given to Authorities	100.0%	100.0%	100.0%	100.0%

Source: Primary Data

Table 5 denotes the complaints lodged to the different authorities against food adulteration in urban and rural area. Majority of mothers in urban area gave more complaints (59.4%) against food adulteration. In it, 57.9% gave complaints to shopkeeper, 32.7% gave to the manufacturer and 9.4% gave complaints to the government authorities. Next in rural area 40.6% of the mothers lodged complaints against food adulteration. In it, 53.1% of rural mothers gave more complaints to the shopkeepers, 37.9% to the manufacturers and 9% to the government officials. It is concluded that both urban and rural mothers do not give importance to lodge complaint against government officials.

**ASSOCIATION BETWEEN LOCALITY OF MOTHERS AND THEIR COMPLAINTS MADE AGAINST ADULTERATION**

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.541 <sup>a</sup>	2	.170 <sup>*</sup>
Likelihood Ratio	3.529	2	.171
Linear-by-Linear Association	1.333	1	.248
N of Valid Cases	1201		

Source: Primary Data

\*Significant at five percent level

In this table, the 'P' value is greater than 0.05 at 5% significance level. The null hypothesis is accepted. It is concluded that there is no association with the locality of mothers and the complaints given to authorities against food adulteration.

**TABLE 6: DIFFERENT AGE GROUP OF MOTHERS AND THEIR ATTITUDES IN LODGING OF COMPLAINTS**

Age * Complaints given to Authorities					
Age		Complaints given to Authorities			Total
		Shopkeeper	Manufacturer	Government officials	
Below 25	Count	54	22	16	92
	% within Age	58.7%	23.9%	17.4%	100.0%
	% within Complaints given to Authorities	8.0%	5.3%	14.4%	7.7%
25-30	Count	160	124	39	323
	% within Age	49.5%	38.4%	12.1%	100.0%
	% within Complaints given to Authorities	23.8%	29.7%	35.1%	26.9%
31-36	Count	324	200	36	560
	% within Age	57.9%	35.7%	6.4%	100.0%
	% within Complaints given to Authorities	48.2%	47.8%	32.4%	46.6%
37-42	Count	98	51	14	163
	% within Age	60.1%	31.3%	8.6%	100.0%
	% within Complaints given to Authorities	14.6%	12.2%	12.6%	13.6%
Above 43	Count	36	21	6	63
	% within Age	57.1%	33.3%	9.5%	100.0%
	% within Complaints given to Authorities	5.4%	5.0%	5.4%	5.2%
Total	Count	672	418	111	1201
	% within Age	56.0%	34.8%	9.2%	100.0%
	% within Complaints given to Authorities	100.0%	100.0%	100.0%	100.0%

Source: Primary Data

Table 6 indicates the complaints given to the authorities in different age groups of mothers. Out of 1201 respondents, (46.6%) of the mothers are in the age group of 31-36 years. In it 57.9% of the mothers give complaint to the shopkeepers, 35.7% give to manufacturers and the remaining 6.4% of the mothers are give complaints to government officials. It is followed by (26.9%) mothers in the age group of 25-30 years. Among them, 49.5% of mothers give complaints to shopkeepers, 38.4% give to manufactures and the remaining 12.1% give to government officials. Further, 13.6% of the mothers are in the age group of 37-42 years. In which 60.1% of mothers give complaints to shopkeepers, 31.3% give to the manufacturers and the remaining 8.6% give to government officials. Further, 7.7% of the mothers are below 25 years of age. In it, 58.7% of mothers give complaints to shopkeeper, 23.9% give to the manufactures and the remaining 17.4% of the mothers give complaints to government officials. Further, 5.2% mothers are above 43 years of age. In which, 57.1% of mothers give complaints to shopkeepers, 33.3% to manufacturers and the remaining 9.5% to the government officials. It is found that majority of the mothers in the age group of 31-36 years give more complaint to the different authorities.

**ASSOCIATION BETWEEN DIFFERENT AGE GROUP OF MOTHERS AND THEIR ATTITUDES IN LODGING OF COMPLAINTS AGAINST FOOD ADULTERATION**

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	22.757 <sup>a</sup>	8	.004
Likelihood Ratio	22.163	8	.005
Linear-by-Linear association	5.150	1	.023
N of Valid Cases	1201		

Source: Primary Data

\*Significant at five percent level

In this table, the 'P' value is less than 0.05 at 5% significance level. The null hypothesis is rejected. It is concluded that there is a significant association in between age of the mothers and their complaint giving attitude to authorities against food adulteration.

**TABLE 7: MOTHERS EDUCATIONAL LEVEL AND ITS IMPACT IN LODGING OF COMPLAINTS**

Educational Qualification		Authorities			Total
		Shopkeeper	Manufacturer	Government officials	
Illiterate	Count	141	101	29	271
	% within Educational Qualification	52.0%	37.3%	10.7%	100.0%
	% within Complaints given to Authorities	21.0%	24.2%	26.1%	22.6%
School level	Count	403	206	38	647
	% within Educational Qualification	62.3%	31.8%	5.9%	100.0%
	% within Complaints given to Authorities	60.0%	49.3%	34.2%	53.9%
College level	Count	128	111	44	283
	% within Educational Qualification	45.2%	39.2%	15.5%	100.0%
	% within Complaints given to Authorities	19.0%	26.6%	39.6%	23.6%
Total	Count	672	418	111	1201
	% within Educational Qualification	56.0%	34.8%	9.2%	100.0%
	% within Complaints given to Authorities	100.0%	100.0%	100.0%	100.0%

Source: Primary Data

Table 7 indicates the complaints given to different authorities by the mothers of different educational qualification. Out of 1201 respondents, 53.9% of mothers completed their school level education. Among them, 62.3% of mothers give complaints to shopkeeper, 31.8% give complaints to manufacturer and 5.9% give complaints to government officials. Further, 23.6% of mothers completed college level education. In it, 45.2% of mothers give complaints to shopkeeper, 39.2% give complaints to manufacturer and 15.5% give complaints to government officials. It is followed by 22.6% of illiterate mothers. Among them, 52% give complaints to shopkeeper, 37.3% give complaints to manufacturer and 10.7% give complaints to government officials. It is concluded that majority of mothers with school level education give complaints to shop keeper and manufacturer. Mothers with college level education give complaints to government officials.

## ASSOCIATION BETWEEN MOTHERS EDUCATIONAL LEVEL AND ITS IMPACT IN LODGING OF COMPLAINTS

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	35.640 <sup>a</sup>	4	.000 <sup>*</sup>
Likelihood Ratio	34.949	4	.000
Linear-by-Linear Association	4.697	1	.030
N of Valid Cases	1201		

Source: Primary Data

\*Significant at five percent level

The value of 'P' in this table is less than 0.05. Null hypothesis is rejected at 5% significance level. It is concluded that there is a significant association between educational qualification of mothers and their complaints given attitudes to different authorities. It is inferred that highly educated mothers give complaints to government officials whereas others give complaints to shopkeeper and manufacturer.

TABLE 8: OCCUPATION OF MOTHERS AND THEIR ATTITUDES IN LODGING COMPLAINTS

Occupation * Complaints given to Authorities					
Occupation		Complaints given to Authorities			Total
		Shopkeeper	Manufacturer	Government officials	
Housewife	Count	310	185	55	550
	% within Occupation	56.4%	33.6%	10.0%	100.0%
	% within Complaints given to Authorities	46.1%	44.3%	49.5%	45.8%
Employed	Count	158	181	41	380
	% within Occupation	41.6%	47.6%	10.8%	100.0%
	% within Complaints given to Authorities	23.5%	43.3%	36.9%	31.6%
Daily wage	Count	181	38	11	230
	% within Occupation	78.7%	16.5%	4.8%	100.0%
	% within Complaints given to Authorities	26.9%	9.1%	9.9%	19.2%
Unemployed	Count	23	14	4	41
	% within Occupation	56.1%	34.1%	9.8%	100.0%
	% within Complaints given to Authorities	3.4%	3.3%	3.6%	3.4%
Total	Count	672	418	111	1201
	% within Occupation	56.0%	34.8%	9.2%	100.0%
	% within Complaints given to Authorities	100.0%	100.0%	100.0%	100.0%

Source: Primary Data

Table 8 indicates the complaints given to authorities and occupation of mothers. Out of 1201 respondents, 45.8% are housewives. Among them, 56.4% of mothers give complaints to shopkeeper, 33.6% give complaints to manufacturer and 10% give complaints to government officials. It is followed by 31.6% of employed mothers. In it, 41.6% of mothers give complaints to shopkeeper, 47.6% give complaints to manufacturer and 10.8% give complaints to government officials. Further 19.2% of mothers get daily wage. Among them, 78.7% give complaints to shopkeeper, 16.5% give complaints to manufacturer and 4.8% give complaints to government officials. It is followed by 3.4% of unemployed mothers. In it, 56.1% give complaints to shopkeeper, 34.1% give complaints to manufacturer and 9.8% give complaints to government officials. Majority of the housewives give complaint to shopkeeper, manufacturer and government officials.

## ASSOCIATION BETWEEN OCCUPATION OF MOTHERS AND THEIR ATTITUDES IN LODGING COMPLAINTS

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	81.871 <sup>a</sup>	6	.000 <sup>*</sup>
Likelihood Ratio	85.375	6	.000
Linear-by-Linear Association	10.577	1	.001
N of Valid Cases	1201		

Source: Primary Data

\*Significant at five percent level

The value of 'P' in this table is less than 0.05. Null hypothesis is rejected at 5% significance level. It is concluded that there is a significant association between occupation of mothers and complaints given to authorities. It is inferred that housewives give more complaints, than others.

TABLE 9: IMPACT OF MONTHLY INCOME OF MOTHERS IN LODGING COMPLAINTS AGAINST FOOD ADULTERATION

Monthly Income		Authorities			Total
		Shopkeeper	Manufacturer	Government officials	
Below Rs.5000	Count	381	209	42	632
	% within Monthly Income	60.3%	33.1%	6.6%	100.0%
	% within Complaints given to Authorities	56.7%	50.0%	37.8%	52.6%
Rs.5000-Rs.15000	Count	213	163	44	420
	% within Monthly Income	50.7%	38.8%	10.5%	100.0%
	% within Complaints given to Authorities	31.7%	39.0%	39.6%	35.0%
Above Rs.15000	Count	78	46	25	149
	% within Monthly Income	52.3%	30.9%	16.8%	100.0%
	% within Complaints given to Authorities	11.6%	11.0%	22.5%	12.4%
Total	Count	672	418	111	1201
	% within Monthly Income	56.0%	34.8%	9.2%	100.0%
	% within Complaints given to Authorities	100.0%	100.0%	100.0%	100.0%

Source: Primary Data

Table 9 indicates the monthly income of mothers and their complaint giving attitudes to authorities. Out of 1201 respondents, 52.6% earn monthly income less than Rs 5000. Among them, 60.3% of mothers give complaints to shopkeeper, 33.1% give complaints to manufacturer and 6.6% give complaints to government officials. It is followed by 35% of the mothers' whose monthly income is between Rs 5000 – Rs 15000. In it, 50.7% of mothers give complaints to shopkeeper,

38.8% of mothers give complaints to manufacturer and 10.5% give complaints to government officials. Further 12.4% of mothers earn monthly income of above Rs15000. Among them, 52.3% of mothers give complaints to shopkeeper, 30.9% give complaints to manufacturer and 16.8% give complaints to government officials. It is concluded that majority of mothers whose monthly income is less than Rs 5000 give complaints to shopkeeper and manufacturer, and mothers earning monthly income of Rs.5000 – Rs.15000 give complaints to government officials.

#### ASSOCIATION BETWEEN THE INCOME OF MOTHERS AND THEIR COMPLAINTS GIVEN TO AUTHORITIES

##### RESULTS OF CHI-SQUARE ANALYSIS

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	22.128 <sup>a</sup>	4	.000*
Likelihood Ratio	20.794	4	.000
Linear-by-Linear Association	14.315	1	.000
N of Valid Cases	1201		

Source: Primary Data

\*Significant at five percent level

The value of 'P' in this table is less than 0.05. Null hypothesis is rejected at 5% significance level. It is concluded that there is significant association with monthly income of mothers and complaints given attitudes to different authorities. Mothers earning low income give more complaints to various authorities.

#### CONCLUSION

This study highlighted some gaps in adulterated food materials and the awareness in lodging of complaints in various authorities of shop keeper, government officials and manufacturers. Majority of the mothers had no confidence in the safe keeping and safe preparation of food items in the shop. The majority of the respondents were in the age group of 25-30 years and housewives. Majority of the respondents lodged complaints regarding adulterated food materials. In all districts, most of the consumers approached and complained about the adulteration to the shopkeepers. It is concluded that mothers in Tuticorin district do not give complaints against food adulteration and they consider it as a common practice and their complaints are ignored by traders and some of them do not know to whom to complain. It is concluded that there is significant association with the different districts and complaints given to authorities. A considerable percentage of respondents did not know whom to lodge complaints against the supply of adulterated food items. More than half of the respondents accepted that the adulteration is a common practice in India, the complaint given against the trader is waste. There is significant association with educational qualification of mothers and complaints given to authorities. It is inferred that highly educated mothers give complaints to government officials whereas others give complaints to shopkeeper and manufacturer. Majority of the housewives give complaint to shopkeeper, followed by in the manufacturer and government officials.

This study has analysed five different districts which have different characteristic features. The complaint given attitudes against the adulterated food differs one district to another. Some mothers were not lodged any complaints against the food adulteration. They gave different reasons, but majority of the mothers stated that the adulteration and unfair trade practices are common in India. Taking steps against this are waste of energy, time and money. Education plays vital role in lodging complaints against adulteration and unfair trade practices. The educated consumers can easy to move with government officials, manufacturers and traders to made complaints against unfair trade practices. How for the mothers level of education influence the consumers in lodging complaints against unfair trade practices (Table 7). The respondent's different levels of education, school level, college level and illiterate were asked about their complaint loading attitudes against the adulterated food items. Majority of the respondents in school level education (53.9%) lodged more complaints than others. This is followed by illiterate (22.6%), college level educated respondents (23.6%) who steps against the adulterated food. Least of the illiterate respondent's complaints against the unfair trade practices.

This study revealed that the attitudes of complaint based on the level of education. The illiterate respondents have low complaint given attitudes than the educated respondents. The occupation also one of the main factors influencing the complaint lodging attitudes of respondents against the unfair trade practices. This study revealed that the occupation of the mothers plays important role in lodging complaint against the adulterated food items. The house wives have more knowledge and attitudes in lodging complaints followed by employed, daily wages and unemployed. The present results indicate that there is a need to improve mother's knowledge in food adulteration and provide training in handling complaints against the adulteration and unfair trade practices of traders.

#### REFERENCES

1. Implicciatore, P, Bosetti C, Schiario S, Pandolfinic C, Bonatim, (2000); "Mothers as active partners in the prevention of childhood diseases. Maternal factors related to immunization status of preeschool children in Italy, "Prev. Medi, Vol.31 (1), and PP.49-55.
2. Ministry of Health and Family Welfare (MOHFW), (2004). Annual report on working of Prevention of Food Adulteration Act, 1954 for the year 2002. Government of India, New Delhi, India.
3. PFA. (2004). The prevention of food adulteration act and rules. New Delhi: CII.

## **REQUEST FOR FEEDBACK**

**Dear Readers**

At the very outset, International Journal of Research in Commerce, Economics and 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 **info@ijrcm.org.in** 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](mailto:infoijrcm@gmail.com).

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

Looking forward an appropriate consideration.

With sincere regards

Thanking you profoundly

**Academically yours**

Sd/-

**Co-ordinator**



## 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*

