INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, ECONOMICS & MANAGEMENT



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

Index Copernicus Publishers Panel, Poland with IC Value of 5.09 & number of libraries all around the world.

Circulated all over the world & Google has verified that scholars of more than 2980 Cities in 165 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

CONTENTS

	OUNTENTS			
Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.		
	PROFESSIONAL COMMITMENT IN HIGHER EDUCATION: AN EMPIRICAL STUDY H. SHAMINA & DR. VIJILA KENNEDY	1		
2.	STRESS MANAGEMENT IN RELATION TO SOCIO ECONOMIC STATUS OF SECONDARY SCHOOL STUDENTS DR. DEEPA. P & SUJA. P.V	5		
3.	PREDICTIVE ANALYTICS: A WAY TO PROACTIVE ACTIONS IN HUMAN RESOURCE MANAGEMENT VIKAS BANSAL	7		
4.	CAPITAL STRUCTURE AND ITS IMPACT ON PROFITABILITY: EVIDENCE FROM SRI LANKAN LISTED BANKS V. A. SUBRAMANIYAM & RAVIVATHANI THURAISINGAM	10		
5.	VALUE ADDITION IN FISHERY MARKETING, GAINS AND LOSSES ALONG THE SUPPLY CHAIN IN INDIA SHIFERAW MITIKU TEBEKA, EMMANUEL ZIVENGE, USHADEVI K.N & K. JESY THOMAS	14		
6.	A STUDY ON PRE-PURCHASE BEHAVIOR OF TWO WHEELER MOTORCYCLE USERS IN NELLORE DISTRICT, ANDHRA PRADESH, INDIA DR. D. V. RAMANA, DR. P. SUBBAIAH & P. V. L. NARASIMHA RAO	17		
7.	A FRAMEWORK OF AUDIT REPORT IN BANK AUDIT: STUDY ON LFAR, GHOSH & JILANI AND BASEL COMMITTEE REPORT DR. AKHIL MISHRA & NEHA JAISWAL	25		
8.	DEVELOPMENT OF SELF HELP GROUPS IN TAMIL NADU J. PAVITHRA & DR. M GANESAN	30		
9.	PROBLEMS OF PAIN AND PALLIATIVE CARE VOLUNTEERS IN KERALA DR. SANTHA S.	38		
10.	MICRO-FINANCE: A BOON TO THE SELF-HELP GROUP MEMBERS IN SIVAGANGAI DISTRICT, TAMIL NADU, INDIA CAPT. DR. JEYA KUMAR, KR. & DR. SREEDEVI.N	44		
11.	POLICY HOLDERS AWARENESS AND ADOPTION OF INFORMATION COMMUNICATION TECHNOLOGY OF LIFE INSURANCE CORPORATION OF INDIA S. RANI LAKSHMI & DR. P. SANTHI	51		
12.	HRM AND ETHICAL BEHAVIOUR: REVIEW AND CONCEPTUAL ANALYSIS DR. SUPRIYA CHOUDHARY	56		
13.	WOMEN ENTREPRENEURIAL OPPORTUNITIES IN FOOD INDUSTRY: A CASE OF CREMICA PRODUCTS VANIKA CHUGH & MANISH JHA	60		
14.	FACTORS INFLUENCING BRAND SWITCHING IN TELECOM INDUSTRY: WITH SPECIAL REFERENCE TO LUDHIANA CITY PREETI THAKUR, KARAN JOSHI & PRACHI KAPIL	65		
15 .	ROLE OF FINANCIAL INSTITUTIONS IN DEVELOPMENT OF MSME AND AGRICULTURAL SECTOR IN INDIA: A VISION FOR YEAR 2020 AMOGH TALAN & GAURAV TALAN	73		
16.	IMPACT OF MONETARY POLICY ON BSE BANK STOCKS MANISHA LUTHRA & SHIKHA MAHAJAN	78		
17 .	MOBILISATION AND MANAGEMENT OF FINANCIAL RESOURCES BY URBAN LOCAL BODIES YASHODA	80		
18.	AN EMPIRICAL ANALYSIS OF FACTORS AFFECTING INTERNET BANKING IN PUNJAB STATE (INDIA) RITU SEHGAL	83		
19.	RUPEE DOWNFALL: A THEORETICAL OUTLOOK GEORGE PAILY & ARUN B CHANDRAN	90		
20.	A COMPARATIVE STUDY ON THE PERFORMANCE OF SELECTED MUTUAL FUND TAX SAVING SCHEMES: AN IMPLICATION OF SHARPE'S MEASURE RAJIB DEB	95		
21.	AN ANALYSIS OF CASE STUDY PROPRIETORSHIP AND SATURATION - CASE STUDY SOURCE FROM 'DHRUVA INSTITUTE OF MANAGEMENT HYDERABAD INDIA': INTERNATIONAL CASE STUDY COMPETITION, AUTHOR: DR.JAGADEESHA.M ESAYAS DEGAGO & TESFAYE HAILU	103		
22.	EXPLORING THE FACTORS LEADING TOWARDS STUDENT DEVELOPMENT: A STUDY OF UNIVERSITY STUDENTS OF PAKISTAN HINA AFFANDI, NAHEED RAZA & ANUM AFFANDI	105		
23.	CUSTOMERS' PERCEPTION TOWARDS ONLINE ADVERTISEMENT AND ITS IMPACT ON PURCHASE BEHAVIOUR VIPIN KUMAR	110		
24.	LOK ADALAT IN JAMMU AND KASHMIR: AN EMPIRICAL ANALYSIS UNANZA GULZAR	114		
25.	DISCLOSING NONFINANCIAL INFORMATION LEADS TO THE SHAREHOLDERS' WEALTH MAXIMIZATION: EVIDENCE FROM BANGLADESHI LISTED FINANCIAL COMPANIES SALEH MOHAMMED MASHEHDUL ISLAM	117		
26.	MAHATMA GANDHI: DEMOCRATIC LEADERSHIP AND HIS ECONOMIC VISION NEHA BOTHRA	124		
27.	ANALYSIS OF EMPLOYMENT DISCRIMINATION OF SCS AND STS IN NATIONAL RURAL EMPLOYMENT GUARANTEE SCHEME (NREGS) SIDDHARTH RATHORE	128		
28.	EUROPEAN UNION AS A GLOBAL SECURITY ACTOR H.S VENKATESHA	134		
29.	FINANCIAL INCLUSION: A STUDY OF CANARA BANK AMANJOT SINGH	139		
30.	THE POPULATION GROWTH AND ECONOMIC DEVELOPMENT SANGHARSHA BALIRAM SAWALE & NEHA RAKESH NAMDEO	143		
	REQUEST FOR FEEDBACK & DISCLAIMER	146		

CHIEF PATRON

PROF. K. K. AGGARWAL

Chairman, Malaviya National Institute of Technology, Jaipur

(An institute of National Importance & fully funded by Ministry of Human Resource Development, Government of India)

Chancellor, K. R. Mangalam University, Gurgaon

Chancellor, Lingaya's University, Faridabad

Founder Vice-Chancellor (1998-2008), Guru Gobind Singh Indraprastha University, Delhi

Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

FOUNDER PATRON

LATE SH. RAM BHAJAN AGGARWAL

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

CO-ORDINATOR

DR. BHAVET

Faculty, Shree Ram Institute of Business & Management, Urjani

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, Shree Ram Institute of Business & Management, Urjani

EDITORIAL ADVISORY BOARD

DR. RAJESH MODI

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

PROF. SIKANDER KUMAR

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

PROF. SANJIV MITTAL

UniversitySchool of Management Studies, GuruGobindSinghl. 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

Head, Department of Economics & 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, KurukshetraUniversity, Kurukshetra

DR. SAMBHAVNA

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

DR. MOHENDER KUMAR GUPTA

Associate Professor, P.J.L.N.GovernmentCollege, 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 & Technology, Amity University, Noida

PARVEEN KHURANA

Associate Professor, MukandLalNationalCollege, Yamuna Nagar

SHASHI KHURANA

Associate Professor, S.M.S.KhalsaLubanaGirlsCollege, Barara, Ambala

SUNIL KUMAR KARWASRA

Principal, AakashCollege of Education, ChanderKalan, Tohana, Fatehabad

DR. VIKAS CHOUDHARY

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

TECHNICAL ADVISOR

AMITA

Faculty, Government M. S., Mohali

FINANCIAL ADVISORS

DICKIN GOYAL

Advocate & Tax Adviser, Panchkula

NEENA

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

LEGAL ADVISORS

JITENDER S. CHAHAL

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

CHANDER BHUSHAN SHARMA

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

<u>SUPERINTENDENT</u>

SURENDER KUMAR POONIA

CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to 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

	GODELINES I ON SOBMISSION OF MANOSCHIEF		
1.	COVERING LETTER FOR SUBMISSION:	DATED:	
	THE EDITOR URCM		
	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 post	sible publication in your journals.	
	I hereby affirm that the contents of this manuscript are original. Furthermore, it has neither been published e under review for publication elsewhere.	lsewhere in any language fully or partly, nor is i	
	I affirm that all the author (s) have seen and agreed to the submitted version of the manuscript and their inclusi	ion 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 websit contribution in any of your journals.	e of the journal & you are free to publish ou	
	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 mentionthe 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 <u>BRITISH ENGLISH</u> prepared on a standard A4 size <u>PORTRAIT SETTING PAPER</u>. 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

PROBLEMS OF PAIN AND PALLIATIVE CARE VOLUNTEERS IN KERALA

DR. SANTHA S. ASSOCIATE PROFESSOR POST GRADUATE DEPARTMENT OF COMMERCE & RESEARCH CENTRE ST. PETER'S COLLEGE KOLENCHERY

ABSTRACT

Volunteers are the sole of the palliative care movement. Volunteers who have life experience with terminal ill patients, the desire to help others/ learn more about grief and loss, come to terms with their own morality usually come forward to become volunteer for palliative care service. The main objective of the study is to analyze the problems faced by the Pain and Palliative Care volunteers in rendering the services effectively to the patients in Kerala. The respondents of the study include Pain and Palliative care volunteers rendering Pain and Palliative care services in the State of Kerala. The volunteers have been selected from the data base maintained by the Pain and Palliative care units of the districts selected as sample for the purpose of the study. For selecting the Pain and Palliative care volunteers, the State of Kerala was first divided into three zones- south, central and north. From these zones, one district each representing south, central and north (Alappuzha, Ernakulam and Kozhikode) have been selected at random. There were in all 79 Pain and Palliative care units in the selected districts of Kerala (20 in Alappuzha, 22 in Ernakulam and 37 in Kozhikode) as on 31st Oct 2010. All the units which render home care services have been selected for the study. 12 units in Ernakulam, 11 units in Alappuzha and 32 units in Kozhikode are offering home care services. Thus, the total number of Pain and Palliative care units selected as sample has come to 55. There are in all 2653 Palliative care volunteers in 55 units. 20 % of Pain and Palliative care volunteers have been selected at random. The volunteers include both males and females (enrolled till 31st Oct 2010). Thus the total sample has come to 531 volunteers. The data collected were suitably classified and analyzed keeping in view the objectives of the study. For the purpose of analysis, statistical tools like averages, percentages, rank test and Pearson's Chi Square test were applied. The majority of the volunteers in Kerala were females. A few volunteers were providing palliative care without proper training. Only a few volunteers were providing their services without any break. Some volunteers did not get adequate support of doctor/nurses for providing required services to patients. Only a few volunteers always faced problems. The major problem of the volunteers was 'problems from other team members in the same locality/ different localities'. The major problem faced by them while dealing with the patients was that they were not able to reduce the stress of the patients. Power politics was the major problem faced by the volunteers while dealing with the team members which hindered smooth functioning of the unit. The first and foremost problems faced by male and female volunteers while dealing with the team members were lack of co-operation from the team members, partiality and lack of good volunteers who co-operate with patients and their family members. Membership in Other organizations and financial problems' was the major personal problem faced by volunteers. A few volunteers were providing palliative care services without proper training. Only a few volunteers were providing their services without any break. The major problem of the volunteers was problems from other team members in the same locality/ different localities. The major problem faced by them while dealing with the patients was that they were not able to reduce the stress of the patients.

KEYWORDS

Neighbourhood Network in Palliative Care, Chi square test, Kruskal-Wallis Test.

INTRODUCTION

olunteers are the sole of the palliative care movement. Volunteers who have life experience with terminal ill patients, the desire to help others/ learn more about grief and loss, come to terms with their own morality usually come forward to become volunteer for palliative care service. Volunteering in palliative care offers the intellectual and emotional stimulation of having to deal with the meaning of life and death, and gives an opportunity to reflect on one's own values and priorities.

The IOM (1999)¹ stated that a shift is taking place from patient care in the hospital to family care in the home, which presents a special challenge for family or friend caregivers. Such caregivers need help with learning health care delivery skills, problem solving, and use of community-based services.

Steve Conway(2008)², in his study titled "Public health developments in palliative care services: the view from the UK" recommended for the encouragement of growth of community oriented work .Community development provided opportunities to increase access to services and address the inequality of the 'disadvantaged dying'.

SIGNIFICANCE OF THE STUDY

Palliative care is a team work where the doctors' help and nursing care constitute 30 % and 70 % of the help comes from volunteers, relatives and friends who provide psychological care, social care, financial care and spiritual care to the patients. Volunteers are primary care givers who originate normally from the same locality with local knowledge and good public contact through which they can make significant contributions in a team work by bridging the gap between the patient community and outside world. Volunteers empower and mobilize communities to prevent diseases, save lives, and diminish suffering. Palliative care is the continued supportive care and volunteers must have a deep commitment to their work on an ongoing basis. Palliative care volunteers must complement professional work by covering the basic and vital personal and psychosocial requirements of the patients and their families – providing well-being and assuring the best quality of life. Since they have to work in a team they are accountable to their programme's vision, mission, values, standards, principles, and norms. They must possess the skill to differentiate among the needs of their patients and their family members, team members and themselves.

For delivering proper palliative care, there should be a well integrated team with flexibility of leadership, good degree of trust, unselfishness, utilitarianism, respect in each other's skill and ability, high degree of mutual accountability, focus on the task etc. The network must be active so as to maintain continuity of care and improving the coverage. For this the crucial ingredient is the 'will and commitment' of the volunteers. Volunteering is a social wealth which is the core for the development and maintenance of democracy. Volunteers mobilize the community for the promotion of this wonderful movement. The multifaceted nature of palliative care entails that it is best delivered by a multidisciplinary team working in partnership with patients and their families. For the proper delivery of continuous complete home end-of-life care to patients, well integrated, responsible and accessible volunteers who have a thorough knowledge of the factors that foster or hinder recourse to care is a must.

In a developing country like India, there is absence of well trained doctors, nurses, volunteers, palliative care training policies etc. for delivering quality care. The number of active volunteers with unselfishness and utilitarianism is found to be negligible. Many of them who joined as volunteers in a unit do not or could not continue their service due to several problems. There is the need for strengthening the training strategies. An analysis of the problems of volunteers would help in identifying the exact reasons for their discontinuance/break of service and making suitable suggestions for their active participation in this movement.

Moreover, the review of earlier literature revealed that most of the studies in palliative care have been conducted in the field of medical science. No study has so far been conducted for analyzing the role and involvement of pain and palliative care units in the community development. In this context the present topic entitled "Problems of Pain and Palliative Care Volunteers in Kerala" assumes greater importance.

RESEARCH METHODOLOGY

SCOPE OF THE STUDY

The present study has been undertaken to analyze the problems faced by the Pain and Palliative Care volunteers in rendering the services effectively to the patients in Kerala. The study is confined to palliative care volunteers in the State of Kerala.

OBJECTIVE OF THE STUDY

The main objective of the study is to analyze the problems faced by the Pain and Palliative Care volunteers in rendering the services effectively to the patients in Kerala.

HYPOTHESES OF THE STUDY

H01 There is no association between age of the volunteers and sharing of emotions by the patients with the volunteers in Kerala.

H02 There is no association between occupation of volunteers and break in their palliative care services in Kerala.

SELECTION OF SAMPLE

The respondents of the study include volunteers rendering Pain and Palliative care services in the State of Kerala. The volunteers have been selected from the data base maintained by the Pain and Palliative care units of the districts selected as sample for the purpose of the study.

SELECTION OF PAIN AND PALLIATIVE CARE VOLUNTEERS

For selecting the Pain and Palliative care volunteers, the State of Kerala was first divided into three zones- south, central and north. From these zones, one district each representing south, central and north (Alappuzha, Ernakulam and Kozhikode) have been selected at random. There were in all 79 Pain and Palliative care units in the selected districts of Kerala (20 in Alappuzha, 22 in Ernakulam and 37 in Kozhikode) as on 31st Oct 2010. All the units which render home care services have been selected for the study. 12 units in Ernakulam, 11 units in Alappuzha and 32 units in Kozhikode are offering home care services. Thus, the total number of Pain and Palliative care units selected as sample has come to 55. Pain and Palliative care volunteers have been selected from the records of Pain and Palliative care units functioning in the three districts earmarked for the intensive study. There are in all 2653 Palliative care volunteers in 55 units. 20 % of Pain and Palliative care volunteers have been selected at random. The volunteers include both males and females (enrolled till 31st Oct 2010). Thus the total sample has come to 531 volunteers.

COLLECTION OF DATA

The data required for the study were collected from both primary and secondary sources. The Primary data were collected from the respondents based on structured questionnaire. The secondary data were collected from reports, books and journals published by the Consortium of Pain and Palliative care Units in Ernakulam District. Institute of Palliative Medicine and from various web sites.

TOOLS OF ANALYSIS

The data collected were suitably classified and analyzed keeping in view the objective of the study. For the purpose of analysis, statistical tools like percentages, rank test and Karl Pearson Chi Square test were used. For the rank data weighted average method was used to obtain the rank. Weighted mean is calculated and these means are ranked in order of magnitude from highest to lowest. To study the Problems of Pain and Palliative Care volunteers in Kerala the relevant questions were asked in five point scale and are scored in the order of magnitude from 5 to 1 for positive questions and 1 to 5 for negative questions. Overall score of each respondent was found out and which form the basis for comparison. To test the hypothesis that two attributes are associated or not we used the Chi-square test for independence.

PERIOD OF THE STUDY

The study covers a period of two years (1st May 2009 – 30th April 2011)

ANALYSIS

For the purpose of study 32.4% of the volunteers were selected from south, 8.85% were selected from central and 58.75% of them were selected from North zone of Kerala state, depending upon the size of the population (Table1). Most of the volunteers (79.1%) were in the age group of 20 to 59 years. 7.7% of them were in the age group of less than 20 years and 34.3% of them were in the age group of 20 to 40 years. It was also observed that 13.2% of them were in the age group of 60 years and above (Table 2). The majority of the volunteers (56.1%) in Kerala were females. It showed that females had an active participation in this movement in Kerala (Table 3). Palliative care service could be rendered without much education. It was observed that 47.1% of the volunteers in Kerala were having education up to SSLC and only 6.6% of them were either post graduates or professionals (Table 4). 16 % of the volunteers were unemployed and 14.1% of them were retired persons. Others constituted of 38.8%, including casual workers, agriculturists, technicians, bus conductors and students. It showed that palliative care service could be rendered by any individual irrespective of his/her employment provided he/she had a helping mentality (Table 5). During 1995-96 the percentage of enrolment of volunteers in Kerala was 1.3. The percentage was improved only from 2005 onwards. It was increased to 10.7% in 2005. From 2007 onwards, it showed an increasing trend till 2009. However, in 2009, the percentage showed a marginal decrease. The per cent of enrolment was the highest in the year 2008 which stood at 31.5 % (Table 6).

15.63% of the volunteers in Kerala were providing palliative care services without proper training. This will affect the quality of service provided to the patients (Table 7). The services of the doctors were always available to 45% of the volunteers in Kerala 6.6 % did not get adequate support of a doctor which was one of the obstacles for providing required services to patients and 2.8% of them got the services of the doctors very rarely (Table 8). 69.7 % of the volunteers always got the services of the nurse which was very essential for the promotion and continuance of palliative care services. However, 3.6% did not get their services. Most of the volunteers in Kerala were getting adequate support of nurses (Table 9). 66.3% volunteers were able to infuse confidence, with whom patients shared their emotions, but 0.8% of them could not (Table 10). Patients always shared their emotions with 34.1% of the volunteers in the age group up to 20 years, 70.2% of the volunteers in the age group of 21 to 30 years, 65.2% of the volunteers in the age group of 31 to 40 years, 70.6 % of the volunteers in the age group of 41 to 50 years, 75.3% of the volunteers in the age group of 51 to 60 years and 64.3% of the volunteers in the age group of 61 years and above. However with 0.7% of the volunteers in the age group of 31 to 40 years, patients neither did nor share their emotions (Table 11).

Chi square test (Table 11) revealed that there was significant association between age of the volunteers and sharing of emotions by the patients with the volunteers (χ 2 =14.159 with 5 d.f. at 5% level). Therefore the null hypothesis **H01** stating that there is no association between age of the volunteers and sharing of emotions by the patients with the volunteers in Kerala is rejected.

It was understood that 58.8 % of male volunteers and 72.1% of female volunteers could always share emotions of patients with them and 1.3% of male volunteers and 0.3% of female volunteers could not share emotions of patients with them (Table 12). Chi square test (Table 12) revealed that there was significant association between sex of the volunteers and sharing of emotions by patients (χ 2 =13.260 with 2 d.f. at 1% level). Only 21.1 % of the volunteers in Kerala were providing their services without any break and 4.1% of them had always broken their services (Table 13). It was understood that 1.7 % of male volunteers and 6% of female volunteers always broke their services and 18% of male volunteers and 23.5% of female volunteers never broke their service (Table 14). Chi square test revealed that there was significant association between sex of the volunteers and break in the service of the volunteers (χ 2 =49.735 with 3 d.f. at 1% level (Table 14). 5.9 % of volunteers who were unemployed and 6.7% of volunteers who were retired persons, 0.8% of volunteers who were in service field, 100% of volunteers who were professionals and 4.9% of volunteers who were engaged in other activities always broke their service. But 21.2% of volunteers who were unemployed, 2.7% of volunteers who were retired persons, 19.4% of volunteers who were businessmen, and 19.5% volunteers who were in service field and 29.1% of volunteers who were engaged in other activities did not break their services (Table 15). Chi square test revealed that there was significant association between occupation of volunteers and break in their services (Table 15). Therefore, the null hypothesis H02 stating that there is no association between occupation of volunteers and break in their palliative care services in Kerala stands rejected. 46.7% of the volunteers in Kerala always sought the help of their loved ones or professional agencies for either funds or amenities like water beds, wheel chairs, conveyances, clothes etc. for efficient discharge of their

from their loved ones or professional agencies. This proved the fact that palliative care is a team work which could be rendered effectively only with public support (Table 16). 99.2 % of the volunteers in Kerala conducted team meeting for discussing their routine activities and their problems. But 0.8% of the volunteers did not conduct meeting (Table 17). 62.52 % of the volunteers in Kerala convened meeting regularly, 24.11 % conducted meeting frequently, 11.30 % held meeting occasionally and 1.32 % conducted meeting only once (Table 18).

Only 0.9 % of the volunteers in Kerala always faced problems. 62.9 % sometimes faced problems, 22.4 % very rarely faced problems and 12.8 % did not face any kind of problem (Table 19). The major problem faced by both male and female volunteers in Kerala was 'problems from other team members in the same locality/ different localities'. 'Problems from other members of the unit' was ranked as second by both of them (Table 20).

The major problem faced by the volunteers while dealing with the patients was that they were not able to reduce the stress of the patients. 'Possibility of creating a biased situation' was the second major problem faced by them (Table 21). 'Membership in Other organizations and financial problems' was the major personal problem of the volunteers in Kerala. 'Language barriers' was ranked as second. "Wrong attitude of the public" wais ranked as third problem (Table 22).

CONCLUSION

Most of the volunteers were in the age group of 20 to 59 years. The majority of the volunteers in Kerala were females. Only a few volunteers were post graduates or professionals. The percent of enrolment of volunteers was highest in the year 2008. A few volunteers were providing palliative care without proper training. Most of the volunteers always got the services of the nurse. Most of the volunteers were able to infuse confidence in patients. Only a few volunteers were providing their services without any break. A significant number of volunteers always sought the help of their loved ones or professional agencies for either funds or amenities like water beds, wheel chairs, conveyances, clothes etc. The majority of the volunteers conducted team meeting for discussing their routine activities and their problems. Only a few volunteers always faced problems. The major problem of the volunteers was problems from other team members in the same locality/ different localities. The major problem faced by them while dealing with the patients was that they were not able to reduce the stress of the patients. Power politics was the major problem faced by the volunteers while dealing with the team members which hindered smooth functioning of the unit. The first and foremost problems faced by male and female volunteers while dealing with the team members were lack of co-operation from the team members, partiality and lack of good volunteers who co-operate with patients and their family members. Membership in Other organizations and financial problems' was the major personal problem faced by volunteers.

REFERENCES

- 1. IOM, Patricia, A. Grady, Statement on Improving Care at the End of Life: Research Issues, National Institutes of Health, U.S. Department of Health and Human Services. 1999.
- 2. Steve Conway, "Public health developments in palliative care services: the view from the UK" www.pubhealthpallcare.in

TABLES

TABLE 1: ZONE -WISE CLASSIFICATION OF PPC VOLUNTEERS

Zone	Frequency	Percent	
South	172	32.40	
Central	47	8.85	
North	312	58.75	
Total	531	100	

Source: Primary data.

TABLE 2: AGE -WISE CLASSIFICATION OF PPC VOLUNTEERS

_			
	Age	Frequency	Percent
	Less than 20 Years	41	7.7
ſ	20-40	182	34.3
ſ	40-60	238	44.8
ſ	60-80	67	12.6
Ī	80 Years and Above	3	.6
Ī	Total	531	100

Source: Primary data.

TABLE 3: SEX -WISE CLASSIFICATION OF PPC VOLUNTEERS

Sex	Frequency	Percent
Male	233	43.9
Female	298	56.1
Total	531	100

Source: Primary data.

TABLE 4: EDUCATION LEVEL OF THE PPC VOLUNTEERS

Education	Frequency	Percent
Up to SSLC	250	47.1
Pre-degree	118	22.2
Degree	128	24.1
PG	17	3.2
Professional	18	3.4
Total	531	100
Professional	18	3.4

Source: Primary data.

TABLE 5: OCCUPATION OF THE PPC VOLUNTEERS

Occupation	Frequency	Percent
Unemployed	85	16.0
Pensioner	75	14.1
Business	36	6.8
Service	128	24.1
Professional	1	.2
Others	206	38.8
Total	531	100

TABLE 6: YEAR ENROLMENT OF THE PPC VOLUNTEERS

Year of Enrolment	Frequency	Percent
1995	7	1.3
1998	2	.4
1999	1	.2
2000	3	.6
2002	9	1.7
2003	14	2.6
2004	8	1.5
2005	57	10.7
2006	24	4.5
2007	83	15.6
2008	167	31.5
2009	156	29.4
Total	531	100

Source: Primary data.

TABLE 7: TRAINING PROGRAMMES ATTENDED BY THE PPC VOLUNTEERS

Type of Training	Frequency	Percent
Volunteers Training	382	71.94
Others	66	12.43
Nil	83	15.63
Total	531	100

Source: Primary data.

TABLE 8: AVAILABILITY OF DOCTORS

Availability of Doctors	Frequency	Percent
Always	239	45.0
Some times	225	42.4
Very rare	15	2.8
No	35	6.6
No opinion	17	3.2
Total	531	100

Source: Primary data.

TABLE 9: AVAILABILITY OF NURSES FOR THE SERVICE

Availability	Frequency	Percent
Always	370	69.7
Some times	125	23.5
Very rare	15	2.8
No	19	3.6
No opinion	2	.4
Total	531	100

Source: Primary data.

TABLE 10: SHARING OF EMOTIONS BY PATIENTS WITH VOLUNTEERS

Responses	Frequency	Percent
Always	352	66.3
Some times	149	28.1
Very rare	22	4.1
No	4	.8
No opinion	4	.8
Total	531	100

TABLE 11: AGE OF THE VOLUNTEERS AND SHARING OF EMOTIONS BY PATIENTS (Chi Square Test)

Age		SH	ARING OF EMO	OTIONS BY PA	TIENTS		
		Always	Sometimes	Very Rare	No	No opinion	Total
up to 20	Count	14	19	8	0	0	41
	% within Age	34.1%	46.3%	19.5%	.0%	.0%	100%
21-30	Count	33	12	2	0	0	47
	% within Age	70.2%	25.5%	4.3%	.0%	.0%	100%
31-40	Count	88	36	10	1	0	135
	% within Age	65.2%	26.7%	7.4%	.7%	.0%	100%
41-50	Count	108	40	1	3	1	153
	% within Age	70.6%	26.1%	.7%	2.0%	.7%	100%
51-60	Count	64	21	0	0	0	85
	% within Age	75.3%	24.7%	.0%	.0%	.0%	100%
61 Years	Count	45	21	1	0	3	70
& above	% within Age	64.3%	30.0%	1.4%	.0%	4.3%	100%
Total	Count	352	149	22	4	4	531

TABLE 12: SEX OF THE VOLUNTEERS AND SHARING OF EMOTIONS BY PATIENTS (CHI SQUARE TEST)

BEE 12. SEX OF THE VOLUMELERS AND SHARING OF ENOTIONS BY PATIENTS (CHI SQUARE TEST							
Sex	SHARING OF EMOTIONS BY PATIENTS						
		Always	Sometimes	Very Rare	No	No opinion	Total
Male	Count	137	83	7	3	3	233
	% within sex	58.8%	35.6%	3.0%	1.3%	1.3%	100%
Female	Count	215	66	15	1	1	298
	% within sex	72.1%	22.1%	5.0%	.3%	.3%	100%
Total	Count	352	149	22	4	4	531
	% within sex	66.3%	28.1%	4.1%	.8%	.8%	100%

Source: Primary data.

 χ^2 = 13.260with 2 degrees of freedom. Significant at 1% level

TABLE 13: BREAK IN THE SERVICE OF THE VOLUNTEERS

Duration of Break	Frequency	Percent
Always	22	4.1
Sometimes	294	55.4
Rarely	103	19.4
No	112	21.1
Total	531	100

Source: Primary data.

TABLE 14: SEX OF THE VOLUNTEERS AND BREAK IN THE SERVICE OF THE VOLUNTEERS (Chi Square Test)

Sex		BREAK IN THE SERVICE OF THE VOLUNTEERS					
		Always	Sometimes	Very Rare	No	No opinion	Total
Male	Count	4	166	21	42	233	4
	% within sex	1.7%	71.2%	9.0%	18.0%	100%	1.7%
Female	Count	18	128	82	70	298	18
	% within sex	6.0%	43.0%	27.5%	23.5%	100%	6.0%
Total	Count	22	294	103	112	531	22
	% within sex	4.1%	55.4%	19.4%	21.1%	100%	4.1%

Source: Primary data.

TABLE 15: OCCUPATION OF THE VOLUNTEERS AND BREAK IN THE SERVICE OF THE VOLUNTEERS (Chi Square Test)

Occupation		E	BREAK IN THE SERVICE	OF THE VOLUNTER	RS		
		Always	Sometimes	Very Rare	No	No opinion	Total
Unemployed	Count	5	47	15	18	85	5
	% within Occupation	5.9%	55.3%	17.6%	21.2%	100%	5.9%
Pensioner	Count	5	58	10	2	75	5
	% within Occupation	6.7%	77.3%	13.3%	2.7%	100%	6.7%
Business	Count	0	24	5	7	36	0
	% within Occupation	.0%	66.7%	13.9%	19.4%	100%	.0%
Service	Count	1	63	39	25	128	1
	% within Occupation	.8%	49.2%	30.5%	19.5%	100%	.8%
Professional	Count	1	0	0	0	1	1
	% within Occupation	100%	.0%	.0%	.0%	100%	100%
Others	Count	10	102	34	60	206	10
	% within Occupation	4.9%	49.5%	16.5%	29.1%	100%	4.9%
Total	Count	22	294	103	112	531	22
	% within Occupation	4.1%	55.4%	19.4%	21.1%	100%	4.1%

Source: Primary data.

TABLE 16: DEPENDENCE OF VOLUNTEERS ON LOVED ONES OR PROFESSIONAL AGENCIES FOR HELP

Responses	Frequency	Percent
Always	248	46.70
Sometimes	250	47.08
Rarely	13	2.45
No	14	2.64
No opinion	6	1.13
Total	531	100

Source: Primary data.

TABLE 17: TEAM MEETING OF THE UNITS

Responses	Frequency	Percent
Yes	527	99.2
No	4	.8
Total	531	100

 $[\]chi^2$ = 49.735with 3 degrees of freedom. Significant at 1% level

 $[\]chi^2$ = 17.281 with 8 degrees of freedom. Significant at 5 % level

TABLE 18: PERIODICITY OF TEAM MEETING

TABLE 10. I ENIODICITY	OI ILAWI WILL	
Periodicity of the meeting	Frequency	Percent
Regularly	332	62.52
Frequently	128	24.11
Occasionally	60	11.30
Only Once	7	1.32
No Opinion	4	.75
Total	531	100

Source: Primary data.

TABLE 19: CHANCES OF FACING PROBLEMS IN RENDERING SERVICES BY THE VOLUNTEERS

Responses	Frequency	Percent
Always	5	.9
Some times	334	62.9
Very rare	119	22.4
No	68	12.8
No opinion	5	.9
Total	531	100

Source: Primary data.

TABLE 20: SEX OF THE VOLUNTEERS AND NATURE OF PROBLEM FACED BY THE VOLUNTEERS

SI. No	Nature of Problem	Male		Female	
		Mean	Rank	Mean	Rank
1	Lack of support from over-stretched service Staff	2.8696	6	4.4103	4
2	Problems from patients	2.5714	8	2.7419	10
3	Difficulty in reaching patients in rural areas	1.9024	12	2.9157	8
4	Travel potentially dangerous	4.7586	3	4.2656	5
5	Problems from other members of the unit	5.3333	2	6.9091	2
6	Problems from other team members in the same locality/ different localities	6.4615	1	7.5714	1
7	Personal problems	2.8333	7	2.8250	9
8	Problems from other local self government organisations	4.1818	4	3.4286	7
9	Problems from the family members of the patients	3.4000	5	3.7949	6
10	Lack of funds to provide service	2.1448	11	1.8478	12
11	Non availability of drugs	2.3580	10	2.2778	11
12	Fear in dealing with Patients	2.3846	9	4.5556	3

Source: Primary data.

TABLE 21: NATURE OF PROBLEM FACED BY THE VOLUNTEERS WHILE DEALING WITH PATIENTS

SI. No	Nature of Problem	Mean	Rank	
1	Unable to reduce the stress	7.1893	1	
2	Lack of co-operation from the patient	2.3780	4	
3	Ego clashes	2.3034	5	
4	Unable to prevent long-term anxiety of the family	2.1688	6	
5	Possibility of creating a biased situation	2.6990	2	
6	Unable to find adaptive responses	2.6702	3	
7	Not able to provide the required service	2.1485	7	

Source: Primary data.

TABLE 22: PERSONAL PROBLEMS OF THE VOLUNTEERS

SI.No	Nature of Problem	Mean	Rank
1	Resistance from family members	2.3934	4
2	Language barriers	2.8333	2
3	Cultural barriers	1.8358	5
4	Inadequate training	1.8125	6
5	Wrong attitude of the public	2.5180	3
6	Health problems	1.7554	7
7	Lack of time	1.6667	8
8	Membership in Other organizations and financial problems	5.6842	1

REQUEST FOR FEEDBACK

Dear Readers

At the very outset, International Journal of Research in Commerce, Economics & 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-mailinfoijrcm@gmail.com for further improvements in the interest of research.

If youhave 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 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, nor 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 is 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 cooperation of like-minded scholars, we shall be able to serve the society with our humble efforts.







