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

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.

The American Economic Association's electronic bibliography. EconLit. U.S.A.

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 4456 Cities in 177 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

Sr.		Page No.		
No.	TITLE & NAME OF THE AUTHOR (S)			
1.	TEACHER EDUCATION AND ITS MANAGEMENT IN THE ERA OF GLOBALIZATION NEENA ANEJA	1		
2.	A SOCIO ECONOMIC ANALYSIS OF AGRICULTURAL LANDLESS LABOURERS	3		
	DR. S. RAMASAMY, R. MAHESH & A. PALANISAMY			
3.	FINANCIAL LITERACY: AN EMPOWERMENT FOR FINANCIAL INCLUSION			
	DR. MAMTA JAIN, SHYAMA BOHRA & DR. T. N. MATHUR			
4.	DOES FINANCIAL DEVELOPMENT CAUSE ECONOMIC GROWTH? A TIME SERIES ANALYSIS			
	FOR INDIAN ECONOMY			
	DR. VIJAY KUMAR SHARMA & NEERAJ KUMAR			
5.	A STUDY ON MARKET INTEGRATION AND PRICE DYNAMICS OF INDIAN NATURAL	17		
	RUBBER (RSS 4 GRADE): DOMESTIC VS. INTERNATIONAL MARKETS			
	DR. M. KANNAN			
6.	EFFECT OF ERP SOFTWARE ON PERFORMANCE OF INDUSTRIES IN SME SECTOR	21		
	PRASANNA BYAHATTI & DR. FAISAL U.			
7.	A STUDY ON THE PERCEPTIONAL ATTITUDE AND KNOWLEDGE TOWARDS MGNREGA IN TAMILNADU WITH SPECIAL REFERENCE TO TIRUCHIRAPPALLI DISTRICT	25		
	DR. G. JOHN & GEORGIA. L. THINAKARAN			
8.	EMPIRICAL ANALYSIS OF MACROECONOMIC INDICATORS AS DETERMINANTS OF GDP	28		
o .	OF PAKISTAN BY USING ARDL APPROACH	28		
	AHSAN KHAN			
9.	EMPOWERMENT OF WOMEN THROUGH SELF HELP GROUPS	34		
J .	DR. GAYATHRI BALAKRISHNAN.R. & SHANTHAMANI.N	34		
10.	AN EFFECTIVE STUDY ON FOREIGN DIRECT INVESTMENT IN INDIA	38		
10.	RAJASHEKAR.	30		
11.	A STUDY ON FINANCIAL DERIVATIVES AND ITS EFFECT ON INDIAN CAPITAL MARKET	41		
	K. RAJENDRA PRASAD			
12.	ENTREPRENEURSHIP DEVELOPMENT IN INDIA	43		
	KRUNAL SONI			
13.	POPULATION AND DEVELOPMENT: A BRIEF REVIEW	48		
	DR. DEBASHIS MALLICK			
14.	DECODING THE OIL PRICE CRISIS – 2014	53		
	DR. SUSHMITA, MOHD RUMMAN & HARSHIT BAJAJ			
15 .	PROSPECTS OF GENETICALLY MODIFIED CROPS IN INDIA: CHALLENGES AND ISSUES	59		
	DR. FAIZANUR RAHMAN			
16.	TRADE LIBERALIZATION EFFECTS ON INCOME DISTRIBUTION AND POVERTY IN	65		
	CAMEROON			
	JUMBO URIE ELÉAZAR & TCHOUMO TEMGOUA HERMANN ROSTAND			
17 .	BRANDING NEXT GENERATION PRODUCTS: ISSUES AND CHALLENGES	71		
	SANTHOSHA. B. M & RAGHUNANDAN M .V			
18 .	THE CONTRIBUTION OF MICROFINANCE TO SUSTAINABLE DEVELOPMENT IN RWANDA	75		
40	SYLVIE NIBEZA			
19 .	SMES IN INDIA: ROLE AND RELEVANCE IN ECONOMIC DEVELOPMENT	82		
20	RAMA RANI EMERGING TRENDS IN GENDER BASED EMPLOYMENT STRUCTURE IN RURAL INDIA	OF		
20.	JYOTI RANI	85		
		88		
	REQUEST FOR FEEDBACK & DISCLAIMER	00		

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 Engineering & Technology, Urjani

ADVISORS

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

FORMER.CO-EDITOR

DR. S. 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

FORMER TECHNICAL ADVISOR

AMITA

Faculty, Government M. S., Mohali

<u>FINANCIAL ADVISORS</u>

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

SUPERINTENDENT

SURENDER KUMAR POONIA

1.

Nationality

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 (DELINES FOR SUBMISSION OF MANUSCRIPT				
COVERING LETTER FOR SUBMISSION:					
	DATED:				
THE EDITOR					
IJRCM					
Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF					
(e.g. Finance/Mkt./HRM/General Mgt./Engineering/Economics/Computer, specify)	/IT/ Education/Psychology/Law/Math/other, please				
<u>specity</u>)					
DEAR SIR/MADAM					
Please find my submission of manuscript entitled '					
one of your journals.					
I hereby affirm that the contents of this manuscript are original. Further	rmore, 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 co-authors of this manuscript have seen the submitted	ed version of the manuscript and have agreed to their				
inclusion of names as co-authors.					
Also, if my/our manuscript is accepted, I agree to comply with the formalitied discretion to publish our contribution in any of its journals.	es as given on the website of the journal. The Journal has				
discretion to publish our contribution in any of its journals.					
NAME OF CORRESPONDING AUTHOR	1 1 1 1				
Designation					
Institution/College/University with full address & Pin Code	1				
Residential address with Pin Code					
Mobile Number (s) with country ISD code					
Is WhatsApp or Viber active on your above noted Mobile Number (Yes/No)	:				
Landline Number (s) with country ISD code	:				
E-mail Address	:				
Alternate E-mail Address					

NOTES:

- a) The whole manuscript has to be in **ONE MS WORD FILE** only, which will start from the covering letter, inside the manuscript. **pdf. version** is **liable to be rejected without any consideration**.
- b) The sender is required to mention the following in the **SUBJECT COLUMN of the mail**:
 - **New Manuscript for Review in the area of** (e.g. Finance/Marketing/HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)
- c) There is no need to give any text in the body of mail, except the cases where the author wishes to give any **specific message** w.r.t. to the manuscript.
- d) The total size of the file containing the manuscript is expected to be below 1000 KB.
- e) 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 within twenty four hours 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 a separate mail to the journal.
- g) The author (s) name or details should not appear anywhere on the body of the manuscript, except the covering letter and the cover page of the manuscript, in the manner as mentioned in the guidelines.
- 2. MANUSCRIPT TITLE: The title of the paper should be **bold typed**, **centered** and **fully capitalised**.
- 3. AUTHOR NAME (S) & AFFILIATIONS: Author (s) name, designation, affiliation (s), address, mobile/landline number (s), and email/alternate email address should be given underneath the title.
- 4. ACKNOWLEDGMENTS: Acknowledgements can be given to reviewers, guides, funding institutions, etc., if any.
- 5. **ABSTRACT**: Abstract should be in **fully italicized text**, ranging between **150** to **300 words**. The abstract must be informative and explain the background, aims, methods, results & conclusion in a **SINGLE PARA**. **Abbreviations must be mentioned in full**.
- 6. **KEYWORDS**: Abstract must be followed by a list of keywords, subject to the maximum of **five**. These should be arranged in alphabetic order separated by commas and full stop at the end. All words of the keywords, including the first one should be in small letters, except special words e.g. name of the Countries, abbreviations.
- 7. **JEL CODE**: Provide the appropriate Journal of Economic Literature Classification System code (s). JEL codes are available at www.aeaweb.org/econlit/jelCodes.php, however, mentioning JEL Code is not mandatory.
- 8. **MANUSCRIPT**: Manuscript must be in <u>BRITISH ENGLISH</u> prepared on a standard A4 size <u>PORTRAIT SETTING PAPER</u>. It should be free from any errors i.e. <u>grammatical</u>, spelling or <u>punctuation</u>. It must be thoroughly edited at your end.
- 9. **HEADINGS**: All the headings must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
- SUB-HEADINGS: All the sub-headings must be bold-faced, aligned left and fully capitalised.
- 11. MAIN TEXT:

THE MAIN TEXT SHOULD FOLLOW THE FOLLOWING SEQUENCE:

INTRODUCTION REVIEW OF LITERATURE NEED/IMPORTANCE OF THE STUDY STATEMENT OF THE PROBLEM OBJECTIVES HYPOTHESIS (ES) RESEARCH METHODOLOGY RESULTS & DISCUSSION FINDINGS RECOMMENDATIONS/SUGGESTIONS CONCLUSIONS LIMITATIONS SCOPE FOR FURTHER RESEARCH REFERENCES APPENDIX/ANNEXURE

The manuscript should preferably range from 2000 to 5000 WORDS.

- 12. **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.
- 13. **EQUATIONS/FORMULAE:** These should be consecutively numbered in parenthesis, horizontally centered with equation/formulae number placed at the right. The equation editor provided with standard versions of Microsoft Word should be utilised. If any other equation editor is utilised, author must confirm that these equations may be viewed and edited in versions of Microsoft Office that does not have the editor.
- 14. **ACRONYMS**: These should not be used in the abstract. The use of acronyms is elsewhere is acceptable. Acronyms should be defined on its first use in each section: Reserve Bank of India (RBI). Acronyms should be redefined on first use in subsequent sections.
- 15. **REFERENCES**: The list of all references should be alphabetically arranged. *The author (s) should mention only the actually utilised references in the preparation of manuscript* and they are supposed to follow Harvard Style of Referencing. Also check to make sure that everything that you are including in the reference section is duly cited in the paper. The author (s) are supposed to follow the references as per the following:
- All works cited in the text (including sources for tables and figures) should be listed alphabetically.
- Use (ed.) for one editor, and (ed.s) for multiple editors.
- When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc, in chronologically ascending order.
- Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
- The title of books and journals should be in 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 parenthesis.
- Headers, footers, endnotes and footnotes should not be used in the document. However, you can mention short notes to elucidate some specific point, which may be placed in number orders after the references.

PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:

BOOKS

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

CONTRIBUTIONS TO BOOKS

• Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

JOURNAL AND OTHER ARTICLES

• Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

CONFERENCE PAPERS

• Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–23

UNPUBLISHED DISSERTATIONS

• Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

ONLINE RESOURCES

Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

WEBSITES

• Garg, Bhavet (2011): Towards a New Gas Policy, Political Weekly, Viewed on January 01, 2012 http://epw.in/user/viewabstract.jsp

EMERGING TRENDS IN GENDER BASED EMPLOYMENT STRUCTURE IN RURAL INDIA

JYOTI RANI RESEARCH SCHOLAR DEPARTMENT OF ECONOMICS KURUKSHETRA UNIVERSITY KURUKSHETRA

ABSTRACT

Provision of employment opportunities is one of the principal objectivities of economic planning. The process of economic development is generally associated with changes in the structure of employment and labour force. The structure of employment has numerous problems such as the high level of underemployment, emergence of low productivity jobs and underutilization of educated persons and gender based wage differentials in rural India.

KFYWORDS

employment structure, rural India.

INTRODUCTION

he occupational structure is a reflector of economic development of the nation. So it is necessary to throw light on question of changing the occupational structure of the economy. Economists think that it is of utmost necessary that a large part of workers in the agriculture sector should be transferred to industrial and service sector. The big army of the present day is of illiterate rural workers, most noticeably the female among them, would have much difficult job market situation to face. Though India is growing rapidly as a developed country yet the situation of unemployment is not much changed over the decades. A large segment of the country lives in the villages and the rural areas. The rural labour force suffers from limited mobility. To achieve a complete, rapid stable development and a strong position in the world economy, the most important is the planning at the human resource and its maximum utilization. Mere generation of employment is not going to deliver the goods. As the objective of five year plans, the employment to be gainful and sustainable: it should be able to yield a reasonable level of income to the workers and also generate surplus for further growth and employment generation.

REVIEW OF LITERATURE

The structure of working force in an economy has widely been analyzed by the scholars and economic theorists. This coming paragraph stat the efforts made by the researchers in this regard. Krishamuraty (1972) analyzed the structure of working force in 1971. He concluded that the change in the industrial distribution of working force is a major indicator of changes in the level of economic development rate for male and female while the male workforce increased slightly, the female work force declined substantially. Madheswaran and shroff (2002) summarized the work participation rate for females and found that female labour is showing an increasing trend. But in case of males, work participation rate according to 1991 census was 52.5 per cent in the rural areas and 48.95 per cent in the urban area. D'Souza (2002) concluded that the proportion of male workers in the rural primary sector has been declining over the past 25 year. By contrast the female workers in the rural sector being more dependent on the primary sector for employment. Rao and Rao (2008) analyzed the emerging trend in rural employment conditions in Andhra Pradesh was largely unorganized rural and non-industrial in nature. The female work participation rate in rural AP was the highest in the country during 1983 to 2000. According to Dash et.al. (2010), at state level, in Himachal Pradesh, Jammu and Kashmir, Rajasthan, West Bengal and Andhra Pradesh had an employment growth higher than national average during the period 1984 to 1993-94. In the subsequent period, among the major states only Punjab, Biharand Assam have not attained the growth rates higher than the national average but have also succeeded significantly in improving their performance over the previous period. From the above studies it can be concluded that the work participation of females has increased during the last decade but in comparison of male workers it remains low during the past decades. There is also a huge difference between the wage rates of male and female workers.

RESULTS AND DISCUSSIONS

Table no: 1.1 has shown the state wise work participation rates for the males and females in rural area during 2009-2010. The highest work participation rate for males has been recorded in Karnataka during the time period. But in the case of females situation is different. The highest female work participation rate is observed in Himachal Pradesh. This is because of the improvement in the level of women in the state. It has created a strong preference for white color and salaried jobs. The increasing participation of woman in the labour force not only improves their status, but the well-being of the whole family as well.



TABLE NO 1.1: LABOUR FORCE PARTICIPATION RATES FOR PERSONS OF AGE 15-59 YEARS ACCORDING TO USUAL STATES (PRINCIPAL STATES + SUBSIDIARY STATES) (JULY 2009-JUNE 2010)

			(%) (Rural)
S.No	State/UT	Male	female	Persons
1	Andhra Pradesh	84.6	62.8	73.7
2	Arunachal Pradesh	75.4	44.7	61.3
3	Assam	87.2	25.6	57.5
4	Bihar	82.8	10.6	47.8
5	Chhattisgarh	79.8	57.6	68.9
6	Delhi	87.8	5.4	50.5
7	Goa	71.6	19.9	48.0
8	Gujarat	89.9	47.7	69.6
9	Haryana	79.8	38.1	60.2
10	Himachal Pradesh	82.6	68.5	75.3
11	Jammu & Kashmir	79.7	42.9	61.8
12	Jharkhand	84.1	26.4	56.6
13	Karnataka	89.7	52.7	70.9
14	Kerala	83.6	36.7	58.3
15	Madhya Pradesh	87.2	44.5	66.8
16	Maharashtra	83.6	56.0	70.0
17	Manipur	79.6	32.7	56.4
18	Meghalaya	83.8	56.4	70.8
19	Mizoram	90.4	59.7	75.4
20	Nagaland	74.5	48.8	61.7
21	Odisha	89.2	37.2	62.4
22	Punjab	82.5	34.9	58.5
23	Rajasthan	82.1	56.6	69.5
24	Sikkim	82.2	47.5	66.3
25	Tamil Nadu	85.9	56.0	70.2
26	Tripura	88.8	33.6	61.1
27	Uttarakhand	65.6	58.7	62.2
28	Uttar Pradesh	84.2	28.2	56.4
29	West Bengal	88.3	22.3	56.6
	UTs			
30	A & N Islands	89.7	35.8	63.8
31	Chandigarh	79.3	24.2	53.1
32	Dadra and Nagar Haveli	95.4	7.4	52.2
33	Daman and Diu	77.4	26.7	55.8
34	Lakshadweep	84.4	47.6	66.9
35	Pondicherry	85.4	50.3	67.9
	All India	84.4	39.8	62.9

Source: GOI, NSSO, Key Indicator of Employment & Unemployment Situation in India, 66th Round, July 2009-June 2010.

Mizoram, Andhra Pradesh, Tamil Nadu and Chhattisgarh had shown the significant growth rates for female in rural areas. In rural areas, female workers are mostly engaged in agricultural activities or in outside economic activity. A large number of females are participating in the family farming or other householdbusiness. From the table it can be seen that the growth rate for male is highly positive in the states like Andhra Pradesh (89.9%), Mizoram (90.4%), Dadra s Nagar Havelli (95.4%) and Gujarat (89.9%). A large number of workers are engaged in rural areas due to lack of efficiency, proper education and professionalism. On the other hand, programme of encouraging the growth of household and cottage industries under the rural industrialization programme is also contributed to the rural labour force. There has been also an increase in the proportion of workers engaged in trade, hostel and restaurant, transport storage and communications. The overall trend of male and female working population is increasing during time period. But in comparison to male workers the proportion of female's workers is increased during the past decades due to educational level. Woman workers (skilled and unskilled) constitute a significant and increasing trend. The overall picture that emerges is clear; the majority of the employed males and females are casual workers.

CONCLUSION

This paper revealed that the proportion of the male and female workers in the labour market has shown the significant growth rates. But education is facilitating women, s participating in labour market. The changes in the employment during the last decade have been so dramatic that the work place in the country is no longer a man, s preserve. Entry of women in larger proportion in to the labour force has been, to a great extent, the result of change in the macroeconomic policies during the Eighties, the Nineties and largely part of Twentieth century. But the condition of male workers in rural areas is not much changed. They always wished to get a regular and well-paid job. However, there has been an increasing trend in both of male and female workers with some exceptions.

SUGGESTIONS

- 1. Creation of public facilities for ensuring ten years of schooling for all the children must therefore, is a prior objective of educated system.
- 2. Unemployment among the educated is mainly due to over emphasis on theoretical aspects of various subjects. The education system is cut off from ground realties of the Indian economy. The education system requires some changes which would help a person to get job easily in the labour market.
- New innovative skill development programms for the working poor will need to be developed.

REFERENCES

- 1. Agrawal, Sarita (1996) "Division of Labour and Employment Conditions in the Surat Art Silk Industry" *The Indian Journal of Labour Economics*, vol.39, No.2: 259-267
- 2. Ahmad, Shoeb (2004) "Industrial Growth and Employment in India" Kalpez Publication, New Delhi: 11-29.
- 3. Ahsam, Ahmad and Ashish Narian (2007) "Labour Market in India: Development and Challenges" Job Creation and Poverty Reduction in India towards Rapid and Sustained Growth" 296-307.
- 4. Akintoye, Ishoufula Rufus (2008) "Reducing Unemployment through the Informal Sector: A Case Study of Nigeria" European Journal of Economics, Finance and Administrative Sciences, Issue.2: 97-106.

- 5. Aynomnous (2006) "India's Development Scenario: New Next Decade and Beyond.
- 6. Bala, Shashi (2009) "Labour Market Participation of Women in Korean Economy" Labour and Development, vol.14-15, No.2, 1: 93-118.
- 7. Banerjee, Arindam (2009) "Emerging constraints on Small Holder Agriculture in Developing Countries under Neo- liberalization and Impact of Global Crisis: Evidence from the Rural Economy in India" Centre for Development Studies, Kerala.
- 8. Batra, G.S (2004) "Emerging Trends in Globalization, Liberalization and privatization" Globalization and Liberalization: New Developments, Deep and Deep Publication. New Delhi: 15-23.
- 9. Bhaghat, Ram B and sayeed Unisa (2006) "Ageing and Dependency in India" Asian Population Studies, vol.2, issue-2: 201-214.
- 10. Bhalla, Sheila (1996) "Workforce Restructuring Wages and Want: Recent Events, Interpretation and Analysis" *The Indian Journal of Labour Economics*, vol.39. No.1: 1-11.
- 11. Bhat, G.M (2006) "Globalization and its Impact on Indian Agriculture" Economic Reforms and Developments, Deep and Deep Publications, New Delhi: 37-45.
- 12. Boss, Ashish (1980) "Rapid Population Growth Urbanization and Surplus Labour" India's Urbanization (1901-2001), Hill Publication, New Delhi: 117-163.
- 13. Burange, L.G (2002) "Growth of Employment and Output of Organized Manufacturing Sector in India: An interstate Analysis" Mumbai Department of Economics, March, 3: 3-4.
- 14. Chadha, G.K (2000) "Economic Reforms and Emerging Demand-Supply Hiatus in India's Rural labour Market" Economic Reforms and Employment, Indian Economic Association, New Delhi: 154-159.
- 15. D, Soura, Errol (2002) "Impact of Economic Reforms on Rural Employment" The Indian Journal of Agricultural Economics, vol. 57, No. 1: 35-38.
- 16. Dash, Manoj Kumar, Ajay Singh and Gurav Kabra (2010) "Government Reforms, Economic Restructuring and the Employment of Women in India" European Journal of Social Science, vol.15, No.3: 411-428.
- 17. Despande, L.K (2001) "Indian Planning and Employment" Indian Planning: Issues and Policies, RBSA Publication, Jaipur: 59-77.
- 18. Devi, Lakshmy K.R (2002) "Employment and Job Preference of Women in Kerala: A Micro Level Case Study" Kerala Research Programme on Local Level Development, Discussion Paper No.42.
- 19. Divakaran, Sita(1996) "Gender Based Wage and Job Discrimination in Urban India" The Indian Journal of Labour Ecnomics, vol. 39, No. 2: 236-256
- 20. Economic Survey, 2004-05 (http:/india budgets.nic.In)
- 21. Ghosal, Ratan Kumar (2006) "Economic Reforms, Employment and Poverty in India" Economic Reforms and Development, Deep and Deep Publication, New Delhi: 136-139.
- 22. Ghose, Ajit K. (2004) "The Employment Challenge in India" Economic and Political Weekly: 106-116.
- 23. Goswami, M.P and B.B Lal (2002) "Economic Reforms and Employment Rural-Urban Scenario" Economic Reforms and Employment, Indian Economic Association. New Delhi: 364-367.
- 24. Hazra, Suzan (1991) "Employment in India's Organized Sector" Social Scientists, Vol.19, No.7: 39-54.
- 25. Krishnamurty, J. (1972) "Working Force in 1971 Census: Some Experiences on Provisional Results" Economic and Political Weekly, vol.7, No.31: 115-118.
- 26. Kulkarni, Sumati (1994) "Dependence on Agricultural Employment" Economic and Political Weekly, vol.24: 260.
- 27. Madheshwaran, S and Sangeeta Shroff (2000) "Education, Employment and Earnings for Scientific and Technical Workers in India: Gender Issues" *The Indian Journal of Labour Economics*, vol.43, No.1: 121-136.
- 28. Manoharan, P.K (2000) "Gender and Regional Inequality in the Distribution of Workers in India" Economic Reform and Employment, Indian Economic Association, New Delhi: 423-465.
- 29. Mathew, P.M. (2003) "Urban Unemployment in Kerala" Economic and Political Weekly: 995-996.
- 30. Mitra, Arup (2009) "Impact of Trade on Service Sector in India" Institute of Economic Growth, University of Delhi Enclave, Working Paper No.298: 1-31.
- 31. Mitra, P.P (2001) "Fragmentation of Workforce in India: Implications for Industrial Relations" The Indian Journal of Labour Economics, vol.44, No.2: 251-257.
- 32. Mukherji, R (2000) "Globalization and Labour" Globalization and Development: Experiences and challenges, Deep and Deep Publications, New Delhi: 472-483.
- 33. Mukhopadhyay, Swapna (2003) "Status of Women under Economic reforms: The Indian Case" (idrc.Ca/pan/ev-58035-201-1-do-topocHTML).
- 34. Neeta (2009) "Changing Dimensions of Female Employment in India: Insights from NSSO Data" Labour and Development, vol.14-15, No.2, 1: 22-47.
- 35. Raj, D.Sunder (2006) "Rural Employment and People's Participation" Rural Poverty Alleviation and Employment, Deep and Deep Publications, New Delhi: 235-241.
- 36. Rao, M.Sundara and D.Venkata Rao (2008) "Rural Employment in Andhra Pradesh" Indian Agriculture Challenges of Globalization, New Century Publications, New Delhi: 86-100.
- 37. Sakthivel, S and Pinaki Joddar (2006) "Unorganized Sector Workforce in India: Trends, Patterns and Social Security Coverage" Economic Political and Weekly: 107-114.
- 38. Sharma, H.R. (2001) "Employment and Wage Earnings of Agricultural Labourers: A State Wise Analysis" The Indian Journal of Labour Economics, vol.44, No.1: 27-37.
- 39. Shrivastva, kamlesh Kumar (2000) "Employment Growth and Gender in Indian Organized Sector after Economic Reforms" Economic Reforms and Employment, Indian Economic Association, New Delhi: 383-395.
- 40. Singh, Bishwa Nathan and H.N.Singh (2000) "Economic Reforms and Employment in India: Problems and Prospects" Economic Reforms and Employment, Indian Economic Association, New Delhi: 37-47.
- 41. Sundaram, Satya (2007) "Rural Unemployment in India" Rural Development, Himalaya Publications, Mumbai: 31-35.
- 42. Tansel, Aysit (2005) "Public-Private Employment Choice, Wage Differentials and Gender in Turky" Economic Development and Cultural Change, Vol.53, Issue 2:453-477
- 43. Tuteja, Usha (2000) "Female Employment in Agriculture: A District-Wise Analysis of Haryana" The Indian Journal of Labour Economics, vol.43, No.2: 339-347.
- 44. Unni, Jeemol (1996) "Non-Agricultural Employment and Rural Livelihoods: Macro Vis Vis Micro View" *The Indian Journal of Labour Economics*, vol.39, No.4: 795-807.

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 tosupply 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, neither its publishers/Editors/Editorial Board, nor any other party involved in the preparation of material contained in the journal represents or warrants that the information contained herein is in every respect accurate or complete, and they are not responsible for any errors or omissions or for the results obtained from the use of such material. Readers are encouraged to confirm the information contained herein with other sources. The responsibility of the contents and the opinions expressed in this journal are exclusively of the author (s) concerned.

ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active cooperation of like-minded scholars, we shall be able to serve the society with our humble efforts.







