

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, ECONOMICS & MANAGEMENT

I
J
R
C
M



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

Indexed & Listed at:

Ulrich's Periodicals Directory ©, ProQuest, U.S.A., EBSCO Publishing, U.S.A., Cabell's Directories of Publishing Opportunities, U.S.A.,

Open J-Gate, India [link of the same is duly available at Inlibnet of University Grants Commission (U.G.C)],

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 4600 Cities in 180 countries/territories are visiting our journal on regular basis.

Ground Floor, Building No. 1041-C-1, Devi Bhawan Bazar, JAGADHRI – 135 003, Yamunanagar, Haryana, INDIA

<http://ijrcm.org.in/>

CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	A STUDY ON THE IMPACT OF CELEBRITY ENDORSED ADVERTISEMENTS ON THE BUYING BEHAVIOUR OF CONSUMERS IN SALEM DISTRICT WITH REFERENCE TO FMCG PRODUCTS <i>DR. R. RAJESWARI & M. RUBIA BEGAM</i>	1
2.	HOUSEHOLD ENERGY CHOICE AND DEMAND IN URBAN ETHIOPIA: CASE OF WOLAITA ZONE <i>TADELE TAFESE HABTIE & BELAYNESH TAMRE DEMBEL</i>	5
3.	CUSTOMERS' PERCEPTION OF ATM USAGE, QUALITY OF SERVICE AND SATISFACTION: REFLECTIONS ON INDIAN BANKING <i>DR. LAKSHMINARAYANA BHAT. A</i>	11
4.	MAKE IN INDIA: AN INITIATIVE OF REVIVING INDIAN ECONOMY: A CASE STUDY <i>DR. JASKARAN SINGH DHILLON & TEJBIR KAUR</i>	15
5.	AN ANALYSIS OF LEVEL OF SATISFACTION TOWARDS EXPORT OF PRINTING PRODUCTS <i>K. SOUNTHARA PRIYA & DR. (MRS.) M. JAYALAKSHMI</i>	23
6.	DETERMINANTS OF FARMERS WILLINGNESS TO PAY ON WATER HARVESTING TECHNOLOGIES: A CASE STUDY IN EAST GOJJAM ZONE, ETHIOPIA <i>DERAJEW FENTIE & DAGNE MINALU</i>	28
7.	MEASUREMENT OF ENVIRONMENTAL VALUES <i>DR. ROHTASH KUMAR GARG & RIMA ALAGH</i>	35
8.	VALUES AND IMPLICATIONS OF KNOWLEDGE MANAGEMENT <i>BIJAL M. SHAH & BHAVANA K. PATEL</i>	41
9.	EXCHANGE RATE VOLATILITY IN INDIAN FOREIGN EXCHANGE MARKET WITH SPECIAL REFERENCE TO THE UNITED STATES DOLLAR <i>AMIT BHATI</i>	44
10.	PUBLIC DISTRIBUTION SYSTEM IN WEST BENGAL: A BRIEF STUDY <i>DR. ARNAB GHOSH & BARNANA BHATTACHARYA</i>	48
11.	NATIONAL INCOME IN INDIA: CONCEPTS, MEASUREMENT AND TRENDS <i>SHIV KUMAR</i>	56
12.	A STUDY ON THE IMPACT OF MICROFINANCE ON POVERTY ERADICATION WITH SPECIAL REFERENCE TO KANHIRAPUZHA GRAMA PANCHAYAT, KERALA <i>CAMILLO JOSEPH & NINU MARIA JOY</i>	61
13.	ASSESSING THE EFFECTIVENESS OF GROUP BASED BORROWING OF OROMIYA CREDIT AND SAVING SHARE COMPANY, JIMMA ZONE, ETHIOPIA <i>ENDALEW GUTU, WENDAFAERAW MULUGETA DEMISSIE & YILKAL WASSIE AYEN</i>	66
14.	MARKETING MARGIN OF ONION MARKETER'S IN SOME SELECTED AREAS OF PABNA DISTRICT <i>MD. DIN-LL-ISLAM & AIRIN RAHMAN</i>	73
15.	EFFECT OF JANANI SURAKSHYA YOJANA ON WOMEN: A STUDY IN BOUDH DISTRICT <i>SARBANI SANKAR PANIGRAHI</i>	80
16.	GROWTH OF SPICES PROCESSING INDUSTRY IN TIRUCHIRAPPALLI DISTRICT, TAMIL NADU <i>DR. R. RAJANBABU</i>	83
17.	INTERNATIONAL INSTITUTIONS FOR FOREIGN TRADE DEVELOPMENT: A THEORETICAL VIEW IN THE CONTEXT OF INDIA <i>DR. BHUPINDER SINGH & SUKHVINDER SINGH</i>	87
18.	IMPACT OF NEW TECHNOLOGY ON AGRICULTURAL PRODUCTION <i>SUNITA SOLANKI & GOURA JAMRA</i>	91
19.	A LITERATURE REVIEW ON GROWTH AND DEVELOPMENT AND THE FINANCIAL HEALTH OF CO-OPERATIVE CREDIT SYSTEM WITH REFERENCE TO JHARKHAND <i>POMPI DAS SENGUPTA</i>	94
20.	IMPACT OF FISCAL DECENTRALIZATION ON MAJOR ECONOMIC INDICATORS IN INDIA <i>FERNANDA DE XAVIER ANDRADE</i>	97
	REQUEST FOR FEEDBACK & DISCLAIMER	103

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., Haryana College of Technology & Management, Kaithal

PROF. S. L. MAHANDRU

Principal (Retd.), Maharaja Agrasen College, 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

University School 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

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, 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 & 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, ChanderKalan, Tohana, Fatehabad

DR. VIKAS CHOUDHARY

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

FORMER 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

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 areas of Computer Science & Applications; Commerce; Business; Finance; Marketing; Human Resource Management; General Management; Banking; Economics; Tourism Administration & Management; Education; Law; Library & Information Science; Defence & Strategic Studies; Electronic Science; Corporate Governance; Industrial Relations; and emerging paradigms in allied subjects like Accounting; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Rural Economics; Co-operation; Demography; Development Planning; Development Studies; Applied Economics; Development Economics; Business Economics; Monetary Policy; Public Policy Economics; Real Estate; Regional Economics; Political Science; Continuing Education; Labour Welfare; Philosophy; Psychology; Sociology; Tax Accounting; Advertising & Promotion Management; Management Information Systems (MIS); Business Law; Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labour Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; International Relations; Human Rights & Duties; Public Administration; Population Studies; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism & Hospitality; Transportation Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic; Web Design and emerging paradigms in allied subjects.

Anybody can submit the **soft copy** of unpublished novel; original; empirical and high quality **research work/manuscript** **anytime** in **M.S. Word format** after preparing the same as per our **GUIDELINES FOR SUBMISSION**; at our email address i.e. infoijrcm@gmail.com or online by clicking the link **online submission** as given on our website ([FOR ONLINE SUBMISSION, CLICK HERE](#)).

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. **COVERING LETTER FOR SUBMISSION:**

DATED: _____

THE EDITOR

IJRCM

Subject: **SUBMISSION OF MANUSCRIPT IN THE AREA OF** _____.

(e.g. Finance/Mkt./HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)

DEAR SIR/MADAM

Please find my submission of manuscript entitled ' _____ ' for possible publication in one of 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 co-authors of this manuscript have seen the submitted 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 formalities as given on the website of the journal. The Journal has discretion to publish our contribution in any of its journals.

NAME OF CORRESPONDING AUTHOR :

Designation :

Institution/College/University with full address & Pin Code :

Residential address with Pin Code :

Mobile Number (s) with country ISD code :

Is WhatsApp or Viber active on your above noted Mobile Number (Yes/No) :

Landline Number (s) with country ISD code :

E-mail Address :

Alternate E-mail Address :

Nationality :

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 acknowledgement 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 **BRITISH ENGLISH** prepared on a standard A4 size **PORTRAIT SETTING PAPER**. **It should be free from any errors i.e. grammatical, spelling or punctuation. It must be thoroughly edited at your end.**
 9. **HEADINGS:** All the headings must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
 10. **SUB-HEADINGS:** All the sub-headings must be bold-faced, aligned left and fully capitalised.
 11. **MAIN TEXT:**

THE MAIN TEXT SHOULD FOLLOW THE FOLLOWING SEQUENCE:**INTRODUCTION****REVIEW OF LITERATURE****NEED/IMPORTANCE OF THE STUDY****STATEMENT OF THE PROBLEM****OBJECTIVES****HYPOTHESIS (ES)****RESEARCH METHODOLOGY****RESULTS & DISCUSSION****FINDINGS****RECOMMENDATIONS/SUGGESTIONS****CONCLUSIONS****LIMITATIONS****SCOPE FOR FURTHER RESEARCH****REFERENCES****APPENDIX/ANNEXURE****The manuscript should preferably 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>

GROWTH OF SPICES PROCESSING INDUSTRY IN TIRUCHIRAPPALLI DISTRICT, TAMIL NADU

DR. R. RAJANBABU
RESEARCH ASST.
DEPARTMENT OF ECONOMICS
BHARATHIDASAN UNIVERSITY
TIRUCHIRAPPALLI

ABSTRACT

An attempt on spices processing industry has been undertaken with the specific objective is: to analyse the growth of spices processing industry with reference to selected economic indicators. The relevant informations have been collected from secondary sources. The study covers the period from 1990 to 2012. The data for the selected product groups have been drawn from the records of the District Industry Centre (DIC), Tiruchirappalli. The cross check has been made in order to check the validity of secondary data collection with 20 spices processing units in the study region. By adopting the complete enumeration method, the data have been collected from all these units. For the purpose of analysis, the collected data were classified into product group-wise over different years and compound growth rate has been used. The overall growth rate of spices processing industry was 6.11 percent. From the analysis, it is witnessed that the performance of spices processing industry has grown drastically in the study period.

KEYWORDS

growth, spices, spices-mix & spices processing industry.

INTRODUCTION

The food industry across the globe is turning more and more to spice products to create newer varieties of food. New flavour systems are being developed to introduce new products in the market and create competitive advantages. The Indian spices products industry is engaged in continuous innovation and upgradation of process and products to meet the new global demand. India produce and market over 50 different varieties of spices and export them to more than 150 countries around the globe.

In recent years, the changes in technology and consumption pattern have made a large number of products obsolete. Consumer's acceptance of new products and new styles of living have become an accepted fact. Growing urbanization, the increasing number of working couples, the spread of consumption culture through television, the difficulty in getting reliable domestic help in the urban areas, the increasing affluence of the high and middle income group of the population, the trend towards "quick food" life styles and the high price of domestic cooking fuels etc., have resulted in a remarkable progress of the spices processing industry with diversified products in recent times. In this light of its importance, an attempt on spices processing industry has been undertaken with the specific objective is: to analyse the growth of spices processing industry with reference to selected economic indicators.

DATA SOURCE AND METHODOLOGY

The relevant informations have been collected from secondary sources. The study covers the period from 1990 to 2012. The data for the selected product groups have been drawn from the records of the District Industry Centre (DIC), Trichy. The cross check has been made in order to check the validity of secondary data collection with 20 spices processing units in the study region. By adopting the complete enumeration method, the data have been collected from all these units. For the purpose of analysis, the collected data were classified into product group-wise over different years and compound growth rate has been used.

GROWTH MODEL

Growth is studied with reference to annual growth rates computed based on the compound interest rate formula adopted by the World Bank using the least square methods.

The least squares growth rate 'r' is estimated by fitting a least squares linear regression trend line to the logarithmic annual values of the variable in the relevant period. More specifically, the regression equation takes the form

$$\log X_t = a + bt + e_t$$

Where this is the equivalent to the logarithmic transformation of the compound growth rate equation

$$X_t = X_0 (1+r)^t$$

In these equations 'X' is the variable, 't' is time period and $a = \log X_0$ and $b = \log(1+r)$ are the parameters to be estimated, 'e' is the error term. If b' is the least squares estimates of 'b' then the average annual percentage growth rate 'r' is obtained as $(\text{antilog } b') - 1$ and multiplied by 100 to express it as percentage (World Bank, 1992).

NUMBER OF ENTERPRISES

The spices processing industry products varieties from pure spices powder to instant mixes. On the basis of spices processing industry products, the products are classified into five categories; upto 5, 6-10, 11-15, 16-20 and above 20. The classification of products is based on their diversification are presented in the following tables.

Table 1 presents data on the number of spices processing industry in Tiruchirappalli district during the period from 1990 to 2012. In the beginning period, there were 5 units and the number has gradually increased to 20 units in 2012 thus recording a growth rate of 7.43 percent. Product group-wise in 1990, 6-10 has accounted for maximum number of 3 enterprises. Product groups both upto 5 and 11-15 witnessed the minimum of just one unit. In 2012, the maximum of 5 units observed in both upto 5 and 6-10. Product group-wise the highest growth rate of 8.71 percent was found in upto 5 followed by 7.17 percent in 16-20 and 6.59 percent in above 20. Product group 6-10 has continued to dominate with number of units but subsequently it not increased prominently over the period, which reflects the minimum growth rate of 1.31 percent.

It is evident that out of 5 product categories, upto 5 product group has obtained higher growth rate than the sectoral growth rate of 7.43 percent. High demand and availability of raw-materials is the main reasons for higher growth rate of spices processing industry in Tiruchirappalli district. It indicates this industry attracts more number of units and encouverage then for modernization.

TABLE 1: NUMBER OF ENTERPRISES (in numbers)

Sl. No	Year/Units	Upto 5	6 to 10	11 to 15	16 to 20	>20	Total
1	1990	1	3	1			5
2	1991	1	3	1			5
3	1992	1	3	1			5
4	1993	1	3	1			5
5	1994	1	3	1			5
6	1995	2	2	1	1		6
7	1996	2	3	1	1		7
8	1997	2	2	1	2		7
9	1998	2	2	1	2		7
10	1999	3	2	1	2		8
11	2000	3	1	1	1	2	8
12	2001	2	2	1	1	2	8
13	2002	1	3	1	1	2	8
14	2003	1	4	1	1	2	9
15	2004	1	2	2	2	2	9
16	2005	4	4	2	2	2	14
17	2006	4	3	2	3	2	14
18	2007	6	2	3	3	2	16
19	2008	6	3	2	4	2	17
20	2009	5	4	3	3	3	18
21	2010	5	3	3	3	4	18
22	2011	7	3	3	3	4	20
23	2012	5	5	3	3	4	20
C.G.R		8.71	1.31	6.27	7.17	6.59	7.43

Source: Compiled from the records of DIC, Tiruchirappalli

GROSS BLOCK

The data pertaining to the investment of gross block for a period of twenty-three years from 1990 to 2012 is shown in Table 2. Aggregate investment at the initial period was Rs.372.75 lakh and the cumulative investment has steadily increased to Rs. 1,190.42 lakhs in 2012. During the period of study, the sectoral growth rate of gross block by all the product groups was 5.16 percent, which was less than the growth rate recorded by number of enterprises.

At the beginning of the period, across the product groups, 6-10 had account for the highest investment in gross block of Rs.186.65 lakh. The minimum amount of Rs.90.55 lakh was found in upto 5. Crosswise the product groups, 6-10 fluctuated over the period and had account for the highest investment of Rs.344.58 lakh at the end of the study period. The least investment of 148.75 lakh was found in 11-15. Regarding the product group-wise rate of growth, above 20 recorded the highest growth rate of 5.70 percent followed by 4.32 percent in upto 5 and 2.05 percent in 11-15. The least growth rate of 1.41 percent was 6-10, since there is low growth in number of enterprise.

Out of 5 product groups, above 20 has attained higher growth rate than the sectoral growth rate of 5.16 percent during the period of study. It is indicating improvement in the assets base of the enterprises in above 20. Sharp rise in demand for instant mixes for home consumption and availability of suitable raw-materials were the main reasons for good growth rate.

TABLE 2: GROSS BLOCK (Rs. in lakh)

Sl. No.	Year/Units	Upto 5	6 - 10	11 - 15	16 - 20	>20	Total
1	1990	90.55	186.65	95.55			372.75
2	1991	90.64	189.93	96.64			377.21
3	1992	100.94	235.81	111.94			448.69
4	1993	103.21	239.62	113.21			456.04
5	1994	105.81	247.44	115.81			469.06
6	1995	163.48	193.48	96.74	83.05		536.75
7	1996	166.11	249.16	83.05	96.74		595.06
8	1997	180.09	182.09	91.04	172.09		625.31
9	1998	184.31	182.31	91.15	185.32		643.09
10	1999	239.30	184.53	91.77	189.53		705.13
11	2000	239.46	80.82	79.82	88.82	159.64	648.56
12	2001	169.91	159.91	79.95	89.95	159.91	659.63
13	2002	80.08	240.23	86.08	90.08	160.15	656.62
14	2003	82.34	285.24	87.31	92.31	162.62	709.82
15	2004	84.32	252.63	162.36	142.63	172.63	814.57
16	2005	174.15	284.15	164.07	144.07	182.07	948.51
17	2006	191.66	243.75	165.83	145.75	185.83	932.82
18	2007	292.89	197.63	186.44	146.44	187.63	1011.03
19	2008	295.92	237.96	91.97	183.94	191.97	1001.76
20	2009	217.74	274.19	120.64	130.64	230.64	973.85
21	2010	222.83	223.70	130.76	133.70	278.26	989.25
22	2011	342.24	240.62	143.07	146.67	285.57	1158.17
23	2012	244.58	344.58	148.75	156.85	295.66	1190.42
C.G.R		4.32	1.41	2.05	1.81	5.70	5.16

Source: Compiled from the records of DIC, Tiruchirappalli

EMPLOYMENT

Table 3 presents the details about employment in the spices processing industry in Tiruchirappalli district during the period from 1990 to 2012. In the initial period, there were 169 employees involved in manufacturing and the number of persons employed has increased to 426 in the last year with the growth rate of 5.24 percent. It is evident that the growth rate of employment was higher than the growth rate recorded by gross block.

TABLE 3: EMPLOYMENT (in numbers)

Sl. No.	Year/ Units	Upto 5	6 - 10	11 - 15	16 - 20	>20	Total
1	1990	40	84	45			169
2	1991	40	86	45			171
3	1992	42	85	48			175
4	1993	42	85	48			175
5	1994	43	86	49			178
6	1995	61	71	41	41		214
7	1996	70	95	45	45		255
8	1997	70	71	45	61		247
9	1998	74	71	46	61		252
10	1999	94	73	51	63		281
11	2000	95	32	52	32	60	271
12	2001	65	65	52	32	60	274
13	2002	33	98	53	33	60	277
14	2003	30	120	50	30	60	290
15	2004	35	110	60	60	60	325
16	2005	84	104	62	62	62	374
17	2006	85	94	62	84	62	387
18	2007	105	68	87	87	68	415
19	2008	108	94	66	102	66	436
20	2009	96	107	88	88	88	467
21	2010	97	78	88	88	97	448
22	2011	124	83	83	93	101	484
23	2012	89	98	44	94	101	426
C.G.R		4.04	0.76	2.65	5.57	5.12	5.24

Source: Compiled from the records of DIC, Tiruchirappalli

Product group-wise in the beginning of year, 6-10 has employed 84 employees followed by 11-15 (45 employees) and upto 5 (40 employees). In the end of study period employment in the manufacturing of various product groups were: above 20 has employed 101 employees, 6-10 has employed 98 employees, 16-20 has employed 94 employees, upto 5 has employed 89 employees and 11-15 has employed 44 employees. From 1990 to 2012, product group-wise growth rate was as follows: maximum growth rate of 5.57 percent in 16-20, 5.12 percent in above 20, 4.04 percent in upto 5, 2.65 percent in 11-15 and least growth rate of merely 0.76 percent registered in 6-10. It is clear from the analysis, 16-20 has recorded higher growth rate than the sectoral growth rate of 5.24 percent, indicating want to spend more on capital instead of labour.

OUTPUT

Table 4 presents data on the output of the spices processing industry in Tiruchirappalli district during the period 1990 to 2012. In the initial period, spices processing industry produced for Rs.447.26 lakh by all the product groups and the output has considerably increased to Rs. 1,799.36 lakh at the end of study period with the growth rate of 6.62 percent.

Product group-wise output in the starting period, 6-10 produced for Rs.206.48 lakh followed by 11-15 (Rs.135.49 lakh) and upto 5 (Rs.105.29 lakh). In the end of study period output in the manufacturing of various product groups were: upto 5 produced for Rs.484.80 lakh, 6-10 produced for Rs.434.84 lakh, above 20 produced for Rs.347.87 lakh, 16-20 produced for Rs.269.94 lakh and 11-15 produced for Rs.261.91 lakh. From 1990 to 2012, product group-wise growth rate as follows: prominent growth rate of 7.35 percent in upto 5, 4.03 percent in 16-20, 3.24 percent in 11-15, 2.11 percent in 6-10 and least growth rate of 1.86 percent noticed in above 20. Among the product groups, upto 5 had recorded higher growth rate than the sectoral growth rate of 6.62 percent.

Increased the demand for value-added spices products enhanced the development of the spices processing industry in Tiruchirappalli district. Hence manufacture of spices processing industry had got a good scope. Changing lifestyles, food habits, organized food retail and urbanization are the key factors responsible for the impressive growth rate of this industry in Tiruchirappalli district.

TABLE 4: OUTPUT (Rs. in lakh)

Sl. No.	Year/Units	Upto 5	6 - 10	11 - 15	16 - 20	>20	Total
1	1990	105.29	206.48	135.49			447.26
2	1991	108.09	216.98	138.99			464.06
3	1992	103.28	229.79	143.26			476.33
4	1993	105.74	237.14	145.71			488.59
5	1994	108.88	246.50	148.83			504.21
6	1995	253.65	153.65	126.83	116.83		650.96
7	1996	223.59	235.38	111.79	121.79		692.55
8	1997	231.55	131.56	115.78	201.58		680.47
9	1998	241.89	141.87	120.93	241.87		746.56
10	1999	335.10	123.40	111.70	223.46		793.66
11	2000	358.30	109.43	119.43	129.93	238.87	955.96
12	2001	259.45	159.45	129.92	131.72	259.45	939.99
13	2002	137.12	211.36	137.12	139.02	274.24	898.86
14	2003	134.05	224.21	130.05	131.05	262.11	881.47
15	2004	135.72	171.44	270.44	201.49	221.34	1000.43
16	2005	367.08	267.08	188.54	180.56	181.83	1185.09
17	2006	376.23	182.17	198.11	282.17	188.71	1227.39
18	2007	514.20	170.41	250.10	267.20	174.49	1376.40
19	2008	503.01	251.51	167.67	335.34	187.07	1444.60
20	2009	425.60	340.48	205.36	215.38	235.06	1421.88
21	2010	427.56	256.57	236.54	226.14	342.05	1488.86
22	2011	546.44	334.19	234.10	239.11	312.25	1666.09
23	2012	484.80	434.84	261.91	269.94	347.87	1799.36
C.G.R		7.35	2.11	3.24	4.03	1.86	6.62

Source: Compiled from the records of DIC, Tiruchirappalli

COMPARATIVE ANALYSIS OF GROWTH RATES

Table 5 presents the selected growth indicators for the period of 1990 to 2012. The overall growth rate of spices processing industry was 6.11 percent. The sectoral growth rate of number of enterprises, gross block, employment and output by all the product groups were order of 7.43 percent 5.16 percent, 5.24 percent and 6.62 percent respectively. Among the different growth indicators, number of enterprises has registered the highest growth rate (7.43 percent) followed by output (6.62 percent) and employment (5.24 percent).

TABLE 5: COMPARATIVE ANALYSIS OF GROWTH RATES

Sl. No.	Units	No. of Enterprises (C.G.R)	Gross Block (C.G.R)	Employment (C.G.R)	Output (C.G.R)	Overall Growth Rate (%)
1	Upto 5	8.71	4.32	4.04	7.35	6.11
2	6 - 10	1.31	1.41	0.76	2.11	1.40
3	11 - 15	6.27	2.05	2.65	3.24	3.55
4	16 - 20	7.17	1.81	5.57	4.03	4.65
5	>20	6.59	5.70	5.12	1.86	4.82
Total		7.43	5.16	5.24	6.62	6.11

Source: Compiled from the records of DIC, Tiruchirappalli

CONCLUSION

All the indicators also noticed significant growth during the period under review. From the analysis, it is witnessed that the performance of spices processing industry has grown drastically in the study period. Sharp rise in demand for instant mixes for home consumption and availability of suitable raw-materials are the main reasons for fine growth rate. Hence manufacture of instant mixes had got a good scope. Changing lifestyles, food habits, organized food retail and urbanization are the key factors responsible for the impressive growth rate of this product group in Tiruchirappalli district.

REFERENCES

- Balamurugan, P. (2012), "Developmental Aspects of Fruit Processing Units in Undivided Dharmapuri District, Tamil Nadu", *SEDME*, Vol.39, No.2, pp.19-39.
- Burange, L.G (1999), "Industrial Growth and Structure: Manufacturing Sector in Maharashtra", *Economic and Political Weekly*, Vol.34, No.9, pp.39-48.
- Chinnappa, B. and Keshava Reddy, T.R. (1999), "An Empirical Analysis of Growth and Instability in Sugar Industry", *Agriculture Banker*, Vol.23, No.2, pp.27-29.
- Gaikwad, R.S. and Pawar, P.P. (2011), "Food Processing Industries in India -Growth Status and Prospects," *Beverage & Food World*, Vol.38, No.2, pp.61-63.
- Hema, M and Ranjit Kumar (2007), "Production and Trade Performance of Major Spices Grown in Western Ghat Region in India", *Indian Journal of Agricultural Marketing*, Vol.21, No.1, pp.83-95.
- John, K.C (2003), "Spices Export from India", *Economic and Political Weekly*, Vol.38, No.19, pp.1832-1834.
- Menon, V.J (2010), "Kerala Aims to be the Food Basket of the Country", *Business Economics*, Vol.15, No.23, pp.22-23.
- Paramjeet Kaur (2007), "Growth Acceleration in India", *Economic and Political Weekly*, Vol.42, No.15, pp.1380-1386.
- Selvakumar, M and Vimal Priyan, V. (2010), "Processed Food: An Attractive Sector for Investment", *Facts for You*, Vol.30, No.9, pp.10-14.
- Sindhu Jain (1997), "The Taste of Paste", *India Today*, Vol.27, No.15, pp.60-61.
- Srivastava, S.K. et.al (2011), "Demand and Supply of Major Spices in India: A Regional Analysis", *Indian Journal of Arecanut, Spices & Medicinal Plants*, Vol.13, No.4, pp.26-42.
- Thumar, V.M. et.al (2012), "Growth and Export Performance of Major Seed Spices of India", *Indian Journal of Agricultural Marketing*, Vol.26, No.1, pp.21-35.
- Vijaya Kumar, A. and Venkatachalam, A. (1997), "Growth Performance of Tamil Nadu Sugar Industry", *Agricultural Situation in India*, Vol.53, No.12, pp.819-820.
- World Bank (1992), *World Development Report*, Oxford University Press, New York, p.286.

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-mail infoijrcm@gmail.com for further improvements in the interest of research.

If you have any queries, please feel free to contact us on our E-mail infoijrcm@gmail.com.

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

Looking forward an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-

Co-ordinator

DISCLAIMER

The information and opinions presented in the Journal reflect the views of the authors and not of the Journal or its Editorial Board or the Publishers/Editors. Publication does not constitute endorsement by the journal. Neither the Journal nor its publishers/Editors/Editorial Board nor anyone else involved in creating, producing or delivering the journal or the materials contained therein, assumes any liability or responsibility for the accuracy, completeness, or usefulness of any information provided in the journal, nor shall they be liable for any direct, indirect, incidental, special, consequential or punitive damages arising out of the use of information/material contained in the journal. The journal, neither its publishers/Editors/ Editorial Board, nor any other party involved in the preparation of material contained in the journal represents or warrants that the information contained herein is in every respect accurate or complete, and they are not responsible for any errors or omissions or for the results obtained from the use of such material. Readers are encouraged to confirm the information contained herein with other sources. The responsibility of the contents and the opinions expressed in this journal are exclusively of the author (s) concerned.

ABOUT THE JOURNAL

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

Our Other Journals

