

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., Google Scholar,

Open J-Gate, India [link of the same is duly available at Infilbnet 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 5000 Cities in 187 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.	SATISFACTION LEVEL OF FARMERS TOWARDS RURAL CREDIT SCHEMES OF CANARA BANK <i>T. SIVA & DR. L. P. RAMALINGAM</i>	1
2.	A STUDY ON IMPACT OF FOREIGN DIRECT INVESTMENT IN INDIAN BANKING SECTOR <i>DR. S. HARI HARA PUTHIRAN & R. VIJAYAKUMAR</i>	6
3.	INNOVATIONS IN RURAL MARKETING IN INDIA: A CRITICAL REVIEW OF SELECT CASES <i>JYOTI PRADHAN & DR. DEVI PRASAD MISRA</i>	9
4.	SPATIO-TEMPORAL ANALYSIS OF CROP DIVERSIFICATION IN HIMACHAL PRADESH: A DISTRICT WISE ANALYSIS <i>ROZY DHANTA, Y S NEGI & S C TEWARI</i>	15
5.	PERFORMANCE APPRAISAL OF EMPLOYEES WITH SPECIAL REFERENCE TO MSMEs IN HUBLI-DHARWAD DISTRICT <i>DR. KARTIKEY KOTI</i>	21
6.	CHALLENGES OF WOMEN ENTREPRENEURSHIP IN MODERN INDIA <i>DR. G. YOGANANDAN & G. SIVASAMY</i>	31
7.	CHANGING ROLE OF HUMAN RESOURCE IN CORPORATE HEALTHCARE <i>K. SRIKANTH & DR. SAPNA SINGH</i>	34
8.	INTERNAL AND EXTERNAL FACTORS GOVERNING QUALITY OF STATUTORY FINANCIAL AUDIT: A PERCEPTUAL STUDY <i>MITRENDU NARAYAN ROY & DR. SIDDHARTHA SANKAR SAHA</i>	37
9.	A CASE STUDY ON JOB SATISFACTION OF LABORS OF SMALL SCALE COMPANIES SITUATED AT HOWRAH AREA IN WEST BENGAL <i>BIJAN SAMADDER & PRITHA PANDE</i>	42
10.	THE NEW DIRECTIONS OF ECONOMIC AND FINANCIAL GLOBALIZATION <i>HIKMAT SALMAN KHUDHAIR</i>	45
11.	OUTFLOW OF FOREIGN DIRECT INVESTMENT FROM INDIA: RECENT TRENDS AND PATTERNS <i>P. AROCKIA JULIET & DR. K. UMA</i>	50
12.	CONCEPTUAL ISSUES: REGIONAL AND HUMAN DEVELOPMENT IN INDIA <i>DR. NEETU MISHRA</i>	52
13.	PROGRESS OF SELF HELP GROUPS IN EXTENSION OF MICRO CREDIT IN INDIA: AN OVERVIEW <i>DR. A. VENKATA RAMANA</i>	57
14.	EMPIRICAL RESEARCH OF MOUNTAIN TOURISM DEMAND IN CROATIA USING POLYNOMIAL REGRESSION MODEL WITH AUTOREGRESSIVE ERRORS <i>ANA ŠTAMBUK & REBEKA TIBLJAŠ</i>	63
15.	A STUDY OF INTERNATIONAL FINANCIAL REPORTING STANDARDS ON INDIAN INDUSTRIES <i>MANISHA & DR. L.N. ARYA</i>	68
16.	MAHATMA GANDHI NATIONAL RURAL EMPLOYMENT GUARANTEE ACT: AN INTRODUCTION <i>KHEM RAJ</i>	71
17.	POVERTY REDUCTION OF URBAN POOR THROUGH SELF EMPLOYMENT GENERATION PROGRAMME IN THE PERSPECTIVE OF SLUMS IN INDIA <i>REENA G. MALALI</i>	75
18.	A STUDY ON THE PERFORMANCE OF MICRO, SMALL AND MEDIUM ENTERPRISES (MSMEs) IN INDIA <i>UJJAL BHUYAN</i>	78
19.	WOMEN EMPOWERMENT IN NIGERIA THROUGH EDUCATION <i>OLUWAJEMILUA MATHEW TOPE</i>	81
20.	IMPACT OF OIL REVENUE ON ECONOMIC GROWTH AND ITS IMPLICATIONS ON EMPLOYMENT GENERATION IN NIGERIA <i>TEDUNJAIYE OLAWALE HEZEKIAH</i>	86
	REQUEST FOR FEEDBACK & DISCLAIMER	97

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

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

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. **COVERING LETTER FOR SUBMISSION:**

DATED: _____

THE EDITOR

IJRCM

Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF _____.

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

DEAR SIR/MADAM

Please find my submission of manuscript titled ' _____ ' for likely publication in one of your journals.

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

I affirm that all the co-authors of this manuscript have seen the submitted version of the manuscript and have agreed to inclusion of their names as co-authors.

Also, if my/our manuscript is accepted, I agree to comply with the formalities as given on the website of the journal. The Journal has discretion to publish our contribution in any of its journals.

NAME OF CORRESPONDING AUTHOR	:
Designation/Post*	:
Institution/College/University with full address & Pin Code	:
Residential address with Pin Code	:
Mobile Number (s) with country ISD code	:
Is WhatsApp or Viber active on your above noted Mobile Number (Yes/No)	:
Landline Number (s) with country ISD code	:
E-mail Address	:
Alternate E-mail Address	:
Nationality	:

* i.e. Alumnus (Male Alumni), Alumna (Female Alumni), Student, Research Scholar (M. Phil), Research Scholar (Ph. D.), JRF, Research Assistant, Assistant Lecturer, Lecturer, Senior Lecturer, Junior Assistant Professor, Assistant Professor, Senior Assistant Professor, Co-ordinator, Reader, Associate Professor, Professor, Head, Vice-Principal, Dy. Director, Principal, Director, Dean, President, Vice Chancellor, Industry Designation **etc.** The qualification of author is not acceptable for the purpose.

NOTES:

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

THE MAIN TEXT SHOULD FOLLOW THE FOLLOWING SEQUENCE:**INTRODUCTION****REVIEW OF LITERATURE****NEED/IMPORTANCE OF THE STUDY****STATEMENT OF THE PROBLEM****OBJECTIVES****HYPOTHESIS (ES)****RESEARCH METHODOLOGY****RESULTS & DISCUSSION****FINDINGS****RECOMMENDATIONS/SUGGESTIONS****CONCLUSIONS****LIMITATIONS****SCOPE FOR FURTHER RESEARCH****REFERENCES****APPENDIX/ANNEXURE****The manuscript should preferably be in 2000 to 5000 WORDS, But the limits can vary depending on the nature of the manuscript.**

12. **FIGURES & TABLES:** These should be simple, crystal **CLEAR, centered, separately numbered** & self-explained, and the **titles must be above the table/figure. Sources of data should be mentioned below the table/figure. It should be ensured that the tables/figures are referred to from the main text.**
13. **EQUATIONS/FORMULAE:** These should be consecutively numbered in parenthesis, left aligned with equation/formulae number placed at the right. The equation editor provided with standard versions of Microsoft Word may be utilised. If any other equation editor is utilised, author must confirm that these equations may be viewed and edited in versions of Microsoft Office that does not have the editor.
14. **ACRONYMS:** These should not be used in the abstract. The use of acronyms is elsewhere is acceptable. Acronyms should be defined on its first use in each section e.g. Reserve Bank of India (RBI). Acronyms should be redefined on first use in subsequent sections.
15. **REFERENCES:** The list of all references should be alphabetically arranged. **The author (s) should mention only the actually utilised references in the preparation of manuscript** and they may follow Harvard Style of Referencing. **Also check to ensure that everything that you are including in the reference section is duly cited in the paper.** The author (s) are supposed to follow the references as per the following:
- All works cited in the text (including sources for tables and figures) should be listed alphabetically.
 - Use (ed.) for one editor, and (ed.s) for multiple editors.
 - When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc., in chronologically ascending order.
 - Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
 - The title of books and journals should be in italic printing. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
 - For titles in a language other than English, provide an English translation in parenthesis.
 - **Headers, footers, endnotes and footnotes should not be used in the document. However, you can mention short notes to elucidate some specific point,** which may be placed in number orders before the references.

PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:

BOOKS

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

CONTRIBUTIONS TO BOOKS

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

JOURNAL AND OTHER ARTICLES

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

CONFERENCE PAPERS

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

UNPUBLISHED DISSERTATIONS

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

ONLINE RESOURCES

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

WEBSITES

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

A CASE STUDY ON JOB SATISFACTION OF LABORS OF SMALL SCALE COMPANIES SITUATED AT HOWRAH AREA IN WEST BENGAL

BIJAN SAMADDER
MANAGER – HRD (EAST REGION)
SIS INDIA LTD.
KOLKATA

PRITHA PANDE
LECTURER
MANAGEMENT DEPARTMENT
GEORGE COLLEGE
KOLKATA

ABSTRACT

This study is based on Raj Laxmi Bakery & Dhara Food Products of West Bengal India. These are under small scale industries. This topic helps to make the people aware of the importance of small scale industry as small scale industries (SSI) plays a very important role. It also contributes 40% of the gross industrial value added in the Indian economy. 45%-50% of Indian exports are contributed by sectors. That's why job satisfaction of labor of this industry is very important. The sample size is 100. The result is that these companies are doing well.

KEYWORDS

performance, economy, industry, job satisfaction, labor, wages, working hours.

INTRODUCTION

Human beings are very complex in their psychological makeup and hence, managers cannot influence employees' "inner states directly". They can, however, create work environments that encourage quality performance.

LITERATURE REVIEW

Physical working conditions and reward systems should therefore be designed carefully and used effectively to encourage individuals to achieve organizational goals. Incentives such as fair compensation, job security, promotions and challenging work are always considered as important for the motivation of employees in Small Scale industry (Vinod K. Tewari, Joseph Philip and Amar Nath Pandey, 1991). The key factors which are useful for the satisfaction of the employees i.e. workplace environment, reward and recognition, training and development and team work. These factors help to make the policies effective and through this effectiveness, efficiency takes place in the management process. (*Empirical study of Employee jobSatisfaction, 2012*). Many researchers found that Job satisfaction, Environment, pays, work place, and change in technology all of these are main factors that influences employee's behavior in any organization. (*Igalens and Roussel, 1999; Brewer et al., 2008*). In this case study of "JOB SATISFACTION OF LABOURS IN SMALL SCALE INDUSTRY", an attempt has been made to examine the nature of work environment that prevails in small industry; and the important reasons that generally influence the satisfaction level of employees in small industry. It is seen that the motivating factors that would motivate employees to perform in Small Scale Industries are basically three things viz., monetary benefits, promotions and secured jobs. (*job satisfaction among employees in small scale industries, visakhapatnam, 2011*)

OBJECTIVES

1. To measure the employees job satisfaction
2. To study the employee perception towards organization.
3. To study the attitude of the employees towards their work.
4. To identify the factor that motivates the employee.
5. To give suggestion for the growth and perspective of the company.

METHODOLOGY

TYPES OF DATA: qualitative & quantitative.

DATA COLLECTION METHOD: questionnaire & interview.

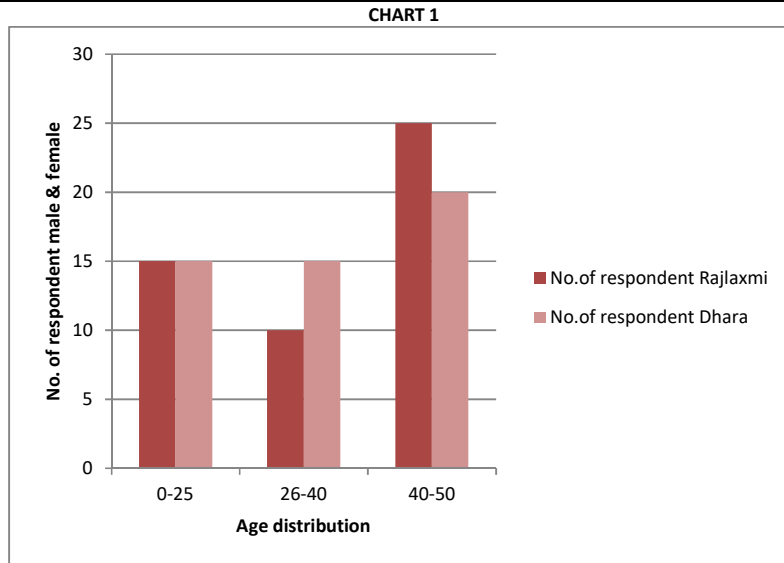
SAMPLE SIZE: 100

DATA ANALYSIS & INTERPRETATION

ANALYSIS ON SUITABILITY OF WORKING HOURS

TABLE 1

Age of employees (Male & female)	No.of respondent Rajlaxmi	No.of respondent Dhara
0-25	10	10
26-40	20	30
40-50	20	10
Total	50	50

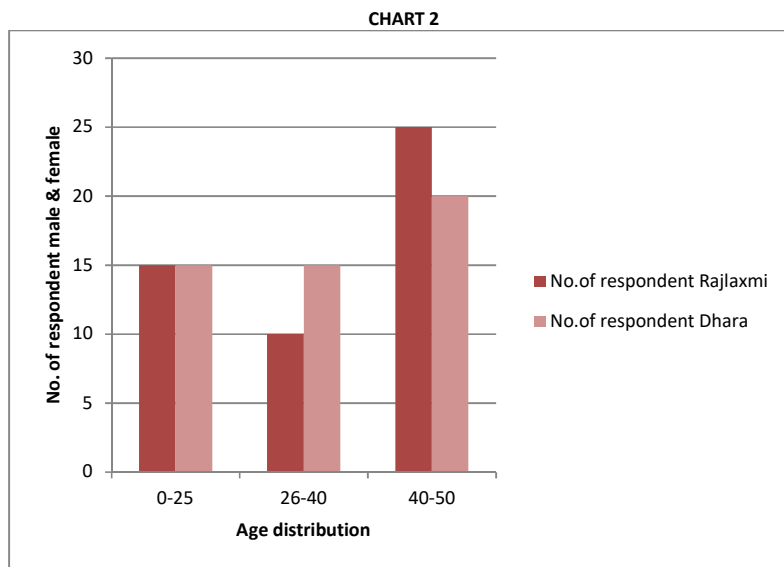


Interpretation: suitability for working hours of both companies 15+ 15 employees satisfied (age within 25).10 employees for Rajlaxmi & 15 employees for Dhara are satisfied (age within 26-40). 25 employees of Rajlaxmi & 20 employees of Dhara satisfied (age between 40-50).

ANALYSIS ABOUT JOB SECURITY

TABLE 2

Age of employees (Male Male & female)	No.of respondent Rajlaxmi	No.of respondent Dhara
0-25	10	5
26-40	15	25
40-50	25	20
Total	50	50

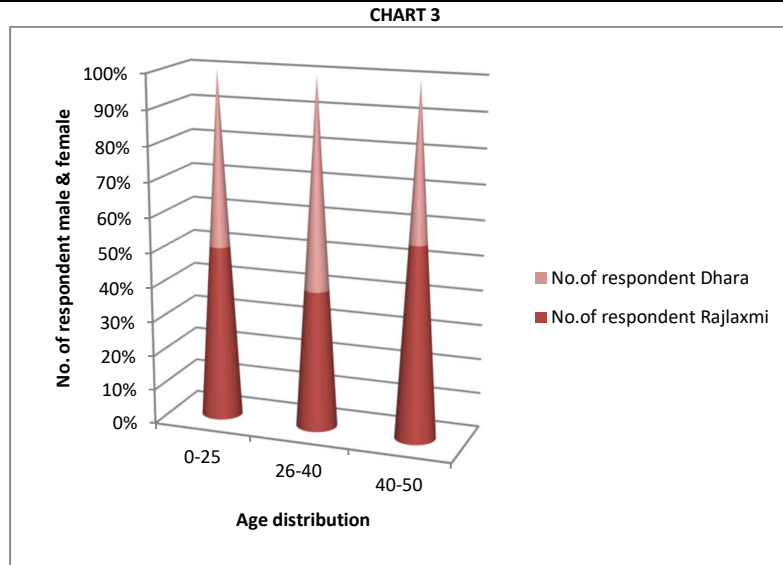


Interpretation: analysis for job security both companies 15+ 15 employees satisfied (age within 25).10 employees for Rajlaxmi & 15 employees for Dhara are satisfied (age within 26-40). 25 employees of Rajlaxmi & 20 employees of Dhara satisfied (age between 40-50)

ANALYSIS ABOUT GETTING PROPER WAGE

TABLE 3

Age of employees (Male& female)	No. of respondent Rajlaxmi	No. of respondent Dhara
0-25	15	15
26-40	10	15
40-50	25	20
Total	50	50



Interpretation: analysis of getting wages 45% employees satisfied of Rajlaxmi & 55% employees of Dhara (age within 25). 35% employees for Rajlaxmi & 65% employees for Dhara are satisfied (age within 26-40). 25 employees of Rajlaxmi & 20 employees of Dhara satisfied (age between 40-50)

FINDINGS

1. Most of the workers working in "Dhara Food Product" and "Rajlaxmi Bakery" have more than 2 years of experience in the company.
2. Most of the respondent is satisfied with the work environment in "Dhara Food Product" and "Rajlaxmi Bakery". There are only few workers who are unsatisfied.
3. Almost all the workers share a good relationship with their supervisor.
4. The company has taken utmost importance in providing a healthy and hygienic work environment for the workers.
5. Most of the workers feel that they are treated equally and with respect in the company.
6. The companies working hour seem to be employee friendly as everyone said they are satisfied with the working hours.
7. According to the company policies, the workers do not get any overtime allowances or benefits.
8. The response demonstrates that the workers get proper wages offered by the company and also all the workers are paid on par with the standards.

CONCLUSIONS

After doing the case study on this two small scale industry, "RAJLAXMI BAKERY" & "M/S DHARA FOOD PRODUCT" with a sample size of 10 from each company, I have come to the following conclusions.

Small scale industry in India is renowned for its socio economic growth factors and even industrial expansion. One of the unique features of small scale industry is that its growth has generated better job prospects helping free enterprise and inculcation of expertise besides guaranteeing better utilization of limited fiscal reserves and technology. Additionally, they play an important part in attaining the economic targets and socio-political aims.

Job satisfaction is an emotional response to the job situation. Job satisfaction often determined by how well outcomes meet or exceed expectations; and job satisfaction represents several related attitudes. It represents a constellation of a person's attitudes towards the job. It is a function of satisfaction with different aspects of the job, such as nature of work, supervisor, co-workers, leadership style etc., and of the particular importance one attaches to these respective factors. Job satisfaction is rather a general feeling of contentment with the various facets of job and work environment and hence all these facets have been examined on the basis of opinions of employees in the selected units covered in this case study.

REFERENCES

1. Dr. M. Ramesh, "Job Satisfaction Among Employees In Small Scale Industries, Visakhapatnam", International Journal of Research in commerce, IT & management, Volume no. 1 (2011), Issue no. 3 (August) ISSN 2231-5756
2. Herzberg, F. and Mausner, B. (1959), *The Motivation to Work*, 2nd ed., Wiley, New York, NY.
3. K. Aswatappa, *Organizational Behavior*, Himalaya Publishing House, 6th revised edition 2006.
4. Muhammad Rizwan, Waqas Mehmood Khan (Corresponding Author), Hafiz Muhammad Aqeel Tariq, Abdul Ghaffar, Malik Zubair Anjum, Ehsan Ullah Bajwa, *IOSR Journal of Business and Management IOSR-JBM* e-ISSN: 2278-487X, p-ISSN:2319-7668, PP 29-35
5. Shashi K. Gupta, Rosy Joshi, *Human Resource Management*, Kalyani Publishers, 2nd revised edition 2004.
6. Stephen P. Robbins, *Organizational Behavior*, Pearson Education Asia, 9th edition 2003.
7. Vinod K. Tewari, Joseph Philip and Amar Nath Pandey, *Small Scale Industry: Success and Failure* Edition: 1991 Media: Hard Back ISBN: 8170223644 JBA Book Code: 140372

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 to an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-

Co-ordinator

DISCLAIMER

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

ABOUT THE JOURNAL

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

Our Other Journals

