

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, ECONOMICS & MANAGEMENT

IJRCM



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 Infibnet 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 5555 Cities in 190 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.	PROMOTING TRANSPARENCY IN UNIVERSITY ADMINISTRATION THROUGH E-GOVERNANCE <i>VIJAY BHASKAR KOUDIKI & K JANARDHANAM</i>	1
2.	IMPORTANCE OF CAPITAL STRUCTURE ANALYSIS IN CONSTRUCTION COMPANY <i>DR. J. S. V. GOPALA SARMA</i>	6
3.	LINKING INTERNAL MARKETING AND EMPLOYEE'S IN-ROLE PERFORMANCE: A CROSS-LEVEL MEDIATION ANALYSIS <i>YU-PING HSU, TSAI-FANG YU & CHUN-TSEN YEH</i>	11
4.	STRENGTHENING MENTAL HEALTH SYSTEMS CASE STUDY WITH RESPECT TO KAMAYANI SCHOOL FOR MENTALLY HANDICAPPED <i>PREETI CHAUDHARY & DR. MITA MEHTA</i>	18
5.	PERFORMANCE OF PUBLIC SECTOR BANKS IN INDIA – AN ANALYTICAL STUDY <i>DR. M. NAGAMANI & K. ABIRAMI</i>	22
6.	A STUDY ON CONCEPT OF IFRS, BENEFICIARIES AND CHALLENGES <i>S. BHUVANESWARI & JAMEELA M.K</i>	27
7.	WOMEN ENTREPRENEURSHIP: A STUDY OF INDIAN SCENARIO <i>GURVEEN KAUR</i>	30
8.	FINANCIAL INCLUSION REVISITED <i>CA SANGEETA S</i>	38
9.	TRIBAL ENTREPRENEURSHIP IN INDIA: AN APPRAISAL <i>DR. PADMINI TOMAR</i>	42
10.	A STUDY OF INVESTOR PERCEPTION WHILE INVESTING IN RISK FREE SECURITIES <i>JITIN SHARMA</i>	47
11.	THE IMPACT OF NEED FOR COGNITION IN SELECTION OF DEODORANTS AMONG FEMALE YOUNGSTERS <i>DR. DEEPAK JOSHI</i>	53
12.	AN ANALYSIS OF MANUFACTURING SECTOR'S CONTRIBUTION TO EMPLOYMENT AND INCOME GENERATION IN NAGALAND <i>MEDONGULIE ZATSU & DR. Y. TEMJENZULU JAMIR</i>	58
13.	GREEN BANKING AND ENVIRONMENT SUSTAINABILITY OF PRIVATE BANKS IN KARNATAKA <i>DR. M. PRABHU & GIRISH V.</i>	62
14.	A STUDY OF FINANCIAL STATEMENT ANALYSIS OF OIL AND NATURAL GAS CORPORATION LIMITED <i>L. PRABHA, DEEPIKA S & DHIVYA.B</i>	65
15.	MARKET REACTION ANALYSIS TO STOCK SPLIT ANNOUNCEMENT IN INDONESIA STOCK EXCHANGE <i>EDI SUMANTO, SRI HARTOYO & LUKYTAWATI ANGGRAENI</i>	69
16.	PARTICIPATION OF FEMALE IN AGRICULTURE SECTOR IN HARYANA <i>VINOD KUMAR & SANTOSH</i>	74
17.	CHALLENGES OF WOMEN ENTREPRENEURS: A STUDY OF WOMEN ENTREPRENEURS OF JAMMU & KASHMIR <i>ZAHOOOR AHMAD BOLAKI</i>	78
18.	STARTUP INDIA: OPPORTUNITIES AND CHALLENGES: A CASE OF E-TOUR AND TRAVEL STARTUPS IN INDIA <i>DR. SONAL SHARMA</i>	83
19.	SUSTAINABLE AGRICULTURAL PRACTICES AND USE OF IRRIGATION WATER IN INDIA <i>A.K. ELUMALAI</i>	88
20.	HUMAN RESOURCE ACCOUNTING: AN OVERVIEW <i>KAINAT SIDDIQUI</i>	92
	REQUEST FOR FEEDBACK & DISCLAIMER	96

CHIEF PATRON**Prof. (Dr.) 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

ADVISOR**Prof. S. L. MAHANDRU**

Principal (Retd.), Maharaja Agrasen College, Jagadhri

EDITOR**Dr. R. K. SHARMA**

Professor & Dean, 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. TEGUH WIDODO**

Dean, Faculty of Applied Science, Telkom University, Bandung Technoplex, Jl. Telekomunikasi, Terusan

Buah Batu, Kabupaten Bandung, Indonesia

Dr. M. S. SENAM RAJU

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

Dr. JOSÉ G. VARGAS-HERNÁNDEZ

Research Professor, University Center for Economic & Managerial Sciences, University of Guadalajara, Guadalajara, Mexico

Dr. M. N. SHARMA

Chairman, M.B.A., Haryana College of Technology & Management, Kaithal

Dr. CHRISTIAN EHIOBUCHÉ

Professor of Global Business/Management, Larry L Luig School of Business, Berkeley College, Woodland Park NJ 07424, USA

Dr. SIKANDER KUMAR

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

Dr. MIKE AMUHAYA IRAVO

Principal, Jomo Kenyatta University of Agriculture and Technology (JKUAT), Westlands Campus, Nairobi-Kenya

Dr. SANJIV MITTAL

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

Dr. NEPOMUCENO TIU

Chief Librarian & Professor, Lyceum of the Philippines University, Laguna, Philippines

Dr. RAJENDER GUPTA

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

Dr. KAUP MOHAMED

Dean & Managing Director, London American City College/ICBEST, United Arab Emirates

Dr. NAWAB ALI KHAN

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

Dr. ANA ŠTAMBUK

Head of Department in Statistics, Faculty of Economics, University of Rijeka, Rijeka, Croatia

SUNIL KUMAR KARWASRA

Principal, Aakash College of Education, ChanderKalan, Tohana, Fatehabad

Dr. SHIB SHANKAR ROY

Professor, Department of Marketing, University of Rajshahi, Rajshahi, Bangladesh

Dr. S. P. TIWARI

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

Dr. SRINIVAS MADISHETTI

Professor, School of Business, Mzumbe University, Tanzania

Dr. ABHAY BANSAL

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

Dr. ARAMIDE OLUFEMI KUNLE

Dean, Department of General Studies, The Polytechnic, Ibadan, Nigeria

Dr. ANIL CHANDHOK

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

RODRECK CHIRAU

Associate Professor, Botho University, Francistown, Botswana

Dr. OKAN VELI ŞAFAKLI

Associate Professor, European University of Lefke, Lefke, Cyprus

PARVEEN KHURANA

Associate Professor, Mukand Lal National College, Yamuna Nagar

Dr. KEVIN LOW LOCK TENG

Associate Professor, Deputy Dean, Universiti Tunku Abdul Rahman, Kampar, Perak, Malaysia

Dr. BORIS MILOVIC

Associate Professor, Faculty of Sport, Union Nikola Tesla University, Belgrade, Serbia

SHASHI KHURANA

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

Dr. IQBAL THONSE HAWALDAR

Associate Professor, College of Business Administration, Kingdom University, Bahrain

Dr. DEEPANJANA VARSHNEY

Associate Professor, Department of Business Administration, King Abdulaziz University, Ministry of Higher Education, Jeddah, Saudi Arabia

Dr. MOHENDER KUMAR GUPTA

Associate Professor, Government College, Hodal

BIEMBA MALITI

Associate Professor, The Copperbelt University, Main Campus, Jambo Drive, Riverside, Kitwe, Zambia

Dr. ALEXANDER MOSESOV

Associate Professor, Kazakh-British Technical University (KBTU), Almaty, Kazakhstan

Dr. VIVEK CHAWLA

Associate Professor, Kurukshetra University, Kurukshetra

Dr. FERIT ÖLÇER

Head of Division of Management & Organization, Department of Business Administration, Faculty of Economics & Business Administration Sciences, Mustafa Kemal University, Tayfur Sökmen Campus, Antakya, Turkey

Dr. ASHOK KUMAR CHAUHAN

Reader, Department of Economics, Kurukshetra University, Kurukshetra

Dr. RAJESH MODI

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

YU-BING WANG

Faculty, department of Marketing, Feng Chia University, Taichung, Taiwan

Dr. SAMBHAVNA

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

Dr. KIARASH JAHANPOUR

Research Adviser, Farabi Institute of Higher Education, Mehrshahr, Karaj, Alborz Province, Iran

Dr. MELAKE TEWOLDE TECLEGHIORGIS

Faculty, College of Business & Economics, Department of Economics, Asmara, Eritrea

Dr. SHIVAKUMAR DEENE

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

Dr. THAMPOE MANAGALESWARAN

Faculty, Vavuniya Campus, University of Jaffna, Sri Lanka

Dr. VIKAS CHOUDHARY

Faculty, N.I.T. (University), Kurukshetra

SURAJ GAUDEL

BBA Program Coordinator, LA GRANDEE International College, Simalchaur - 8, Pokhara, Nepal

FORMER TECHNICAL ADVISOR**AMITA****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>

AN ANALYSIS OF MANUFACTURING SECTOR'S CONTRIBUTION TO EMPLOYMENT AND INCOME GENERATION IN NAGALAND

MEDONGULIE ZATSU
RESEARCH SCHOLAR
ECONOMICS DEPARTMENT
NAGALAND UNIVERSITY
NAGALAND

DR. Y. TEMJENZULU JAMIR
ASST. PROFESSOR
ECONOMICS DEPARTMENT
NAGALAND UNIVERSITY
NAGALAND

ABSTRACT

Manufacturing sector is one of the most vibrant and sensitive sectors in both the developed and developing economies. Manufacturing sector is considered world-wide as the engine of economic growth because of its strong backward and forward linkages with the other sectors of the economy. It is important for the economy's growth as it provides transitional opportunity to the labour force in agriculture as well as the sector has multiplier effect for job creation in the services sector. This paper examined the contribution of manufacturing sector in generating employment and income, using 85 respondents (enterprises) based on random sampling and finds that it has positive impact on employment and income. Micro enterprises dominate the manufacturing sector and mineral-based and agro-based enterprises occupy 63% of the total manufacturing sector. The study also finds that small scale enterprise contributes the most both in terms employment and income generation.

KEYWORDS

employment, income, manufacturing sector.

INTRODUCTION

Manufacturing sector is playing a sensitive role, both in the developed and developing economies, in the process of economic growth because its share in the GDP is low but without its growth, economies cannot sustain in the long run. The manufacturing sector is considered as the transformational sector for agricultural labourers moving from low skilled to more value added jobs. Irrespective of the development process, almost every country is emphasizing on the importance of manufacturing sector and its policies are being augmented for intensive inclusion in their planning processes. This has resulted in the success of most of the countries in achieving economic growth, though problems are inherent in them and needs further improvements and development. The manufacturing sector should be encouraged to make sustainable contribution to national income, employment and exports. It helps in achieving the goal of more equitable distribution of the benefits of economic growth and thereby helps alleviate some of the problems associated with uneven income distribution.

The development of manufacturing sector is the application of modern technology and equipments. Therefore, modern manufacturing processes are characterized by technological innovations, development of managerial and entrepreneurial talents and improvement in technical know-how which promote productivity. In 1990, India and China had almost the same GDP per capita. Since then, driven by its manufacturing sector, China's economy has grown much faster than India. To achieve faster rates of economic growth, manufacturing sector must be strengthened. As per the results of Fourth All India Census of MSME sector, manufacturing sector constituted 31.79% of enterprises, and generates employment of 39.75%.

In Nagaland, as per the Nagaland Economic Survey of 2015-16, the manufacturing sector contribution to State Gross Domestic Product is about 14%.

LITERATURE REVIEW

In the modern world, manufacturing sector is regarded as a basis for determining a nation's economic efficiency (Amakom, 2012). Obioma et. al. (2015) in their studies regarding the effect of industrial development on economic growth found that industrial output has a positive relationship with GDP but it is not significant to improving the level of economic growth.

Issues paper of OCED working paper on SMEs and Entrepreneurship (2010), contented that new firms and innovative SMEs are playing an increasing role as drivers of growth and job creation in the economy. Krongkaew (1988) in his article 'The Current Development of Small and Medium Scale Industries in Thailand' reveals that the importance of small scale industries as an institution that can solve the problem of unemployment especially in labour abundant countries. Abor and Quartey (2010) in their study showed that SMEs in Ghana have been noted to provide about 85% of manufacturing employment of Ghana.

While emphasizing on the role of SMEs in Botswana, Nkwe (2012) pointed out that small and medium-sized enterprises are contributing to employment growth at a higher rate than larger firms and also SMEs contribute not only to income generation but also income distribution which has helped reduced poverty problems to a great extent. Persistent efforts have been made to promote small-scale industries in India as a source of large-scale employment generation and equitable distribution of income (Nath, 1998).

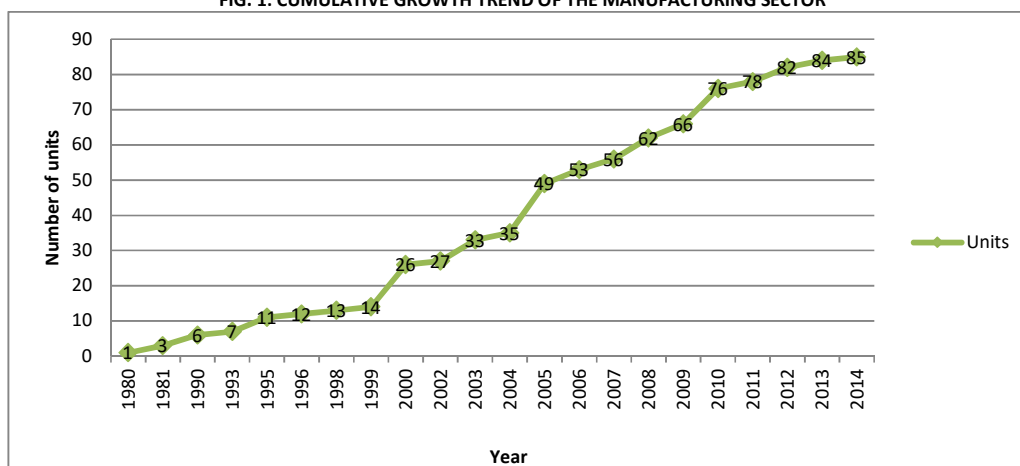
FINDINGS

1. GROWTH OF ENTERPRISES

A country's general economic health can be measured by looking at that country's economic growth and development. Economic growth is a vital issue both in economic planning as well as in research development for policy making. As such, the interest in economic growth for economies around the world is growing fast in view of the fact that there is growing unemployment and poverty problems.

From the year 1980 to 2014, a total of eighty five manufacturing units were established. The CAGR for the period from 1980 to 2014 is 13.53%. A break-up of this shows that from 1980-99, the CAGR is 14.11% and from 2000 to 2014 is 8.22%. During 1999-2000 and 2009-2010, there a higher the growth of enterprises and this is attributed may be attributed to the government's initiative like implementation of the State Industrial Policy for 2000, year of the entrepreneur, 2010-11, centrally sponsored scheme s alike Prime Minister's Employment Guarantee Programme (PMEGP), etc.

FIG. 1: CUMULATIVE GROWTH TREND OF THE MANUFACTURING SECTOR



2. OWNERSHIP PATTERN

Organisational form of a firm or enterprise means the type of ownership like proprietorship, partnership and cooperatives, etc. In this paper, organisational form of enterprises is shown as sole proprietorship, partnership, cooperative, family enterprise and self-help group. The study finds that 88% are sole proprietary, 1% each of partnership and cooperative, 3 % of family enterprises and 7 % of Self help group. This reveals that the state is faring behind in limited companies. The nature of ownership also reveals that entrepreneurs are not keen in venturing and making investment to bigger business establishment which will promote economic development.

The distribution of ownership by sex implies gender-wise ownership like male and female ownership of business establishments. There are some enterprises owned and managed by partnership, family, self help group and cooperative societies. These categories are given as 'others'. The study finds that 77% of the enterprises are owned by male, 11% and 12% by female and others respectively.

In the manufacturing sector, 5% entrepreneurs are in the age group of 20-30 years, 16% of the entrepreneurs are in the age group of 30-40 years, 38% of the entrepreneurs are in the age group of 40-50 years and 41% of the entrepreneurs are in the age group of 50 years and above.

In terms of educational status of entrepreneurs in manufacturing sector, 28% each of the entrepreneurs is below matric and matriculate, 18% of the entrepreneurs is 10 +2 level, 19% of the entrepreneurs is graduate and about 7% of the entrepreneurs is post graduate.

3. TYPE AND ACTIVITY-WISE DISTRIBUTION OF ENTERPRISES

This study finds that 78% are in the category of micro enterprises, 21% in small enterprises and 1% in medium enterprises. A further break-up of micro enterprises found that enterprises having investment less than constituted for about 80% % of the total micro enterprises and the rest 20% having an investment of between rupees 12.5 lakh and rupees 25 lakh. As for the small manufacturing sector, all the enterprises have an investment below rupees 250 lakhs. This has shown the nature of enterprises in Nagaland where medium and large enterprises presence is negligible.

Activities in manufacturing sector are classified under forest-based, handicrafts, metal-based, mineral-based and agro-based activities. Taken together, the share of different activities in manufacturing sector based on resources finds that forest based activity accounted for 19%, handicrafts accounted for 10%, metal based accounted for 8%, mineral based activity accounted for 31% and agro-based activity accounted for 32%. A further breakup of the enterprises found that 13% are in furniture activity, 6% of saw mill, 10% of handicrafts, 5% are of fabrication, 3% of trunk making units, 16% of quarry, 4% of bricks making, 2% of mineral water, 4% of tyre crafts, 5% of cement crafts, 5% of food products, 3% of poultry, 5% of piggery, 2% of plant nursery and 7% of floriculture and 10% of plantation.

4. EMPLOYMENT AND INCOME

A robust manufacturing sector can be a potential solution for providing employment to a vast majority of population and generates income not only for livelihood but also in accelerating economic growth. This study finds that 9% of employment each are absorbed in forest based enterprises and handicrafts, 3% are absorbed in metal based enterprises, 71% are absorbed in mineral based enterprises and 8% are absorbed in agro-based enterprises. In terms of income generation, forest-based and handicrafts enterprises accounted for 14% each of gross income, metal-based enterprises accounted for 3%, mineral-based enterprises accounted for 59% and agro-based enterprises accounted for 10% of gross income. The study also finds that mineral based enterprises are the highest provider of employment as well as in terms of income generation.

TABLE 1: DISTRIBUTION OF ENTERPRISES ON THE BASIS OF NATURE OF ACTIVITY, EMPLOYMENT AND INCOME

Resource based activity	Units	Employment	Wages	Gross income	Net Income
Forest-based	16 (19)	43 (9)	265000 (8)	3545850 (15)	424900 (15)
Handicrafts	9 (10)	44 (9)	344000 (10)	1452500 (6)	185500 (6)
Metal-based	7 (8)	14 (3)	61500 (2)	754700 (3)	108000 (4)
Mineral-based	26 (31)	347 (71)	2349500 (72)	15026575 (65)	1671675 (59)
Agro-based	27 (32)	39 (8)	253000 (8)	2419600 (11)	450500 (16)
Total	85	487	3273000	23199225	2840575

Source: Field survey

* Figure in the parenthesis indicates percentage

TABLE 2: CORRELATION MATRIX (OVERALL)

	Units	Employment	Wages	Gross income	Net Income
Units	1				
Employment	0.5715	1			
Wages	0.56525	0.99947	1		
Gross income	0.62285	0.99093	0.98757	1	
Net Income	0.70162	0.98151	0.97774	0.99414	1

The Karl Pearson's Coefficient of Correlation for employment is found to be positively correlated with $r=+0.571$. The correlation between manufacturing sector and gross income is found to be $r=+0.623$ and the correlation between manufacturing sector and net income is found to be $r=+0.702$ indicating a positive relationship.

TABLE 3: CATEGORY-WISE CORRELATION MATRIX

Enterprise		Units	Employment	Wages	Gross income	Net Income
Micro	Units	1				
	Employment	0.2044	1			
	Wages	0.16807	0.97816	1		
	Gross income	0.506	0.61605	0.58345	1	
	Net Income	0.52083	0.42902	0.40174	0.88621	1
Small	Units	1				
	Employment	0.8768	1			
	Wages	0.94126	0.95873	1		
	Gross income	0.88864	0.92307	0.96532	1	
	Net Income	0.93404	0.86297	0.96388	0.90005	1

In micro enterprises, manufacturing sector and employment have a positive correlation but the degree of correlation is low with $r=+0.204$. Likewise, the degree of correlation between manufacturing sector and gross income is positive with $r=+0.506$ and the correlation between manufacturing sector and net income is also positive with $r=+0.521$. This correlation is less than the overall correlation of the manufacturing sector with employment, gross income and net income.

In small enterprises, the Karl Pearson's coefficient of correlation between manufacturing and employment is $r=+0.877$, correlation between manufacturing and gross income $r=+0.888$ and correlation between manufacturing and net income is $r=+0.934$ indicating a high degree of positive relationship between them. The correlation finds that small enterprises are higher compared to the overall correlation with employment, gross income and net income.

TABLE 4: RESOURCE BASED CORRELATION MATRIX

Resourced based activity		Units	Employment	Wages	Gross income	Net Income
Forest based	Units	1				
	Employment	0.959185	1			
	Wages	0.971146	0.99756	1		
	Gross income	0.749704	0.86029	0.859083	1	
	Net Income	0.947835	0.98596	0.984503	0.901379	1
Handicrafts	Units	1				
	Employment	0.10422	1			
	Wages	-0.5095	-0.36742	1		
	Gross income	-0.50843	-0.38846	0.989241	1	
	Net Income	-0.52364	-0.28922	0.916376	0.947968	1
Metal based	Units	1				
	Employment	0.381246	1			
	Wages	0.389885	0.99996	1		
	Gross income	0.711552	-0.37829	-0.36961	1	
	Net Income	0.195977	-0.83183	-0.8266	0.828456	1
Mineral based	Units	1				
	Employment	0.048039	1			
	Wages	0.471416	0.87544	1		
	Gross income	0.629203	0.60382	0.884139	1	
	Net Income	0.893952	0.45042	0.798507	0.849259	1
Agro based	Units	1				
	Employment	0.067746	1			
	Wages	-0.03459	0.97003	1		
	Gross income	0.142302	0.8461	0.836571	1	
	Net Income	0.576913	0.21644	0.236675	0.487824	1

Looking into resource-based activity, the correlation between forest-based enterprises and employment is found to be $r=+0.959$ indicating a high degree of positive correlation. Likewise, correlation of forest-based enterprises with gross income is positively correlated with $r=+0.733$ and the correlation between forest-based enterprises and net income also have a high degree of positive correlation with $r=+0.948$. In terms of handicrafts and employment, correlation is positive but low with $r=+0.104$, but its correlation with gross income is negatively correlated with $r= -0.508$. Likewise, handicrafts and net income is negatively correlated with $r=+0.524$. In metal-based enterprises and employment, correlation is positive with $r=+0.381$, and likewise, the correlation with gross income and net income is positively correlated with $r=+0.712$ and $r=+0.196$ respectively. In mineral-based enterprises, correlation with employment is positive but lowly correlated with $r=+0.048$, and the correlation with gross income and net income have good positive correlation with $r=+0.629$ and $r=+0.894$ respectively. Similarly, in agro-based enterprises, correlation with employment and gross income is positive but low with $r=+0.068$ and $r=+0.142$ respectively. Agro-based enterprises and net income on the other hand, is found to be $r=+0.577$ indicating a positive relationship.

Though there is overall positive correlation with employment and income, when looked into resource-based activity-wise, it is observed that forest-based enterprises are the major contributor in employment, followed by metal-based enterprises. Similarly, forest-based enterprises are the major contributor in income generation followed by metal-based and mineral-based. It is also observed that handicrafts have negative impact on gross income.

CONCLUSIONS

Around the world, economies are going through different phases of development and transition period. Once agricultural is the main projector and followed by industrial sector. At present, every economy put more emphasis on services sector due to its commendable contribution to GDP. As there are always a strong backward and forward linkages among the sectors of the economy, neglecting a certain sector will have a challenging impact on the growth process in the long run. Manufacturing sector is considered as the base of economic development and therefore, its importance should not be overlooked. There is certain problem like financial assistance for up-gradation and expansion of the existing enterprises, good road conditions, undisrupted power supply, etc. which hampers the growth of this sector. Since manufacturing sector contribution have positive impact on employment and income generation, proper measures should be taken to address the obstacles faced by the sector.

REFERENCES

1. Abor, J and Quartey, P (2010), "Issues in SME Development in Ghana and South Africa", International Research Journal of Finance and Economics, issue 39 (2010) © Euro Journals publishing. Inc.
2. Amakom, U. (2012), "Manufactured exports in Sub-Saharan African Economies: Econometric tests for the learning by Exporting Hypotheses". American International Journal of Contemporary Research. Vol. (2) 4.
3. Annual Report, 2013-14. Ministry of Micro, Small and Medium Enterprises, Government of India, New Delhi-110107.
4. Final Report of Fourth All India Census of Micro, Small and Medium Enterprises (2006-07): Registered Sector.
5. Krongkaew, M (1988), The Current Development of Small and Medium Scale Industries in Thailand. *Asian Development Review*, 6(2), p.p: 70-95.
6. Nagaland Economic Survey, 2015-16. Department of Economics and Statistics, Government of Nagaland.
7. Nath, HK (1998). Relative Efficiency of Modern Small Scale Industries in India: An inter-state comparison. Seminar paper (based on my M Phil. dissertation at the Jawaharlal Nehru University, New Delhi, India) presented at the Texas Camp Econometrics III held at Lago Vista.
8. Nkwe N. (2012): "Role of SMES in Botswana", American International Journal of Contemporary Research Vol. 2 No. 8.
9. Obioma, Bennett Kenekukwu, Anyanwu Uchenna N. and Kalu Alexandra O.U. (2012), "The Effect of Industrial Development on Economic Growth (An Empirical Evidence in Nigeria 1973-2013)", *European Journal of Business and Social Sciences*, Vol. 4 (2), May. p.p: 127-140.
10. OECD Working Paper on SMES and Entrepreneurship (WPSMEE) 'BOLOGNA+10' HIGH-LEVEL MEETING on 'lessons from the global crisis and the way forward to job creation and growth', PARIS, 17-18 NOVEMBER 2010.

WEBSITE

11. www.ibef.org access on 26.08.2016.

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

