

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, Indian Citation Index (ICI), 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 (2012) & number of libraries all around the world.

Circulated all over the world & Google has verified that scholars of more than 5656 Cities in 191 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. | FACTORS INFLUENCING INVESTMENT DECISIONS AND GENDER DIFFERENCE: A DISCRIMINANT ANALYSIS <i>DR. MALABIKA DEO & VIJAYALAKSHMI SUNDAR</i> | 1 |
| 2. | CORPORATE SOCIAL RESPONSIBILITY PRACTICES OF NEW PRIVATE COMMERCIAL BANKS IN KERALA <i>JOMON JOSE M & DR. B. JOHNSON</i> | 7 |
| 3. | SUCCESS STORIES OF WOMEN SHG PROMOTED BY SKDRDP AND THEIR INCOME GENERATING ACTIVITIES <i>K POORNIMA & DR. RAMANAIAH G</i> | 11 |
| 4. | 20 YEARS AFTER WTO: ANALYSIS OF INDIA'S FOREIGN TRADE DURING TRANSITORY-TRIPS AND POST-TRIPS PERIODS <i>DR. SARADA CHENGALVALA</i> | 14 |
| 5. | ROLE OF POLITICAL INITIATIVES CONCERNING INFRASTRUCTURE IN THE ADVENT OF ACT EAST POLICY <i>P. CHINGLEN SINGH & DR. N. TEJMANI SINGH</i> | 17 |
| 6. | IMPACT OF EXCHANGE RATE VOLATILITY OF TOP TRADABLE CURRENCIES ON THE PERFORMANCE OF EXPORT ORIENTED UNITS, SEZs AND TOTAL EXPORT OF INDIA <i>PRASHANTHA K.J & DR. MANJUNATH S.J.</i> | 23 |
| 7. | TRENDS OF DEBT WAIVER & DEBT RELIEF UNDER "THE AGRICULTURE DEBT WAIVER AND DEBT RELIEF SCHEME (ADWDRS), 2008" AMONG THE COMMERCIAL BANKS IN INDIA <i>DR. Y.NAGARAJU & RAVISHANKAR L</i> | 29 |
| 8. | EFFECTS OF DEMONETIZATION IN INDIAN BISCUIT COMPANIES <i>DR. P. B. BANUDEVI & BAVITHRA.P</i> | 35 |
| 9. | INTERNATIONAL WATER CLASHES AND INDIA (A STUDY OF INDIAN RIVER-WATER TREATIES WITH BANGLADESH AND PAKISTAN) <i>HIMANSHU GUPTA & DR. KRISHNA KISHOR TRIVEDI</i> | 38 |
| 10. | A REVIEW ON INDIAN TAX STRUCTURE WITH SPECIAL FOCUS ON BENEFITS AND CHALLENGES OF GOODS AND SERVICES TAX IN INDIA <i>DR. JIMMY CORTON GADDAM & NAGASUDHA K</i> | 42 |
| 11. | DEMAND FOR ORGANIC PRODUCTS IN THE MARKET <i>S. BABY & DR. N. RAJA</i> | 46 |
| 12. | ECONOMIC REFORM POST 1991 - AGRICULTURE <i>DR. GURAVIAH PELLURU</i> | 52 |
| 13. | DATA ANALYSIS OF HEALTH CONDITIONS OF LOWER STRATA OF DELHI'S POPULATION <i>POOJA SINGH, DR. SEEMA SHOKEEN & MEGHA PANJWANI</i> | 55 |
| 14. | IMPACT OF JOB SATISFACTION AND WORK ENGAGEMENT ON ORGANISATIONAL COMMITMENT <i>TEJASWINI PATIL, SAHANA MELBUDDI & DR. RAMANJENEYALU</i> | 64 |
| 15. | CORPORATE SOCIAL RESPONSIBILITY DISCLOSURE AND CORPORATE FINANCIAL PERFORMANCE: A META-ANALYSIS <i>HERU DWI PRASETYA, ERWIN SARASWATI & ABDUL GHOFAR</i> | 68 |
| 16. | HISTORY OF HANDLOOM INDUSTRY IN INDIA <i>VINAY KUMAR BOLLOJU & A. SREENIVAS</i> | 73 |
| 17. | HUMAN RESOURCE DEVELOPMENT CLIMATE: A NEW ANTECEDENT OF OCB <i>DR. SAIMA MANZOOR</i> | 75 |
| 18. | VALUES, ADJUSTMENT AND FAMILY RELATIONSHIPS OF XI GRADERS AT DIFFERENT INTELLIGENCE LEVELS <i>SONIA</i> | 80 |
| 19. | BRIEF STUDY TO TREND ANALYSIS OF FDI INFLOWS INTO THE ISRAEL DURING 1971-2015 <i>V.LEKHA</i> | 83 |
| 20. | CITIZENSHIP AND GLOBALIZATION IN CONTEXT OF NEW DIMENSIONS <i>KANWAL MARWAHA</i> | 94 |
| | REQUEST FOR FEEDBACK & DISCLAIMER | 98 |

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, Indonesia

Dr. M. S. SENAM RAJU

Professor, 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 Luing School of Business, Berkeley College, USA

Dr. SIKANDER KUMAR

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

Dr. BOYINA RUPINI

Director, School of ITS, Indira Gandhi National Open University, New Delhi

Dr. MIKE AMUHAYA IRAVO

Principal, Jomo Kenyatta University of Agriculture & Tech., Westlands Campus, Nairobi-Kenya

Dr. SANJIV MITTAL

Professor & Dean, University School of Management Studies, GGS Indraprastha University, Delhi

Dr. D. S. CHAUBEY

Professor & Dean, Research & Studies, Uttaranchal University, Dehradun

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. DHANANJOY RAKSHIT

Dean, Faculty Council of PG Studies in Commerce and Professor & Head, Department of Commerce, Sidho-Kanho-Birsha University, Purulia

Dr. NAWAB ALI KHAN

Professor & Dean, Faculty of Commerce, Aligarh Muslim University, Aligarh, U.P.

Dr. ANA ŠTAMBUK

Head of Department of 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 Engg. & Tech., Amity University, Noida

Dr. ARAMIDE OLUFEMI KUNLE

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

Dr. ANIL CHANDHOK

Professor, University School of Business, Chandigarh University, Gharuan

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, Saudi Arabia

Dr. MOHENDER KUMAR GUPTA

Associate Professor, Government College, Hodal

Dr. BIEMBA MALITI

Associate Professor, School of Business, The Copperbelt University, Main Campus, Zambia

Dr. ALEXANDER MOSESOV

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

Dr. VIVEK CHAWLA

Associate Professor, Kurukshetra University, Kurukshetra

Dr. FERIT ÖLÇER

Professor & Head of Division of Management & Organization, Department of Business Administration, Faculty of Economics & Business Administration Sciences, Mustafa Kemal University, 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 TECLEGHIOGIS

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

Dr. DILIP KUMAR JHA

Faculty, Department of Economics, Guru Ghasidas Vishwavidyalaya, Bilaspur

FORMER TECHNICAL ADVISOR**AMITA****FINANCIAL ADVISORS****DICKEN 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>

HISTORY OF HANDLOOM INDUSTRY IN INDIA

VINAY KUMAR BOLLOJU
RESEARCH SCHOLAR
DEPARTMENT OF SOCIAL WORK
KAKATIYA UNIVERSITY
WARANGAL

A. SREENIVAS
RESEARCH SCHOLAR
KAKATIYA UNIVERSITY
WARANGAL

ABSTRACT

Handloom sector play key role in the economic development of the country, providing direct employment to 43 lakhs people in this paper has covered. History or handloom. Hindu epics Ramayana, Mahabharata, as well as buddies, kalidas-Hamsa chihita Doloolo, kautilya's arthesatra ramous Ajanta wall paintings Christians era. Handlooms are located in India also other Asian countries Srilanka Bangladesh, Thailand and Cambodia.

KEYWORDS

handloom industry, economic development.

INTRODUCTION

Handloom sector plays a vital role in the economic development of a country it is one of the largest economic activities after agriculture. Providing direct employment to more than 43 lakhs weavers in India. With 23 lakhs handlooms. This sector contributes nearby 15% or the total cloth produced in the country and also contribute to the export earning Rs. 3,000 Crores 95% or the world handloom Fabric come from India.

OBJECTIVES OF THE STUDY

The study will be focus on the following objectives

1. To study the present position of handloom industry.
2. To study the history of handloom.
3. To draw the conclusion.

SCOPE OF THE STUDY

The study broadly examines the history of handloom

METHODOLOGY

The required data has been collected using secondary data. Secondary data Collecting from. Govt annual Reports, Books, Articles, thesis & dissertation.

HISTORY OF HANDLOOM

The Hindu epics such as the 'Ramayana' and the "Mahabharata" as well as "Buddhist" sources, chant in detail the processes and uses of handloom fabrics. The history of the handloom, industry in India could be backed back to hoary of dates back to the Epic times and it is reported to have been in a highly developed stage even then. In the Vedas and "Puranas" there are innumerable reference to the exquisite qualities and wide range of fabrics worn by the Gods, Kings said to have been very much fascinated by the exotic designs and textures of fabric work, by women on the earth, and there are stories of such Gods falling in love with mortal ladies by their dress.

"Kalidas" has described ruptional customers as Hamsa Chihita Dokoolo" of swan like wear."Bana Bhatt," great poet in his work at many places has referred in detail to the artistic Weaving of valuable cloth and contemporary elegance by mentioning garments made of extra fine thread. In Kautilya's " Arthasastra" the duties of sutradhyaksha, a sort of sartorial officer have been described in great detail. In "shukrathi" too these are in mention of "Vastrya" an officer who looked after the demand and silken fabrics, in the market, kept an eye on the production of cloth manufacturing material and arranged for their collection of necessary sartorial information. The famous 'Ajanta Wall Paintings' of the 5th,8th Centuries A.D, provided an invaluable record of the refined nature of the Indian- Textile Industrial of the time. The cave frescoes clearly depict dancers, nobles, servants and musicians clothed in coin loom cloths and blouses, most probability patterned by the resist techniques of printing, tie and dye and ikat as well as brocade weaving.

Though India was famous even in ancient times as an exporter of textiles to most parts of the civilized world, few actual fabrics of the early dyed or printed cottons have survived. This it is explained is due to a hot moist climate and the existence of the monsoons in India. It is not surprising; therefore that Egypt which has an exceptionally dry climate would provide evidence which India lacks. The earliest Indian fragment of cloth (before the Christian era) with a hansa (swan) design was excavated from a site near Cairo where the hot dry sand of the desert acted as a preservative. The last 100 years have witnessed the growth of mechanized textile production internationally. In part due to competition, handloom has lost much of its market and is almost non-existent in most countries. However, handloom are still a force to reckon within India and some other Asian countries such as Srilanka, Bangladesh, Thailand and Cambodia. Later, fragments of finely woven and madder -dyed cotton fabrics shuffles were found at some of the excavated sites of Mohenjo-Daro (Indus valley civilization). Indian floral faints, dating back to the 18th century AD were covered by sir aural stein in the icy waters of Central Asia. The evidence shows that of all the arts and crafts of India, traditional handloom textiles are probably the oldest. Thought it employs the largest number of people, the handloom sector is considered a sunset industry, and there is an air of inevitability given the relentless march of mechanization, modernization and sophistication. Still, there are many advocates of handloom for reasons including ideology, philosophy, sheer love for handloom products and economic arguments. However, Irrespective of the policies, projects and aspirations arising out of various quarters, the handloom sector is undergoing changes, that are showing impact on the livelihoods of handloom weavers.

HISTORICAL DEVELOPMENT OF HANDLOOM INDUSTRY IN INDIA

The handloom industry dates back to the epic times. It is reported that the industry was in a highly developed stage even in those times. The gassmer silks of Banaras and the fine muslins of Dacca and Bengal were famous. The people of other countries were wondering at the skill of the handloom weavers' In India. Even in the pre -British period, the Indian handloom industry was world popular. The ancient Indian not only produced raw cotton but also exported a considerable

amount of finished fabrics woven on handlooms. Sir Henry cotton opined that in the year 1890" less than a hundred years ago, the whole commerce of exports of Dacca muslins to England amounted to 30 lakhs rupees"

However, the invention of the spinning ginning and consequent revolution in the textiles production in England posed severe competition to Indian handloom textiles. Thus the decay of this industry has standard in the British period. Sir Henry cotton states that in 1817 they had ceased altogether. The arts of population have now become extinct. The families which were formerly in a state of affluence have been driven to desert the towns and betake themselves to the village for a livelihood. This decadence had occurred not only in Dacca but also in all parts of India. Further, it is worst affected in period of Second World War. Consequently, the handloom industry in general and the weavers' in particular were in a sad state at which even British India government has tried to take measures to promote handloom industry.

In the process, it has appointed the aspects of size and scope of the Fact Finding Committee in 1941 to inquire into the aspects of size and scope of the handloom industry. On the basis recommendations, the 1st All India Handloom Board had come into existence in 1945, to solve the difficulties of the handloom sector, to provide raw materials and to arrange marketing facilities for handloom goods. However, the Board ceased to exist in 1947. After independence, in 1948, the Government of India has created a new body called the standing Handloom Commission under the cottage Industries Board to look after the interests of the handloom weavers. The committee was reconstituted in July 1950, and recommended the government regarding the reservation of certain varieties of cloth production for the handloom industry. In spite of the functioning cottage Industry Board will not be sufficient to meet the requirements of entries small industries sector in India. Therefore, the government of India has divided the small Industries Sector into six categories and has set up six Boards.

- i) All India Handloom Board (1952)
- ii) All India Handicrafts Board (1953)
- iii) All India Khadi and village Industries Board (1953)
- iv) Small Scale Industries Board (1952)
- v) Central silk Board (1954)
- vi) All India Coir Board (1954)

Thus, the second All India Handloom Board has come into existence in-1952 to promote and developed handloom industry. in addition, the government of India has also constituted a

Textile Enquiry Committee in November 1952 to make an enquiry into the structure and organization of the various sectors of the cotton textile Industry.

As a result of the measures adopted by the institution meant for the promotion of the handloom sector, impressive progress in terms of production, employment and exports was results of this the consumers prefer mill made cloth so as weavers community lost their livelihood. He suggested the government should supply raw material at subsidized rates, with quality and in right time to overcome this situation.

CONCLUSION

Handloom sector play key role in the economic development of the country, providing direct employment to 43 lakhs people in this paper has covered. History or handloom.

Hindu epics Ramayana, Mahabharata, as well as buddies, kalidas-Hamsa chihita Doloolo., kautilya's arthesatra ramous Ajanta wall paintings Christians era. Handlooms are located in India also other Asian countries Srilanka Bangladesh, Thailand and Cambodia.

REFERENCES

1. Laxman Subbaiah – status & position of handloom industry in India, 2006
2. Anakam Sreenivas problems and prospects of handloom industry in India, 2016
3. Saheri B. handloom weaving industry, 1956
4. Government of India planning commission fiver year plans.
5. Srinivas R. development of handloom industry 1979.

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

