

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT

I
J
R
C
M



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

Indexed & Listed at:

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

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

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 3770 Cities in 175 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.	AN EMPIRICAL STUDY ON THE MANAGERS' PERCEPTION ON THE ROLE OF CORPORATE VALUES AS AN ANTECEDENT FOR CORPORATE SOCIAL RESPONSIBILITY IN INDIAN IT INDUSTRY <i>DR. A.M. SURESH & VIJAYALAKSHMI. S.</i>	1
2.	INTERNATIONAL TOURISM DEMAND MODELLING: A MULTIVARIATE APPROACH <i>BALDIGARA TEA & MAJA MAMULA</i>	4
3.	ROLE OF NRI REMITTANCE IN ECONOMIC GROWTH OF KERALA <i>SALIMA K & DR. B. JOHNSON</i>	11
4.	GREEN MARKETING: AN ATTITUDINAL ANALYSIS OF CONSUMER IN RAJKOT CITY <i>ANKIT GANDHI & DR. ASHVIN SOLANKI</i>	16
5.	A STUDY ON EMPLOYEE WELFARE MEASURES AT ENGINEERING COLLEGES IN ANNA UNIVERSITY, TIRUNELVELI REGION <i>PRINCITTA R & AMIRTHA GOWRI P</i>	20
6.	A STUDY OF ONLINE SHOPPING BEHAVIOUR OF INDIAN CONSUMERS <i>PRIYANKA JOSHI</i>	25
7.	GENDER PAY BIAS IN IT SECTOR <i>DR. A.C.PRAMILA</i>	29
8.	CRIME - A SPECIAL FOCUS ON JUVENILE DELINQUENCY: A CASE STUDY <i>CH. SUJALA</i>	31
9.	IMPACT OF INTEREST AND OPERATING EXPENSES ON THE PROFITABILITY OF PUNJAB NATIONAL BANK AND STATE BANK OF INDIA: A COMPARATIVE STUDY <i>POONAM</i>	37
10.	WORKING OF DCCBS IN INDIA: A STUDY <i>URVI GIRISHBHAI AMIN</i>	43
11.	LIFE INSURANCE CORPORATION IN POST PRIVATIZATION ERA <i>DR. PRIYANK GUPTA</i>	46
12.	INFLUENCE OF INFORMATION QUALITY, WEB QUALITY AND SECURITY ON TRUST, RISK PERCEPTIONS AND RE-INTENTIONS OF TAKING INTERNET BANKING TRANSACTIONS IN SURABAYA <i>CHAIRUL ANAM & BAMBANG SUDARSONO</i>	49
13.	THE EFFECTS OF BRAND EQUITY ON CUSTOMER LOYALTY TOWARDS SOFT DRINKS AT TUSKYS SUPERMARKET, ELDORET <i>SIRAI CHEBET SYLVIA</i>	54
14.	ASSESSMENT OF ACADEMIC STAFF MOTIVATION IN PRIVATE HIGHER EDUCATION INSTITUTIONS: A CASE STUDY OF SELECTED PRIVATE HIGHER EDUCATION INSTITUTIONS FOUND IN ADAMA TOWN <i>MESSELE KUMILACHEW AGA</i>	61
15.	STUDY THE RELATION BETWEEN WORKING CAPITAL SYSTEM AND PROFITABILITY IN AUTO MANUFACTURING INDUSTRY IN INDIA <i>FATEMEH JAFARI</i>	67
16.	IMPACT OF BRAIN-COMPATIBLE LEARNING APPROACH ON ACADEMIC ACHIEVEMENT IN BUSINESS STUDIES IN RELATION TO THEIR LEVEL OF ASPIRATION <i>DR. PRATIMA</i>	74
17.	INTRODUCTION TO CORPORATE GOVERNANCE <i>KOMAL CHAUDHARY</i>	78
18.	EVALUATING FINANCIAL HEALTH OF HINDUSTAN PETROLEUM CORPORATION LIMITED THROUGH Z SCORE MODEL: A CASE STUDY <i>JALPA. H. PANERY</i>	80
19.	PROSPECTS AND PROBLEMS OF FINANCIAL INCLUSION IN INDIA <i>PURUSHOTTAM KUMAR ARYA, HIMANSHU MISHRA & AAKASH UPADHYAY</i>	83
20.	AS STUDY ON THE CONCEPT OF HUMAN RESOURCE MANAGEMENT <i>AANCHAL JAIN & RAM KUMAR</i>	88
	REQUEST FOR FEEDBACK & DISCLAIMER	91

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

AMITA

Faculty, Government M. S., Mohali

ADVISORS

DR. PRIYA RANJAN TRIVEDI

Chancellor, The Global Open University, Nagaland

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

CO-EDITOR

DR. BHAVET

Faculty, Shree Ram Institute of Business & Management, Urjani

EDITORIAL ADVISORY BOARD

DR. RAJESH MODI

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

PROF. SANJIV MITTAL

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

PROF. ANIL K. SAINI

Chairperson (CRC), Guru Gobind Singh I. P. University, Delhi

DR. SAMBHAVNA

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

DR. MOHENDER KUMAR GUPTA

Associate Professor, P. J. L. N. Government College, Faridabad

DR. SHIVAKUMAR DEENE

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

ASSOCIATE EDITORS

PROF. NAWAB ALI KHAN

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

PROF. ABHAY BANSAL

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

PROF. A. SURYANARAYANA

Department of Business Management, Osmania University, Hyderabad

DR. SAMBHAV GARG

Faculty, Shree Ram Institute of Business & Management, Urjani

PROF. V. SELVAM

SSL, VIT University, Vellore

DR. PARDEEP AHLAWAT

Associate Professor, Institute of Management Studies & Research, Maharshi Dayanand University, Rohtak

DR. S. TABASSUM SULTANA

Associate Professor, Department of Business Management, Matrusri Institute of P.G. Studies, Hyderabad

SURJEET SINGH

Asst. Professor, Department of Computer Science, G. M. N. (P.G.) College, Ambala Cantt.

TECHNICAL ADVISOR

AMITA

Faculty, Government M. S., Mohali

FINANCIAL ADVISORS

DICKIN GOYAL

Advocate & Tax Adviser, Panchkula

NEENA

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

LEGAL ADVISORS

JITENDER S. CHAHAL

Advocate, Punjab & Haryana High Court, Chandigarh U.T.

CHANDER BHUSHAN SHARMA

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

SUPERINTENDENT

SURENDER KUMAR POONIA

CALL FOR MANUSCRIPTS

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

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

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. **COVERING LETTER FOR SUBMISSION:**

DATED: _____

THE EDITOR
IJRCM

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

(e.g. Finance/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/Engineering/Mathematics/other, please specify)

DEAR SIR/MADAM

Please find my submission of manuscript entitled ' _____ ' for possible publication in your journals.

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

I affirm that all the author (s) have seen and agreed to the submitted version of the manuscript and their inclusion of name (s) as co-author (s).

Also, if my/our manuscript is accepted, I/We agree to comply with the formalities as given on the website of the journal & you are free to publish our contribution in any of your journals.

NAME OF CORRESPONDING AUTHOR:

Designation:
Affiliation with full address, contact numbers & Pin Code:
Residential address with Pin Code:
Mobile Number (s):
Landline Number (s):
E-mail Address:
Alternate E-mail Address:

NOTES:

- a) The whole manuscript is required to be in **ONE MS WORD FILE** only (pdf. version is liable to be rejected without any consideration), which will start from the covering letter, inside the manuscript.
- b) The sender is required to mention the following in the **SUBJECT COLUMN** of the mail:
New Manuscript for Review in the area of (Finance/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/Engineering/Mathematics/other, please specify)
- c) There is no need to give any text in the body of mail, except the cases where the author wishes to give any specific message w.r.t. to the manuscript.
- d) The total size of the file containing the manuscript is required to be below **500 KB**.
- e) Abstract alone will not be considered for review, and the author is required to submit the complete manuscript in the first instance.
- f) The journal gives acknowledgement w.r.t. the receipt of every email and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of manuscript, within two days of submission, the corresponding author is required to demand for the same by sending separate mail to the journal.

2. **MANUSCRIPT TITLE:** The title of the paper should be in a 12 point Calibri Font. It should be bold typed, centered and fully capitalised.

3. **AUTHOR NAME (S) & AFFILIATIONS:** The author (s) **full name, designation, affiliation (s), address, mobile/landline numbers, and email/alternate email address** should be in italic & 11-point Calibri Font. It must be centered underneath the title.

4. **ABSTRACT:** Abstract should be in fully italicized text, not exceeding 250 words. The abstract must be informative and explain the background, aims, methods, results & conclusion in a single para. Abbreviations must be mentioned in full.

5. **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 stops at the end.
6. **MANUSCRIPT:** Manuscript must be in **BRITISH ENGLISH** prepared on a standard A4 size **PORTRAIT SETTING PAPER**. It must be prepared on a single space and single column with 1" margin set for top, bottom, left and right. It should be typed in 8 point Calibri Font with page numbers at the bottom and centre of every page. It should be free from grammatical, spelling and punctuation errors and must be thoroughly edited.
7. **HEADINGS:** All the headings should be in a 10 point Calibri Font. These must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
8. **SUB-HEADINGS:** All the sub-headings should be in a 8 point Calibri Font. These must be bold-faced, aligned left and fully capitalised.
9. **MAIN TEXT:** The main text should follow the following sequence:

INTRODUCTION**REVIEW OF LITERATURE****NEED/IMPORTANCE OF THE STUDY****STATEMENT OF THE PROBLEM****OBJECTIVES****HYPOTHESES****RESEARCH METHODOLOGY****RESULTS & DISCUSSION****FINDINGS****RECOMMENDATIONS/SUGGESTIONS****CONCLUSIONS****SCOPE FOR FURTHER RESEARCH****ACKNOWLEDGMENTS****REFERENCES****APPENDIX/ANNEXURE**

It should be in a 8 point Calibri Font, single spaced and justified. The manuscript should preferably not exceed **5000 WORDS**.

10. **FIGURES & TABLES:** These should be simple, crystal clear, centered, separately numbered & self explained, and **titles must be above the table/figure. Sources of data should be mentioned below the table/figure.** It should be ensured that the tables/figures are referred to from the main text.
11. **EQUATIONS:** These should be consecutively numbered in parentheses, horizontally centered with equation number placed at the right.
12. **REFERENCES:** The list of all references should be alphabetically arranged. The author (s) should mention only the actually utilised references in the preparation of manuscript and they are supposed to follow **Harvard Style of Referencing**. The author (s) are supposed to follow the references as per the following:
 - All works cited in the text (including sources for tables and figures) should be listed alphabetically.
 - Use (ed.) for one editor, and (ed.s) for multiple editors.
 - When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc, in chronologically ascending order.
 - Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
 - The title of books and journals should be in italics. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
 - For titles in a language other than English, provide an English translation in parentheses.
 - The location of endnotes within the text should be indicated by superscript numbers.

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, 19–22 June.

UNPUBLISHED DISSERTATIONS AND THESES

- 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 Natural Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>

ROLE OF NRI REMITTANCE IN ECONOMIC GROWTH OF KERALA

SALIMA K
ACCOUNTANT
KERALA SIDCO RAW MATERIAL DEPOT MANJERI
MANJERI

DR. B. JOHNSON
ASSOCIATE PROFESSOR
DEPARTMENT OF COMMERCE & MANAGEMENT STUDIES
UNIVERSITY OF CALICUT
CALICUT

ABSTRACT

Workers' remittances have become a major source of external development finance, since three decades. A sharp fall in the rupee during the year coupled with rising income levels helped in boosting remittance flows into the country. In different states of India Kerala receives huge remittances from the West Asia. Contribution of remittance to the economic growth of the state is inevitable. This study focused growth of remittance to the state and its role in the economic growth. Mainly secondary data is used for this purpose and the tools like percentage and compound growth rate are used to analyse the trend of remittance and its role in growth.

KEYWORDS

Remittance, economic growth.

INTRODUCTION

Remittance is a transfer of money by a foreign worker to his or her home country or simply sending amount from one country to another. Remittances represent household income from foreign economies, arising mainly from the temporary or permanent movement of people to those economies. It includes cash and non cash items that flow through official channels such as electronic wires, or through informal channels, such as cash or goods carried across borders.

Money sent home by migrants constitutes the second largest financial inflow in the case of many developing countries, according to the World Bank Report, \$401 billion new remittance record went to developing countries with overall global remittances topped \$514 billion in the previous year. Remittances contribute to economic growth and to the livelihoods of people worldwide. Moreover, remittance transfers can also promote access to financial services for the sender and recipient, thereby increasing financial and social inclusion,

According to World Bank estimates, remittances totaled US \$414 billion in 2009, of which US\$316 billion went to developing countries that involved 192 million migrant workers. For some individual recipient countries, remittances can be as high as a third of their GDP. The top recipients in terms of the share of remittances in GDP included many smaller economies such as Tajikistan (45%), Moldova (38%), and Honduras (25%). The top recipients of officially recorded remittances for 2013 are India (with \$71 billion), China (\$60 billion), the Philippines (\$26 billion), Mexico (\$22 billion), Nigeria (\$21 billion), and Egypt (\$20 billion).

India and China alone will represent nearly a third of total remittances to the developing world in 2013. Remittance volumes to developing countries, as a whole, are projected to continue growing strongly over the medium term, averaging an annual growth rate of 9 percent to reach \$540 billion in 2016. Remittances contribute significantly not only to the migrants families left behind, but also to their country's balance of payment. In many developing countries, remittances represent a significant proportion of their gross national product as well as foreign exchange reserve.

Kerala, among most states in India, receive large amounts of money from abroad as workers' remittances. A part of these remittances come to the households and is used for subsistence and other household expenses, and the rest is used for commercial purposes.

According to estimate, the total remittances to the state from its strong nonresident community located mainly in gulf countries and USA are to cross Rs 75000 crores in 2013-14 as against Rs 65000 crores in 2012-13, which was thrice the state's annual budget outlay.

The remittances received by households in Kerala, to be sure, have an impact on the overall economic indicators of the state. The contribution of gulf migration to development can be seen in various areas like housing, transportation, town planning, educational and religious institutions, amenities and other infrastructural facilities. Remittances are mainly used for purposes like consumption, repayment of debt and meeting other social obligations.

Among the 14 districts in the state, Malappuram received the largest amount of remittances, i.e., Rs 9,040 crores which works out to Rs. 114,313 per household. In general, the southern districts experienced a decline in their share of remittances and the northern districts experienced an increase.

The prosperity and economic growth of the state have a correlation with the remittances from its non-resident. The stake of remittance in economic development and standard of living has embarked a new paradigm with an enormous rise in the volume of remittance received during the year 2013. The development community needs to consider how to best manage remittance flows and to understanding the impact of remittances on the economy. This article looks at these questions and explores ways to improve on the knowledge and impact of remittances in development.

RESEARCH PROBLEM

Remittance accounts for almost 30- 32 per cent of the state GDP, In spite of the very low industrial and agricultural output and the high density of population, Kerala has been able to maintain a better standard of living than many other States because of the Gulf remittances.

In this situation it is better to know the trend of remittance received by the state and is any relation between remittance and economic growth? At this juncture, there is a need to analyse the trend of remittance received by the state of Kerala and its effect on the Kerala economy.

SIGNIFICANCE OF THE STUDY

Remittances are playing an increasingly large role in the economies of many countries by contributing to economic growth and to the livelihoods of less prosperous people. According to World Bank estimates, the developing world is expected to receive \$414 billion in migrant remittances in 2013, an increase of 6.3 percent over the previous year. Globally, the world's 232 million international migrants are expected to remit earnings worth \$550 billion in 2013. For some individual recipient countries, remittances can be as high as a third of their GDP. As per the report of Reserve Bank of India remittances in India increased to 9112.21 USD Million in the second quarter of 2013 from 7845.07 USD Million in the first quarter of 2013. India remittances averaged 7852.36 USD Million from 2010 until 2013, reaching an all time high of 9112.21 USD Million in May of 2013. In Kerala, remittances by NRIs rose 27 per cent between January and September 2013 to \$6.5bn, which is the highest since 2008.

It is the state of Kerala, which receive a large amount of money as remittance when compared to other states of India. The overseas remittances to the state touched an all-time high of Rs 58,150 crore in 2012-13 as against Rs 49,965 crore in 2011-12. Remittance accounts for almost 30- 32 per cent of the state GDP, according to a Kerala migration survey, conducted by the Centre for Development Studies, Trivandrum (CDS).

In this context the present study analyses the trend of remittance made by non residents to the state and its role in the economic growth of the state.

REVIEW OF LITERATURE

Many studies have been conducted about the different areas of non residents and remittance received from them. The important among them are presented here.

K.T. Sidheque Aboobacker (1992)¹ in his PhD thesis —'Impact of Gulf Migration on the Socio-Economic Life of Malappuram District' has attempted to find out the impact of Gulf remittances on the economy of Malappuram district in Kerala. Most of the consequences, especially those taking place in the households of migrants are brought about through remittances and their utilization. Remittances cause social and economic changes.

B.A. Prakash (1999)² in his edited work "Kerala's Economic Development: Issues and Problems," pointed out that inflow of remittances have helped emigrant households attain higher levels of income, consumption and acquisition of assets. The impact of migration on consumption, savings and investments largely determined by the amount of remittances send by migrants and the utilization pattern of remittances.

Kannan and Hari (2002)³ in — 'Kerala's Gulf Connection: Remittances and their Macro Economic Impact' pointed that remittances to the Kerala economy averaged 21 percentage of the state income in the 1990's. This study also reports that an increase in percapita income as a result of remittances has contributed to an increase in consumption expenditure in Kerala. Although the average per capita consumption in Kerala was below the national average until 1978-79, by1999-2000 consumer expenditure in Kerala exceeded the national average by around 14 percentages

K P Kannan and K S Hari (2002)⁴ — 'Kerala's Gulf Connection Emigration, Remittances and their Macro economic Impact 1972-2000' the liberalization of the Indian economic policies, particularly the foreign exchange rate, benefited Kerala directly. Adding the remittance income to the Net State Domestic Product, a Modified State Income series has been constructed. As a result Kerala's per capita income not only caught up with the average per capita income for India but started exceeding it reaching 49 percent above the national average by the end of the nineties. These tallied with per capita consumer expenditure in Kerala, which was in excess of 41 percent above the national average by the end of the nineties.

K.C. Zachariah and S. Irudaya Rajan, (2008)⁵ in their work "Migration and Development: The Kerala Experience" stated that total remittances to Kerala have showed a steady increase. Between 1998 and 2003 the increase was about Rs. 4.9 thousand crore. The corresponding increase during 2003-07 was Rs. 6.0 thousand crore. There was, thus, a modest acceleration in remittances to Kerala even in the absence of such acceleration in the volume of emigration. Malappuram district was the place of origin of 336,000 emigrants or about 18.2 percent of the total number of emigrants from Kerala.

Abdul Aziz & Mustiary Bgum (2009)⁶ — 'Gulf Migration, Remittances & Economic Impact' stated that the impact of gulf migration on development is more visible in Kerala state since 50% of the Indian contract workers in gulf countries are from Kerala. The contribution of gulf migration to development can be seen in various areas like housing, transportation, town planning educational and religious institutions, amenities and other infrastructural facilities.

K. C. Zachariah S. Irudaya Rajan (2012)⁷ in their working paper — 'Inflexion in Kerala's Gulf Connection Report on Kerala Migration Survey 2011' observed that Workers' remittances to the Kerala have a major impact on Kerala's economy. Remittances were 31.23 percent of the state's net state domestic product (NSDP). The state's per capita income was Rs. 52,084 (2010), without taking into consideration remittances to the state, but it stood at Rs. 68,375 if remittances were also included.

OBJECTIVES OF THE STUDY

The objective of the study is to know the trend of remittance made by Non Resident Keralites and to analyse its role in the economic growth of the state.

HYPOTHESES

H₀ There is no difference in the amount of remittance received by the state in different years

H₀ Remittance not contribute to the growth of state economy

RESEARCH METHODOLOGY AND DATA BASE

The present study has been designed as a descriptive and analytical one based on secondary data collected from the reports and publications of World Bank, RBI and the working papers of centre for development studies and bureau of economics and statistics, govt. of Kerala. Percentage, correlation and compound growth rate are the tools used for analyzing the data.

RESULTS AND DISCUSSIONS

Remittance to India exhibit strong growth over time averaging about 10 per cent a year in constant US Dollar since 1991. Remittances in real dollars declined by 7per cent in 2009 but keeping with the global trend rebounded quickly to register a 9 percent growth rate in 2010. In particular, an increase in domestic interest rate, a decline in international interest rates, and an increase in the Indian stock market index are all associated with an increase in remittances. The trend in the growth rate of remittances is not affected by factors such as economic growth in the source and destination countries, interest rate movements, or even potential risk factors such as political uncertainty. The trend of remittance to India is shown in the following table.

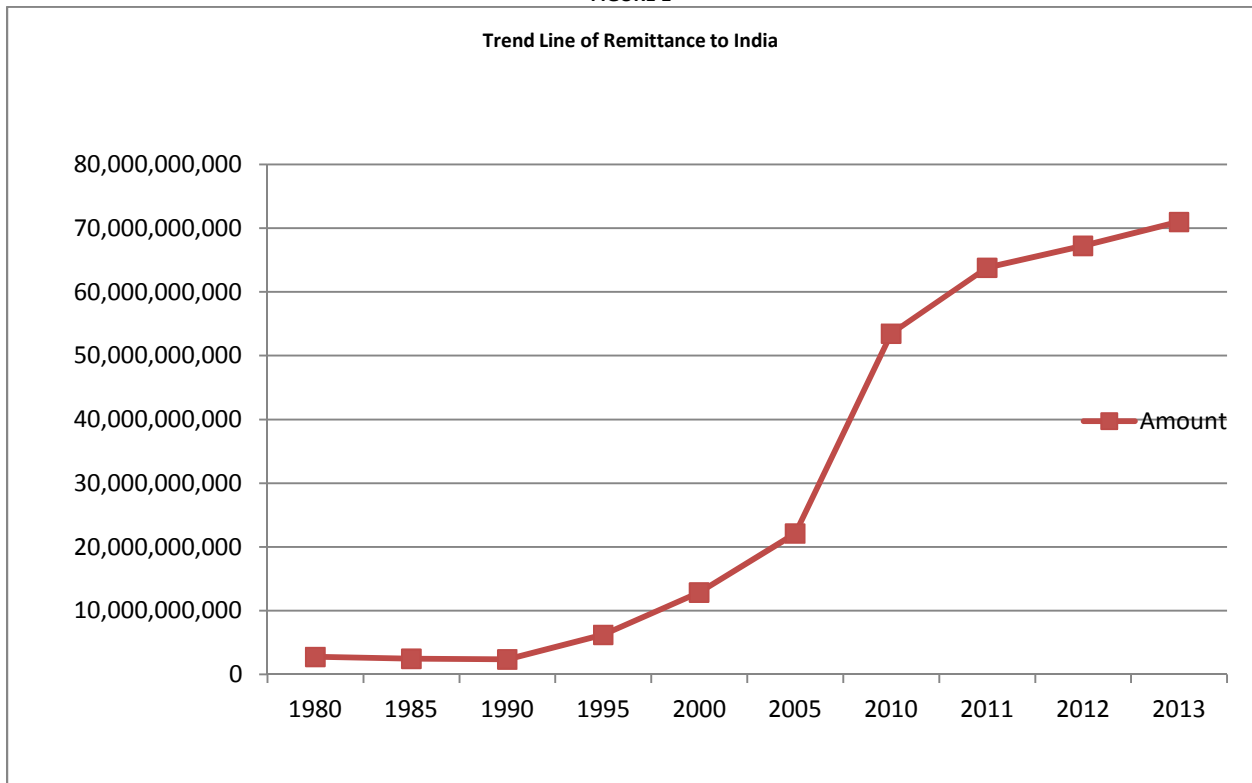
TABLE 1: TRENDS OF REMITTANCES TO INDIA

year	Amount	Increase or Decrease	% of increase or decrease
1980	2,756,975,586		
1985	2,469,209,229	-287766357	10.43(-)
1990	2,383,739,990	-373235596	13.53(-)
1995	6,222,996,094	63466020508	125.7
2000	12,883,465,820	10126490234	367.3
2005	22,125,089,480	19368113894	702.5
2010	53,480,000,000	50723024414	1839.8
2011	63,818,000,000	61061024414	2214.8
2012	67,258,000,000	64501024414	2339.5
2013	71,000,000,000	68243024414	2475.3

Source: Website of Reserve Bank of India and World Bank

It is very clear from the table that remittances inflow to India shows an upward trend in the long run. It was 2,756,975,586 in 1980. It increased to 6,222,996,094 in 1995, 12,883,465,820 in 2001, 63,818,000,000 in 2011 and 71,000,000,000 in 2013. A 13.53per cent decrease had been reported in 1990 compared with 1980. But a tremendous, increase, 367.3 percentage was reported in 2000. After that the remittance inflow to India increased rapidly and recorded an all time high of approximately US \$ 71 billion in 2013.it is clearer from the following diagram.

FIGURE 1



Remittances to the Kerala have a major impact on Kerala’s economy. Remittances times the revenue receipt of the Kerala Government, 6.2 times what the state gets from the Centre as revenue were 31.23 percent of the state’s net state domestic product (NSDP). The state’s per capita income was Rs. 52,084 (2010), without taking into consideration remittances to the state, but it stood at Rs. 68,375 if remittances were also included. The macro economic impact of remittances on Kerala economy in between 1998 and 2011 is given in the following table

TABLE 2: MACRO ECONOMIC IMPACT OF REMITTANCES ON KERALA ECONOMY, 1998-2011

Indicators	1998	2003	2008	2011
Remittances	13652	18465	43288	49695
NSDP	53552	83783	140889	159144
Per Capita Income	16062	25764	41814	52084
Modified NSDP	67204	102248	184185	208839
Revenue Receipt of Government	7198	10634	24936	31181
Transfer from Central Government	1991	2653	7861	7982
Government Non-Plan Expenditure	5855	9908	18934	22546
State Debt	15700	31060	61653	78239
Modified Per Capita Income	2015	731442	54664	67994
Remittances as percent of NSDP (%)	25.5	22.0	30.7	31.2
Remittances as ratio of Revenue Receipt	1.9	1.7	1.7	1.6
Remittances as ratio of Transfer from Centre	6.9	7.0	5.5	6.2
Remittances as ratio of Government Expenditure	2.3	1.9	2.3	2.2
Remittances as ratio of State Debt	0.9	0.6	0.7	0.6

Source: Kerala migration survey, Centre for Development Studies, Thiruvananthapuram

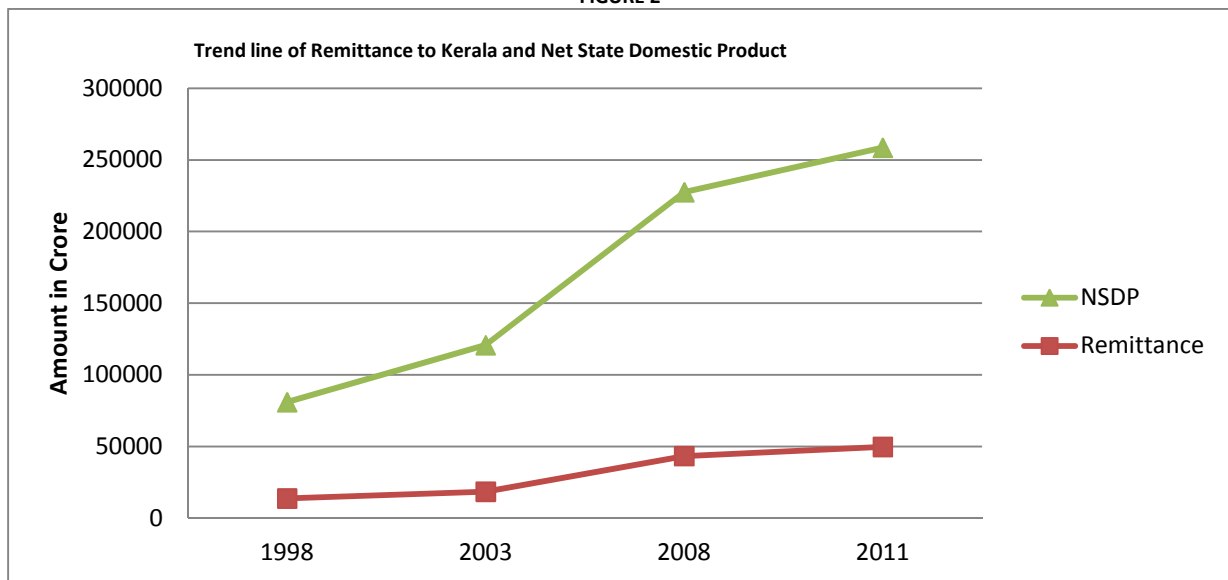
TABLE 3: CORRELATION

Independent variable	Dependent variable	correlation	P value
Remittance	NSDP	0.990	0.010
Remittance	Per capita income	0.983	0.017

*. Correlation is significant at the 0.05 level (2-tailed).

From the above tables it is very clear that remittance and State Domestic Product and per capita income is highly positively correlated. And the p value at 0.05 level is 0.010, it is less than = 0.05 and the hypothesis remittance not contributed to the state economy is rejected. That means there is a strong relation between amount of remittance received and the net state domestic product and the per capita income of the state. Remittances are 1.6 times the revenue receipt of the Kerala Government, 6.2 times what the state gets from the Centre as revenue transfer. It is more than twice the Government’s annual expenditure. It is more than 60 percent of the state’s public debt.

FIGURE 2



Different districts receives different amount in the form of remittances. This contributes to the district domestic products of each district. It is shown in the following table.

TABLE 4: TREND OF DISTRICT WISE REMITTANCES TO KERALA (Rs. in crores)

Sl.No	Districts	2011	2008	2003	Increase/Decrease 2008-2011	Increase/Decrease 2003-2008	Compound Growth rate
1	Thiruvananthapuram	4740	4801	1926	-61	2875	12%
2	Kollam	4423	4477	1813	-54	2664	12%
3	Pathanamthitta	2079	2211	955	-132	1256	10%
4	Alappuzha	2296	1970	1339	326	631	7%
5	Kottayam	2419	2271	580	148	1691	19%
6	Idukki	182	156	39	26	117	21%
7	Ernakulam	6127	2984	1515	3143	1469	19%
8	Thrissur	4293	5961	3235	-1668	2726	4%
9	Palakkad	3293	3448	1149	-155	2299	14%
10	Malappuram	9040	6486	2893	2554	3593	15%
11	Kozhikode	3904	3988	1358	-84	2630	14%
12	Wayanad	578	571	68	7	503	31%
13	Kannur	5145	2800	976	2345	1824	23%
14	Kasaragod	1176	1164	623	13	541	8%
	Total	49695	43288	18469	6407	24819	13%

Source: Kerala migration study, Centre for Development Studies, Thiruvananthapuram

R = .991, p = .000, α=0.01

From 2008 to 2011, the total remittances of the state increased in three years by around 6407 crores. The compound growth rate of the state during the period 2003 and 2011 is 13%. During this period Wayanad achieved a 31 % compound growth, it is very high in compared to other district. Malappuram district placed first in the case of amount of remittances received and percentage of increase. The remittance received by the district was 2893 crore in 2003 and increased to 6486 crore in 2008 and also 9040 crore in 2011. A total of 40% increase is reported in between 2008 and 2011. The Ernakulam district followed Malappuram with an amount of 1515 crore in 2003, 2984 crore in 2008 and 6127 crore in 2011. Ernakulam district shows a rapid growth (105.35%) in the amount of remittance received in between 2008 and 2011. Except Alappuzha, Thrissur and Kasaragode all of the districts of the state achieved a compound annual growth rate of more than 10 % of remittance received in between 2003 and 2011.

Here the hypothesis there is no difference in the amount of remittance received by the state in different years is tested and the p value is 0.000 at 0.01 level of significant. The null hypothesis is rejected and it is conclude that the amount of remittance shows an upward trend from 2003 to 2011.

Compound growth rate of volume of remittance to the state

$$CARG (t_0, t_n) = (V(t_n)/V(t_0))^{1/(t_n - t_0)} - 1$$

$$T_0 = 2003, T_n = 2011, t_n - t_0 = 8$$

$$= (49695/18469)^{1/8} - 1$$

$$= (2.69)^{0.125} - 1 = 1.132 - 1$$

$$= 0.13, = 13%$$

Remittance place important role in the development of each district also. An average of more than 25 percent of the DDP (District Domestic Product) filled by foreign remittances. It is very high in the case of Malappuram district.

DISTRICT WISE REMITTANCE TO KERALA IN 2012

Districts	DDP*(in lakhs) (at factor cost)	Remittances (in lakhs) 2012	Percentage of DDP*
Thiruvanantha puram	2039737	474000	23.24
Kollam	1379699	442300	32.06
Pattanamtitta	769696	207900	27.01
Alappuzha	1211688	229600	18.95
Kottayam	1290904	241900	18.74
Idukki	621518	18200	2.93
Eranamkulam	2679942	612700	22.86
Ttrissure	1868740	429300	22.97
Palakkad	1395852	329300	23.59
Malappuram	1454271	904000	62.16
Kozhikkode	1655976	390400	23.58
Wayanad	348946	57800	16.56
Kannur	1379615	514500	37.29
Kasargode	603173	117600	19.50
Total	18699757	4969500	26.58

Source: Department of Economics and Statistics, Government of Kerala

Note:- DDP- District Domestic Product

In the year 2012, 26.58 percentage of Gross domestic product was the remittances received from foreign countries itself. Malappuram district contribute 62.16% to its District Domestic Product only in the form of remittances. It shows the key role of foreign remittances for the economy. Idukki district in the state is an exceptional case in the case of contribution of remittances to district domestic product. In Idukki, only 2.93 percent of the DDP filled by remittances. Majority of all other district contribute more than 20% to DDP in the form of remittances.

FINDINGS AND SUGGESTIONS

FINDINGS

Due to inflation and increase income of migrants, Kerala receives a huge amount of foreign currency in the form of remittance. It shows an achievement of 13 percent compound growth rate from 2003 and 2011. A rapid growth of the amount of remittance is shown year after year

An average of 26.16% of state domestic product is filled by remittance from foreign countries. The amount of remittance received and Net State Domestic product is correlated positively. Same time it shows an increase in the percapita income of the state. In Kerala Malappuram is the last district in the case of amount of percapita income. But the district contributes around 62 percent to its District Domestic product through remittance.

SUGGESTIONS

On the basis of above discussions it is clear that remittance occupy a prominent position in the growth and development of state economy, to maintain and to stabilize following suggestions are made

- Channelize amount of remittance to productive way with an intention to ensure stable growth of economy
- It is favorable to ensure all the remittances should be received through formal or legal ways. It will help to generate more savings, more investment and more capital formation
- Ensure the safety and security of the migrants in different countries to ensure stable receipt pf remittance from there.

CONCLUSION

Remittance is a major source of income while considering all types of inflows of fund. It contributes to the growth of state economy as well as national economy. Due to the change in exchange rate and inflation of Indian rupee against foreign currencies, a notable increase in the volume of remittance is seen in the previous years. It shows an upward trend and the same time a positive growth in the state domestic product. To ensure stable growth of economy and to promote volume of remittance to state, the concerned authorities must give a keen interest in the field of migration and remittance. It is essential for the wellness of our state.

REFERENCES

1. Ravi Srivastava., Sasikumar. S.K., Giri, V. V., (2003). "An Overview of Migration in India, Its Impacts and Key Issues||. Jawaharlal Nehru University.
2. K.T. Sidheque Aboobacker., (1992), "Impact of Gulf Migration on the Socio- Economic Life of Malappuram District" P.hD Thesis, University of Calicut,
3. B.A. Prakash ed., (1 999), "Kerala's Economic Development: Issues and Problems," Sage Publications : New Delhi1, pp. 134-149
4. K. P. Kannan and K. S. Hari., (2002), —Kerala's Gulf Connection :Remittances and their Macro Economic Impact" —in :K. C. Zachariah, K. P. Kannan and S Irudaya rajan, eds.(2002) —Kerala's Gulf Connection|| :CDS studies on International Labour Migration from Kerala State in India. Thiruvananthapuram.
5. K.C. Zachariah and S. Irudaya Rajan, , (2008) "Migration and Development: The Kerala Experience" Daanish Books, New Delhi
6. Abdul Aziz and Mustiary Bgum., (2009), "Gulf Migration, Remittances & Economic Impact" Journal of Social Science, Kamla Raj Enterprises, Darya Ganj, New Delhi ,20(1): 55-60
7. K. C. Zachariah S. Irudaya Rajan., (2012)., —Inflexion in Kerala's Gulf Connection : Report on Kerala Migration Survey 2011|| CDS Working Paper 450, Centre for Developmental Studies, Thiruvananthapuram, Kerala , September (2012)
8. Rajesh Ravi., (2013, June 12) —Remittances to Kerala shoot up||, Financial Express.
9. Radhakrishnan, M.G, (2013, September 14). Despite economic slowdown, Kerala banks on a roll with NRI's deposits. India Today.

REQUEST FOR FEEDBACK

Dear Readers

At the very outset, International Journal of Research in Commerce, IT & Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue as well as on the journal as a whole, on our E-mail infoijrcm@gmail.com for further improvements in the interest of research.

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

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

Looking forward an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-
Co-ordinator

DISCLAIMER

The information and opinions presented in the Journal reflect the views of the authors and not of the Journal or its Editorial Board or the Publishers/Editors. Publication does not constitute endorsement by the journal. Neither the Journal nor its publishers/Editors/Editorial Board nor anyone else involved in creating, producing or delivering the journal or the materials contained therein, assumes any liability or responsibility for the accuracy, completeness, or usefulness of any information provided in the journal, nor shall they be liable for any direct, indirect, incidental, special, consequential or punitive damages arising out of the use of information/material contained in the journal. The journal, nor 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 is 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

