

# 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., Google Scholar,

Open J-Gate, India [link of the same is duly available at Infilbnet 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 4767 Cities in 180 countries/territories are visiting our journal on regular basis.

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

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

# CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	<b>mHEALTH EFFECTIVENESS AND POTENTIAL IN INDIA</b> <i>SURENDRA NATH SHUKLA, J K SHARMA &amp; DR. BALVINDER SHUKLA</i>	1
2.	<b>AN EFFICACY OF IMPACT OF TURNOVER RATIOS ON PROFITABILITY WITH SPECIAL REFERENCE TO INDIAN PHARMACEUTICAL INDUSTRY</b> <i>DR. N. PASUPATHI</i>	7
3.	<b>5S TECHNIQUE: THE EMERGING CONCEPT OF SERVICE QUALITY</b> <i>SIMERJEET SINGH BAWA, DR. HARPREET SINGH &amp; DR. NITYA</i>	11
4.	<b>PERCEIVED ORGANIZATIONAL SUPPORT AND AFFECTIVE OCCUPATIONAL COMMITMENT AS MEDIATING VARIABLES ON THE RELATIONSHIP BETWEEN ORGANIZATIONAL CAREER GROWTH AND EMPLOYEES PERFORMANCE</b> <i>SAUD NAPITUPULU, TULUS HARYONO, HUNIK SRI RUNNING SARWITRI &amp; MUGI HARSONO</i>	16
5.	<b>PUBLIC SERVICE INNOVATION: STUDY OF MASS TRANSPORT SERVICE THROUGH THE MASS RAPID TRANSIT (MRT) IN JAKARTA</b> <i>ERIE SYAHRIAL, DR. SRI SUWITRI, DR. BAMBANG RIYANTO &amp; DR. SUNDARSO</i>	28
6.	<b>ROLE OF ISO IN IMPROVING QUALITY OF MANAGEMENT EDUCATION IN INDIA</b> <i>DR. KOMAL CHOPRA &amp; DR. PRADNYA CHITRAO</i>	34
7.	<b>REPORTING QUALITY OF SOCIAL SUSTAINABILITY INDICATORS OF INDIAN MANUFACTURING FIRMS: AN ANALYSIS</b> <i>DIGANTA MUNSHI &amp; DR. SRABONI DUTTA</i>	38
8.	<b>SERVICE QUALITY IN HIGHER EDUCATIONAL INSTITUTIONS: AN EMPIRICAL ASSESSMENT</b> <i>DR. MUSHTAQ AHMAD BHAT &amp; MUDASIR QUADIR SOFI</i>	42
9.	<b>AN EMPIRICAL STUDY ON PMJDY SCHEME IMPLEMENTATION AT KANEKAL MANDAL OF ANANTAPUR DISTRICT</b> <i>G DIVAKARA REDDY</i>	49
10.	<b>HRM PRACTICES AND ITS CONTRIBUTION TO LEARNING ORGANIZATION: A LITERATURE REVIEW</b> <i>ESHA SINGH</i>	53
11.	<b>KISSAN CREDIT CARD SCHEMES AND FARMERS AWARENESS - INITIATIVES OF KERALA GRAMIN BANK</b> <i>DR. PRAKASH. C, NEBU CHERIAN. P &amp; JOBY JOSEPH THOOMKUZHY</i>	56
12.	<b>A CASE STUDY ON CASH MANAGEMENT PRACTICES IN COOPERATIVE BANKS</b> <i>DR. MOHD. IQBAL DARZI</i>	75
13.	<b>FINANCIAL INCLUSION IN VILLAGES OF INDIA: A CASE STUDY OF VILLAGES OF SHYAMSUNDAR GRAM PANCHAYAT</b> <i>DR. BANESWAR KAPASI</i>	77
14.	<b>MARKETING STRATEGIES OF RETAIL SECTOR IN INDIA</b> <i>PRIYA MALIK</i>	80
15.	<b>YOUTH ENTREPRENEURSHIP DEVELOPMENT</b> <i>DR. B. KANNAN. &amp; R. DHANABAL</i>	85
16.	<b>A STUDY ON AGRICULTURAL COMMODITY IN TRICHY</b> <i>K. DHINESHNI &amp; DR. S. P. DHANDAYUTHAPANI</i>	88
17.	<b>PORTRAYAL OF NATURE IN ENGLISH LITERATURE AND CONSERVATION OF NATURE</b> <i>SANGEETHA .J</i>	91
18.	<b>A STUDY ON SUPPLY CHAIN MANAGEMENT IN FMCG IN MYSURU CITY</b> <i>JAGATH PONNANNA &amp; SANDHYA P</i>	93
19.	<b>ASSESSMENT OF FACTORS AFFECTING PERFORMANCE OF WOMEN ENTREPRENEURS IN MSEs: THE CASE OF EAST SHOA ZONE OF OROMIA REGIONAL STATE-ETHIOPIA</b> <i>SILESHI LETA NEMERA</i>	96
20.	<b>FACTORS AFFECTING ECONOMIC DEVELOPMENT AND GROWTH OF INDUSTRY IN INDIA</b> <i>SHRUTI SHARMA</i>	99
	<b>REQUEST FOR FEEDBACK &amp; DISCLAIMER</b>	100

## 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

## FORMER CO-ORDINATOR

**DR. S. GARG**

Faculty, Shree Ram Institute of Business & Management, Urjani

## ADVISORS

**PROF. M. S. SENAM RAJU**

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

**PROF. M. N. SHARMA**

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

**PROF. S. L. MAHANDRU**

Principal (Retd.), Maharaja Agrasen College, Jagadhri

## EDITOR

**PROF. R. K. SHARMA**

Professor, Bharti Vidyapeeth University Institute of Management & Research, New Delhi

## CO-EDITOR

**DR. BHAVET**

Faculty, Shree Ram Institute of Engineering & Technology, 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 I.T., Amity School of Engineering & Technology, Amity University, Noida

**PROF. A. SURYANARAYANA**

Department of Business Management, Osmania University, Hyderabad

**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.

***FORMER TECHNICAL ADVISOR***

**AMITA**

Faculty, Government M. S., Mohali

***FINANCIAL ADVISORS***

**DICKIN GOYAL**

Advocate & Tax Adviser, Panchkula

**NEENA**

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

***LEGAL ADVISORS***

**JITENDER S. CHAHAL**

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

**CHANDER BHUSHAN SHARMA**

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

***SUPERINTENDENT***

**SURENDER KUMAR POONIA**

## **CALL FOR MANUSCRIPTS**

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

Anybody can submit the **soft copy** of unpublished novel; original; empirical and high quality **research work/manuscript** **anytime** in **M.S. Word format** after preparing the same as per our **GUIDELINES FOR SUBMISSION**; at our email address i.e. [infoijrcm@gmail.com](mailto: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](http://www.aea-web.org/econlit/jelCodes.php). However, mentioning of JEL Code is not mandatory.
8. **MANUSCRIPT:** Manuscript must be in **BRITISH ENGLISH** prepared on a standard A4 size **PORTRAIT SETTING PAPER**. **It should be free from any errors i.e. grammatical, spelling or punctuation. It must be thoroughly edited at your end.**
9. **HEADINGS:** All the headings must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
10. **SUB-HEADINGS:** All the sub-headings must be bold-faced, aligned left and fully capitalised.
11. **MAIN TEXT:**

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

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

**PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:**

**BOOKS**

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

**CONTRIBUTIONS TO BOOKS**

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

**JOURNAL AND OTHER ARTICLES**

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

**CONFERENCE PAPERS**

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

**UNPUBLISHED DISSERTATIONS**

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

**ONLINE RESOURCES**

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

**WEBSITES**

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



**A STUDY ON AGRICULTURAL COMMODITY IN TRICHY**

**K. DHINESHNI**  
**STUDENT**

**DEPARTMENT OF MANAGEMENT STUDIES**  
**ANNA UNIVERSITY (BIT CAMPUS)**  
**TRICHY**

**DR. S. P. DHANDAYUTHAPANI**  
**ASST. PROFESSOR**  
**DEPARTMENT OF MANAGEMENT STUDIES**  
**ANNA UNIVERSITY (BIT CAMPUS)**  
**TRICHY**

**ABSTRACT**

*Agriculture provides the essential means of livelihood for majority of Indian's population. Agriculture accounts for large export earnings and provides raw material to large number of industries. The general price level of agricultural commodity is affected by a variety of market forces that can alter the current or expected balance between supply and demand. Study on agricultural commodity market in Trichy. The study deals with the commodities such as wheat, cereals, sugarcane, banana and pulses. The purpose of the study is to analyze price fixing method for above mentioned commodities.*

**KEYWORDS**

spot price, price discovering, seasonal factor.

**INTRODUCTION**

A commodity market is defined as the market that trades in primary economic sector rather than manufactured products. Commodities are classified into two types: Hard and soft commodities. Hard commodities are natural resources that must be mined or extracted (gold, rubber, oil etc.) where as soft commodities are agricultural products or livestock (corn, wheat, coffee, sugar, soybeans)

Agricultural Commodities are considered as a new assets class. The word commodity means an article of trade. The word originated from old French word "commodite" which means convenience. Commodities include agricultural products are fuels and metals and are traded in bulk on a commodity exchange on spot market. Commodities interchangeable with another product of the same types in which investors buy or sell through future contract. The price of the commodity is subjected to supply and demand.

Commodities are categorized as energy commodities, exotic, metals and agricultural commodities. India is an agricultural country and one third population depends on the agricultural sector directly or indirectly.

Spot price refers to the current price of a security which can be bought and sold at a particular place and time. Spot prices are most commonly used for serving as a base indicator of pricing future contracts based on the spot price of the security, traders and investors are able to make assumptions about the future price movements of the security.

Future price refers to two participants involving the future contracts agree to transactions the settlement data.

A future contract considered as a standardized forward contract which can be easily traded between parties other than two initial parties to the contract. At first the parties agree to buy and sell an asset or commodity for price agreed upon today (forward price) with delivery and payment occurring at a future market, the delivery date.

The purpose of the study to analyze price fixing method for above mentioned commodities

**PRICE DISCOVERING PROCESS IN TRICHY**

Arrivals of banana, wheat, cereals, groundnut and paddy which had come down sharply over the past few months owing to the drought condition have picked up at Gandhi market in the city over the past few days ahead of the festival season.

The price of the agricultural commodity however is expected to rule steady and not likely to come down owing the festival demand, wholesale traders at the market said the price of good quality commodity had increased by over the past couple of months as arrivals had trickled.

Price discovery is the general process used in determining spot prices. These prices are dependent upon market condition affecting supply and demand. For e.g. if the demand for a particular commodity is higher than its supply the price will typically increase and vice versa.

Price discovery refers to the act of determining the proper price of security commodity or good services by studying market supply and demand other factors associated with transaction.

**SPOT AND FUTURE MARKET**

Spot and future price refers that future price tend to be higher than spot price. Modern day commodity market can be classified as spot and future markets. Spot markets are called as physical markets where delivery of commodity within a day. All commodities are exchanged in a spot market. In the present days, buyers and sellers used to gather in the market where dealings in commodities lead to immediate delivery.

Future contract refers that agreement to buy or sell a set of commodities at a future date or future month at a price agreed upon by the buyer and seller at the market. Risk transfer and price discovery are two of the major roles of future market. By risk transfer from hedgers to speculators and arbitrageurs make to have an effective price risk management.

**SPOT AND FUTURE PRICES**

The spot price refers that current price studying on basis behavior. Basis the difference between cash price and the future price or it defined as relationship between the spot and the future contract.

Basis=Spot price-Future price.

**OBJECTIVES**

- To study on agricultural commodity price in Trichy.
- To identify growth rate in Trichy.



- To study on spot and future price in agricultural commodity in Trichy.
- To study on seasonal factors influencing on agricultural commodity.

## LITERATURE REVIEW

Easwaran, (2008) Commodity future and derivatives considered as important role to play in the risk management process especially in agriculture. The present study deals with the future markets in agriculture commodity in India. The statistical analysis of data considered as on price discovery in a sample of four commodities traded in future exchange have indicate that price discovery is not necessary for agriculture commodity future market. The tools used for econometric analysis relationship between price return, volume, market depth and volume.

S. Karthikeyan, (2014) Consuming fruits consider as several benefits to human body. Among various gets an important place and which is followed by banana. Production process of one fourth of total banana production in the world. India is the leading country for banana production and properly usage of land for cultivating banana. The countries also adopt innovative method used for banana production.

Kumar, (2014) Agriculture still forms the life of our Indian and vital activity of human being. Agriculture sector in India providing nearly half of national income. Agriculture sector providing job opportunity for employees. Agriculture important role in the economic development process of a country. The data were collected from secondary source of economics and statistics 2011-2012. The productivity index values are calculated and differentiated the productivity regions in Trichy.

Mehta, (2013) This study analysis the market behavior and price discovery of Indian Agriculture commodity markets. Commodity future trading was permitted in 2003. The commodity market faced a phenomenal growth. The study considered on average monthly future price of nine commodity data on 2009-2010. The efficient methodology adopted in market increasing high level of productivity. Always increase in GDP in India. The result of the study on price discovery mechanism is quite different commodities suggests that causality can be used in forecasting spot and future price.

R. Sanders, (2012) the first decade faced more structural change in commodity future markets than all previous decades combined. Not only trading volumes and also open interest increased markedly time period also changes in both trading and participants. The available literature on indicates that the harmful impacts of the structural changes in commodity markets over the last decade have been minimal. In the situation expanding market participation may have decreased risk premiums and cost of hedging decreased price and financial market.

## METHODOLOGY

The research study based on descriptive research has been applied and also data collected from and secondary data.

The modern literature study on Engle and Granger methodology for error correction in order to draw inference about causality. This method is used for some limitations like approach is only valid given an ergogeneity assumption. This test helps in understanding the long-run economic relationship between multiple variable. The present study on relationship between two variables on future price and spot price.

## HYPOTHESIS

H0: There is no significant difference between spot price and future price.

Hypothesis is considered with a constant convenience yield. That is inventories decrease (increase) the spot price will increase (decrease) and the convenience yields will also increase (decrease).

## DATA ANALYSIS

This study on both spot and future price for five commodities for time period from 2014 and 2015. The study needs both spot and future data, commodities based on availability of both spot and future data series. Nationalized commodity exchanges like the Multi Commodity Exchange(MCX)and National Commodities and Derivative Exchange (NCDEX).

The study on weekly prices of five commodities spot and future price date for a time period of 2014 and 2015. Wheat, groundnut, paddy, banana and cereals are the five commodities.

## ANALYSIS

TABLE 1: UNIT ROOT TEST RESULTS FOR RETURN SERIES

Commodities	ADF Test statistics	
	Spot	Future
Wheat	-8.25232	-8.24508
Banana	-9.64712	-9.847
Pulses	-7.71459	-8.04178
Groundnut	-10.4524	-10.4076
Paddy	-9.02398	-9.17727
All are significant at 1%		

TABLE 2: LONG HORIZON REGRESSION TEST RESULT FOR 5 COMMODITIES

Commodity	Future				Spot			
	Coefficients				Coefficients			
	A	$\beta$	R2	F	$\alpha$	$\beta$	R2	F
Wheat	0.137926	0.221592	0.106966	35.33458	0.137366	0.19374	0.091086	29.56307
t-vale	0.394032	5.064918			0.398933	5.40549		
p-value	0.6938	0		0	0.6902	0		0
Banana	0.248652	0.165376	0.080108	26.9088	0.187552	0.101033	0.0444	14.35696
t-value	0.865099	4.675603			0.187552	0.101033	0.0444	14.35696
p-value	0.3877	0		0	0.4112	0.0164		0.000182
Pulses	0.383558	0.151046	0.071317	34.32673	0.381484	0.110271	0.050918	23.89131
t-value	1.56135	4.946153			1.889287	3.910399		
p-value	0.1191	0		0	0.059	0.0001		0
Groundnut	0.304035	0.218881	0.100409	38.8423	0.329133	0.201416		33.49595
t-value	1.247098	5.890722			1.340041	4.911022		
p-value	0.2132	0		0	0.1811	0		0
Paddy	0.2061	0.160397	0.075885	33.17499	0.176167	0.083829	0.03724	15.62672
t-value	0.83963	5.66321			1.009061	3.539805		
p-value	0.4016	0		0	0.3135	0.0004		0.000091

## CONCLUSION

Present study on various developments in the Trichy commodity market. The relationship between spot and future prices are detail study come out with long-run equilibrium relationship between them. The disequilibrium between spot and future price and the speed of adjustment towards the equilibrium dynamics between

the prices. Further study on five commodities and seasonal variations. Seasonality is observed in all the agriculture commodities of future and spot price. Finally, five commodity prices have been modeled using state –specification. The forecasts are mostly efficient for most of the commodities considered under the study.

## REFERENCES

1. Easwaran, R. (2008). Whether Commodity Futures Market in Agriculture is Efficient in Price DISCOVERY. *Agricultural Economics Research Review*, 21, 337-344.
2. Kumar, C. (2014). Spatial pattern of agriculture Productivity of Crop in Cauvery Delta zone of Tamilnadu. *IOSR Journal of Agriculture and Veterinary Science (IOSR-JAVS)*, 7, 01-7.
3. Mehta, M. (2013). Market Behavior and Price Discovery in Indian Agriculture Commodity Market. *International Journal of scientific and Research*, 3, 01-4.
4. R. Sanders, H. a. (2012). Financialization and Structural Changes in Commodity Futures Markets. *journal and applied economics*, 44,3, 02-26.
5. S. Karthikeyan. (2014). Banana Production in Tamilnadu. *Tactful Management Research Journal*, 2, 1 -8.

## **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](mailto: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](mailto: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*

