

# 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,

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

Circulated all over the world & Google has verified that scholars of more than 6038 Cities in 194 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>FINANCING PATTERN AND UTILISATION OF FIXED ASSETS IN BATTERY INDUSTRY IN ANDHRA PRADESH</b> <i>Dr. KOMMINENI KALYANI &amp; Dr. P. MOHAN REDDY</i>	1
2.	<b>GROWTH AND CREDIT - AN INDIAN CONTEXT</b> <i>G DIVAKARA REDDY &amp; Dr. M. THAIYAL NAYAKI</i>	7
3.	<b>A STUDY ON THE USAGE OF SOCIAL NETWORK SITES BY COLLEGE STUDENTS WITH SPECIAL REFERENCE TO ERODE DISTRICT - TAMILNADU</b> <i>Dr. S. THENMOZHI &amp; Dr. A. AMUDHA</i>	10
4.	<b>MACRO ANALYSIS OF CEMENT INDUSTRY IN HIMACHAL PRADESH-A CASE STUDY</b> <i>SURJEET KUMAR</i>	14
5.	<b>A STUDY OF CONSUMERS SATISFACTION AND PREFERENCE OF DTH (DIRECT-TO-HOME) INTEROPERABILITY IN PUNE CITY</b> <i>SAMITA MAHAPATRA</i>	19
6.	<b>PRODUCTIVITY AND FINANCIAL HEALTH ANALYSIS OF TAMIL NADU CO-OPERATIVE SUGAR INDUSTRIES: A STUDY</b> <i>S. P. KARTHIK &amp; Dr. A. RAMESH</i>	23
7.	<b>A STUDY ON IMPACT OF DIGITAL MARKETING ON THE USAGE OF NUTRITION LABEL ON FOOD PRODUCTS WITH REFERENCE TO BANGALORE NORTH</b> <i>SHAILA K &amp; MEHAR BANU</i>	26
8.	<b>COMMUNITY PERCEPTION ON PUBLIC SECTOR SERVICES: STUDY ON PALEMBANG CITY GOVERNMENT, SOUTH SUMATERA, INDONESIA</b> <i>MARKONI BADRI, YUSNIZAL FIRDAUS, AL HUSHORI &amp; M YUSUF</i>	29
9.	<b>ANALYSIS OF WORKING CAPITAL MANAGEMENT OF STEEL AUTHORITY OF INDIA LTD</b> <i>AJAZ AHMAD BHAT &amp; SADIA HASAN</i>	35
10.	<b>A STUDY ON LABOUR WELFARE PRACTICES AT BEML LTD., BENGALURU</b> <i>K.B.RAVINDRA</i>	43
	<b>REQUEST FOR FEEDBACK &amp; DISCLAIMER</b>	48

**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

**FORMER CO-ORDINATOR****Dr. S. GARG**

Faculty, Shree Ram Institute of Business & Management, Urjani

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

Principal (Retd.), Maharaja Agrasen College, Jagadhri

**EDITOR****Dr. A SAJEEVAN RAO**

Professor & Director, Accurate Institute of Advanced Management, Greater Noida

**CO-EDITOR****Dr. BHAVET**

Former Faculty, Shree Ram Institute of Engineering & Technology, Urjani

**EDITORIAL ADVISORY BOARD****Dr. S. P. TIWARI**

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

**Dr. CHRISTIAN EHIUBUCHE**

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. 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. 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. D. S. CHAUBEY**

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

**Dr. CLIFFORD OBIYO OFURUM**

Professor of Accounting & Finance, Faculty of Management Sciences, University of Port Harcourt, Nigeria

**Dr. KAUP MOHAMED**

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

**Dr. VIRENDRA KUMAR SHRIVASTAVA**

Director, Asia Pacific Institute of Information Technology, Panipat

**SUNIL KUMAR KARWASRA**

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

**Dr. MIKE AMUHAYA IRAVO**

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

**Dr. SYED TABASSUM SULTANA**

Principal, Matrusri Institute of Post Graduate Studies, Hyderabad

**Dr. BOYINA RUPINI**

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

**Dr. NEPOMUCENO TIU**

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

**Dr. SANJIV MITTAL**

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

**Dr. ANA ŠTAMBUK**

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

**Dr. RAJENDER GUPTA**

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

**Dr. SHIB SHANKAR ROY**

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

**Dr. ANIL K. SAINI**

Professor, Guru Gobind Singh Indraprastha University, Delhi

**Dr. SRINIVAS MADISHETTI**

Professor, School of Business, Mzumbe University, Tanzania

**Dr. NAWAB ALI KHAN**

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

**MUDENDA COLLINS**

Head, Operations &amp; Supply Chain, School of Business, The Copperbelt University, Zambia

**Dr. EGWAKHE A. JOHNSON**

Professor &amp; Director, Babcock Centre for Executive Development, Babcock University, Nigeria

**Dr. A. SURYANARAYANA**

Professor, Department of Business Management, Osmania University, Hyderabad

**P. SARVAHARANA**

Asst. Registrar, Indian Institute of Technology (IIT), Madras

**Dr. MURAT DARÇIN**

Associate Dean, Gendarmerie and Coast Guard Academy, Ankara, Turkey

**Dr. ABHAY BANSAL**

Head, Department of Information Technology, Amity School of Engg. &amp; Tech., Amity University, Noida

**Dr. YOUNOS VAKIL ALROAIA**

Head of International Center, DOS in Management, Semnan Branch, Islamic Azad University, Semnan, Iran

**WILLIAM NKOMO**

Asst. Head of the Department, Faculty of Computing, Botho University, Francistown, Botswana

**Dr. JAYASHREE SHANTARAM PATIL (DAKE)**

Faculty in Economics, KPB Hinduja College of Commerce, Mumbai

**SHASHI KHURANA**

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

**Dr. SEOW TA WEEA**

Associate Professor, Universiti Tun Hussein Onn Malaysia, Parit Raja, Malaysia

**Dr. OKAN VELI ŞAFAKLI**

Professor &amp; Dean, European University of Lefke, Lefke, Cyprus

**Dr. MOHENDER KUMAR GUPTA**

Associate Professor, Government College, Hodal

**Dr. BORIS MILOVIC**

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

**Dr. LALIT KUMAR**

Faculty, Haryana Institute of Public Administration, Gurugram

**Dr. MOHAMMAD TALHA**

Associate Professor, Department of Accounting &amp; MIS, College of Industrial Management, King Fahd University of Petroleum &amp; Minerals, Dhahran, Saudi Arabia

**Dr. V. SELVAM**

Associate Professor, SSL, VIT University, Vellore

**Dr. IQBAL THONSE HAWALDAR**

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

**Dr. PARDEEP AHLAWAT**

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

**Dr. ALEXANDER MOSESOV**

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

**Dr. ASHOK KUMAR CHAUHAN**

Reader, Department of Economics, Kurukshetra University, Kurukshetra

**YU-BING WANG**

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

**SURJEET SINGH**

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

**Dr. MELAKE TEWOLDE TECLEGHIORGIS**

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

**Dr. RAJESH MODI**

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

**Dr. SAMBHAVNA**

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

**Dr. THAMPOE MANAGALESWARAN**

Faculty, Vavuniya Campus, University of Jaffna, Sri Lanka

**Dr. SHIVAKUMAR DEENE**

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

**SURAJ GAUDEL**

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

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

Advocate &amp; Tax Adviser, Panchkula

**NEENA**

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

**LEGAL ADVISORS****JITENDER S. CHAHAL**

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

**CHANDER BHUSHAN SHARMA**

Advocate &amp; 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 LABOUR WELFARE PRACTICES AT BEML LTD., BENGALURU****K.B.RAVINDRA****RESEARCH SCHOLAR, TUMKUR UNIVERSITY, TUMKUR; &  
GUEST FACULTY****GOVERNMENT FIRST GRADE COLLEGE & POST GRADUATION CENTRE  
DODDABALLAPUR****ABSTRACT**

*Labour Welfare and Social Security measures occupy a very important place in any Organisation. The study of various welfare and social security measures is very important as proper welfare schemes have a direct impact on the growth and success of an organization. Good welfare schemes improves the organisational climate and improves the well-being of the workforce both physically and psychologically. It enhances the employees/workers desire to work and also motivates the employees. Good Welfare schemes increases safety, health and hygiene in a organisation apart from creating loyalty among employees and workers. Good welfare schemes make employees and workers happy, thus making it easier to manage human resources at the work place. In the above background, a comprehensive study has been made on various welfare and social security measures being provided at BEML Ltd, Bengaluru and also the satisfaction level of employees and workers regarding these measures. Primary data collected from 100 respondents through a structured questionnaire reveal that most of the welfare and social security provisions are being satisfactorily provided at BEML Ltd but there are certain areas where respondents have expressed dissatisfaction and improvement is needed. The study would help the organization to take remedial measures in areas where the employees and workers have expressed dissatisfaction. The study would also help the company to manage the human resources in the Organisation in a better way.*

**KEYWORDS**

human resources, labour welfare, organisation, safety, social security.

**JEL CODE**

M59.

**INTRODUCTION****MEANING OF LABOUR WELFARE**

**L**abour Welfare implies the setting up of minimum desirable standards and the provision of facilities like health, food, clothing, medical assistance, education, insurance, job security, recreation and so on. These facilities enable the worker and his family to lead a good quality of work life, family life and social life.

**DEFINITION OF LABOUR WELFARE**

The term Labour Welfare has been defined by many experts.

The International Labour Organisation defines Labour Welfare as "Workers welfare should be understood as a meaning such as services, facilities, amenities which may be established in an organization to enable the workers employed in them to perform their work in healthy congenial surroundings and provide them amenities conducive to good health and moral".

**ELEMENTS OF LABOUR WELFARE**

1. To provide the workers a better life and health
2. To relieve the workers from industrial fatigue
3. To improve the intellectual and cultural conditions of living of employees
4. To make the workers happy, efficient and contented

**AGENCIES FOR LABOUR WELFARE**

**Employers:** Employers provide various labour welfare facilities voluntarily and also as per statutory obligations. They play an important role in providing various welfare facilities to industrial workers.

**Central and State Government:** A number of acts have been passed by the central government for the welfare of workers. There is also an implementation and administration of labour laws. The state government has the powers to check the implementation and compliance of various labour laws in the industry.

**Trade Unions and Social Service Agencies:** Apart from employer and Government, Trade Unions and various Social service agencies are also actively involved in providing welfare facilities to industrial workers.

**LABOUR WELFARE LEGISLATIONS**

Most of the constitutional directives in the matter of protection and welfare to workers have been followed up through central and state legislations. Benefits are available to workers and employees in Mines, Docks, Plantations, Factories, Shops and Hotels.

The various legislations include Factories Act, 1948, Payment of Wages Act, 1936, Payment of Bonus Act, 1965, Minimum Wages Act, 1948, Trade Unions Act, 1926, Industrial Disputes Act, 1947 etc.

**SOCIAL SECURITY**

In the present times, insecurities of life has increased to a great extent and to safeguard the individual and the society from these uncertainties, social security has become very essential.

The International Labour Organisation defines social security as "By Social Security, we undertake a programme of protection provided by the society against those contingencies against which a individual of small means can not effectively provide by his ability and foresight".

In India, social security is being provided through various legislations which include Workmens Compensation Act, 1923, Employees State Insurance Act, 1948, Employees Provident Fund Act, 1952, Payment of Gratuity Act, 1972 etc.

**OBJECTIVES OF THE STUDY**

1. To study the various welfare and social security measures being provided at BEML Ltd.
2. To find out the employees/workers level of satisfaction regarding various welfare measures.
3. To identify disparities in existing welfare measures and identify any evasion in implementation of various welfare and social security laws.
4. On the basis of findings, to make suitable recommendations for effective implementation of welfare and social security measures.

**RESEARCH METHODOLOGY**

The study is of a Descriptive nature and the sample size is 100 respondents covering all functional departments at BEML Ltd. Simple random sampling has been used to select the 100 respondents.

Both Primary data and Secondary data has been used in the study. Primary data has been collected by administering a structured questionnaire to employees/workers and secondary data has been collected through Journals, Company Reports, Text Books, Websites etc.

Data has been systematically analysed by use of statistical tools like tabulation and use of percentages.

**REVIEW OF LITERATURE**

1. **Dr. I. Anand Pawar (2013)** in the research article "Effectiveness of Employee Welfare Measures in Steel Industry- A case study of VSP (Vishakapatnam Steel Plant)" has conducted the study to analyse the awareness and satisfaction level of employees regarding welfare measures at the company. The sample size is 600 respondents and primary data has been collected through a structured questionnaire and also through personal interview. Secondary data has been collected through books, journals, reports, websites etc. Data has been analysed through tabulation and use of percentages. Based on the findings, the following suggestions have been given by the author:

- There should be a permanent display for information on welfare measures at main departments so that each employee/workers would know the welfare measures from time to time.
- Subsidised food should be provided at canteen and the quality of food and cleanliness in canteen should be improved.
- Periodical checkup of first aid kit should be made to maintain stock and Ozone purifier should be kept in each and every department.
- Maintenance of staff quarters should be improved and internal transport facility may be strengthened within the sectors.
- Since it was found that the availability of provisions in the employee's co-operative consumer stores was not adequate, necessary action may be taken to increase the quantity of provisions in the stores.
- A separate committee may be constituted with representatives from employees and management to monitor and enhance the existing welfare measures on a permanent basis

2. **Srinivas.K.T (2013)** in the article "A Study on Employee Welfare Facilities adopted at Bosch Ltd,Bangalore" has made a study on the various welfare measures provided by the company and the awareness and satisfaction level of employees regarding these welfare facilities provided to the employees/workers. Primary data has been collected from 100 respondents by adopting convenience sampling and by administering a structured questionnaire. Tabulation and Simple Percentages have been used to analyse data. The author have observed that a majority of the respondents are aware of the statutory and non-statutory welfare facilities provided by the company and the overall opinion of employees about various welfare measures is quite satisfactory. Based on the findings the author has put forth the following suggestions:

- The number of medical practitioners/physicians in the company has to be increased and there should be proper maintenance of medicines and first aid facilities.
- Special attention should be given for maintenance of rest room facilities and the number of toilets has to be increased. Sufficient provision of hot water, sanitizers and tissue papers have to be provided.
- The author has observed that recreational facilities should be improved in order to boost the morale of employees/workers and bring about a diversion from the continuous work and also reduce stress of employees/workers.
- The author has also observed that annual health checkup, employee counselling, health camps and hospitalization facilities have to be improved in order to maintain a strong and healthy work force.

3. **Simion Nyakwara, John Shiundu and George Enock Gongera (2014)** in the research article "Evaluation of Employee Welfare Facilities as an intervention strategy of Industrial Unrest on Organisational Performance-Case of Mumias Sugar Company" have analysed the impact of welfare facilities to solve industrial unrest and also improve organisational performance. Morgan and Krejcie formula was used to select 320 respondents out of a total of 1400 employees. Data was analysed using descriptive and inferential statistical analysis. SPSS package was used and Bivariate, Multivariate and Regression analysis along with Pearsons Chi-Squares was used to arrive at conclusions.

The study has clearly revealed that good welfare facilities are powerful tools to solve industrial unrest and also enhance organisational performance.

The authors have suggested that the organisation should make long term plans by formulating strategies and policies that address employees welfare rather than addressing the causes of industrial unrest within the organisation at an individual level leaving out the aggrieved parties.

The authors have also suggested that the organisation should implement intervention strategies that are unbiased and those that respond to all employees welfare for the good of the employees as well as the organisation.

The current study suggests the following as the possible areas of further research:

- The influence of national and local politics on employee's welfare and the organisational performance
- Examine the extent to which market competitors influence employee's perception of the employers responsibility towards their welfare and hence possibly causing unrest and affecting performance in an organisation.

**MAJOR FINDINGS OF THE STUDY****I) PERSONAL DETAILS**

- 90% of the respondents are male and 10% of the respondents are female.
- 9% of the respondents are in the age group of 18-24, 34% are in the age group of 25-35, 28% are in the age group of 36-45 and 29% of the respondents belong to the age group of more than 46 years.
- 20% of the respondents have passed SSLC, 10% PUC, 26% Diploma, 20% Degree and 24% hold Post Graduate/Professional qualification.
- 70% of the respondents are permanent and 30% of the respondents are contract workers.
- 9% of the respondents have a work experience of less than 5 years, 17% have a work experience of 5-10 years, 17% have a work experience of 11-15 years, 14% have a work experience of 16-20 years and 43% of the respondents have a work experience of more than 20 years.

**II) CANTEEN FACILITIES**

- All respondents have stated that there is a canteen in the factory
- 84% of the respondents have expressed satisfaction regarding quantity of the food served in the canteen.
- 86% of the respondents have expressed satisfaction regarding price charged by the canteen management
- 68% of the respondents have expressed dissatisfaction regarding hygiene in the canteen. The respondents have stated that the canteen is not clean and servers were not wearing gloves and caps while serving.
- 52% of the respondents have stated that they need filtered drinking water. They also stated that there are no proper cups for drinking coffee and tea.
- 58% of the respondents have stated that the quality and nutritious content of the food and service in the canteen is not satisfactory and the menu is repetitive with less options.
- There are three types of canteen in the company. One for higher managers, one for officers and one for workers. Workers have complained about these disparities and have also stated that seating arrangements have to be improved.
- Employees and workers have complained that the canteen building is very old and recementing of interior and exterior including roofing is necessary.

**III) MEDICAL FACILITIES**

- All the respondents have stated that there is a doctor available in the factory premises.
- All the respondents have stated that there is a Ambulance in the factory premises.
- 42% of the respondents have stated that the resident doctor is not available in all shifts.
- All workers are getting ESI as per statutory norms.
- The company has a hospital in the factory premises. Majority of respondents (around 70%) have stated that the company hospital does not have proper medical equipment for major operations and diseases. The employees and workers were using the company hospital only for minor health problems and for major health issues and operations, they were using outside hospitals.

- f) The company has a policy of reimbursement of medical expenses for its employees and workers. Many respondents (around 60%) have complained that the reimbursement amount is very less as compared to the actual expenses. They have stated that the discharge summary is directly sent by the hospital to the company and the discharge summary is not being shown to the employees and workers. They have also stated that more number of good hospitals should be recognized covering all areas of Bengaluru.
- g) 64% of the respondents have stated that there is no regular medical checkup for employees and workers.
- h) Many respondents have stated that sometimes the first aid kit is empty and there is no proper replacement of first aid provisions after use.
- i) The workers have complained that the outpatient limit for medical reimbursement is fixed for them but there is no outpatient limit for higher level employees.

**IV) SAFETY FACILITIES**

- a) Around 42% of the respondents have stated that they are only moderately aware of company's safety policies
- b) Almost all respondents have stated that they are being provided safety equipment/Protective Equipment
- c) 90% of the respondents have stated that accidents are being properly investigated and preventive measures taken by the company
- d) 84% of the respondents have stated that safety instructions and slogans are displayed in the shop floor and other important areas
- e) 92% of respondents have expressed satisfaction regarding fencing of machinery, floors and stairs, excessive weights and uniforms
- f) 78% of the respondents have stated that the safety officer regularly visits the shop floor.
- g) 76% of the respondents have expressed satisfaction regarding Hoists & Lifts and Revolving Machinery.
- h) 53% of the respondents have complained about Pits, Sumps and opening in floors, Noise problem and lack of protection against dangerous fumes.
- i) Many of the respondents have complained about low stock of safety equipment like gloves, goggles etc.
- j) Many of the respondents have stated that the fire and safety department staff strength has to be improved and more number of fire extinguishers have to be procured for the unit.
- k) 52% of the respondents felt that the welding section should be well sheltered and away from other production areas.
- l) 54% of the respondents have stated that at the time of dressing of grinding machines, dust affects other people and protection is needed against dust.
- m) 72% of the respondents have stated that when there is heavy rain, water enters shop floor area causing lot of inconvenience to workers.
- n) Many of the respondents stated that there is lot of wood in the salvage area which may result in fire in the area.
- o) 44% of the respondents have stated that more number of safety awareness and safety training programmes should be introduced by the company.

**V) OTHER WELFARE FACILITIES**

- a) 80% of the respondents have expressed satisfaction regarding sitting facilities and toilet facilities.
- b) 74% of the respondents have expressed satisfaction regarding ventilation, lighting and disposal of wastes and effluents.
- c) 64% of the respondents have expressed satisfaction regarding maintenance of factory and office building
- d) Almost all respondents have expressed satisfaction regarding employment of young persons in the factory.
- e) 75% of the respondents have expressed satisfaction regarding leave facilities, working conditions/environment and prevention of over crowding.
- f) 74% of the respondents have expressed satisfaction regarding accident compensation, grievance handling procedure and employees/workers participation in management
- g) 82% of the respondents have expressed satisfaction regarding work timings and work load.
- h) All the employees other than contract staff are either provided with housing facilities or being provided with house rent allowance.
- i) 65% of the respondents have expressed satisfaction regarding transportation provided by the company.
- j) 66% of the respondents have expressed dissatisfaction regarding Washing facilities, Storing and Drying facilities for clothes and Rest Rooms.
- k) 68% of the respondents complained that during peak order season there is a lot of noise, dust, smoke, pollution etc making it very difficult to work.
- l) Many of the respondents have expressed dissatisfaction regarding Creches, Overtime, Flexitime, Sports and Recreation and Library.
- m) There is no Consumer Co-Operative Society in the Company.
- n) 52% of the respondents have stated that Educational, Training and Development programmes have to be conducted more often.
- o) 78% of the respondents have stated that Stress, Workplace Violence, Sexual Harassment, Alcoholism, Drug Abuse etc are very rare in the factory.
- p) 63% of the respondents have stated that the Labour Welfare Officer does not regularly visit the workplace and communicate with employees and workers. They have also complained that there is frequent transfer of Welfare Officers.
- q) All respondents have stated that there is a Trade Union on the Factory. Many of the respondents have stated that there is lot of political involvement in the running of the Trade Unions and there is no commitment among the union leaders. The respondents have also complained that it is very difficult for the workers to approach the Trade Union leaders of the company.
- r) Majority of the employees and workers (around 68%) felt that the Inspectors from Factory Inspectorates are rarely meeting the employees and workers to enquire about their difficulties.
- s) 56% of the respondents stated that they have only a moderate awareness of various labour welfare provisions.
- t) The company employs a large number of contract/temporary employees/workers. (Nearly 50%). The contract/temporary employees/workers complained about job security and lack of benefits under various labour laws.
- u) 73% of the respondents have stated that there is no proper feedback regarding assessment of satisfaction level of employees/workers regarding various welfare and social security benefits being provided by the company.

**SUGGESTIONS****I) CANTEEN**

- a) As majority of the respondents have expressed dissatisfaction regarding cleanliness and hygiene in the canteen, the company should take immediate steps to maintain a clean and hygienic canteen. The company should procure modern dish washing machines, floor cleaning machines etc. The company should make it compulsory for the staff serving food to wear caps and gloves.
- b) The company should take steps to provide clean filtered drinking water to all employees/workers and should also provide cups for drinking coffee and tea.
- c) Health and nutrition experts should test the quality and nutrition of food served to the employees and workers. Steps should be taken to improve the service and seating arrangements in the canteen and more variety should be introduced in the menu.
- d) There are three types of canteen in the factory for higher managers, for officers and for workers. This type of discrimination should be stopped and one clean and hygienic canteen should be provided to all the employees and workers.
- e) As the canteen building is very old, the management should take immediate steps for recementing the interiors and exteriors including roofing.

**II) MEDICAL FACILITIES**

- a) A resident doctor should be made available for all shifts.
- b) The company should improve the infrastructure in the company run hospital. Modern operation equipment and specialist doctors should be made available. The hospital should be made more spacious with more number of beds. It should be ensured that employees and workers use the hospital both for minor and major health problems.
- c) As many employees and workers have complained that the medical reimbursement amount is very less, the management should look into this matter and ensure proper reimbursement of medical expenses. A copy of the discharge summary sent directly from the hospital to the company may be made available to employees and workers for their perusal. The company should also take steps to recognize more number of hospitals including Hi-Tech hospitals covering all areas of Bengaluru.
- d) The company should introduce a regular scheme of free medical checkup for all employees and workers.

- e) Steps should be taken for proper replacement of first aid provisions after use.  
 f) At present the company prescribes a out patient limit regarding medical reimbursement for workers but there is no out patient limit for higher level employees. The management should take steps to stop this discrimination and remove the out patient limit for workers.

**III) SAFETY FACILITIES**

- a) The management should take steps to increase awareness among all employees and workers regarding safety policy of the company and also in the use of safety equipment.  
 b) The company should take immediate steps in the areas of Pits, Sumps and Opening in floors, Noise problem and amenities for protection against dangerous fumes as many respondents have complained about the same.  
 c) The company should take steps to prevent low stock of safety equipment like gloves, goggles etc. Periodical inspection and replacement of safety equipment is very much necessary for maintaining a safe working environment.  
 d) Steps may be taken to increase the staff strength in the fire and safety department and the company should procure more number of Fire Extinguishers for the unit.  
 e) Steps should be taken to ensure that the welding section is well sheltered and away from other production areas.  
 f) Many of the respondents have stated that at the time of dressing of grinding machines, dust affects other people working nearby. Steps should be taken to provide protection to workers.  
 g) When there is heavy rain, water is entering the shop floor area causing a lot of inconvenience to workers. The company should take immediate steps in this regard.  
 h) There is a lot of wood in the salvage area increasing the chances of fire in the factory premises. Immediate steps should be taken to remove the wood from the salvage area.  
 i) The company should conduct safety awareness and safety training programmes more often to create a safe working atmosphere in the factory.

**IV) OTHER WELFARE FACILITIES**

- a) The company should take immediate steps in the areas of Washing facilities, Storing & Drying facilities for clothes and provision for Rest Rooms.  
 b) During peak order season there is a lot of noise, dust, smoke, pollution etc causing a lot of disturbance to employees and workers. Necessary steps may be taken to solve this problem.  
 c) The management should take steps to improve the facilities of Creches, Overtime, Flexitime, Sports & Recreation and Library.  
 d) As there is no Consumers Co-operative society in the factory, steps may be taken to introduce a society for the benefit of all employees and workers.  
 e) The company should take steps to conduct Educational, Training and Development programmes more often for the benefit of all employees and workers.  
 f) There are a lot of complaints about the Labour Welfare Officer. The Labour Welfare Officer should be more active and regularly visit the work place to interact with employees and workers and listen to their problems. Frequent transfer of welfare officers should be avoided.  
 g) There should be no political involvement in the working of the Trade Unions. Union leaders should be more committed and should be easily available to meet workers and listen to their problems.  
 h) The Inspectors from Factory Inspectorates are rarely meeting employees and workers. The Inspectors should meet employees and workers during their visit and listen to their grievances.  
 i) The company should conduct periodical awareness programmes to increase awareness among employees and workers regarding various welfare and social security provisions both statutory and voluntary.  
 j) The company employs a large number of contract/temporary staff. These contract and temporary staff have no job security and are also not entitled to benefits under various labour laws. The company should take steps to help the contract and temporary employees and workers.  
 k) A large number of respondents have stated that there is no proper feed back system regarding assessment of satisfaction level of employees and workers regarding various welfare and social security benefits being provided by the company. A structured and periodical feedback system will go a long way in improving the welfare and social security benefits provided to employees and workers.

**CONCLUSION**

Labour Welfare and Social Security are two important tools, which enhances the quality of work life (QWL) of employees and workers and helps to keep them motivated and satisfied. A detailed study was conducted at BEML Ltd, Bengaluru on various welfare and social security provisions offered by the Company. There is no doubt that BEML Ltd is a top and prestigious Public Sector company in India and offers almost all welfare and social security benefits to its employees and workers. However, employees and workers have expressed dissatisfaction in certain areas and it is in the interest of the company to look into these areas and take steps to solve these problems. The article concludes by stating that effective implementation of various welfare and social security benefits will greatly help any organization to effectively manage its human resources at the work place.

**REFERENCES****JOURNALS AND TEXTBOOKS**

- Anand Pawar.I (2013), "Effectiveness of Employee Welfare Measures in Steel Industry-A case of VSP (Vishakhapatnam Steel Plant)" Summer Internship Society Journal, Vol V, Issue I.
- Arpit Patel, Archana Gohil and Heli Shah (2017), " A Study on Labour Welfare Measures and Social Security in selected Engineering Units at Ahmedabad", IBMRD's Journal of Management and Research", Vol 6, Issue 1.
- Ashwathappa.K (2011), "Human Resource Management-Text and Cases", Tata Mcgraw Hill Education Pvt. Ltd, New Delhi.
- Bernardin John.H (2002), "Human Resource Management-An Experimental Approach", Tata Mcgraw Hill Education Pvt Ltd, New Delhi.
- Kothari.C.R (2013), "Research Methodology-Methods and Techniques", New Age International Publishers, New Delhi.
- Kumar.H.L (2013), "Labour Laws-Everybody should Know", Universal Law Publishing Company Pvt Ltd, New Delhi.
- Manasa.B.R and Krishnanaik.C.N (2015), " Employee Welfare Measures – A study on Cement Corporation of India Units in Thandur and Adilabad", International Research Journal of Engineering and Technology, Vol 02, Issue 09.
- Meena Pandey (2003), "Labour Welfare, Trade Unionism and Industrial Relations" Himalaya Publishing House, Mumbai.
- Pradeep.M.D (2016), "Recent Trends on Labour Welfare in Industries to control Absenteeism- A Legal Intervention", Deeksha Bi-annual Journal of Social Work, Vol 14, No 01.
- Rawat.B.D (1988), Labour Welfarism in India-Prospects and Problems", RBSA Publishers, Jaipur.
- Saravanel.P and Nagarajan.R (2011), "Labour Laws", Himalaya Publishing House, Mumbai.
- Sarma.A.M (2012), Aspects of Labour Welfare and Social Security", Himalaya Publishing House, Mumbai.
- Simion Nyakwara, John Shiundu and George Enock Gongera (2014), "Evaluation of Employee's Welfare Facilities as an Intervention Strategy of Industrial Unrest on Organisational Performance-Case of Mumias Sugar Company", European Journal of Business and Management, Vol 6, No 29.
- Srinivas.K.T (2013), A Study on Employee Welfare Facilities adopted at Bosch Ltd, Bengaluru", Research Journal of Management Sciences, Vol 2, No 12.
- Subba Rao.P (2010), Labour Welfare and Social Security", Himalaya Publishing House Mumbai.

**REPORTS/STATUTES**

- International Labour Organisation (ILO), Conventions and Recommendations, 26<sup>th</sup> Conference of ILO, 1949
- Malviya Report on Labour Welfare (1969)
- National Commission on Labour Report, Government of India (2002)

19. The Employee's Provident Fund and Miscellaneous Provisions Act, 1952
20. The Employee's State Insurance Act, 1948
21. The Factories Act, 1948
22. The Trade Unions Act, 1926

**WEBSITES**

23. [www.bemlindia.com](http://www.bemlindia.com)
24. [www.citehr.com](http://www.citehr.com)
25. [www.hrmanagement.com](http://www.hrmanagement.com)
26. [www.ilo.org](http://www.ilo.org)

## 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*

