INTERNATIONAL JOURNAL OF RESEARCH IN **COMMERCE, IT & MANAGEMENT**



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

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 1771 Cities in 148 countries/territories are visiting our journal on regular basis.

CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	SIGNIFICANCE OF COST MANAGEMENT TECHNIQUES IN DECISION MAKING: AN EMPIRICAL STUDY ON ETHIOPIAN MANUFACTURING PRIVATE LIMITED COMPANIES (PLCs) DR. FISSEHA GIRMAY TESSEMA	1
2.	TECHNICAL EFFICIENCY ANALYSIS AND INFLUENCE OF SUBSIDIES ON THE TECHNICAL EFFICIENCY OF FARMS IN THE SLOVAK REPUBLIC DR. ING. ANDREJ JAHNÁTEK, DR. ING. JANA MIKLOVIČOVÁ & ING. SILVIA MIKLOVIČOVÁ	10
3.	A COMPARISON OF DATA MINING TECHNIQUES FOR GOING CONCERN PREDICTION FEZEH ZAHEDI FARD & MAHDI SALEHI	14
4.	DETERMINANTS OF CONSTRAINTS TO LOW PROVISION OF LIVESTOCK INSURANCE IN KENYA: A CASE STUDY OF NAKURU COUNTY THOMAS MOCHOGE MOTINDI, NEBAT GALO MUGENDA & HENRY KIMATHI MUKARIA	20
5.	PERCEPTIONS OF ACCOUNTANTS ON FACTORS AFFECTING AUDITOR'S INDEPENDENCE IN NIGERIA AKINYOMI OLADELE JOHN & TASIE, CHUKWUMERIJE	25
6.	AN ASSESSMENT OF MARKET SUSTAINABILITY OF PRIVATE SECTOR HOUSING PROJECT FINANCING OPTIONS IN NIGERIA I.S. YESUFU, O.I. BEJIDE, F.E. UWADIA & S.I. YESUFU	30
7.	AN EXPLORATORY STUDY ON THE PERCEPTION OF CUSTOMERS TOWARDS THE ROLE OF MOBILE BANKING, AND ITS EFFECT ON QUALITY OF SERVICE DELIVERY, IN THE RWANDAN BANKING INDUSTRY MACHOGU MORONGE ABIUD, LYNET OKIKO & VICTORIA KADONDI	35
8.	BUSINESS PROCESS REENGINEERING AND ORGANIZATIONAL PERFORMANCE C. S. RAMANIGOPAL, G. PALANIAPPAN, N.HEMALATHA & M. MANICKAM	41
9.	CUSTOMER PERCEPTION OF REAL ESTATE SECTOR IN INDIA: A CASE STUDY OF UNORGANISED PROPERTY ADVISORS IN PUNJAB-INDIA DR. JASKARAN SINGH DHILLON & B. J. S. LUBANA	46
10.	INNOVATIVE TECHNOLOGY AND PRIVATE SECTOR BANKS: A STUDY OF SELECTED PRIVATE SECTOR BANKS OF ANAND DISTRICT POOJARA J.G. & CHRISTIAN S.R.	51
11.	THE PROBLEMS AND PERFORMANCE OF HANDLOOM COOPERATIVE SOCIETIES WITH REFERENCE TO ANDHRA PRADESH INDIA DR. R. EMMANIEL	54
12.	IMPACT OF GENDER AND TASK CONDITIONS ON TEAMS: A STUDY OF INDIAN PROFESSIONALS DEEPIKA TIWARI & AJEYA JHA	58
13.	MOTIVATIONAL PREFERENCES OF TEACHERS WORKING IN PRIVATE ENGINEERING INSTITUTIONS IN WESTERN INDIA REGION: AN EXPLORATORY STUDY DD MUNDHRA & WALLACE JACOB	68
14.	CHANNEL MANAGEMENT IN INSURANCE BUSINESS DR. C BHANU KIRAN & DR. M. MUTYALU NAIDU	74
15.	MANAGEMENT INFORMATION SYSTEM APPLIED TO MECHANICAL DEPARTMENT OF AN ENGINEERING COLLEGE C.G. RAMACHANDRA & DR. T. R. SRINIVAS	78
16.	A STUDY ON THE PERCEPTIONS OF EMPLOYEES ON LEADERSHIP CONCEPTS AND CONSTRUCTS IN LIC H. HEMA LAKSHMI, P. R. SIVASANKAR & DASARI.PANDURANGARAO	83
17.	TEXTURE FEATURE EXTRACTION GANESH S. RAGHTATE & DR. S. S. SALANKAR	87
18.	INDIAN BANKS: AN IMMENSE DEVELOPING SECTOR PRASHANT VIJAYSING PATIL & DR. DEVENDRASING V. THAKOR	91
19.	DEVALUATION OF INDIAN RUPEE & ITS IMPACT ON INDIAN ECONOMY DR. NARENDRA KUMAR BATRA, DHEERAJ GANDHI & BHARAT KUMAR	95
20.	SERVICE PRODUCTIVITY: CONCERNS, CHALLENGES, AND RESEARCH DIRECTIONS	99
21.	DR. SUNIL C. D'SOUZA A STUDY OF THE MANAGERIAL STYLES OF EXECUTIVES IN THE MANUFACTURING COMPANIES OF PUNJAB DR. NAVPREET SINGH SIDHU	105
22.	FINANCIAL LEVERAGE AND IT'S IMPACT ON COST OF CAPITAL AND CAPITAL STRUCTURE	112
23.	SHASHANK JAIN, SHIVANGI GUPTA & HAMENDRA KUMAR PORWAL REACH OF INTERNET BANKING DR. A. JAYAKUMAR & C. ANDALA CAN	118
24.	THE PROPOSED GOODS AND SERVICE TAX REGIME: AN ANALYSIS OF THE DIFFERENT MODELS TO SELECT A SUITABLE MODEL FOR INDIA	122
25.	ASHISH TIWARI & VINAYAK GUPTA ESTIMATION OF STOCK OPTION PRICES USING BLACK-SCHOLES MODEL DR. S. SARAVANAN & G. PRADEEP KUMAR	130
26.	MIS AND MANAGEMENT	137
27.	DR.PULI.SUBRMANYAM & S.ISMAIL BASHA REFORMS IN INDIAN FINANCIAL SYSTEM: A CONCEPTUAL APPROACH REALIZED KLIMAR SINUA	147
28.	PRAVEEN KUMAR SINHA NATURAL RUBBER PRODUCTION IN INDIA	151
29.	QUALITY IMPROVEMENT IN FREE AND OPEN SOURCE SOFTWARE PROJECTS	157
30.	DR. SHAIK MAHABOOB BASHA ICT & PRODUCTIVITY AND GROWTH BUSINESS: NEW RESULTS BASED ON INTERNATIONAL MICRODATA VALUE BANGOIZ	160
	REQUEST FOR FEEDBACK	165

CHIEF PATRON

PROF. K. K. AGGARWAL

Chancellor, Lingaya's University, Delhi Founder Vice-Chancellor, 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, M. M. Institute of Management, Maharishi Markandeshwar University, Mullana, Ambala, Haryana

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 DR. MOHITA

Faculty, Yamuna Institute of Engineering & Technology, Village Gadholi, P. O. Gadhola, Yamunanagar

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, M. M. Institute of Management, Maharishi Markandeshwar University, Mullana, Ambala, Haryana

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

Faculty, Government H. S., Mohali

DR. MOHITA

Faculty, Yamuna Institute of Engineering & Technology, Village Gadholi, P. O. Gadhola, Yamunanagar

FINANCIAL ADVISORS

DICKIN GOYAL

Advocate & Tax Adviser, Panchkula

NEENA

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

LEGAL ADVISORS

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

CHANDER BHUSHAN SHARMA

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

SUPERINTENDENT

3.

CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to recent developments & practices in the area of Computer, Business, Finance, Marketing, Human Resource Management, General Management, Banking, Insurance, Corporate Governance and emerging paradigms in allied subjects like Accounting Education; 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; Monetary Policy; Portfolio & Security Analysis; Public Policy Economics; Real Estate; Regional Economics; Tax Accounting; Advertising & Promotion Management; Business Education; Management Information Systems (MIS); Business Law, Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labor 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; Public Administration; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism, Hospitality & Leisure; Transportation/Physical Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Digital Logic; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Multimedia; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic and Web Design. The above mentioned tracks are only indicative, and not exhaustive.

Anybody can submit the soft copy of his/her manuscript anytime in M.S. Word format after preparing the same as per our submission guidelines duly available on our website under the heading guidelines for submission, at the email address: infoijrcm@gmail.com.

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

TH	E EDITOR	DATED:			
IJR	CM				
Sul	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)				
(<u>e</u>					
DE	AR SIR/MADAM				
Ple	ease find my submission of manuscript entitled '	′ for possible publication in your journals.			
	ereby affirm that the contents of this manuscript are original. Furthermore, it der review for publication elsewhere.	has neither been published elsewhere in any language fully or partly, nor is it			
I af	ffirm 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).				
	iso, 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 portribution in any of your journals.				
NA	IME OF CORRESPONDING AUTHOR:				
D.	signation:				
Aff	iliation with full address, contact numbers & Pin Code:	A CONTRACTOR OF THE PARTY OF TH			
Aff Re:	illiation with full address, contact numbers & Pin Code: sidential address with Pin Code:	The same of the sa			
Aff Re: Mo	iliation with full address, contact numbers & Pin Code:	7770			
Aff Res Mo Lar	iliation with full address, contact numbers & Pin Code: sidential address with Pin Code: obile Number (s):	TY THE			
Aff Res Mo Lar E-r	iliation with full address, contact numbers & Pin Code: sidential address with Pin Code: obile Number (s): ndline Number (s):	T778			
Aff Res Mo Lar E-r Alt	iliation with full address, contact numbers & Pin Code: sidential address with Pin Code: obile Number (s): ndline Number (s): mail Address: ernate E-mail Address:	77			
Aff Res Mo Lar E-r Alt	iliation with full address, contact numbers & Pin Code: sidential address with Pin Code: obile Number (s): ndline Number (s): nail Address: ernate E-mail Address:	ersion is liable to be rejected without any consideration), which will start from			
Aff Res Mo Lar E-r Alt	illiation with full address, contact numbers & Pin Code: sidential address with Pin Code: obile Number (s): ndline Number (s): nail Address: ernate E-mail Address: The whole manuscript is required to be in ONE MS WORD FILE only (pdf. v the covering letter, inside the manuscript. The sender is required to mention the following in the SUBJECT COLUMN or	f the mail:			
Aff Res Mo Lar E-r Alt NO a)	illiation with full address, contact numbers & Pin Code: sidential address with Pin Code: obile Number (s): ndline Number (s): nail Address: ernate E-mail Address: The whole manuscript is required to be in ONE MS WORD FILE only (pdf. v the covering letter, inside the manuscript. The sender is required to mention the following in the SUBJECT COLUMN o New Manuscript for Review in the area of (Finance/Marketing/HRM/Gene	f the mail:			
Aff Res Mo Lar E-r Alt NO a)	illiation with full address, contact numbers & Pin Code: sidential address with Pin Code: obile Number (s): ndline Number (s): nail Address: ernate E-mail Address: The whole manuscript is required to be in ONE MS WORD FILE only (pdf. v the covering letter, inside the manuscript. The sender is required to mention the following in the SUBJECT COLUMN o New Manuscript for Review in the area of (Finance/Marketing/HRM/Gene Engineering/Mathematics/other, please specify)	f the mail: ral Management/Economics/Psychology/Law/Computer/IT/			
Aff Res Mo Lar E-r Alt NC a)	illiation with full address, contact numbers & Pin Code: sidential address with Pin Code: bille Number (s): ndline Number (s): nail Address: ernate E-mail Address: The whole manuscript is required to be in ONE MS WORD FILE only (pdf. v the covering letter, inside the manuscript. The sender is required to mention the following in the SUBJECT COLUMN o New Manuscript for Review in the area of (Finance/Marketing/HRM/Gene Engineering/Mathematics/other, please specify) There is no need to give any text in the body of mail, except the cases where	f the mail: ral Management/Economics/Psychology/Law/Computer/IT/ e the author wishes to give any specific message w.r.t. to the manuscript.			
Aff Res Mo Lar E-r Alt NC a) b)	ililiation with full address, contact numbers & Pin Code: sidential address with Pin Code: shile Number (s): ndline Number (s): mail Address: ernate E-mail Address: PTES: The whole manuscript is required to be in ONE MS WORD FILE only (pdf. v the covering letter, inside the manuscript. The sender is required to mention the following in the SUBJECT COLUMN or New Manuscript for Review in the area of (Finance/Marketing/HRM/Gene Engineering/Mathematics/other, please specify) There is no need to give any text in the body of mail, except the cases when The total size of the file containing the manuscript is required to be below!	f the mail: ral Management/Economics/Psychology/Law/Computer/IT/ e the author wishes to give any specific message w.r.t. to the manuscript. 600 KB.			
Aff Res Mo Lar E-r Alt NC a)	ililiation with full address, contact numbers & Pin Code: sidential address with Pin Code: obile Number (s): ndline Number (s): mail Address: ernate E-mail Address: The whole manuscript is required to be in ONE MS WORD FILE only (pdf. v the covering letter, inside the manuscript. The sender is required to mention the following in the SUBJECT COLUMN or New Manuscript for Review in the area of (Finance/Marketing/HRM/Gene Engineering/Mathematics/other, please specify) There is no need to give any text in the body of mail, except the cases when The total size of the file containing the manuscript is required to be below! Abstract alone will not be considered for review, and the author is required.	f the mail: ral Management/Economics/Psychology/Law/Computer/IT/ e the author wishes to give any specific message w.r.t. to the manuscript. 600 KB.			

AUTHOR NAME (S) & AFFILIATIONS: The author (s) full name, designation, affiliation (s), address, mobile/landline numbers, and email/alternate email

ABSTRACT: Abstract should be in fully italicized text, not exceeding 250 words. The abstract must be informative and explain the background, aims, methods,

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

address should be in italic & 11-point Calibri Font. It must be centered underneath the title.

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 <u>BRITISH ENGLISH</u> prepared on a standard A4 size <u>PORTRAIT SETTING PAPER</u>. 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

DEVALUATION OF INDIAN RUPEE & ITS IMPACT ON INDIAN ECONOMY

DR. NARENDRA KUMAR BATRA HEAD **DEPARTMANT OF COMMERCE** RLS GOVERNMENT PG COLLEGE **PILIBHIT**

DHEERAJ GANDHI ASST. PROFESSOR DEPARTMENT OF MANAGEMENT **INVERTIS UNIVERSITY** BAREILLY

> **BHARAT KUMAR** PGT **BISHOP CONRAD SSS** BAREILLY

ABSTRACT

The Indian Rupee has depreciated significantly against the US \$ marking a new risk for Indian economy. The year 2012 has begun with catastrophic affect for the rupee. It was Rupees 43.96 against a dollar in the July 2011 and now for \$1 it is Rupees 56.22. Rupee hits all time low in May 2012. This kind of decline will have the sweeping impact on the macro economy of the country, as we are heavily dependent on the import of oil, food items and other crucial raw materials. India may face its worst financial crisis in decades if it fails to stem a slide in the rupee, leaving the central bank with a difficult choice over how to make the best use of its limited reserves to maintain the confidence of foreign investors. The fall in the value of Indian rupee has several consequences which could have mixed effects on Indian economy. This paper reviews the probable reasons for this depreciation of the rupee and also attempts to study the real implications of the depreciation of the rupee on the Indian economy and shows that in the long run, the Indian economy has more to lose and less to gain with weaker rupee. In this paper effort has been made to highlight on the importance of RBI intervention to control this situation.

KFYWORDS

Depreciation, Dollar, FIIs, Rupee, RBI.

INTRODUCTION

HAT IS DEVALUATION OF A CURRENCY? It refers to decline in value of a currency with respect to other currencies, which is most of the times brought by central bank. It should not be confused with term depreciation of currency which is a decline in currency value due to market forces without interference of government.

Devaluation means officially lowering the value of currency in terms of foreign currencies. There could be many motives of the devaluation. It stimulates exports of commodities. It restricts import demand for goods and services. It helps in creating a favourable balance of payments. Almost all the countries of the world have devalued their currencies at one time or the other with a view to achieving certain economic objectives. During the great depression of 1930 devaluation was carried by most countries of the world for the correcting their over-valuation.



OBJECTIVES OF THE STUDY

- 1) To understand the concept of devaluation.
- 2) To know about the trend of Indian Rupee and its exchange rate against US \$ historically.
- 3) To understand the causes and the steps taken by government on the major devaluations that took place in India.
- 4) To study the real impact of the depreciation of the rupee on the Indian economy

WHEN DOES THIS HAPPEN AND HOW?

This happens mostly in developing countries which don't allow currency prices to be determined by market forces. What happens is that they want to avoid financial crisis, for which they adopt policies to maintain a stable exchange rate to minimize exchange rate risk and save their gold (foreign currency) reserves. Restrictions placed are either trade barriers or financial. Financial restrictions are on flow of assets or money across border which is associated with policy of fixed exchange rate or managed exchange rate. The nation will be forced to devalue its currency if its market is too weak to justify the exchange rate. Example a country has depleted foreign reserves and is not credit worthy to borrow from IMF then it has to pay for its imports by devaluation. When currency is overvalued or a country wants to reduce trade deficit then devaluation is used as a policy tool.



HISTORY ABOUT INDIAN RUPEE AND ITS EXCHANGE RATE

In early controlled exchange rate regime, the rupee exchange rate hovered around Rs 4.00 in the 1950s, Rs 5.00 in the 60s, Rs 7.00 in the 70s, and Rs 8.00 in the 80s. In the liberalised era of 90s, the rupee moved to Rs 20 and Rs 40 in the next decade of 2000. During this period, the Government has declared two major devaluations. The rupee was devalued first in 1966 by 57.5% from Rs 4.76 to Rs 7.50 against the US dollar. In the 90s, the rupee was again devalued by 19.5% from Rs 20.5 to Rs 24.5 against the US dollar. Indian rupee and its exchange rate historically is as follows-

YEAR	EXCHANGE RATE
1947	£1.00
1952	\$4.79
1960	\$4.77
1965	\$4.78
1970	\$7.56
1975	\$8.39
1980	\$7.86
1985	\$12.36
1990	\$17.50
1995	\$32.42
2000	\$44.94
2005	\$44.09
2010	\$46.21
2011	\$53.65
2012(MAY	\$57.31

DEVALUATION OF INDIAN RUPEE IN 1966

Despite government attempts to obtain a positive trade balance, India suffered a severe balance of payments deficits since the 1950s. Inflation had caused Indian prices to become much higher than world prices at the pre-devaluation exchange rate. When the exchange rate is fixed and a country experiences high inflation relative to other countries, that country's goods become more expensive and foreign goods become cheaper. Therefore, inflation tends to increase imports and decrease exports. Since 1950, India ran continued trade deficits that increased in magnitude in the 1960s. Another additional factors which played a role in the 1966 devaluation was India's war with Pakistan in late 1965. The US and other countries friendly towards Pakistan, withdrew foreign aid to India, which further necessitated devaluation. Because of all these reasons, Government of India devalued Rupee by 57.5% against Dollar.

STEPS TAKEN BY GOVERNMENT

A) IMPOSED QUANTITATIVE RESTRICTIONS

The government used the method of QRs with varying levels of severity until the Import-Export Policy of 1985-1988. Periodically, when import prices reached a premium, the government would impose import tariffs in order to absorb the gains accruing to foreign exporters as a result of India's import.

B) PROVIDED EXPORT SUBSIDIES

Government began to subsidize exports in an effort to further narrow its consistent current account.

DEVALUATION OF INDIAN RUPEE IN 1991

In 1991, India still had a fixed exchange rate system, where the rupee was pegged to the value of a basket of currencies of major trading partners. At the end of 1990, the Government of India found itself in serious economic trouble. The government was close to default and its foreign exchange reserves had dried up to the point that India could barely finance three weeks' worth of imports. In July of 1991 the Indian government devalued the rupee by between 18 and 19 percent. The government also changed its trade policy from its highly restrictive form to a system of freely tradable EXIM scrips which allowed exporters to import 30% of the value of their exports.

STEPS TAKEN BY GOVERNMENT

a) ESTABLISHED A DUAL EXCHANGE REGIME

In march 1992 the government decided to establish a dual exchange rate regime and abolish the EXIM scrip system. Under this regime, the government allowed importers to pay for some exports with foreign exchange valued at free market rates and other imports could be purchased with foreign exchange purchased at a government mandated rate.

b) FOLLOWED A FLOATING EXCHANGE RATE SYSTEM

In March 1993 the government then unified the exchange rate and allowed, for the first time, the rupee to float. From 1993 onward, India has followed a managed floating exchange rate system. Under the current managed floating system, the exchange rate is determined ostensibly by market forces, but RBI plays a significant role in determining the exchange rate by selecting a target rate and buying and selling foreign currency in order to meet the target.

IMPACT OF DEVALUATION ON CURRENCY

Inflation rates in India have risen about 8.50% amid concerns surrounding the devaluation of the rupee and the erosion of the purchasing power of savings. Inspite of Governmental interventions, the rupee is in a free-fall, having slipped by over 20%, making it one of the most awful performing currency globally. RBI made thirteen rate increases attempts to docile the inflation in last one year but hardly achieved any significant result. Inflation rate maintained upwards trend. This is now reflected through the currency depreciation. Inflation directly enhances prices and thereby affects the purchasing power of currency. Currency value and inflation have a direct correlation and impact each other. The currency re-valuation is also essential with the change in domestic prices affected by inflationary forces. Currency is considered to be over valued if the suitable adjustment is not made with the price index fluctuations.

IMPACT OF DEVALUATION ON GOLD

India currency devaluation has also resulted in surge of import by over 200% of gold and silver. Statistics show that imports of gold and silver to India were \$8.96 billion a growth of 222%. The Reserve Bank of India purchased 200 tonnes of gold from the International Monetary Fund in 2009. From the start of 2011, some 30 banks in India have been granted permission to import gold and silver. Further gold purchases are expected in coming months, as the Reserve Bank has issued licenses to seven more banks to import gold and silver. Indian banks are therefore contributing to the massive increase in demand for gold and silver. Chinese banks are also catering to the increased demand of Chinese people for gold bullion for investment and savings purposes. In fact, most of the world's central banks are now diversifying from major currencies such as the dollar and euro into gold. In addition to India and China, these countries include Russia, Sri Lanka, Bangladesh, Mauritius, Mexico, Iran and Saudi Arabia. Financial experts believe, the increased demand for gold and silver from India and wider Asia is sustainable and that it will keep the precious metal market thriving.

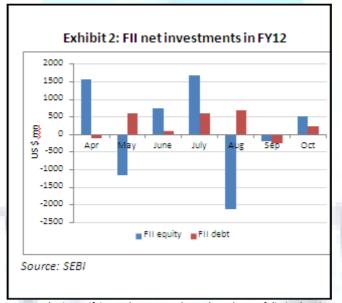
IMPACT OF DEVALUATION ON STOCK MARKET

As a result of devaluation, Indian stock markets will face new threats. The operators and participants were earlier concerned about domestic inflation rate and the Reserve Bank of India's economic policies. But the fall in the value of Indian currency has taken aback all concerned. The investors are bound to suffer as there is always a positive correlation between stock index and corporate results.

CAUSES OF DEVALUATION OF THE INDIAN RUPEE

1. WITHDRAWAL BY FII'S

The main driver of rupee depreciation in the last three months has been the withdrawal of funds by foreign institutional investors (FIIs) from domestic economy. The rather pessimistic view of FIIs is being governed by global developments. FIIs have registered a net sales position of US \$ 1,581 million, between August and November so far.



The ongoing Euro-zone debt crisis seems to be intensifying and rescue packages have been of limited assistance in truly resolving the crisis. While the risk of sovereign default by individual Euro states is a concern, the risk of an impending contagion is also significant. It is estimated that the IMF has about \$400 billion available to provide funding to the Euro-zone, but Italy alone has to refinance \$350 billion worth of debt in the next six months. The support by the IMF thus is a just fraction of the cumulative financing requirement to resolve this debt crisis. Changes in political leaders and finance ministers of these states, debates on the role and mandate of the European Central Bank (ECB) and European Financial Stability Facility (EFSF) and quantum of financial support to be provided by member states remain some points of indecision.

The scenario in the US does not provide an upbeat picture either. Delays in policy formulation on the setting of debt ceiling for the state have reflected some lacunae in management of government finances. While housing starts, industrial production and consumer spending are gradually showing signs of improvement, the rate of unemployment remains uncomfortably high. Growth estimates for the US have been revised downwards to 2.0% in Q3 from the earlier estimate of 2.5%.

The real estate problem, weakening local government finances, lack of transparency in operations and systems of the government and deterioration the assets of the banking system observed in the Chinese economy are further drags to the global macro-economic outlook for the coming months.

Domestic macro-economic prospects as well are weighed by high inflation and sagging industrial production, which have led to downward revision of growth

estimates to just 7.6% for FY12.

Consequently, FIIs have withdrawn funds from emerging markets and invested back in the dollar which has been strengthening. In November (so far) itself, FIIs have registered a net sales position to the tune of US \$ 87 million.

2. STRENGTHENING OF DOLLAR

As these downbeat forces have played strong over the last few months, investor risk-appetite has contracted, thereby increasing the demand for safe haven such as US treasury, gold and the greenback. The Euro has depreciated 6.55% against the dollar in the last three months which has in turn made the dollar stronger vis-à-vis other currencies, including the rupee. With winter, the demand for oil and consequently dollar is only expected to move further upwards. Domestic oil importers have also contributed to this strengthening to meet higher oil import bills.

3. WIDENING CURRENT ACCOUNT DEFICIT

The current account balance is composed of trade balance and net earnings from invisibles. While earnings from invisibles have been quite robust this year (growth of 17% y-o-y), the trade account has deteriorated on unfavourable terms of trade. Current account deficit (CAD), in Q1 FY12 had widened by Rs 40,000 crore, over Q4 FY11. Furthermore on a quarterly basis, even invisibles earnings have registered some decline. With contribution of exporters remaining on the sidelines and earnings from invisibles continuing to decline, a further widening of the CAD would result in outflow of dollars from the Indian economy accentuating the depreciation in rupee. In particular software receipts would be under pressure given the global slowdown.

4. DECLINE IN OTHER CAPITAL FLOWS

Foreign Direct Investments (FDI), External Commercial Borrowings (ECBs) and Foreign Currency Convertible Bonds (FCCBs) have maintained robust trends this year, when compared with net inflows in FY11. However, on a month-on-month basis, ECBs and FCCBs have registered slowdown. A prospective decline in these other inflows on the capital account of the balance of payments could cause further depreciation in rupee. While FDI has been increasing it has not been able to make up for lower other capital inflows.

IMPACT OF RUPEE DEPRICIATION

1. HIGHER IMPORT BILLS

A depreciation of the local currency naturally manifests in higher import costs for the domestic economy. Assuming that both imports and exports maintain their current growth rates through the year, higher import costs would widen the trade and current account deficit of the country. We expect current account deficit to settle at 3.0-3.1% of GDP by March 2012- end. Additionally, the domestic economy could be faced with a problem of higher inflation through imports. Commodities prices that are internationally denominated in US dollars would naturally be priced higher on the back of a stronger Dollar. Also, while global base metals prices such as nickel, lead, aluminium, iron and steel would have eased, the depreciating rupee would keep the price of imported commodities elevated.

2. FISCAL SLIPPAGE

The fiscal deficit for FY12 was budgeted at 4.6% of GDP in February, with the price of oil pegged at US \$ 100 per barrel. Throughout FY12 so far, however, the price of oil has been well above this reference rate, hovering at an average of US \$ 110 over the last three months. Oil subsidy for the year is about Rs 24,000 crore for FY12. This will rise on account of the higher cost of oil being borne by the government. While there have been moves to link some prices of oil-products to the market, there would still tend to be an increase in subsidy on LPG, diesel, kerosene. The government has already enhanced its borrowing programme in H2 FY12 by Rs 52,000 crore, to bridge the fiscal gap.

3. INCREASED BURDEN ON BORROWERS

Higher rates will come in the way of potential borrowers in the ECB market. Today given the interest rate differentials in domestic and global markets, there is an advantage in using the ECB route. With the depreciating rupee, this will make it less attractive. Further, those who have to service their loans will have to bear the higher cost of debt service.

4. IMPACT ON EXPORTS

Usually exports get a boost in case the domestic currency depreciates because exports become cheaper in international markets. However, given sluggish global conditions, only some sectors would tend to gain where our competitiveness will increase such as textiles, leather goods, processed food products and gems and jewellery. In case, imported raw material is used in these industries they would be adversely affected. Therefore, exports may not be able to leverage fully.

CONCLUSION

Thus we can see that since 1950 besides few appreciation rupee is depreciating against US dollar and the causes of depreciation are invariable different. Even after taking few measures by government if we see the recent depreciation, Rupee depreciation has abated but it still remains under pressure. Both domestic and global conditions are indicating that the downward pressure on Rupee to remain in future. Thus, RBI should likely to continue its policy mix of controlled intervention in forex markets and administrative measures to curb volatility in Rupee. Apart from RBI, government should take some measures to bring FDI and create a healthy environment for economic growth. Some analysts have even suggested that Government should float overseas bonds to raise capital inflows.

REFERENCES

- Aggarwal Anmol. "Rupee Depreciation: Probable Causes and Outlook." STCI Primary Dealer Ltd 21 Dec 2011:1-9
- Jain A.K. "Currency Devaluation Hammers India." Tapuriah Jain & Associates. (13 Jan. 2012.) 21
- Johri Devika, Miller mark. "Devaluation of the Rupee: Tale of Two Years, 1966 and 1991." State, Market & Economy 84-90
- Kalra Bhawna. "Devaluation of Indian Rupee Against US \$: A Historical Perspective." International Journal of Research in Economics & Social Sciences 4) (Volume 2, Issue 2, February 2012)
- 5) Rangarajan, C, 1998, Indian Economy: Essays on Money and Finance, UBS Publishers' Distributors Limited, New Delhi.
- 6) Reserve Bank of India (RBI) http://www.rbi.org.in/scripts/publications.aspx?publication=Annual
- Sumanjeet Singh (2009). "Depreciation of the Indian Currency: Implications for the Indian Economy." AIUB Bus Econ Working Paper Series, No 2009-04, 7)
- 8) Swati Bhatt (2011). Big dangers from a declining rupee." The NEW York times.

REQUEST FOR FEEDBACK

Dear Readers

At the very outset, International Journal of Research in Commerce, IT and 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 i.e. 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

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 cooperation of like-minded scholars, we shall be able to serve the society with our humble efforts.

Our Other Fournals



