

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT

I
J
R
C
M



A Monthly Double-Blind Peer Reviewed Refereed 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., Index Copernicus Publishers Panel, Poland,

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

as well as in Cabell's Directories of Publishing Opportunities, U.S.A.

Circulated all over the world & Google has verified that scholars of more than Hundred & Twenty One 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

www.ijrcm.org.in

CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	EFFECT OF SPIRITUAL TOURISM ON FINANCIAL HEALTH OF THE UTTARAKHAND STATE OF INDIA <i>HIMADRI PHUKAN, Z. RAHMAN & P. DEVDUTT</i>	1
2.	A FUZZY EOQ INVENTORY MODEL WITH LEARNING EFFECTS INCORPORATING RAMP –TYPE DEMAND, PARTIAL BACKLOGGING AND INFLATION UNDER TRADE CREDIT FINANCING <i>SAVITA PATHAK & DR. SEEMA SARKAR (MONDAL)</i>	8
3.	DETERMINANTS OF CAPITAL STRUCTURE DECISIONS: EVIDENCE FROM ETHIOPIAN MANUFACTURING PRIVATE LIMITED COMPANIES (PLCs) <i>DR. FISSEHA GIRMAY TESSEMA & Y. L. LAVANYA</i>	19
4.	INFORMATION AND COMMUNICATION TECHNOLOGY (ICT) AND ORGANIZATIONAL PRODUCTIVITY AND GROWTH: UNIVERSITY OF BENIN IN PERSPECTIVE <i>OMOREGBE OMORODION, DR. ANTHONY.A. IJEWERE & BELLO DEVA VINCENT</i>	29
5.	ORGANIZATION DEVELOPMENT IN CITY TRAFFIC POLICE LAHORE- A CASE STUDY <i>BINISH NAUMAN</i>	34
6.	THE RESPONSIBILITY OF THE AUDITOR ABOUT DISCOVERING FRAUD THE FINANCIAL STATEMENTS ACCORDING TO THE IAS. NO. 240 <i>SULTAN HASSAN MOHAMMED AHMED</i>	40
7.	A PERCEPTUAL STUDY ON THE CRITICAL SUCCESS FACTORS FOR ERP ADOPTION IN THE SMALL AND MEDIUM ENTERPRISES <i>S. VIJAYAKUMAR BHARATHI & DR. SHRIKANT PARIKH</i>	44
8.	INFORMATION TECHNOLOGY TOOLS TOWARDS OPTIMIZING ENERGY CONSERVATION AND ENVIRONMENTAL PROTECTION INITIATIVES <i>NISHIKANT C. PRATAPE</i>	50
9.	COST REDUCTION INNOVATION IN SME's – AN EMPHERICAL STUDY (WITH REFERENCE TO HANDLOOM SILK SAREES IN CHIKKABALLAPUR DISTRICT) <i>DR. S. MURALIDHAR, NARASAPPA. P.R, K.S. SAILAJA & K. SHARADA</i>	52
10.	INTERDEPARTMENTAL SOCIAL NETWORK ANALYSIS – A PRACTICAL APPROACH <i>DR. J. SRINIVASAN & K. UMA DEVI</i>	58
11.	AWARENESS TOWARDS E-MARKETS AMONG THE PEOPLE OF KURNOOL CITY OF A. P. <i>DR. G. RAMA KRISHNA, DR. A. HARI HARA NATH REDDY, K. UMA SHANKAR & N.NARASIMHAM</i>	62
12.	MENTAL HEALTH PERSPECTIVES IN ORGANIZATIONS: ISSUES AND CHALLENGES <i>SARVESH SATIJA</i>	66
13.	DOES COMPETATIVE ADVANTAGE WORK IN E.BUSINESS? <i>DR. M. P. NAYAK</i>	77
14.	E-GOVERNANCE AS A CONTRIBUTION TO CITIZENS' IDENTITY - A DISTRICT LEVEL STUDY OF PUNE MUNICIPAL CORPORATION <i>DR. R. K. MOTWANI, DR. MANISH BADLANI & PUSHPA PARYANI</i>	82
15.	DETERMINANTS OF MIGRATION IN PUNJAB, INDIA: A CASE STUDY OF AMRITSAR DISTRICT <i>DR. HARINDER SINGH GILL, JATINDER BIR SINGH & SHIVANI SINGH</i>	85
16.	CONCEPTUAL FRAMEWORK OF PERFORMANCE MANAGEMENT: AN INDIAN PRESPECTIVE <i>DR. SATYAWAN BARODA, CHHAVI SHARMA & PREETI AGGARWAL</i>	89
17.	A COMPARATIVE STUDY OF WORK AUTONOMY AND WORK ENVIRONMENT OF SELECTED ENGEENIARING UNITS OF VITTHAL UDYOGNAGAR <i>RIDDHI A. TRIVEDI & JAIMIN H. TRIVEDI</i>	96
18.	MICROFINANCE IN FINANCIAL INCLUSION <i>DR. S. RAJARAJESWARI & R. SARANYA</i>	99
19.	A SURVEY OF STATISTICAL DISTRIBUTION OF JOURNAL IMPACT FACTORS <i>RAJESHWAR SINGH</i>	103
20.	A STUDY ON STRUTURE AND GROWTH OF STEEL INDUSTRY IN INDIA <i>DR. S. SIVAKUMAR</i>	106
21.	A STUDY: EMPLOYEE'S JOB SATISFACTION, ITS ANTECEDENTS AND LINKAGE BETWEEN CUSTOMER SATISFACTION AND EMPLOYEE SATISFACTION <i>LALITA KUMARI</i>	112
22.	PRODUCT DEVELOPMENT STRATEGIES FOR ROCKET MOTOR DEVELOPMENT - A STUDY ON COST AND TIME COMPRESSION STRATEGIES <i>A. LAXMI & SURESH CHANDRA.CH</i>	120
23.	AN ASSESSMENT ON SERVICE QUALITY IN INDIAN INSURANCE INDUSTRY WITH SPECIAL REFERENCE TO UTTAR PRADESH REGION <i>PRIYANKA ANJOR</i>	126
24.	IMPACT OF REFORMS ON CAPITAL ADEQUACY REQUIREMENTS OF INDIAN BANKS <i>SAHILA CHAUDHRY</i>	130
25.	UNDERSTANDING THE EFFECT OF ENVIRONMENT FRIENDLY TECHNOLOGY USAGE ON CONSUMER PURCHASING PREFERENCES IN KOLKATA CITY <i>HINDOL ROY</i>	134
	REQUEST FOR FEEDBACK	138

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

PATRON

SH. RAM BHAJAN AGGARWAL

Ex. State Minister for Home & Tourism, Government of Haryana
Vice-President, Dadri Education Society, Charkhi Dadri
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, Government F. G. College Chitguppa, Bidar, Karnataka

MOHITA

Faculty, Yamuna Institute of Engineering & Technology, Village Gadholi, P. O. Gadholi, 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. ASHOK KUMAR

Head, Department of Electronics, D. A. V. College (Lahore), Ambala City

DR. SAMBHAV GARG

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

DR. V. SELVAM

Divisional Leader – Commerce SSL, VIT University, Vellore

DR. PARDEEP AHLAWAT

Reader, Institute of Management Studies & Research, Maharshi Dayanand University, Rohtak

S. TABASSUM SULTANA

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

SURJEET SINGH

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

TECHNICAL ADVISOR**AMITA**

Faculty, Government H. S., Mohali

MOHITA

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

FINANCIAL ADVISORS**DICKIN GOYAL**

Advocate & Tax Adviser, Panchkula

NEENA

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

LEGAL ADVISORS**JITENDER S. CHAHAL**

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

CHANDER BHUSHAN SHARMA

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

SUPERINTENDENT**SURENDER KUMAR POONIA**

CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to recent developments & practices in the 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 addresses: infoijrcm@gmail.com or info@ijrcm.org.in.

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. COVERING LETTER FOR SUBMISSION:

DATED: _____

THE EDITOR
IJRCM

Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF _____.

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

DEAR SIR/MADAM

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

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

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

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

NAME OF CORRESPONDING AUTHOR:

Designation:

Affiliation with full address, contact numbers & Pin Code:

Residential address with Pin Code:

Mobile Number (s):

Landline Number (s):

E-mail Address:

Alternate E-mail Address:

NOTES:

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

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

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

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

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

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

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

10. **FIGURES & TABLES:** These should be simple, 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.

WEBSITE

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

DETERMINANTS OF MIGRATION IN PUNJAB, INDIA: A CASE STUDY OF AMRITSAR DISTRICT**DR. HARINDER SINGH GILL****HEAD****DEPARTMENT OF MANAGEMENT STUDIES & COMPUTER APPLICATION****AMRITSAR COLLEGE OF ENGINEERING & TECHNOLOGY****AMRITSAR****JATINDER BIR SINGH****SENIOR RESEARCH OFFICER****INSTITUTE OF HEALTH MANAGEMENT RESEARCH****JAIPUR****SHIVANI SINGH****SENIOR RESEARCH OFFICER****INSTITUTE OF HEALTH MANAGEMENT RESEARCH****JAIPUR****ABSTRACT**

Internal migration refers to a move from one area to another within a country. Rural to Urban migration is a consequence of wide economic opportunities in the urban areas. Historically, it has played a significant role in the urbanization of several countries and continues to be significant in scale, even though migration rates have slowed down in some countries. This paper is an attempt to understand underlying factors for rural-to-urban migration in district Amritsar, Punjab, India. According to Census 2011, population of Amritsar is 2,490,891 with decadal growth rate of 15.48 percent. Literacy rate of the district is 77.2 percent. The study focuses on application of push and pulls factors to understand rural to urban migration. Forces that push people to move out of their place of residence are known as push factors and forces that attracts particular group to settle are called as pull factor. The study concludes that, migration occurs at a prime productive age and the leading push factors are 'low paying jobs' and 'poor economic opportunities' as the two main reasons. The other prominent factors were found to be economic insecurity and poor educational facilities. Consistent in line with the push factors, better economic opportunities, good education facilities, availability of health facilities were the top three pull factors. Good transportation facility along with sanitation facilities (35%) and Information Communication Technological facilities were other main pull factors.

KEYWORDS

Migration, Push, Pull, Urbanization.

INTRODUCTION

Migration is the crossing of the boundary of a political or administrative unit for a certain minimum period of time. Internal migration refers to a move from one area (a province, district or municipality) to another within a country. International migration is a territorial relocation of people between nation-states. The dominant forms of migration can be distinguished according to the motives (economic, family reunion, refugees) or legal status (irregular migration, controlled emigration/immigration, free emigration/immigration) of those concerned. The different type of migrants / migration includes temporary labour migrants, highly skilled and business migrants, irregular migrants, forced migration, family members, return migrants. Migration is an important factor in the erosion of traditional boundaries between languages, cultures, ethnic group, and nation-states. Even those who do not migrate are affected by movements of people in or out of their communities, and by the resulting changes¹. Migration is a phenomenon observed all over the world and India, one of the fastest growing countries in the world with rapid economic growth. Indian urban population rose from a small figure of 25.6 million in 1901 to 309 million in 2001 that is thirty percent of the total population. Percent decadal growth of population in rural and urban areas in the decade ending 2001 was 17.9 and 31.2 percent in the urban population of the country during the preceding decade (Census of India, 2001).

Census of India 2001 reveals that during the last decade (1991-2001), the number of migrants in India (excluding J&K) rose by 32.9%, the total number of migrants by place of last residence in India (excluding J&K) grew by 34.7% during 1991-2001. It also states that high growth (53.6%) among interstate migrants was also observed and the total migrants by last residence (0-9 years) accounted to 98.3 million. A cursory look at the reason for migrations presents that 43.8% moved due to marriage, 21.0% moved with their households, 14.7% migrated due to work, 6.7% moved after their birth, 3% for educational purposes, 1.2% for business and 9.7% specified other reasons. It further states that rural to urban migration was 20.5 million. The table given below reveals statistics of intra-state migrants in India.

TABLE 1: INTRA-STATE MIGRANTS IN INDIA (CENSUS, 2001)

Intra-state Migrants in India	Persons (in %)	Male (in %)	Female (in %)
Rural to Rural	60.5	41.6	68.6
Rural to Urban	17.6	27.1	13.6
Urban to Rural	6.5	8.6	5.6
Urban to Urban	12.3	18.3	9.7
Unclassified	3.1	4.4	2.6

Source: http://www.ionindia.in/migration_in_india.html

Rural to Urban migration is a consequence of wide economic opportunities in the urban areas. Historically, it has played a significant role in the urbanization process of several countries and continues to be significant in scale, even though migration rates have slowed down in some countries (Lall, Selod and Shalizi, 2006). This paper is an attempt to understand the rural-to-urban migration flows at the district level and find out the various reasons of immigration for rural to urban area.

¹<http://www.unesco.org/new/en/social-and-human-sciences/themes/social-transformations/international-migration/glossary/migrant/>

The district of Amritsar was selected as it is currently witnessing rapid urban growth. According to Census 2011, population of Amritsar is 2,490,891 with decadal growth rate of 15.48 percent. Literacy rate of the district is 77.2 percent². Government of India and Government of Punjab have unveiled a Rs. 3,150 Crore plan to modernize Amritsar. Money from the plan would fund construction of roads, water and sewage management, and a mass Rapid transit system. Amritsar has witnessed a spurt in high-end residential property and multiplex development, courtesy the government's decision to set up a special economic zone there. Leading property developers from north India have lined up a series of townships containing villas, luxury apartments, service apartments, and penthouses. About a dozen malls are also in various phases of completion. Amritsar also acts as an education hub for the region. There are many educational institutions ranging from engineering to arts. Also many institutes such as Institute of Banking Services (IBS) cater to the city as well as surrounding areas. New localities are coming up in and around the town developed by private developers and developments by government agencies like Punjab Urban Development Authority-PUDA and Amritsar Development Authority (ADA)³. All these opportunities provide a perfect ground for attracting rural to urban migration in the district.

The study focuses on application of push and pull factors in the current study. Forces that push people to move out of their place of residence are known as push factors and forces that attracts particular group to settle are called as pull factor (Gurusharan Singh Kainth, 2009). Study of migration is necessary for understanding the population dynamics as it's the most volatile component sensitive to political, social and economic factors (Singh, 1998). The study becomes more relevant in the context of comments of Director General of IOM, Brunson McKinley who said that "Migration will be one of the major policy concerns of the twenty-first century. In our shrinking world, more and more people will look to migration – temporary or permanent – as a path to employment, education, freedom or other opportunities. Governments will need to develop sound migration policies and practices. Properly managed migration can contribute to prosperity, development and mutual understanding among people"⁴.

EVIDENCE FROM LITERATURE

The evidence from literature is presented in the order of studies undertaken at international level pertaining to migration. Thereafter, some Indian studies are being discussed with special focus on rural to urban migration.

Many studies of migration have been trying to explore the principle of migration and the earliest study on this was published by Ravenstein, "The Law of Migration" in 1885 (Greenwood & Hunt, 2003). In a study, the author argues that "rural population is more migratory than urban population" resulting into the development of law: "the process of dispersion is inverse to that of absorption" (Ravenstein, 1885). According to economic theory of migration, the geographic difference in the demand and supply of labor is the major causal factor for rural to urban migration (Lewis, 1954). Similarly, Harris and Todaro model in 1970, has established the fact that improved wages and better economic opportunities are the driving force for rural migrants, however Williamson in 1988, extending the former model, argued the presence of other elements like social, political, geographical, etc as well, that determines the choice of migration. Whereas, Haan and Rogely 2002 emphasized that migration is not always the result of crisis, it can also be livelihood strategy during economic, political, social and physical adversity. Thus, a multidisciplinary approach has been explored to learn the trend of migration (Oberai & Bilsborrow, 1984). Migration been the third component of population change, determined by the requirements of the migrant, defines the dynamic of the society and participates in decision making of any population based policy (R.B Bhagat, 2005, Gurusharan Singh Kainth-2009). Bilsborrow (1998) has distinguished various types of migration and migrant that involves long-term migration, permanent migration, seasonal migration, temporary migration, circular migration etc which could be internal or international. International migration has been greatly debated upon globally, but internal migration has far greater significance due to the involvement of large population displacement affecting the dynamics of society (Priya Deshingkar, 2004). Internal migration means movement within the boundaries of nation (Dang, 2005) and the magnitude of the internal movement depends on the likelihood of lower risk and lesser cost of moving and enhanced rate of migrants returning (Banerjee and Kanbur, 1981).

In India, internal migration has not gained priority in Indian researcher's point of view (Bhagat, 2009). But studies are undertaken to learn the paradigm change in the cause of migration. In early seventies, political influence was a major causal agent of migration, which along with time has changed in the last three decades. In 2000, the economic reason has become the major underlying factor of any movement though, social, religious, political and geographical determinants also plays impetus role in the process now (R.B. Bhagat, 2006, Sven Grim, 2004, Gurusharn Singh Kainth, 2009). Time and again migration of Bangladeshi refugees in India is among the best example of political and religious factors forcing to migration (Pranati Datta, 2004). But migration not necessarily has to be forceful it can be voluntary as well (Priya Deshingkar, 2009). These factor either forces or motivators, are categorized into two broad categories -pull factors or push factors for the migrants. Push factors for Indian's internal migration had been poor productivity, unemployment, wage variances, castiesm, communal differences, decreasing land-man ratio, natural calamities etc. Whereas, pull factors are like better economic opportunities, better connectivity, improved standard of living, better amenities, etc (Gursharan Singh Kainth, 2009, Priya Deshingkar, 2007).

In India, internal migration is the dominant source of migration, which involves rural to urban intrastate mobility as well. Around 98 million people were mobile during the decade 1991-2001. Out of which, female (65 million) found to be more migrant than male (33 million) and around 83% were intrastate migrants showing enhanced rate of mobility among Indian population (Census, 2001 and NSSO, 2001). The reasons for female migration had predominantly been marriage whereas for male had been search of employment (R.B Bhagat, 2005). It's been found that poverty and migration are interrelated, as poverty may cause migration (as seen from rural to urban) or vice versa (as seen in cities) (Deshingkar & Akter, 2007). India has the largest population of poor in the world i.e. 38 million. Poverty level is not uniform across India as a result 75% of poor people resides in rural areas (Census, 2001). Rural poverty is largely the outcome of unemployment and low agricultural productivity (IFAD, 2001) Rural to Urban migration has shown significant increase whereas urban to urban migration seems to be declining (UNDP, 2009).

METHODOLOGY OF THE STUDY

This study has been carried out with the help of collection of both primary and secondary data. Secondary data and information was collected from various internet sources. Primary data was collection through a cross sectional survey composing of interviews conducted using a structured questionnaire. The main focus was on demographic characteristics, particulars of households, reasons for migration and result of migration on income and satisfaction level. A sample of one hundred was covered under the study. With the help of structured interview schedules, relevant information was gathered from migrant respondents. The migrant was defined as a person who had migrated from a rural area of district Amritsar to urban Amritsar for any reason in the last five years. Fieldwork was carried out during the period January to February, 2011. Data was entered and analysed using SPSS software.

RESULTS AND DISCUSSIONS

Mean age of the respondents was found to be 40.8 years while median age was 40.0 years. It means that the migrants prefer to migrate at prime productive years of their life. Ninety five percent of the respondents were male. Around 84 percent of the total respondents were literate. Prior to migration, almost one-third (31 percent) of the respondents had annual income below Rs. 10,000/- while only 15 percent each had annual income in the range of Rs. 30,000/- to Rs. 40,000/- and above Rs. 40,000/-.

² <http://www.census2011.co.in/district.php>

³ <http://en.wikipedia.org/wiki/Amritsar#Demographics>

⁴ http://www.iomindia.in/migration_in_india.html

TABLE 2: BACKGROUND CHARACTERISTICS OF RESPONDENTS

Characteristics	Percent (N=100)
Age	
Mean age (years)	40.8
Median age (years)	40.0
Sex	
Male	95.1
Female	4.9
Literacy	
Literate	83.6
Illiterate	16.4
Annual Income (Indian Rupees)	
Below Rs. 10,000	31.1
Rs. 20,000 - Rs. 30,000	39.3
Rs. 30,000 - Rs. 40,000	14.8
Above Rs. 40,000	14.8

An analysis of push factors reveals 'Low paying jobs' and 'Poor economic opportunities' as the top two underlying factors for migrating from rural area to urban. Nearly two third (66%) of the respondents stated *low paying jobs* as the first factor followed by 38 percent reporting *poor economic opportunities* in rural areas. The third prominent factor marked out was '*economic insecurity*' which was reported by thirty percent while another twenty five percent stated the factor to be *poor economic opportunities*. As a fourth leading factor, *poor educational facilities* were reported by 26 percent of the respondents followed by 20 and 16 percent of the respondents reporting '*economic insecurity*' and '*social insecurity*' respectively. *Caste Discrimination* was stated only as the last seventh as a factor by around 61 percent of the respondents.

TABLE 3: PUSH FACTORS BY RANKING

Factors	N	1	2	3	4	5	6	7	Total
Caste discrimination	100	0.0	0.0	4.9	9.8	11.5	13.1	60.6	100
Social political discrimination	100	0.0	4.9	4.9	13.1	16.4	47.5	13.1	100
Low paying jobs	100	65.6	9.8	6.6	8.2	6.6	1.6	1.6	100
Poor educational facilities	100	9.8	29.5	21.3	26.2	6.6	1.6	4.9	100
Poor economic opportunities	100	19.6	37.7	24.6	6.6	4.9	4.9	1.6	100
Social insecurity	100	4.9	8.2	6.6	16.4	37.7	14.8	11.5	100
Economic insecurity	100	4.9	11.5	29.5	19.6	14.8	14.8	4.9	100

An analysis of pull factors was done to know factors attracting migrants to urban areas. Consistent in line with the push factors, *better economic opportunities* was reported by 71 percent of the respondents as the first pull factor. *Good education facilities* in urban areas was reported as second pull factor by around one-thirds (31%) of the respondents. Around thirty percent stated availability of *health facilities* as the third prominent factor. Once again, *good educational facilities* were reported as an important pull factor by 18 percent followed by 15 and 13 percent reporting the factors to be *mechanization* and *availability of health facilities* respectively. *Good transportation facility* in urban areas was reported by 21 percent of respondents as fifth important factor along with 20 percent stating *health facilities* as another factor. The sixth and seventh prominent factors were found to be *availability of sanitation facilities* (35%) and *Information Communication Technological facilities* (27%) respectively.

TABLE 4: PULL FACTORS BY RANKING

Factors	1	2	3	4	5	6	7	8	Total
Health facilities	6.6	26.2	29.5	13.1	19.6	4.9	0.0	0.0	100.0
Recreational facilities	1.6	4.9	13.1	11.5	13.1	26.2	16.4	13.1	100
Good Education Facilities	19.6	31.1	16.4	18.0	3.3	3.3	6.6	0.0	100
Mechanization	1.6	8.2	13.1	14.8	14.8	13.1	14.8	19.6	100
Better Economic Opportunities	70.5	13.1	4.9	3.3	1.6	3.3	3.3	0.0	100
Sanitation facilities	1.6	1.6	6.6	8.2	14.8	14.8	34.5	18.0	100
Transportation facility	1.6	16.4	11.5	11.5	21.3	19.6	8.2	3.3	100
Information Communication Technological facilities	1.6	0.0	3.3	8.2	13.1	14.8	14.8	43.3	100

Post-migration to the urban areas respondents were enquired about increase in income and satisfaction level. Eighty eight percent of the respondents reported an increase in income while 90 percent expressed their satisfaction as a result of migrating.

TABLE 5: INCREASE IN INCOME AND SATISFACTION POST MIGRATION

Factors	Percent
Has your income increased?	
Yes	88.0
No	12.0
Are you satisfied after migration?	
Yes	90.2
No	9.8

The phenomenal increase in population in the cities is one of the main reasons for poverty in the urban areas of India. A major portion of this additional population is due to the large scale migration of rural families from villages to cities. This migration is mainly attributed to poor employment opportunities in villages.

CONCLUSION

With this we conclude that, migration occurs at prime productive age leading to greater opportunities for migrants in urban area and in fact plays a decisive role in adjustment, growth, sustainability and satisfaction level. Most of the rural to urban migrants are poor, illiterate and male family members who migrate to urban areas looking for better and sustained economic opportunities. The study concludes that, migration occurs at prime productive age and the leading push factors are 'low paying jobs' and 'poor economic opportunities' as the two main reasons. The other prominent factors were found to be economic security and poor educational facilities. Consistent in line with the push factors, better economic opportunities, good education facilities, availability of health facilities were the top three factors. Good transportation facility along with sanitation facilities and Information Communication Technological facilities were other factors. Post-migration, four-fifths of the migrants reported an increase in income while the majority was satisfied with their decision of migrating to urban.

REFERENCES

1. Lewis (1954), "Economic Development with Unlimited Supplies of Labor", *The Manchester School of Economic and Social Studies*, 22, 139-191.
2. Harris and Todaro (1970), "Migration, unemployment and development: A two-sector analysis", *American Economic Review*, 60, 126-42.
3. Ravenstein (1885), "The Laws of Migration", *Journal of the Statistical Society*, 46, 167-235.
4. Singh (1998), "Internal Migration in India: 1961-1991" *Demography India*, 27(1), 245-261.
5. Census of India (2001), *Migration Tables*, Registrar General and Census commissioner, India.
6. NSSO (2001), "Migration in India 1999-2000", NSS 55th ROUND. Report No.470. National Sample Survey Organization Ministry of Statistics & Program Implementation.
7. International Fund for Agricultural Development (2001), "Rural Poverty Report 2001: The Challenge of Ending Rural Poverty", Oxford: Oxford University Press.
8. Haan, Arjan and Rogaly (2002), "Labour Mobility and Rural Society", *Special Issue, Journal of Development Studies*, 38 (5).
9. Greenwood and Hunt (2003), "The early history of migration research", *International Regional Science Review*, Volume: 26, 1, 3-37.
10. Pranati (2004), "Push Pull Factors of Undocumented Migration from Bangladesh to West Bengal: A Perception Study", *The Qualitative Report*, 9, 2, 35-358.
11. Bhagat (2005), "Conceptual Issues in Measurement of Internal Migration in India", *IUSSP XXVth International Conference, Contributed Papers*, France, 18-23.
12. Bhagat (2009), "Internal Migration in India: Are the underclass more mobile?" *26th IUSSP General Population Conference*, Morocco.
13. Deshingkar and Shaheen (2009), "Migration and Human Development in India", Human Development Research Paper, UNDP. available at <http://hdr.undp.org/en/reports/global/hdr2009/papers/>
14. Kaith (2009), "Push and Pull factors: A Case of Brick-Kiln Industry of Punjab State", *Asia Pacific Journal of Social Sciencel*, Vol.1, available at [http:// www. Socialsciences-ejournal.org](http://www.Socialsciences-ejournal.org)
15. United Nation Development Programme (2009), "Urban Poverty Report-2009", available at <http://undp.org.in/india-urban-poverty-report-2009>

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-mails i.e. **infoijrcm@gmail.com** or **info@ijrcm.org.in** 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 co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

Our Other Journals

