# INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT



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

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

as well as in

Registered & Listed at: Index Copernicus Publishers Panel, Poland

Circulated all over the world & Google has verified that scholars of more than 1388 Cities in 138 countries/territories are visiting our journal on regular basis.

## **CONTENTS**

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	THE IMPACT OF PLANNING AND CONTROL ON SERVICE SMES SUCCESS  GAD VITNER & SIBYLLE HEILBRUNN	1
2.	CHALLENGES FOR SMALL AND MEDIUM ENTERPRISES IN INFORMATION TECHNOLOGY IN THE CITY OF BANGALORE, INDIA SULAKSHA NAYAK & DR. HARISHA G. JOSHI	9
3.	ROLE OF MANAGEMENT INFORMATION SYSTEMS IN MANAGERIAL DECISION MAKING OF ORGANIZATIONS IN THE GLOBAL BUSINESS WORLD	14
4.	MD. ZAHIR UDDIN ARIF, MOHAMMAD MIZENUR RAHAMAN & MD. NASIR UDDIN  EFFECTS OF CALL CENTER CRM PRACTICES ON EMPLOYEE JOB SATISFACTION	19
٦.	DR. ALIYU OLAYEMI ABDULLATEEF	15
5.	DETERMINANTS OF CAPITAL STRUCTURE: EVIDENCE FROM TANZANIA'S LISTED NON FINANCIAL COMPANIES BUNDALA, NTOGWA NG'HABI & DR. CLIFFORD G. MACHOGU	24
6.	RELATIONSHIP BETWEEN INTRINSIC REWARDS AND JOB SATISFACTION: A COMPARATIVE STUDY OF PUBLIC AND PRIVATE ORGANIZATION TAUSIF M.	33
7.	NUCLEAR ENERGY IN INDIA: A COMPULSION FOR THE FUTURE  DR. KAMLESH KUMAR DUBEY & SUBODH PANDE	42
8.	CONTEXTUAL FACTORS FOR EFFECTIVE IMPLEMENTATION OF PERFORMANCE APPRAISAL IN THE INDIAN IT SECTOR: AN EMPIRICAL STUDY SUJOYA RAY MOULIK & DR. SITANATH MAZUMDAR	47
9.	A STUDY OF CITIZEN CENTRIC SERVICE DELIVERY THROUGH e-GOVERNANCE: CASE STUDY OF e-MITRA IN JAIPUR DISTRICT RAKESH SINGHAL & DR. JAGDISH PRASAD	53
10.	TWO UNIT COLD STANDBY PRIORITY SYSTEM WITH FAULT DETECTION AND PROVISION OF REST VIKAS SHARMA, J P SINGH JOOREL, RAKESH CHIB & ANKUSH BHARTI	61
11.	MACRO ECONOMIC FACTORS INFLUENCING THE COMMODITY MARKET WITH SPECIAL REFERENCE TO GOLD AND SILVER DR. G. PANDURANGAN, R. MAGENDIRAN, L. S. SRIDHAR & R. RAJKOKILA	68
12.	CRYTICAL ANALYSIS OF EXPONENTIAL SMOOTHING METHODS FOR FORECASTING  UDAI BHAN TRIVEDI	71
13.	COMPARATIVE STUDY ON RETAIL LIABILITIES, PRODUCTS & SERVICES OF DISTRICT CENTRAL CO-OPERATIVE BANK & AXIS BANK ABHINAV JOG & ZOHRA ZABEEN SABUNWALA	75
14.	SECURE KEY EXCHANGE WITH RANDOM CHALLENGE RESPONSES IN CLOUD BINU V. P & DR. SREEKUMAR A	81
<b>15</b> .	COMPUTATIONAL TRACKING AND MONITORING FOR EFFICIENCY ENHANCEMENT OF SOLAR BASED REFRIGERATION  V. SATHYA MOORTHY, P.A. BALAJI, K. VENKAT & G.GOPU	84
16.	FINANCIAL ANALYSIS OF OIL AND PETROLEUM INDUSTRY DR. ASHA SHARMA	90
17.	ANOVA BETWEEN THE STATEMENT REGARDING THE MOBILE BANKING FACILITY AND TYPE OF MOBILE PHONE OWNED: A STUDY WITH REFERENCE TO TENKASI AT VIRUDHUNAGAR DSITRICT  DR. S. VALLI DEVASENA	98
18.	VIDEO REGISTRATION BY INTEGRATION OF IMAGE MOTIONS  V.FRANCIS DENSIL RAJ & S.SANJEEVE KUMAR	103
19.	ANALYZING THE TRADITIONAL INDUCTION FORMAT AND RE – DESIGING INDUCTION PROCESS AT TATA CHEMICALS LTD, MITHAPUR PARUL BHATI	112
20.	THE JOURNEY OF E-FILING OF INCOME TAX RETURNS IN INDIA MEENU GUPTA	118
21.	ROLE OF FINANCIAL TECHNOLOGY IN ERADICATION OF FINANCIAL EXCLUSION  DR. SARIKA SRIVASTAVA & ANUPAMA AMBUJAKSHAN	122
22.	ATTRITION: THE BIGGEST PROBLEM IN INDIAN IT INDUSTRIES  VIDYA SUNIL KADAM	126
23.	INFORMATION TECHNOLOGY IN KNOWLEDGE MANAGEMENT M. SREEDEVI	132
24.	A STUDY OF EMPLOYEE ENGAGEMENT & EMPLOYEE CONNECTS' TO GAIN SUSTAINABLE COMPETITIVE ADVANTAGE IN GLOBALIZED ERA  NEERU RAGHAV	136
25.	BIG-BOX RETAIL STORE IN INDIA – A CASE STUDY APPROACH WITH WALMART  M. P. SUGANYA & DR. R. SHANTHI	142
26.	IMPACT OF INFORMATION TECHNOLOGY ON ORGANISATIONAL CULTURE OF STATE BANK OF INDIA AND ITS ASSOCIATED BANKS IN SRIGANGANAGAR AND HANUMANGARH DISTRICTS OF RAJASTHAN MOHITA	146
27.	USER PERCEPTION TOWARDS WEB, TELEVISION AND RADIO AS ADVERTISING MEDIA: COMPARATIVE STUDY  SINDU KOPPA & SHAKEEL AHAMED	149
28.	STUDY OF GROWTH, INSTABILITY AND SUPPLY RESPONSE OF COMMERCIAL CROPS IN PUNJAB: AN ECONOMETRIC ANALYSIS  SUMAN PARMAR	156
29.	DEVELOPMENT AND EMPIRICAL VALIDATION OF A LINEAR STYLE PROGRAM ON 'STRUCTURE OF THE CELL' FOR IX GRADE STUDENTS  RAMANJEET KAUR	160
30.	PERFORMANCE APPRAISAL OF INDIAN BANKING SECTOR: A COMPARATIVE STUDY OF SELECTED PUBLIC AND FOREIGN BANKS SAHILA CHAUDHRY	163
	REQUEST FOR FEEDBACK	173

### 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

### 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, Delh

**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 **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. 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

### **PROF. V. SELVAM**

SSL, VIT University, Vellore

### DR. PARDEEP AHLAWAT

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

### 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

### **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

### **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

COVERING LETTER FOR SUBMISSION:	DATED:
THE EDITOR	
URCM	
Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF	<u> </u>
(e.g. Finance/Marketing/HRM/General Management/Economics/Psychol	ogy/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. Furthermonder review for publication elsewhere.	ore, it has neither been published elsewhere in any language fully or partly, no
I affirm that all the author (s) have seen and agreed to the submitted version	on 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 contribution in any of your journals.	formalities as given on the website of the journal & you are free to publish
NAME OF CORRESPONDING AUTHOR:	
Designation:	
Affiliation with full address, contact numbers & Pin Code:	A STATE OF THE STA
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 <b>ONE MS WORD FILE</b> only (	pdf. version is liable to be rejected without any consideration), which will start
the covering letter, inside the manuscript.	

- Engineering/Mathematics/other, please specify)
- 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.

New Manuscript for Review in the area of (Finance/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/

- d) The total size of the file containing the manuscript is required to be below **500 KB**.

The sender is required to mention the following in the **SUBJECT COLUMN** of the mail:

- Abstract alone will not be considered for review, and the author is required to submit the complete manuscript in the first instance.
- 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.
- MANUSCRIPT TITLE: The title of the paper should be in a 12 point Calibri Font. It should be bold typed, centered and fully capitalised. 2.
- AUTHOR NAME (S) & AFFILIATIONS: The author (s) full name, designation, affiliation (s), address, mobile/landline numbers, and email/alternate email 3. address should be in italic & 11-point Calibri Font. It must be centered underneath the title.
- 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.

- 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 5. commas and full stops at the end.
- 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 6. 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.
- 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 7.
- SUB-HEADINGS: All the sub-headings should be in a 8 point Calibri Font. These must be bold-faced, aligned left and fully capitalised. 8.
- 9. MAIN TEXT: The main text should follow the following sequence:

INTRODUCTION

**REVIEW OF LITERATURE** 

NEED/IMPORTANCE OF THE STUD

STATEMENT OF THE PROBLEM

**OBJECTIVES** 

**HYPOTHESES** 

RESEARCH METHODOLOGY

**RESULTS & DISCUSSION** 

**RECOMMENDATIONS/SUGGESTIONS** 

SCOPE FOR FURTHER RESEARCH

REFERENCES

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.
- EQUATIONS: These should be consecutively numbered in parentheses, horizontally centered with equation number placed at the right. 11
- 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.

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.

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

### STUDY OF GROWTH, INSTABILITY AND SUPPLY RESPONSE OF COMMERCIAL CROPS IN PUNJAB: AN **ECONOMETRIC ANALYSIS**

### SUMAN PARMAR RESEARCH FELLOW SINGHANIA UNIVERSITY PACHERI BARI

### **ABSTRACT**

Agriculture is the predominant sector of Indian economy as a source of Indian economy as a source of income, employment and export earnings In this context, an effort is made here to examine the changes in the composition and growth of commercial crops like cotton, sugarcane and oilseeds in Punjab. This study also analysis the factors responsible for determining the area and production under these crops, which can be used by the policy makers for bringing about desired changes in the crop.

#### **KEYWORDS**

Agriculture, Growth, Commercial crops, production.

#### INTRODUCTION

griculture is the predominant sector of Indian economy as a source of Indian economy as a source of income, employment and export earnings. Indian agriculture has made considerable progress in the production of food grains especially of wheat and rice during the last three decades. The performance has not been good in respect of oil seeds, fibers, pulses etc. Commercial crops play a significant role not only in the domestic sector but also in the external trade. These crops contribute significantly to the growth of the Indian economy by meeting the domestic requirements of oils, fiber and sugar as well as earning foreign exchange through exports or import substitution. Their significance has further grown recently due to liberalization and globalization of Indian economy since 1991.

Agriculture is the key to the overall development of the state economy which contributed as much as 17.5 (Q) percent to Gross State Domestic Product at constant prices (1993-94) during 2009-10. As per 2010 census around 37.0 percent of the working population of the state is employed in this sector. Scope of increase in area under agriculture has reached at a saturation level as 98.8 percent of cultivable land in the state is already under plough. The agriculture production can only be increased to some extent through enhanced cropping intensity, change in cropping pattern, improvement in seeds of high yielding varieties, cultivation practices and with the availability of better post harvest technology etc. State Govt. is trying to reorient agriculture through diversification policy and other measures. The specific objectives of the study with respect to the Punjab agriculture were:

- 1. To study the composition of agriculture of Punjab.
- 2. To study the growth in areas, production and yield of crops in Punjab.
- 3. To study the instability in crops.

### RESEARCH METHODOLOGY

The objectives of the study required an in depth analysis of area, Production and productivity of cotton, sugarcane, oilseeds and their competing crops like wheat and paddy. Time series analysis was done to understand the temporal changes in the area and production and identify the factors To achieve objectives, the study employed two main analytical methods as:

- (a) Trend analysis
- (b) Area and supply response

### **DATA COLLECTION**

The time series data on area, yield and production of important crops of Punjab were taken from the various issues of the statistical Abstract of Punjab. The data on the level of use of modern technological inputs like area under high yielding seeds, consumption of chemical fertilizers. Irrigated area, etc. were also collected to examine their impact on production of commercial crops the data pertained to the agricultural year 1965-66 to 2009-10.



TABLE 1: Yield of different crops in Punjab (1965-66 to 2009-10)

Year	Rice	Wheat Total cereal	Total cereals	Total pulses	Ground	Rape- Seed & mustard	Total Oil seed	Desi Cotton	American	Sugar	Potato
1965-	1172	1157	1434	728	1111	462	821	274	338	3214	14733
1972- 75	2118	2278	2052	776	993	800	791	309	416	4955	10791
1978- 81	2750	2747	2610	629	066	644	783	245	356	5482	19044
1982- 85	3091	3103	2983	999	1020	915	850	190	312	6292	19687
1990- 93	3156	3599	3341	269	606	1000	924	290	540	2990	19633
	3304	4069	3697	833	1000	1163	1285	296	481	6176	19242

Note:- The average yield of each crop has been worked out by taking three years average at each point of time

Source :- Various issues of Statistical Abstracts of Punjab.



Crop  Wheat Paddy Sugar Cane	A 2.48** 11.55** -3.69**	to 19 P 4.71" 4.71" -0.21	1981-82 Y 2.17" 5.69"	1981-82 A 0.49** 3.36**	to 20 P P 2.82** 4.02**	Period 1968-69 to 1981-82 1981-82 to 2009-10 1968-69 (  Crop A P Y A P Y A P Y A P Y A P P Y A P P P P	(percent per annum) 10	P P 30** 30** 55*	Y Y 2.56" 2.62" 1.65"
Desi Cotton American Cotton Ground nut Rapeseed & Mustard	-2.35 7.70** -6.06**	6.96** 6.96** -5.42**	2.91	-1.91 1.29 1.70* 5.39** -16.24** -15.04** -2.72 -0.65	5.39**	3.38 3.61* 1.32 2.19**	3.88" 3.88" 12.49" 112.49"	-5.23 5.48** -12.57** 1.66*	-0.08 .086 .086

Note:- \*\*, \* significant at 1 and 5 percent level of significance.

### **ANALYSIS OF DATA**

Tables were constructed to examine the shifts in area, productivity (yield) and production of commercial crops over time in the state. The percentages were calculated to estimate the proportional (relative) changes in their area to the total cropped area of the state.

### 1. TREND ANALYSIS

For studying the trends in area, production and productivity of commercial crops the whole period was further divided into two sub periods. The sub periods are bounded as early green revolution period from 1968-69 to 1981-82 termed as Period I and late green revolution from 1981-82 to 2009-10 as Period II.

The commercial growth rates (CGR) of the selected parameters for two periods i.e., Period I (1968-69 to 1981-82) and Period II (1981-82 to 2009-10) were calculated by fitting the following equation.

Where

Y=ABt

Y= area, production or yield of the crop

A= constant

t= time period

B= coefficient to be estimated

The CGR was calculated as:

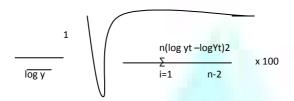
r= (B-1) x 100 = compound growth rate (in percent)

The significance of 'r' was tested by working out t-value as under:

t'= r SE(r)

Where 't' follows student's t- distribution with (n-2) degrees of freedom. For examining instability, the area, production and yield data were deter ended for each time period separately using exponential equations. The instability measure (I) was constructed based on residuals. It is also denoted as coefficient of variation and is expressed in percentage terms.

Instability measure =



#### CONCLUSION

Commercial crops play a significant role not only in the domestic sector but also in the external trade. These crops contribute significantly to the growth of the Indian Economy by meeting the domestic requirements of oils, fiber, and sugar as well as earning foreign exchange through exports or import substitution. The analysis brought out that cereals dominated the cropping pattern in the state. Wheat occupied 42.09 percent and paddy occupied 28.45 percent of the cropped area in the triennium of 1994-97, where as commercial crops put together accounted for only 13.74 percent of the cropped area. The share of wheat and rice in the cropping pattern has increased over time whereas that of commercial crop declined. Low level of profitability and instability in their yield were the main factors which were found to be responsible for fall in their area and production.

#### **REFERENCES**

- Aggarwal N L and Petal G N (1994) Growth and instability in production of groundnut in saurashtra region of Gujrat agriculture situation in India 49:171 -
- Anonymous (1987) Edible oilseeds: Growth and supply behaviour in India. Agriculture Situation In India 40:623-625.
- 3. Bansil P C (1990) Agricultural Stastistical Compendium VOL O. Techno Economics Research Institute, New Delhi,
- Bhalla G S and Hazell P (1997) Food Grains demand in India to 2020 A preliminary exercise Economics and Political weekly 32:A150- A154.
- 5. Chamola S D and Hasija R C (1981) Oil seed production. Yojana 25:24-25
- Dhindsa K S and Sharma Anju (1997) A regional analysis of growth and supply response of pulses- A study of Punjab. Indian J Agri Econ 52:87-100.
- 7. Jain K K (1984) Structural Distribution of Operational Holdings in Different Zones of Punjab. Indian Journal of Agricultural Economics 39(2): 251-258
- Sharma P K and Gulati A (1990) Prices, Procurement and Production: an analysis of wheat and rice. Economic And Political Weekly March 31, 1990.



## REQUEST FOR FEEDBACK

#### **Dear Readers**

At the very outset, Internation]al 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 cooperation of like-minded scholars, we shall be able to serve the society with our humble efforts.

# Our Other Fournals





