INTERNATIONAL JOURNAL OF RESEARCH IN **COMMERCE & 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 2980 Cities in 165 countries/territories are visiting our journal on regular basis.

CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.						
1.	CRITICAL EVALUATION OF THE FIVE PERFORMANCE OBJECTIVES: A STUDY OF SOUTH WEST AIRLINES, USA DR. KAUP MOHAMED	1						
2.								
3.	USE OF PROPERLY POSITIONED HEAD RESTRAINT MURAT DARCIN							
4.	THE FUTURE OF HERO MOTO CORP: A STUDY ON THE CUSTOMER PREFERENCE TOWARDS HERO TWO WHEELER AFTER THE TERMINATION CHERO HONDA V. DEVAKI & DR. H. BALAKRISHNAN							
5.	A STUDY ON CUSTOMER RELATIONSHIP MANAGEMENT IN HOTEL INDUSTRY: A CASE STUDY OF HOTEL SERVICES IN GUNTUR CITY, AP T. SITA RAMAIAH	20						
6.	READING THROUGH MOTIVATIONAL THEORIES DR. CHRIS EHIOBUCHE	23						
7.	ROLE OF GENDER DIFFERENCE IN FINANCIAL INVESTMENT DECISIONS: A QUANTITATIVE ANALYSIS WITH SPECIAL REFERENCE TO RISK AVERSION AND OVERCONFIDENCE APPROACH AMONGST MANAGEMENT GRADUATES IN LUCKNOW CITY OF UTTAR PRADESH DR. VIVEKANAND PANDEY	28						
8.	BUSINESS ETHICS: A STUDY OF TEN INDIAN BANKS RAJESH PRABHAKAR KAILA	34						
9.	MENTAL HEALTH IN REFERENCE TO LENGTH OF SERVICE AMONG MALES & FEMALES ACADEMICIANS DR. RENUKA JOSHI & JUHI M GARG	38						
10.	THE EFFECT OF WORK PRESSURE ON EMPLOYEES' PERFORMANCE IN COMMERCIAL BANKS DR. MARWAN M. SHAMMOT	41						
11.	ATM SERVICES AND CUSTOMER'S SATISFACTION LEVEL: A CASE STUDY OF PUBLIC AND PRIVATE SECTOR BANKS IN HAMIRPUR DISTRICT (HP) DR. SATINDER SINGH RANDHAWA	51						
12.	TOWARDS A DEEPER UNDERSTANDING OF HUMAN EMOTIONS IN THE CONTEXT OF ADVERTISING SLOGANS WAN-CHEN WANG	55						
13.	SHOPPER'S PERCEPTION TOWARDS STORE BRANDS WITHIN RETAIL STORES: A CASE OF NELLORE CITY OF ANDHRA PRADESH SANDEEP KUMAR MACHAVOLU	62						
14.	IMPACT OF GOVERNMENT POLICIES ON DEVELOPMENT OF WOMEN ENTREPRENEURSHIP IN INDIA SEEMA SHOKEEN & VIJETA BANWARI	66						
15 .	STUDY OF CONSUMPTION PATTERN AND HEALTH AWARENESS AS REGARD THE EFFECTS OF FAST FOOD AMONG UNIVERSITY HOSTELLERS DR. S. M. MEHDI & TARUN GUPTA	71						
16.	WTO NEGOTIATIONS ON AGRICULTURE AND THE IMPLICATIONS FOR DEVELOPING COUNTRIES INCLUDING INDIA DR. S. NAGABHUSHANA & DR. D. GOVINDAPPA	76						
17 .	KAIZEN COSTING TECHNIQUE – A LITERATURE REVIEW MANMEET KAUR & RAVINDER KAUR	84						
18.	FDI IN MULTI BRAND RETAIL: INDIA CALLING SAUMYA JAIN	88						
19.	INDIA AND CHINA: POST CRISIS REBALANCING STRATEGY RINKU MAHINDRU	92						
20.	E-WOM AND SIMILAR EMERGING TERMS: A LITERATURE REVIEW DEEPTI GOEL	99						
21.	CONSUMER PERCEPTIONS TOWARDS SMS MARKETING SRI BGK MURTHY	104						
22.	TRENDS OF NON-PERFORMING ASSET (NPA) IN PUBLIC SECTOR BANKS IN INDIA DURING 1993 TO 2012 AKSHAY KUMAR MISHRA	111						
23.	UNFASTENING THE VITALITY TO PROMOTE GREEN GROWTH: LESSONS FROM INNOVATIVE STRATEGY OF INDIA SHWETA SATIJA	115						
24.	GOVERNMENT POLICY AND SMALL SECTORS IN INDIA LIGI JOLLY	120						
25.	AN IMPACT OF WORK FAMILY CONFLICT ON ORGANIZATIONAL COMMITMENT: A STUDY OF STAFF MEMBERS AT PEOPLE'S BANK IN TRINCOMALEE DISTRICT J. N. JENITTA & P. ELANGKUMARAN	122						
26.	ROLE OF SMALL SCALE INDUSTRIES FOR ERADICATE UNEMPLOYMENT IN YOUTH: A CASE STUDY OF AJMER DISTRICT DEEPALI SHARMA & SHWETA SHARMA	126						
27.	CO-OPERATIVES FOR DEVELOPMENT: A KERALA EXPERIENCE SUDHEERAN T.S.	131						
28.	ROLE OF MICROFINANCE IN THE PROMOTION OF RURAL WOMEN ENTREPRENEURSHIP: A CASE STUDY OF SHIMOGA CITY VIMALA B.N	134						
29.	REGULATORY CHANGES AND THEIR IMPACT ON LIFE INSURANCE BUSINESS: AN ANALYTICAL STUDY KAVITA MAHAJAN	138						
30.	EMPLOYEES PERCEPTION OF PERFORMANCE APPRAISAL SYSTEM: A STUDY ON HIGHER EDUCATION INSTITUTES IN JALANDHAR SUPRIYA MAHAJAN	144						
	REQUEST FOR FEEDBACK & DISCLAIMER	151						

CHIEF PATRON

PROF. K. K. AGGARWAL

Chairman, Malaviya National Institute of Technology, Jaipur
(An institute of National Importance & fully funded by Ministry of Human Resource Development, Government of India)

Chancellor, K. R. Mangalam University, Gurgaon

Chancellor, Lingaya's University, Faridabad

Founder Vice-Chancellor (1998-2008), Guru Gobind Singh Indraprastha University, Delhi

Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

FOUNDER PATRON

LATE SH. RAM BHAJAN AGGARWAL

Former State Minister for Home & Tourism, Government of Haryana FormerVice-President, Dadri Education Society, Charkhi Dadri FormerPresident, Chinar Syntex Ltd. (Textile Mills), Bhiwani

CO-ORDINATOR

DR. SAMBHAV GARG

Faculty, Shree Ram Institute of Business & Management, Urjani

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., HaryanaCollege of Technology & Management, Kaithal

PROF. S. L. MAHANDRU

Principal (Retd.), MaharajaAgrasenCollege, Jagadhri

EDITOR

PROF. R. K. SHARMA

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

CO-EDITOR

DR. BHAVET

Faculty, Shree Ram Institute of Business & Management, Urjani

EDITORIAL ADVISORY BOARD

DR. RAJESH MODI

Faculty, YanbuIndustrialCollege, Kingdom of Saudi Arabia

PROF. SANJIV MITTAL

UniversitySchool of Management Studies, GuruGobindSinghl. P. University, Delhi

PROF. ANIL K. SAINI

Chairperson (CRC), GuruGobindSinghl. P. University, Delhi

DR. SAMBHAVNA

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

DR. MOHENDER KUMAR GUPTA

Associate Professor, P.J.L.N.GovernmentCollege, Faridabad

DR. SHIVAKUMAR DEENE

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

ASSOCIATE EDITORS

PROF. NAWAB ALI KHAN

Department of Commerce, Aligarh Muslim University, Aligarh, U.P.

PROF. ABHAY BANSAL

Head, Department of Information Technology, Amity School of Engineering & Technology, Amity University, Noida

PROF. V. SELVAM

SSL, VIT University, Vellore

PROF. N. SUNDARAM

VITUniversity, Vellore

DR. PARDEEP AHLAWAT

Associate Professor, Institute of Management Studies & Research, MaharshiDayanandUniversity, Rohtak

DR. S. TABASSUM SULTANA

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

TECHNICAL ADVISOR

AMITA

Faculty, Government M. S., Mohali

FINANCIAL ADVISORS

DICKIN GOYAL

Advocate & Tax Adviser, Panchkula

NEENA

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

LEGAL ADVISORS

JITENDER S. CHAHAL

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

CHANDER BHUSHAN SHARMA

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

<u>SUPERINTENDENT</u>

SURENDER KUMAR POONIA

CALL FOR MANUSCRIPTS

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

Anybody can submit the **soft copy** of unpublished novel; original; empirical and high quality **research work/manuscript** anytime in <u>M.S. Word format</u> after preparing the same as per our **GUIDELINES FOR SUBMISSION**; at our email address i.e. <u>infoijrcm@gmail.com</u> or online by clicking the link **online submission** as given on our website (<u>FOR ONLINE SUBMISSION</u>, <u>CLICK HERE</u>).

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

COVERING LETTER FOR SUBMISSION:	DATED:
THE EDITOR	DATED.
JRCM	
Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF	
(e.g. Finance/Marketing/HRM/General Management/Economics/Psycholog	y/Law/Computer/IT/Engineering/Mathematics/other, please specify)
DEAR SIR/MADAM	
Please find my submission of manuscript entitled '	' for possible publication in your journals.
hereby affirm that the contents of this manuscript are original. Furthermore nder review for publication elsewhere.	e, it has neither been published elsewhere in any language fully or partly, nor is i
affirm that all the author (s) have seen and agreed to the submitted version of	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 forcentribution in any of your journals.	rmalities as given on the website of the journal & you are free to publish ou
NAME OF CORRESPONDING AUTHOR:	
Designation:	
Affiliation with full address, contact numbers & Pin Code:	
Residential address with Pin Code:	
Mobile Number (s): Landline Number (s):	B
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 mentionthe 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 <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 BOOK

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

IMPACT OF GOVERNMENT POLICIES ON DEVELOPMENT OF WOMEN ENTREPRENEURSHIP IN INDIA

SEEMA SHOKEEN ASST. PROFESSOR MAHARAJA SURAJMAL INSTITUTE JANAKPURI

VIJETA BANWARI ASST. PROFESSOR MAHARAJA SURAJMAL INSTITUTE JANAKPURI

ABSTRACT

The purpose of this study is to analyze the impact of Government policies on Women Entrepreneurship in India by analyzing the viewpoint of Women Entrepreneurs. This study examines the views of the Women Entrepreneur (religion wise) about benefit of Government schemes and how they helped them in any form like motivation, financial assistance, training, awareness about entrepreneurial activities and infrastructural facilities. It also examines the views of the respondents (occupation wise) about government schemes for development and promotion of entrepreneurship. The study is mainly conducted using primary sources of information or data which were collected with the help of the questionnaire cum schedule and personal interview technique. In order to supplement the primary data, secondary data has been collected from various sources such as Census Report, Annual reports of different ministries, five year plans, statistical abstracts, Government documents, research journals and magazines and unpublished research reports. The universe of the study is confined to women entrepreneurs engaged in small scale industries in the Delhi NCR Region. The Study reveals that there is a positive impact of Government policies on women entrepreneurs. Ample opportunities have been provided to women entrepreneurs through various policies and programmes started in the banner of liberalization. This study is useful in making policy implications for the government policies in a developing country like India.

KEYWORDS

DI (Directorate of Industries), ICWE (Indian Council of Women Entrepreneurs), NCR (National Capital Region).

1. INTRODUCTION

ndia made rapid strides for improving the socio-economic status of women, long before the International Decade for Women (1975-85). The Constitution of India guarantees to all its citizens, irrespective of sex, equality of status and opportunities, social, economic and political; justice, liberty and dignity of the individual. Significant steps have been taken to make these Constitutional rights a reality. Legislative measures to protect women's rights are there, but it is difficult to say that what extent these measures have improved women's status in India. The realization, that the Constitutional obligations have not been met, came when the Report of the Committee on the Status of Women in India, 1974 set out in detail the inequalities suffered by women, as a sex and pointed out the promises which were not fulfilled. The Report gave a lot of prominence to the position of 'unorganised workers', as well as to the status of poor women with regard to education, politics and the law. This Report, followed by the International Women's Year, 1975, saw a sudden growth in the women's entrepreneurship in India.

The United Nations Women's Decade influenced women's thinking all over the world and forced governments to shift the emphasis of women's programmes from welfare to development. Since then, there has been a proliferation of policy announcements, research projects and publicity brochures designed to promote an awareness of a concern for the impact of women on development. National and international bodies took up women's cause for equality and economic independence and for increasing awareness of the importance of women's participation. Talking about the women's movement in India, the general impact of socio-cultural- political movement has been most pronounced on the urban middle class (Shramshakti, 1988, p. 215). Presently the rising aspirations of women in the Plan projections can be seen as a part of the overall economic and social development strategy laid down in the Seventh Plan which includes a special chapter on 'Integration of Women in Development'.

The decade 1975-85 focussed attention on women (seen as risk takers and innovators), who came forward to start and manage their own commercial ventures. The New Industrial Policy of the Government of India in 1980s¹ (the earlier one was in 1956) has specially highlighted the need for conducting special entrepreneurship programmes for women to enable them to start small scale industries. Because of their economic and organizational characteristics small industries are well placed to have an impact on resource utilization, employment creation and income generation.

Starting and operating a business entails considerable risk and effort, especially for the entrepreneurs who creates and builds a business from scratch, thereby assuming the responsibility for development and management of the business venture as well as for coping with the corresponding uncertainties and risks. The risk is, perhaps, even greater for a woman entrepreneur who has general managerial problems as well as those associated with being a woman in a male dominated society. Inspite of the constraints of a traditional society, both educated women and uneducated women are openly accepting the challenge of self-owned established ventures/enterprises. Among the factors favoring entrepreneurship, the spirit of enterprise appears to be the most important factor. In addition, personal and family factors of potential entrepreneurs, like education, technical qualification and business background may also influence the choice of entrepreneurship as a vocation and as an alternative to employment. Each of these factors could have a salient role in the emergence of entrepreneurships.

This is an opinion based study that aims to unleash the impact of government policies and programmes on development of Women Entrepreneur in Delhi-NCR region on the basis of perspective of Women Entrepreneur.

2. REVIEW OF RELATED LITERATURE

DEVELOPMENT OF WOMEN ENTREPRENEUR IN FIVE YEAR PLAN

Women development was not distinguished as an identified sector in the initial years of planning. It was only during the VIth Plan, which began in 1980, that the magnitude of women's problems was perceived and the need to make special efforts for the economic development of women recognized. The Employment Policy envisages for the VIth Plan (1980-85) was designed with two major goals viz., reducing under-employment and lowering the age of retirement. The plan provided a 'New Deal', for self-employment by providing a package of services such as training, credit, marketing and general guidance for those who wanted to launch self-employment ventures. The main thrust of the New Deal was to ensure that the necessary information, application forms, etc., required for various facilities of self-employment were made available at one place, utilizing the 'one-window' approach. Special attention was paid to the large section of women who were neglected as part of the work force, by giving financial and technical assistance through organizations engaged in various development

² Sixth Five Year Plan, Planning Commission, Government of India.

¹ The Government of India's Industrial Policy Statement of 1980s states its commitment to rapid and balanced industrialization of the country with a view to benefiting the common man by increasing availability of goods at fair price, high employment and high per capita income.

activities. In the VIth Plan (1985-90) there was a definite shift in focus from the welfare concept to development concept in programming for women, thus ushering in a new thrust for the development of women. The plan suggested the following:

- 1. Treat women was specific target groups in all development programmes.
- 2. Properly diversify vocational training facilities for women to suit their varied needs and skills,
- 3. Encourage appropriate technologies, equipments and practice for reducing their drudgery and increase their productivity.
- 4. Provide marketing assistance at the state level, and
- 5. Increase women's participation in decision-making.

The new Industrial Policy of 1991 has also stressed upon the need for conducting special entrepreneurship programmes for women. It emphasized on product and process-oriented courses so as to enable women to start small-scale industries. The policy further added that the objective of such courses would be to give representation to women in the field of small industry development with a view to uplift their status in the economic and social fields.

The approach paper to the IXth Plan indicates that, "The process of empowerment of women at the political level has already begun, but it needs to be carried forward into the social and economic spheres as well. Special emphasis would have to be place don ensuring control of social infrastructure in the public domain invested in women and women's organizations."⁴

During the last few years, considerable progress has been made in the country to develop new women entrepreneurs through training, and at present many states are involved in WED (Women Entrepreneurship Development) Programming, and SEP/IGP (Self-Employment and Income Generation Programme). Supporting facilities like infrastructure, finance and training have been made quite favourable. There are a number of schemes of the government like Prime Minister's Rojgar Yojana (PMRY), a Scheme for Urban Micro Entrepreneurs; Development of Women and Children in Rural Areas (DWCRA) and Indira Rojgar Yojana (I.R.Y) for encouraging women to become successful entrepreneurs.

In addition, the National Small Industries Corporation, (NSIC) Small Industries Development Organization (SIDO), National Research Development Corporation (NRDC), Khadi and Village Industries Commission (KVIC), Central Social Welfare Board (CSWD), National Institute for Entrepreneurship and Small Business Development (NIESBUD), Small Industries Development Bank of India (SIDBI), National Alliance of Young Entrepreneurs (NAYE), National Association of Women Entrepreneurs and Executives (NAWEE), State Bank of India, Industrial Financial Corporation of India (IFCI), Scheme of Interest Subsidy for Women Entrepreneurs (SISWEO and various other nationalized banks are some of the organizations which are trying to create a congenial environment for developing women entrepreneurship in urban as well as rural areas.

Financial institutions and nationalized banks have formulated various schemes to encourage small entrepreneurs especially women and solve problems faced by them. Special emphasis and provisions have been made for backward areas and economically and socially weak categories of women by giving them special concessions like low interest rate, subsidy etc. on loan schemes. The favourable environment created by government and financial institutions in the states encourages entrepreneurship development. The assistance and concessions of the government motivate prospective entrepreneurs, to commence their activities. Appropriate policies and programmes further create a conducive environment for entrepreneurship development.

Thus a network of promotional agencies and institutions have been set up at the national and state levels to promote women entrepreneurship through support measures in the form of policy, finance, infrastructure, training, raw material supply, marketing facilities etc. In spite of their best efforts, these agencies are unable to bring about the desired impact among the low-income strata women.

The accelerating population growth and migration to cities, lack of ability to create enough jobs to absorb the rapidly increasing supply of labour has led the urban poor especially women to resort to self-employment or setting up their own micro-enterprises in the manufacturing, service and trading sectors as an income-generating strategy. Most of these business are classified as part of the informal sector and thus majority of the entrepreneurs are unable to tap the existing government resources for the growth of their enterprises.

This is where the NGOs like Annapurna Mahila Mandal (AMM) and Bharatiya Yuva Shakti Trust (BYST) play an important liasioning role between the various government promotional agencies and the entrepreneurs. Various government financial institutions like the National Minorities Development and Finance Corporation, Rashtriya Mahila Kosh, SIDBI, and banks like the State Bank of India, Bank of Baroda, Canara Bank, and Cooperative Banks provide loans through such NGOs to women entrepreneurs.

AMM is working in the field of socio-economic development for women in the low-income segment. AMM plays the role of mediating between banks and women from the low-income segment, as the women do not have the capital resources to utilize their entrepreneurial potential. AMM has set up its own Credit Cooperative Society with systems that are flexible and member friendly. The Cooperative Society has helped poor women to move away from the clutches of middlemen, traders and moneylenders which helped them to increase their bargaining power and enhanced their saving capacity. Credit has helped women from the low-income segment to find self-employment and earn on one hand and self-esteem and status on the other. AMM reaches out to women microentrepreneurs in the slums of Mumbai and Pune organizing and motivating them to venture as entrepreneurs. AMM provides women training to manage the work place, market their products and enhancement of their skills to earn more. It provides monitoring and follow-up throw community level meetings.

BYST also promotes entrepreneurship among underprivileged women through financial and mentoring support. The organization reaches out to potential entrepreneurs by creating awareness about entrepreneurship through programmes in radio, local newspapers, participating in entrepreneural fairs and expositions organized for entrepreneurs by other organizations. In mentoring, each entrepreneur of a group of entrepreneurs are linked with a mentor who helps the entrepreneur(s) to understand simple business management techniques, business option available and facilitate independent decision-making. The mentors apart from providing guidance provide information, advice and emotional support to entrepreneurs.

Thus, the NGOs provide financial, training and other support facilities for the development of entrepreneurship among low-income group women. The kind and type of financial assistance depended on the type of business activities (service, trading, manufacturing) chosen by women. The loan provided was without collateral and with soft rate of interest to be rapid within the time period fixed by NGOs constantly monitored by the staff.

The aforementioned description reveals that women entrepreneurs from the low income group are a vital group from the country's economic development and the programmes of the governmental and the non-governmental organizations should provide a wider entrepreneurial base. This entrepreneurial base can be provided by proper coordination and linkages between organizations (GOs and NGOs), reaching out to more women and playing a more proactive role in developing them as entrepreneurs, and the existing limit for obtaining working capitals from banks without collaterals should be raised to one lakh as women from the low-income group find it difficult to provide collaterals.

It may be stated efforts have been made to implement numbers of schemes / programmes during different five year plans for overall development of women entrepreneurship.

GOVERNMENT PROGRAMMES VIS-À-VIS FOR SAMPLE

In a developing country such as India, the concern for increasing women's economic participation can be seen within the wider general concern to alleviate the socio-economic conditions of the poor households, especially those in the rural sector. As a result of un-relating poverty and deteriorating economic conditions, a lot of women have been forced to work outside the normal status and have therefore ventured into varied economic activities, while at the same time continuing to perform their traditional household duties. This situation has social as well as economic implications.

These women work long hours daily, carrying out household chores, such as cooking, cleaning, bringing up children, as well as engaging in their income generating or income substituting activities. The combination of two jobs, one at work and one at home, is difficult for a woman in any country, but its is doubly taxing for a woman in a developing country let alone in India, where poverty and lack of infrastructure can make the most basic tasks harder and more time consuming. The transformation of the social fabric of Indian society in terms of increased literacy among women and varied aspirations for better status have

-

³ Seventh Five Year Plan, Planning Commission, Government of India.

⁴ Ninth Five Year Plan, Planning Commission, Government of India.

witnessed a growing volume of unemployment. This problem necessitates a change in the life style of men and women in the country. Self-employment is recognized as a panacea, which generates a category of entrepreneurs, who own economic enterprises at micro and macro levels.

In India, the Planning Commission, Central and State governments recognize that women should be in the mainstream of economic development. In particular, the development of micro enterprises for women is such as an appropriate way to attack poverty at the grass roots level by generating income. The Industrial policy of the Government of India has highlighted the need for entrepreneurship programmes for women to enable them to start small-scale industries.

The emergence of entrepreneurs in a society depends to a great extent on the economic, social, religious, cultural and psychological factors prevailing in the society. The Indian society is multi-stratified, inter and intra-variations exist between rural and urban areas among regions, among classes, and among different religious, ethnic and caste groups, which led to variations in entrepreneurial activities too. Nevertheless, it is also a gender segregated patriarchal society with higher concentration of male entrepreneurs. However, women entrepreneurs have become successful despite certain inhibiting socio-economic factors.

It was observed that 75.23 percent of the respondents were engaged in self employment with various activities like small scale industries, training, financial companies, services censes and self help groups etc., it was also revealed that resource potential like capital, labour technology, market, finance, transport and communications etc. have been helpful for establishing the enterprises. It is clear that government schemes have been playing a pivotal role in providing various types of help to the entrepreneurs. It was also revealed that non-government organizations (NGO's) have been playing an immense role for establishing entrepreneurial activities industry firms in the sampled area. It was revealed that various hurdles / constraints like lack of confidence, lack of smooth working lack of technological development, lack of financial facilities, lack of marketing, socio cultural barriers, and inadequate training etc. are considered the main obstacles for running the entrepreneurs and activities.

Number of studies on globalization, structural adjustment, has been explored by researchers. Some of the studies along with their main findings are discussed as under:-

Anna (1990) found that industrial entrepreneurship among the women of Kerala has emerged from varied socio-economic, educational and cultural backgrounds. The occupational background of father/husband provides an environment favorable to the growth of entrepreneurship among women. The study indicated that rural-agricultural women are not fully prepared to accept the changes taking place in the urban and semi-urban areas. The author further finds that highly qualified women were motivated to enter industry in the prime of their age.

Shah (1990) in her study on 'Fostering Women Entrepreneurship -A study of Distinctive Features' conducted on three target groups (sample 100 each) of women entrepreneurs of middle and upper middle income groups; having Science and Technology (S & T) background and coming from middle and lower middle income groups, and of low income groups coming from low strata of the society found out that the motive to become entrepreneurs was summarized into five major responses i.e. economic needs or pressures; utilization of own experience and education, husband's (family's) interest and support; availability of free time and finance and desire to become independent and personal ego satisfaction (of doing something on own).

Rao (1991) in his study on 'Promotion of Women Entrepreneurship' lists economic backwardness, lack of familiar and community support, ignorance of opportunities, lack of motivation, shyness and inhibition, preference for traditional occupation and preference for secure jobs as the factors that inhibit promotion of grass root entrepreneurship among rural women.

Srivastava and Chaudhary (1991) found out that no single factor but a host of motivating factors act simultaneously on the individual creating dissonance in her, which in turn motivates her to take an action directed towards elimination or reduction of dissonance in the individual. Women faced problems mainly in the areas of marketing of their products and approaching the banks for getting loans. Personal problems like time constraint and family stress were also cited. The study concludes that joint family is not an obstacle for women entrepreneurs. Infact it is a facilitating factor. The entrepreneurial role enhances familial bonds and increases role satisfaction of women entrepreneurs as a wife, mother and maker of a 'home'.

Rathore and Chhabra (1991) stated that Indian women find it increasingly difficult to adjust themselves to the dual role that they have to play as traditional housewives and compete with men in the field of business and industry. Working women are often tossed between home and work and experience metal conflicts as they are not able to devote the necessary amount of time and energy to their home and children and find it mostly difficult and sometimes impossible to pursue a career. A study by Surti and Surupia (1983) showed that the married migrated women entrepreneurs coming from nuclear families experience greater role stress than the unmarried local women entrepreneurs coming from joint families.

Harper (1992) in her work on women of poor communities in Orissa with a view to develop hypotheses about the social and academic determinants that motivate women to cross the borderlines from generating no income to generating small income through self-employment, and the borderline from there to growth-oriented micro or small business, found that one major barrier for women to start or expand business is the lack of exposure. Women become more enterprising after interventions from outsiders.

3. NEED AND IMPORTANCE OF THE STUDY

The Review of Literature revealed by and large, comprehensive and focused research on women entrepreneurs is scarce and scattered with only a few studies of a view limited nature. Thus, there is a wide scope for further research to investigate issues pertaining to women entrepreneurs in a NCR Region where developmental changes have taken place very rapidly and the policies pertaining to liberalization towards women entrepreneurs have been implemented. Also since Opportunities for women are very scarce in our country and discussions about promoting women entrepreneurship, it would be interesting to examine the impact of government policies on women entrepreneurship.

4. STATEMENT OF THE PROBLEM

The study examines the impact of government policies on Women entrepreneurship in India.

5. OBJECTIVE OF THE STUDY

Main objectives of this study are:

- To examine the views of the Women Entrepreneur (religion wise) about benefit of Government schemes and how they helped them in any form like motivation, financial assistance, training, awareness about entrepreneurial activities and infrastructural facilities.
- To examine the views of the respondents (occupation wise) about government schemes for development and promotion of entrepreneurship.

6. RESEARCH METHODOLOGY

The study is mainly conducted using primary sources of information or data which were collected with the help of the questionnaire cum schedule. The personal interview technique has also been used to collect the information. In order to supplement the primary data, secondary data has been collected from various sources such as Census Report, Annual reports of different ministries, five year plans, statistical abstracts, Government documents, research journals and magazines and unpublished research reports .

SAMPLING

The universe of the study is confined to women entrepreneurs engaged in small scale industries in the Delhi NCR Region. Being a metropolitan part of North India, there has been a remarkable development of women for the last three and half decades. In this research and also in order to attain the objective of the study, researchers have collected data from 315 women Entrepreneurs from Delhi NCR Area. This includes the sample from Directorate of Industries (DI), Delhi State Industrial and infrastructure Development Corporation (DSIIDC), Indian Council of Women Entrepreneurs (ICWE) and the office of the Ministry of Industries, Government of India.

7. RESULTS AND DISCUSSIONS

Once the data was collected from the respondents, the same has been arranged and re-organized to find out the motivation, financial assistance training awareness about entrepreneurial activities from the schemes of government

The details of the same are given as under:-

Table 1.1 described views of the respondents about benefit of Government schemes according to religion in the sample. The respondents were asked the following questions: (i) Have Government Schemes helped you in any form like motivation, financial assistance, training awareness about entrepreneurial activities, successful in the mission and infrastructural facilities.

- 1. Table revealed that 19.04 per cent of the respondents felt that they were motivated by the Government schemes
- 2. That 17.46 per cent of the respondents felt that they got financial assistance through the government schemes
- 3. That 16.82 per cent of the respondents felt that they got training
- 4. That 17.46 per cent of the respondents felt that they got awareness about entrepreneurial activities.
- 5 That 15.87 per cent of the respondents felt that they were succeeded in their mission due to government schemes
- 6. That 13.13 per cent of the respondents felt that they got all infrastructural facilities through the various government schemes.

Thus, it is clear that Government Schemes have been playing a pivotal role in providing various types of help to the entrepreneurs.

TABLE 1.1: VIEWS OF THE RESPONDENTS BENEFIT OF ABOUT GOVERNMENT SCHEMES ACCORDING TO RELIGION - IN THE SAMPLE

Have Government Schemes helped in any form?

Religion	Motivations	Financial Assistance	Training	Awareness About Entrepreneurial Activities	Successful in the Mission	Infrastructural Facilities	Total
Hindu	21	20	22	18	19	19	119
	(6.66)	(6.34)	(6.98)	(5.71)	(6.03)	(6.03)	(37.77)
Muslim	7	6	5	6	7	4	35
	(2.22)	(1.90)	(1.58)	(1.90)	(2.22)	(1.26)	(11.11)
Christian	14	13	12	13	12	10	74
	(4.44)	(4.12)	(3.80)	(4.12)	(3.80)	(3.17)	(23.49)
Sikh	11	10	9	12	8	6	56
	(3.49)	(3.17)	(2.85)	(3.80)	(2.53)	(1.90)	(17.77)
Jain	7	6	5	6	4	3	31
	(2.22)	(1.90)	(1.58)	(1.90)	(1.26)	(0.95)	(9.81)
Total	60	55	53	55	50	42	315
	(19.04)	(17.46)	(16.82)	(17.46)	(15.87)	(13.35)	(100.00)

Source: Primary data

Note: Percentage indicates in the brackets.

Table 1.2 described views of the respondents about government schemes for development of entrepreneurship according to occupation in the sample. The respondents were asked the following question: (1) Have government launched schemes for development of women entrepreneurs? If Yes, tell the name or service rendered like financial, technical, managerial, marketing, infrastructural support and guidance.

- 1. The table revealed that 79.04 per cent of the respondents felt that government launched various schemes for development of women entrepreneurship in the areas
- 2. That 20.95 per cent of the respondents felt that government did not launch any scheme for development of women entrepreneurship.
- That 20.08 per cent of the respondents felt that they availed financial help through the government schemes
 That 17.67 per cent of the respondents felt that they got technical help.
- 5. That15.26 per cent of the respondents felt that they got managerial assistance through the government schemes.
- That 18.47 per cent of the respondents felt that they benefitted marketing.
 That 15.26 per cent of the respondents felt that infrastructural support has been provided through the government schemes
- 8. That13.25 per cent of the respondents felt that various types of guidance were provided through the government schemes for further development of women entrepreneurship.

TABLE 1.2: VIEWS OF THE RESPONDENTS GOVERNMENT SCHEMES FOR DEVELOPMENT OF ENTREPRENEURSHIP ACCORDING TO OCCUPATION IN THE SAMPLE

What are Resource Potential and How much Resources are Engaged?									
	Have Government launched Schemes for development of Women Entrepreneurship		If Yes, tell	If Yes, tell the names of service rendered					
Occupation	Yes	No	Financial	Technical	Managerial	Marketing	Infrastructural support	Guidance	
Unskilled	46	10	8	7	6	7	8	10	
labour	(14.60)	(3.17)	(3.21)	(2.81)	(2.40)	(2.81)	(3.21)	(4.01)	
Skilled labour	70	17	13	12	11	13	12	9	
	(22.22)	(5.39)	(5.22)	(4.81)	(4.41)	(5.22)	(4.81)	(3.61)	
Trade/	62	16	12	11	13	12	9	8	
Business	(19.68)	(5.07)	(4.81)	(4.41)	(5.22)	(4.81)	(3.61)	(3.21)	
Small	30	11	7	6	5	6	4	2	
Industry	(9.52)	(3.49)	(2.81)	(2.40)	(2.00)	(2.40)	(1.60)	(0.80)	
Service	25	6	6	5	4	5	3	2	
Centre	(7.93)	(1.90)	(2.40)	(2.00)	(1.60)	(2.00)	(1.20)	(0.80)	
Self	16	6	4	3	2	3	2	2	
Employment	(5.07)	(1.90)	(1.60)	(1.20)	(0.80)	(11.20)	(6.80)	(0.80)	
Total	249	66	50	44	38	46	38	33	
	(79.04)	(20.95)	(20.08)	(17.67)	(15.26)	(18.47)	(15.26)	(13.25)	

Note: Percentage indicates in the brackets

Thus, it is clear that various types of service rendered for the women entrepreneurs through the Government Schemes are very useful. Thus, it can be concluded that there is a positive impact of Government policies on women entrepreneurs. Ample opportunities have been provided to women entrepreneurs through various policies and programmes started in the banner of liberalization. Women entrepreneurs have been facing to lot of hurdles and problems during the course of running their firms but overall there has been a remarkable development of women entrepreneurs in the area of study.

8. **RECOMMENDATIONS**

Following are the suggestions and recommendations that can accelerate the growth and development process of Women Entrepreneur in India:

1. Financial Cells

In various public financial institutions and banks, special cells may be opened for providing easy finance to women entrepreneurs. These cells should be manned by women officers and clerks.

2. Marketing Co-operatives

Encouragement and assistance should be provided to women entrepreneurs for setting up co-operatives. These co-operatives will pool the inputs of women enterprises and sell them remunerative prices.

3. Supply of raw materials

Scarce and imported raw materials may be made available to women entrepreneurs on priority basis. A subsidy may also be given to the products manufactured by women entrepreneurs.

4. Education and Awareness

It is necessary to change negative social attitude towards women. Elders need to be made aware of the potential of girls and their due role in society.

5. Training Facilities

Training and skills are essential for the development of entrepreneurship. Training schemes should be so designed that women can take full advantage. Family members do not like women to go away to far off places for training.

9. SCOPE FOR FURTHER RESEARCH

It would be further interesting to examine the impact of government policies in different states and their comparison. Further it would also be interesting to examine the impact of NGO's on Women Entrepreneurship.

REFERENCES

- 1. Agreer, A.I. Gratcher, M.V. and Hisrich, R.D. (1995), "Entrepreneurship in the Soviet Union and Post Socialist Russia", Small Business Economics, Vol. 7 No. 5.
- 2. Ahmed, M.U. (Undatted) "An Analysis of Small Scale Entrepreneurs in the Risk Plastic Industry" Economic and Social Review, Vol. 8, No.4.
- 3. Anil Kumar (2004), "Women Entrepreneurs: Their Profile and Barriers in Business", Indian Journal of Social Development, 4 (2), December,
- 4. Anna, V (1990), Socio Economic Basis of Women Entrepreneurship, SEDME, 17 (1).
- 5. Awasthi, D.N. and Sebastian, J. (1996), Evaluation of Entrepreneurship Development Programmers, Sage Publications, New Delhi.
- 6. Bhanushali, S.G. (1987), Entrepreneurial Development An Interdisciplinary Approach, Himalaya Publishing House, Mumbai.
- 7. Birley, S. (1989) "Female Entrepreneurs", Are they really and different" Journal of Small Business Management Vol. 27, No. 1.
- 8. Chowdhury, H. Md. (2000), "Performance of Small-Entrepreneurs: The case of Dholai-Khal". SEDME, 27 (2). June.
- 9. Das, M. (1999), "Women Entrepreneurs from Southern India: An Exploratory Study" The Journal of Entrepreneurship, Vol. 8, No.2 Sage Publications, New Delhi.
- 10. Dhameja S.K. (2008), "Women Entrepreneurs: Opportunities, Performance and Problems", Deep and Deep Publications Pvt. Ltd., New Delhi.
- 11. Dhillon, P. Kaur (1996), "Women Entrepreneurs. Problems and Prospects", Blaze Publishers and Distributors (P) Ltd. New Delhi.
- 12. Dignard, L. and Havet, J. (ed). (1995), "Women in Micro and Small Scale Enterprise Development", Westview Press, IT Publications, London.
- 13. Gupta S.P. (1996), "Recent Economic Reforms in India and Their Impact on the Poor and Vulnerable Sections of Society' in C.H.H. Rao and Linneman (eds). Op. cit.
- 14. Gupta, C.B. (2009), "Entrepreneurship Development in India", Sultan Chand & Sons, New Delhi.
- 15. Gupta, C.B. (2009), "Entrepreneurship and Small Business Management", Sultan Chand & Sons, New Delhi.
- 16. Hood, J.N. and Young, J.E. (1997), "Attitudes of Low-Income Individuals Towards Entrepreneurship; An Assessment" *The Journal of Entrepreneurship*, 6 (2), Sage Publication, New Delhi.
- 17. Hoselite, B.F. (1952), "Entrepreneurship and Economic Growth". American Journal of Economic Sociology. Vol. XII.
- 18. Moharana, S & Dash, C.R. (1996), "Entrepreneurship Development". RBSA Publishers, Jaipur.
- 19. Morris, M.H. and Lewis, P.S. (1991), "Entrepreneurship as a Significant Factor in the Social Quality of Life" Journal of Business Research, Vol. XXIII No.1.
- 20. Nagaiya, D. (1996), "Impact of Liberalization on small scale sector and the unfinished Agenda", SEDME, Vol. XXIII, No. 1 March.
- 21. Singh, K.P. (1993), "Women Entrepreneurs: Their Profile and Motivation". The Journal of Entrepreneurship 2 (1). Sage Publications, New Delhi.
- 22. Yusuf, A. (1995), "Critical Success Factors for Small Business: Perceptions of South Pacific Entrepreneurs" Journal of Small Business Management XXXIII-2.

REQUEST FOR FEEDBACK

Dear Readers

At the very outset, International Journal of Research in Commerce & 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-mailinfoijrcm@gmail.com for further improvements in the interest of research.

If youhave 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

DISCLAIMER

The information and opinions presented in the Journal reflect the views of the authors and not of the Journal or its Editorial Board or the Publishers/Editors. Publication does not constitute endorsement by the journal. Neither the Journal nor its publishers/Editors/Editorial Board nor anyone else involved in creating, producing or delivering the journal or the materials contained therein, assumes any liability or responsibility for the accuracy, completeness, or usefulness of any information provided in the journal, nor shall they be liable for any direct, indirect, incidental, special, consequential or punitive damages arising out of the use of information/material contained in the journal. The journal, nor its publishers/Editors/Editorial Board, nor any other party involved in the preparation of material contained in the journal represents or warrants that the information contained herein is in every respect accurate or complete, and they are not responsible for any errors or omissions or for the results obtained from the use of such material. Readers are encouraged to confirm the information contained herein with other sources. The responsibility of the contents and the opinions expressed in this journal is exclusively of the author (s) concerned.

ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active cooperation of like-minded scholars, we shall be able to serve the society with our humble efforts.







