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
Indexed & Listed at:

Ulrich's Periodicals Directory ©, ProQuest, U.S.A., EBSCO Publishing, U.S.A., Cabell's Directories of Publishing Opportunities, U.S.A., Google Scholar, Indian Citation Index (ICI), Open J-Gage, India (link of the same is duly available at Inflibnet of University Grants Commission (U.G.C.)), The American Economic Association's electronic bibliography, EconLit, U.S.A., Index Copernicus Publishers Panel, Poland with IC Value of 5.09 (2012) & number of libraries all around the world.

Circulated all over the world & Google has verified that scholars of more than 5771 Cities in 192 countries/territories are visiting our journal on regular basis. Ground Floor, Building No. 1041-C-1, Devi Bhawan Bazar, JAGADHRI – 135 003, Yamunanagar, Haryana, INDIA

http://ijrcm.org.in/

CONTENTS

Sr.	TITLE & NAME OF THE AUTHOR (S)	Page
No.		No.
1.	CHANGES IN EDUCATIONAL POLICIES: AFFECT ON STUDENTS ANJALI TRIVEDI	1
2 .	DEMONETIZATION: A GAME CHANGER FROM BLACK ECONOMY TO DIGITAL ECONOMY POOJA MAKEN & Dr. SHASHI SHEKHAR	5
3.	CARROLL'S PYRAMID AND THE IMPLEMENTATION OF CORPORATE SOCIAL RESPONSIBILITY IN "PT PUPUK KALIMANTAN TIMUR" ADILLAH LAURA AYU NASTITI, Dr. EKO GANIS SUKOHARSONO & Dr. NURKHOLIS	10
4.	IMPACT OF ADOPTING HRIS ON THREE TRIES OF HRM EVIDENCE FROM DEVELOPING ECONOMY <i>Dr. C. M. JAIN & SUBHASH CHANDRA SONI</i>	16
5.	PERCEPTION OF RURAL CUSTOMERS ON THE FACTOR DETERMINANTS OF CRM PRACTICES OF PUBLIC BANKS: A STUDY WITH REFERENCE TO THENI DISTRICT, TAMILNADU S. THOWFEEK KHAN & Dr. I. MOHAMED SHAW ALEM	20
6.	STUDENT ENGAGEMENT AND EMPOWERMENT THROUGH PEDAGOGICAL APPROACH – A CASE OF INTEGRATING CURRICULUM WITH COMMUNITY SERVICE SMITA KAVATEKAR & Dr. G. S. VIJAYA	25
7 .	A STUDY ON CRM ACTIVITIES AND ITS IMPACT ON CUSTOMER SATISFACTION IN BIG BAZAAR, VIJAYAWADA Dr. D. PRASANNA KUMAR & KHAJA MOHIDIN SHAIK	29
8.	EFFECTS OF KNOWLEDGE MANAGEMENT FACILITATORS AND MECHANISMS ON ORGANIZATIONAL PERFORMANCE IN THE HOSPITALITY INDUSTRY JOSEPH MUSYOKI, THOMAS BOR & Dr. TIRONG ARAP TANUI	37
9.	SOCIO-ECONOMIC DEVELOPMENT OF WOMEN'S SELF-HELP GROUPS (SHG) IN RURAL AREA Dr. R. THIRUMOORTHI & S. SIVAKAMI	43
10.	THE EFFECTS OF CORPORATE GOVERNANCE PRACTICES ON FIRM PERFORMANCE: EMPIRICAL EVIDENCE FROM TURKEY GULHAN SUADIYE	45
11.	FDI IMPACT UPON INDIA'S ECONOMIC DEVELOPMENT - WITH SPECIAL REFERENCE TO RETAIL SECTOR <i>Dr. DHIRENDRA OJHA</i>	51
12.	A STUDY ON WASTE MANAGEMENT PRACTICES IN PRIVATE HOSPITALS IN KHAMMAM DISTRICT LAGADAPATI LAKSHMANA PRASAD & P V VIJAY KUMAR REDDY	53
13.	COUNTERFEIT PRODUCTS: A SERIOUS PROBLEM OF RURAL MARKET Dr. APAR SINGH & RANU KUMAR	58
14.	A STUDY ON INDIAN START-UPS AND HR CHALLENGES V. HEMA ABHINAYA & JIKKU SUSAN KURIAN	63
15.	IMPACT OF GOODS AND SERVICE TAX (GST) ON DIFFERENT SECTORS RISHU KHERA	66
16 .	A COMPARATIVE STUDY OF HUMAN RESOURCE DISCLOSURE AND REPORTING PRACTICES OF SELECTED PUBLIC AND PRIVATE SECTOR BANKS IN INDIA Dr. JAI PRAKASH GARG	68
17.	A STUDY ON THE IMPACT OF CUSTOMER RELATIONSHIP MANAGEMENT IN HEALTH SECTOR: AN EMPIRICAL APPROACH GARIMA SHAH	72
18.	A STUDY ON SUSTAINABILITY OF SHGs THROUGH FINANCIAL INCLUSION IN TELANGANA STATE M. NAGALAKSHMI	76
19 .	THE IMPACT OF BRAND PERSONALITY ON CONSUMER BUYING BEHAVIOR UTPAL CHAKRABORTY	83
20 .	COLLEGE STUDENTS' PERCEPTION ON LIFESTYLE PRODUCTS PURCHASED THROUGH E-COMMERCE PLATFORMS TANISHQ AGARWAL & ADITYA JHA	88
	REQUEST FOR FEEDBACK & DISCLAIMER	94

<u>CHIEF PATRON</u>

Prof. (Dr.) K. K. AGGARWAL

Chairman, Malaviya National Institute of Technology, Jaipur (An institute of National Importance & fully funded by Ministry of Human Resource Development, Government of India) Chancellor, K. R. Mangalam University, Gurgaon Chancellor, Lingaya's University, Faridabad Founder Vice-Chancellor (1998-2008), Guru Gobind Singh Indraprastha University, Delhi Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

FOUNDER PATRON

Late Sh. RAM BHAJAN AGGARWAL

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

FORMER CO-ORDINATOR

Dr. S. GARG Faculty, Shree Ram Institute of Business & Management, Urjani

<u>ADVISOR</u>

Prof. S. L. MAHANDRU Principal (Retd.), Maharaja Agrasen College, Jagadhri

<u>EDITOR</u>

Dr. R. K. SHARMA

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

<u>CO-EDITOR</u>

Dr. BHAVET

Faculty, Shree Ram Institute of Engineering & Technology, Urjani

EDITORIAL ADVISORY BOARD

Dr. CHRISTIAN EHIOBUCHE

Professor of Global Business/Management, Larry L Luing School of Business, Berkeley College, USA

Dr. JOSÉ G. VARGAS-HERNÁNDEZ

Research Professor, University Center for Economic & Managerial Sciences, University of Guadalajara, Gua-

dalajara, Mexico

Dr. M. N. SHARMA

Chairman, M.B.A., Haryana College of Technology & Management, Kaithal

Dr. TEGUH WIDODO

Dean, Faculty of Applied Science, Telkom University, Bandung Technoplex, Jl. Telekomunikasi, Indonesia

Dr. M. S. SENAM RAJU

Professor, School of Management Studies, I.G.N.O.U., New Delhi

Dr. KAUP MOHAMED

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

Dr. D. S. CHAUBEY

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

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

Dr. ANIL K. SAINI

Professor, Guru Gobind Singh Indraprastha University, Delhi

Dr. ARAMIDE OLUFEMI KUNLE

Dean, Department of General Studies, The Polytechnic, Ibadan, Nigeria

Dr. SYED TABASSUM SULTANA

Principal, Matrusri Institute of Post Graduate Studies, Hyderabad

Dr. MIKE AMUHAYA IRAVO

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

Dr. NEPOMUCENO TIU

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

Dr. BOYINA RUPINI

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

Dr. ANA ŠTAMBUK

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

Dr. FERIT ÖLÇER

Professor & Head of Division of Management & Organization, Department of Business Administration, Faculty of Economics & Business Administration Sciences, Mustafa Kemal University, Turkey

Dr. SANJIV MITTAL

Professor & Dean, University School of Management Studies, GGS Indraprastha University, Delhi Dr. SHIB SHANKAR ROY

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

Dr. NAWAB ALI KHAN

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

Dr. SRINIVAS MADISHETTI

Professor, School of Business, Mzumbe University, Tanzania

Dr. ABHAY BANSAL

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

Dr. KEVIN LOW LOCK TENG

Associate Professor, Deputy Dean, Universiti Tunku Abdul Rahman, Kampar, Perak, Malaysia

Dr. OKAN VELI ŞAFAKLI

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

Dr. V. SELVAM

Associate Professor, SSL, VIT University, Vellore

Dr. BORIS MILOVIC

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

Dr. N. SUNDARAM

Associate Professor, VIT University, Vellore

Dr. IQBAL THONSE HAWALDAR

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

Dr. MOHENDER KUMAR GUPTA

Associate Professor, Government College, Hodal

Dr. ALEXANDER MOSESOV

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

RODRECK CHIRAU

Associate Professor, Botho University, Francistown, Botswana

Dr. PARDEEP AHLAWAT

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

Dr. DEEPANJANA VARSHNEY

Associate Professor, Department of Business Administration, King Abdulaziz University, Saudi Arabia

A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories
<u>http://ijrcm.org.in/</u>

Dr. BIEMBA MALITI

Associate Professor, School of Business, The Copperbelt University, Main Campus, Zambia

Dr. KIARASH JAHANPOUR

Research Adviser, Farabi Institute of Higher Education, Mehrshahr, Karaj, Alborz Province, Iran

Dr. SAMBHAVNA

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

YU-BING WANG

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

Dr. MELAKE TEWOLDE TECLEGHIORGIS

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

Dr. SHIVAKUMAR DEENE

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

Dr. THAMPOE MANAGALESWARAN

Faculty, Vavuniya Campus, University of Jaffna, Sri Lanka

Dr. JASVEEN KAUR

Head of the Department/Chairperson, University Business School, Guru Nanak Dev University, Amritsar SURAJ GAUDEL

BBA Program Coordinator, LA GRANDEE International College, Simalchaur - 8, Pokhara, Nepal Dr. RAJESH MODI

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

FORMER TECHNICAL ADVISOR

AMITA

FINANCIAL ADVISORS

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

Anybody can submit the **soft copy** of unpublished novel; original; empirical and high quality **research work/manuscript anytime** in <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 (*FOR ONLINE SUBMISSION, CLICK HERE*).

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. COVERING LETTER FOR SUBMISSION:

DATED: _____

THE EDITOR

IJRCM

Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF

(e.g. Finance/Mkt./HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)

DEAR SIR/MADAM

Please find my submission of manuscript titled '_____' for likely publication in one of your journals.

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

I affirm that all the co-authors of this manuscript have seen the submitted version of the manuscript and have agreed to inclusion of their names as co-authors.

Also, if my/our manuscript is accepted, I agree to comply with the formalities as given on the website of the journal. The Journal has discretion to publish our contribution in any of its journals.

NAME OF CORRESPONDING AUTHOR	:
Designation/Post*	:
Institution/College/University with full address & Pin Code	:
Residential address with Pin Code	:
Mobile Number (s) with country ISD code	:
Is WhatsApp or Viber active on your above noted Mobile Number (Yes/No)	:
Landline Number (s) with country ISD code	:
E-mail Address	:
Alternate E-mail Address	:
Nationality	:

* i.e. Alumnus (Male Alumni), Alumna (Female Alumni), Student, Research Scholar (M. Phil), Research Scholar (Ph. D.), JRF, Research Assistant, Assistant Lecturer, Lecturer, Senior Lecturer, Junior Assistant Professor, Assistant Professor, Senior Assistant Professor, Co-ordinator, Reader, Associate Professor, Professor, Head, Vice-Principal, Dy. Director, Principal, Director, Dean, President, Vice Chancellor, Industry Designation etc. <u>The qualification of</u> <u>author is not acceptable for the purpose</u>.

NOTES:

- a) The whole manuscript has to be in **ONE MS WORD FILE** only, which will start from the covering letter, inside the manuscript. <u>*pdf.*</u> <u>version</u> is liable to be rejected without any consideration.
- b) The sender is required to mention the following in the SUBJECT COLUMN of the mail:

New Manuscript for Review in the area of (e.g. Finance/Marketing/HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)

- c) There is no need to give any text in the body of the mail, except the cases where the author wishes to give any **specific message** w.r.t. to the manuscript.
- d) The total size of the file containing the manuscript is expected to be below 1000 KB.
- e) Only the **Abstract will not be considered for review** and the author is required to submit the **complete manuscript** in the first instance.
- f) The journal gives acknowledgement w.r.t. the receipt of every email within twenty-four hours and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of the manuscript, within two days of its submission, the corresponding author is required to demand for the same by sending a separate mail to the journal.
- g) The author (s) name or details should not appear anywhere on the body of the manuscript, except on the covering letter and the cover page of the manuscript, in the manner as mentioned in the guidelines.
- 2. MANUSCRIPT TITLE: The title of the paper should be typed in **bold letters**, centered and fully capitalised.
- 3. **AUTHOR NAME (S) & AFFILIATIONS**: Author (s) **name**, **designation**, **affiliation** (s), **address**, **mobile/landline number** (s), and **email/alternate email address** should be given underneath the title.
- 4. **ACKNOWLEDGMENTS**: Acknowledgements can be given to reviewers, guides, funding institutions, etc., if any.
- 5. **ABSTRACT**: Abstract should be in **fully Italic printing**, ranging between **150** to **300 words**. The abstract must be informative and elucidating the background, aims, methods, results & conclusion in a **SINGLE PARA**. *Abbreviations must be mentioned in full*.
- 6. **KEYWORDS**: Abstract must be followed by a list of keywords, subject to the maximum of **five**. These should be arranged in alphabetic order separated by commas and full stop at the end. All words of the keywords, including the first one should be in small letters, except special words e.g. name of the Countries, abbreviations etc.
- 7. **JEL CODE**: Provide the appropriate Journal of Economic Literature Classification System code (s). JEL codes are available at www.aeaweb.org/econlit/jelCodes.php. However, mentioning of JEL Code is not mandatory.
- 8. **MANUSCRIPT**: Manuscript must be in <u>BRITISH ENGLISH</u> prepared on a standard A4 size <u>PORTRAIT SETTING PAPER</u>. It should be free from any errors i.e. grammatical, spelling or punctuation. It must be thoroughly edited at your end.
- 9. HEADINGS: All the headings must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
- 10. **SUB-HEADINGS**: All the sub-headings must be bold-faced, aligned left and fully capitalised.
- 11. MAIN TEXT:

THE MAIN TEXT SHOULD FOLLOW THE FOLLOWING SEQUENCE:

INTRODUCTION REVIEW OF LITERATURE NEED/IMPORTANCE OF THE STUDY STATEMENT OF THE PROBLEM OBJECTIVES HYPOTHESIS (ES) RESEARCH METHODOLOGY RESULTS & DISCUSSION FINDINGS RECOMMENDATIONS/SUGGESTIONS CONCLUSIONS LIMITATIONS SCOPE FOR FURTHER RESEARCH REFERENCES APPENDIX/ANNEXURE

The manuscript should preferably be in 2000 to 5000 WORDS. But the limits can vary depending on the nature of the manuscript.

- 12. **FIGURES & TABLES:** These should be simple, crystal **CLEAR**, **centered**, **separately numbered** & self-explained, and the **titles must be above the table/figure**. *Sources of data should be mentioned below the table/figure*. *It should be ensured that the tables/figures are* referred to from the main text.
- 13. **EQUATIONS/FORMULAE**: These should be consecutively numbered in parenthesis, left aligned with equation/formulae number placed at the right. The equation editor provided with standard versions of Microsoft Word may be utilised. If any other equation editor is utilised, author must confirm that these equations may be viewed and edited in versions of Microsoft Office that does not have the editor.
- 14. **ACRONYMS**: These should not be used in the abstract. The use of acronyms is elsewhere is acceptable. Acronyms should be defined on its first use in each section e.g. Reserve Bank of India (RBI). Acronyms should be redefined on first use in subsequent sections.
- 15. **REFERENCES**: The list of all references should be alphabetically arranged. *The author (s) should mention only the actually utilised references in the preparation of manuscript* and they may follow Harvard Style of Referencing. Also check to ensure that everything that you are including in the reference section is duly cited in the paper. The author (s) are supposed to follow the references as per the following:
- All works cited in the text (including sources for tables and figures) should be listed alphabetically.
- Use (ed.) for one editor, and (ed.s) for multiple editors.
- When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc., in chronologically ascending order.
- Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
- The title of books and journals should be in italic printing. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
- For titles in a language other than English, provide an English translation in parenthesis.
- *Headers, footers, endnotes and footnotes should not be used in the document.* However, you can mention short notes to elucidate some specific point, which may be placed in number orders before the references.

PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:

BOOKS

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

CONTRIBUTIONS TO BOOKS

• Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

JOURNAL AND OTHER ARTICLES

• Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

CONFERENCE PAPERS

• Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–23

UNPUBLISHED DISSERTATIONS

• Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

ONLINE RESOURCES

Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

WEBSITES

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

CHANGES IN EDUCATIONAL POLICIES: AFFECT ON STUDENTS

ANJALI TRIVEDI CHAIRPERSON KARL HUBER SCHOOL NOIDA

ABSTRACT

One of the major functions of government in any country is to provide a good education system. The Indian constitution in its fundamental rights guarantees all children free and compulsory education till the age of 14. The government plays crucial role in formulating policies both for educational growth for the students as well as training for the teachers. The government formulates the format of the state & central education boards. Most of the changes introduced by the government in power is to bring about improvement in the existing system. The very recent changes brought about in the education system at the school level is the Elimination of class X Board, The new grading system & a compulsory third language in the school. Though not much research has been done in this field but this paper would try to find out from the perspective of the teachers & parents as to how are they affected from this frequently changing government policies & do they think that the performance of students is affected by the frequently changing government policies.

KEYWORDS

X board, mass promotion, grading system, reservation, state board, central board.

INTRODUCTION

itizens of any country expect some basic reforms by the government in power, one amongst them is the provision of good quality education for their children. Our constitution in its fundamental rights guarantees free and compulsory education to all children till the age of 14. The government plays crucial role in formulating policies both for educational growth of the students as well as training for the teachers.

The government formulates the rules & regulations of the State & Central Education Boards. Most of the changes introduced by the government in power aims at improving the already existing policies. Some are for the improvement but some are unnecessary. It is not necessary to change an already existing Successful program. The government is elected for a period of 5 years. During this period the HRD ministry which is responsible for the Education department tries to introduce new reforms or different technique to do the same task. This confuses the students as well as Parents & Teachers. A feeling of uncertainty grows amongst them. The focus shifts from the actual study, to how the things have to be done. Speculations start whether the existing system is better or the reforms are going to benefit. Another concern is whether the new policy is permanent or is going to change with the change in government.

It cannot be argued that each political party has its own manifesto, which is prepared very seriously to bring about the best for the Education System of the country. Specially now in India when we are rapidly moving towards global recognition in all fields the transformation also has to be dynamic, the students who are the future citizens of our country have to be molded for global competition. Regular changes cannot be avoided. Anything happening Internationally or Nationally has its impact within.

One of the recent change brought about in the education policy was the elimination of Class 10TH Board & introduction of Grading System. The policy introduced by the HRD ministry in the year 2011 made it optional for the students to opt for/not for the board examinations. Great uncertainty & chaos was witnessed in the schools as to what was to be followed. With the formation of a new government in 2014 it was proposed to bring back the class X Board examinations from the following session (2017-2018). Again a sense of dismay amongst the parents & students was witnessed.

CBSE in 2011-12 had introduced the Continuous and Comprehensive Evaluation (CCE) system in which the Board Exams were made optional. This was done to relieve students from the fear and stress of Board Exams. It was left to the students whether they wanted to sit for these exams or opt for the school-based exam program. In 2012-13, the school-based program was made compulsory for all the students. Initial response towards this change was lukewarm, as less than 10% of students from Andhra Pradesh had opted for CCE and the rest sat for Board Exams. However, this percentage had gone up to 40% in the next year with more students opting for the CCE system. Central Board of Secondary Education (CBSE) has ensured that to do a fair evaluation, answer sheets from various schools will be randomly checked and the question papers will be provided by the CBSE. It is just the evaluation that has been left to the schools, not the entire exam. The main motive to eliminate the board exams was to lower the stress level of students as increasing number of suicides by the students were being reported. However, there were other ways to find a solution to this problem, students should be taught to handle stress rather than expecting just the extreme. They should learn the value of time management, benefits of early exam preparation and scheduling rather than agonizing over Board Exams. The competitive streak which they will have to face later in life have to be induced in them at this level. Research has showed that not many students, parents & schools were in favor of this change. Abolition of Continuous and Comprehensive Evaluation (CCE) Grading System, introduced by CBSE in 2009, was pointed out by the students as they feel that the new system is more stressful, discourages innovation and promotes laid back attitude. As per the students, Board Exams were like the final judgment point for which they had put in genuine efforts and looked forward to the results. But now it is like any class test and not taken seriously. Students are also of the opinion that it is 'unfair' to put both bright and average students within the range of 10 percent in grades. Another controversial concept is that of the grading system in schools where the results are in the form of Grades. CBSE has introduced new grading pattern for class X students. It has nine grades. The highest is A1 with a grade point of 10 and a marks range of 91- 100%. Second grade is A2 with a grade point of 9 and marks in the range of 81-90%. Third grade is B1 with grade point of 8 and a marks range of 71-80%. The fourth grade is B2 with a grade point of 7 and marks range of 61-70%. Fifth grade is C1 with grade point of 6 and marks range of 51-60%. C2 is the sixth grade with grade point of 5 and marks range of 41-50%. D is the seventh grade with 4 grade points and marks range of 33-40%. E1 and E2 are the last two grades. Grading system based on continuous and comprehensive evaluation (CCE) is done in two terms (April-September, October-March). In a year, the school will conduct four formative and two summative assessments. The New Scheme of Grading has been introduced with the aim that:

- It will minimize classification of students on the basis of marks.
- It will eliminate unhealthy competition among high achievers.
- It will reduce societal pressure and will provide the learner with more flexibility.
- It will lead to a focus on a better learning environment.
- It will facilitate joyful and stress free learning.

The nine-point scale grading system will require students to get qualifying grades in four of the five subjects to get promoted to the next level. It had been decided not to carry pass or fail on the mark sheets of students, who will have four options to improve on their grades within a period of two years from their exam. The grading system will adopt a five-point scale, which means awarding students grades from A to E. This will eliminate the schools from showing raw scores on the evaluation report of each student. Mass promotion till class 8th is another feature which has been introduced in schools. Detention of students is discouraged in order to save the students from embarrassment or any form of psychological concern. This again results in an easy way out for the students & has adverse effect on them. These are few critical problems faced by the students & parents which affects the studies & causes confusion in the learning & performing pattern of the students. Recently, the government has proposed to start skill development for the students in which the students, who are not interested in studies will be encouraged to take up any skill based program in the school. The idea behind this is to prevent the students from wasting their time on the subject that they do not want to learn, instead focus on what they want to do later in life.

VOLUME NO. 8 (2017), ISSUE NO. 11 (NOVEMBER)

Here again a very careful planning is required to implement this new concept in schools. A format similar to the provision of sports quota, used during admission in graduation has to be formulated as the skill-based learning should have weightage at the higher level of education too. The government's role in recruiting teachers in schools has recently been criticized in many states. Many scams in recent days have disclosed the various loopholes in the process of recruitment which is not based on merit. This has resulted in untrained & inefficient teachers in the schools. The government has to take serious steps towards the recruitment of the teachers & has to make the recruitment process more transparent. Moreover, the Inclusion of contract teachers in the rural areas is also an area of concern as imparting education by untrained teachers is disastrous for the students. On the other hand, the contract teachers recruited for a small period do not have any job security as well as recognition. A more recent topic taken up by the HRD ministry was to make it mandatory for the government officers to enroll their children in government schools. The proposal has received criticism from the officials because in comparison the infrastructure of the government schools is very poor. The government on the other hand wants to promote studies in government school administration in the correct functioning of the schools. Finland is an innovative country when it comes to education. It is counted as one of the best education system in the world, and its innovation yields results. Education does not believe in regular examinations rather it conducts exams only once. Finnish critics claim constant testing doesn't make students any smarter but instead creates a "teaching to the test" environment in schools. The test known as "National Matriculation Examination" is taken at the end of high school & is graded by the teachers. The Finnish Government has some interesting & innovative policies which is to bring about equality amongst th

LITERATURE REVIEW

The research by Rajshree & Kumar (2013)¹ focuses on the grading system or ranking system versus the numerical marking of the results in the schools. It traces the marking system & its adequacies. The study reveals that the evaluation system lays an effect over the students on the level of examination stress¹. The numerical marking system (traditional system) has a direct effect on the examination stress of the students. Whereas on the contrary the grading system of evaluation puts minimum examination stress, and thus, the students can perform better and yields best results¹. A research by Mallikarjun (2001)² focuses on a discussion on the National Curriculum Framework for School Education in relation to the teaching of languages in Indian schools. Parent's perception is included in the discussion most of them are concerned about the number of languages being taught and the stage at which they are introduced in the school. Some others question why children should learn more languages. They feel strongly that learning one or two languages is more than enough. They feel that in their effort to learn more languages, the students are not learning any language properly since they have to concentrate on several languages and many subjects at the same time². Need of the day according to Anthony (2016)³ is that instead of glamorizing a formula that eludes effective implementation, a formula that has proven to be non-practicable, a viable alternative to the three language formula for language education in the school curriculum should be worked out.

The CBSE insists that the third language to be included in the syllabus must be an Indian language rather than popular foreign languages³. According to the Board, the syllabus should include English, Hindi, and an Indian language, while foreign language should be the fourth, optional language subject for Class X board exams. The contention behind the CBSE's new policy is that many parents prefer their children learning foreign languages like French and German over regional languages like Marathi. This is so that their children will be equipped to participate on an international stage. The government's bid to downgrade foreign languages and upgrade Indian languages has however, not gone down well with the parents³.

Another article on government policies impact⁴ discuss in detail the current education policies in India. How the frequent changes in the government policies affect the students & parents⁴. This report further covers the main government initiatives since independence and also provides a comparative study of the major Indian national boards of school education with global ones such as the International Baccalaureate and the Cambridge International Examinations.

NEED FOR THIS STUDY

This study underlines the area of how Government's intervention in the field of Education affects the performance of students. It tries to understand whether all the reforms or policies implemented by the government are beneficial for the students. Intensive Research has been done both nationally as well as Internationally regarding this topic, however this paper would carry forward the existing research & focus on the perspective of the Teachers & Parents as to what are their views on the frequent changes in the government policies on the students/children.

OBJECTIVES

- 1. To find out the views of Parents& Teachers regarding frequent changes in the Government policies.
- 2. To find out whether the frequent changes in the government policies affect the studies of the students.

METHODOLOGY

The Primary Data has been collected in the year 2016 from 86 qualified schools Teachers & 74 Parents. The Teachers were from Private as well as Government schools (both Rural & Urban). The Parents too were of the children from the same school where these teachers were teaching. The Parents & Teachers children/students were from secondary & senior secondary classes. A close-ended Questionnaire was handed over to them and they were asked to respond to the questions with the options provided to them.

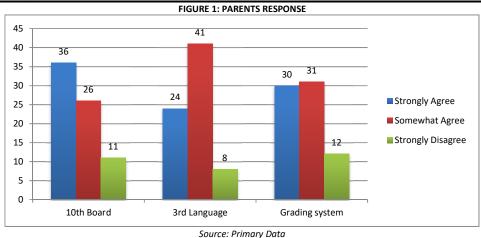
DATA ANALYSIS & INTERPRETATION

PARENTS RESPONSE

The Parents were asked three questions & were asked to rate their answers under three categories, "Strongly Agree", "Somewhat Agree" and "Strongly Disagree". The focus was on the view whether the changing Government policies were affecting the studies of the children. In the first question the Parents were asked what were their views on the Elimination of Class X Board exams. Maximum number of Parents (36/74) Strongly Agreed that the Elimination of Class X Board exams was affecting the studies of their children. In the Second question the Parents were asked whether they agreed that compulsory third language should be a part of school curriculum? Maximum number of Parents (41/74) somewhat Agreed to the fact that third language should be a part of school curriculum. In the final question it was asked from the Parents whether their children were affected by the introduction of grading system? Maximum number (31/74) Somewhat Agreed that their children were affected by this change. In fact, (30/74) Strongly Agreed that grading system was not popular with the students. If we see in totality, majority of Parents have agreed to the fact that grading system has definitely affected the performance of their children in studies.

TABLE 1: PARENTS RESPONSE TO CHANGING GOVERNMENT POLICIES						
	Strongly Agree	Somewhat Agree	Strongly Disagree			
Elimination of class 10 th Board	36	26	11			
Compulsory 3 rd Language	24	41	8			
Grading system	30	31	12			

Source: Primary Data	Source:	Primary	Data
----------------------	---------	---------	------

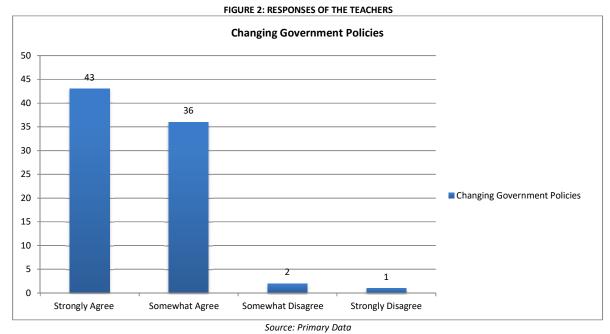


TEACHERS RESPONSE

The Teachers were directly asked whether they felt that frequently changing Government policies affect the Students in their studies? They were asked to rate their choice in the following categories:

TABLE 2			
Category	Response		
Strongly Agree	43		
Somewhat Agree	36		
Somewhat Disagree	2		
Strongly Disagree	1		

Maximum number of teachers Strongly Agreed that the changing Government policies affected in the performance & studies of the students.



SUGGESTIONS

This survey was done keeping in mind the views of the parents as well as teachers. It can be assumed that like the parents & teachers the students are also bound to be affected by the constant changes in the educational policies. The school management again is uncertain & is bound by the education policies & the guidelines laid down by the board. It is not necessary for every new government to bring about changes or modify the process of education. Changes should be brought about only where required. Some traditional existing policies may be beneficial to the students. Before introducing any major changes, the government should keep in mind how it would affect the students. Similarly, frequent changes in the same policies are not welcomed by the parents, teachers & schools alike.

CHANGES, WHICH AFFECTED THE PARENTS & TEACHERS

- 1. Elimination of class X Board: This was one of the milestone change in the new education policy of the country which affected the students aversely. Not many students, parents & teachers are in favor of this elimination. There was a suggestion made by the current government to revert back to the old policy & start with class X board but it was declined. However, now it has been decided to go back to the old format. Elimination of class X board had created a confusing scenario, the students had the option to sit for boards or not, the schools were to be prepared for both the options; some schools had opted for open book examinations. This has resulted in a non-serious attitude of the students at the High School level.
- Grading system: Yet another decision by the education ministry was to introduce grading system under which the students were graded rather than being
 given marks in percentage. This has killed the competition streak in the students. Having a competitive streak is a very positive quality in a student for the
 future where the fate of getting admission in college defers from a single percentage. Grading system is not justified & not many parents were in favor of
 this technique.

VOLUME NO. 8 (2017), ISSUE NO. 11 (NOVEMBER)

3. Compulsory Third Language: The Parents during the survey were strongly affected by the introduction of compulsory third language. There are also talks going on about the introduction of Sanskrit as a compulsory subject. India is a country with many languages; every region or state has its own language, which forms the mother tongue of the students. The state Government focuses that the regional language should be definitely taught to the students, second comes the National Language Hindi. All students are expected to learn this language in school. In some states it is mandatory to study Hindi along with the Regional Language. The point of conflict came when it was proposed to make Sanskrit a compulsory third language. The parents objected to it and suggested that any foreign language like French, German, Spanish, Chinese or Russian is going to be more beneficial for the students in future. This was a fairly good suggestion as Sanskrit could be introduced as an option along with other foreign languages & those students who desired to study Sanskrit could opt for it.

WHAT IS EXPECTED OUT OF THE GOVERNMENT POLICIES

- The government policies should be firm & constructive.
- Focus should be on developing the government schools, its Infrastructure & should be brought at par with the private schools.
- The gap between the government schools & private schools should be narrowed.
- Strict check should be maintained to see whether the board guidelines are being followed or not.
- Teachers in house training should be monitored.
- Better salaries for the teaching staff.
- Better conditions & status for para-teachers.
- A model should be created for the schools not performing well to restructure their functioning.
- Mentoring of government schools by the private schools-exchange programs for teachers & students both.

Government is already running successful schools/schemes like the Jawahar Navodyay Vidyalay, KendriyaVidyalaya, Vidyalaya Sangathan etc. Apart from this the government is also supervising the working of certain religion based schools like the Madrasas, Christian schools or other religion or region based schools. The government does not have much control over them but can still keep a strict vigil on these schools, to maintain the harmony in the country.

CONCLUSION

The above study gave the views of the parents & teachers on the affect that the government policies have on the students. It is not only difficult for the parents & students to frequently adjust to these reforms but is problematic for the teachers also who have to understand & adjust themselves to the changes. Other problem is faced by the school management who have to be continuously in touch with the changing format. This not only is responsible of loss of manpower & resources but it is very difficult to change the data frequently & train the staff both administrative as well as teaching to go along with the new trend. As far as possible the Government should introduce reforms to better the already existing policies. A complete elimination that too during the midsession creates confusion & panic amongst everyone from the students to the staff. It is certainly important to keep in pace with the education system globally, but whatever good format/policy is being followed should be continued. Indian education system has been excepted & appreciated globally specially in Science, Maths & Technology. We should try to keep up this reputation. The Government should focus only on the reforms which are essential, globally in demand & do constructive work in the already existing policies.

LIMITATIONS

The limitations of this study is that the point of view of the students has not been considered. The reason was that the performance of the students could not be self-analyzed but it was considered from the point of view of the parents & teachers. The second limitation was that the area covered regarding government intervention was only the issue of elimination of class X board, compulsory third language & grading system. The study could have broadened its view and included topics like reservation, mass promotion etc. However, it was felt that the topic of reservation was of direct influence for students in higher education at university level. Similarly, the topic of mass promotion was directly related to students at Primary & Elementary level while the samples of our survey were parents & teachers from Secondary & Senior Secondary level.

REFERENCES

- 1. Rajshree, Pradeep Kumar. A Comparative Study of Stress of Class X Students under Grading and Numerical Marking System of Evaluation. International Journal of Scientific and Research Publications, Volume 3, Issue 3, March 2013 1 ISSN 2250-3153.
- 2. B. Mallikarjun, Language (S) In The School Curriculum: Challenges of The New Millenium. Language in India. Volume 1:4 June-July-August 2001
- 3. Hepzi Anthony, CBSE move to three-language format proves burdensome. The Hindu, MUMBAI, December 22, 2016.
- 4. Rittika Chanda Parruk, Arijit Ghosh. Indian School Education System, An Overview British Council India, 2014.

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-mail <u>infoijrcm@gmail.com</u> 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 to an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-Co-ordinator

DISCLAIMER

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

ABOUT THE JOURNAL

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

Our Other Fournals





