

INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION & MANAGEMENT

I
J
R
C
M



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.

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

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 3412 Cities in 173 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. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	ATTITUDE OF M. Ed. STUDENTS TOWARDS e-LEARNING <i>DR. SARABJEET KAUR</i>	1
2.	THE CONSEQUENCES OF TAX ASSESSMENT ON TAX COLLECTION OF CATEGORY 'C' TAXPAYERS IN ETHIOPIA: A CASE STUDY IN MEKELLE CITY, TIGRAY <i>NUGUSS MURUTS GEZAHEGN, DR. TEFATSION SAHLU DESTA & YRGALEM GEBRESELISSIE ADANE</i>	4
3.	A COMPARATIVE STUDY OF JOB SATISFACTION LEVELS OF EMPLOYEES IN TWO INDUSTRIES: AN EMPIRICAL REVIEW <i>DR. S. M. MURALI KRISHNA, DR. P ATHMA KARAN REDDY & DR. Y RAJENDRA PRASAD</i>	13
4.	LIQUIDITY PERFORMANCE: A CASE STUDY OF NAGARJUNA FERTILIZERS COMPANY LIMITED <i>S. SHOBHA & DR. P. MOHAN REDDY</i>	19
5.	RANKING OF PAYMENT SYSTEMS ON THE BASIS OF PERCEIVED USEFULNESS (PU) AMONG USERS IN NIGERIA <i>CLEMENT IKENNA OKEKE</i>	24
6.	A STUDY ON CUSTOMERS' ATTITUDE IN LIFE INSURANCE TOWARDS LIFE INSURANCE CORPORATION OF INDIA, TIRUCHIRAPPALLI <i>HARIHARAN, K & DR. K. KUMAR</i>	29
7.	CREATIVITY AND INNOVATION: IMPORTANT DRIVERS OF ENTREPRENEURSHIP <i>S. BALASUBRAMANYAM</i>	35
8.	RETAIL MERCHANDISING AND BRAND BUILDING: A CASE STUDY OF BASMATI BRANDS <i>G SRI LAKSHMI & PITTA ISAAC NEWTON</i>	40
9.	DATA MINING OF THE ASSOCIATION RULES BASED ON THE CLOUD COMPUTING <i>A. THIRUGNANASAMBANDHA MURTHY</i>	48
10.	SKEW DETECTION AND CORRECTION OF INDIAN SCRIPT DOCUMENTS <i>VIKRAM SHARMA</i>	51
11.	CONSUMER BEHAVIOR TOWARDS GOLD PURCHASE <i>DEEPTHI SANKAR</i>	55
12.	MERGERS AND ACQUISITIONS IN BANKING SECTOR <i>DR. R. RADHIKA DEVI</i>	58
13.	DISSATISFACTION OF EMPLOYEES DUE TO MOTIVATION AND LEADERSHIP: A CASE STUDY <i>AJIT SINGH NEGI</i>	66
14.	CONTRIBUTION OF WOMEN IN THE COMMON PROPERTY RESOURCE BASED ACTIVITIES IN TAWANG DISTRICT OF ARUNACHAL PRADESH, INDIA <i>GEPI JINI</i>	69
15.	CUSTOMER SATISFACTION ON MOBILE-PHONE MONEY TRANSFER SERVICES' USAGE IN DODOMA URBAN, TANZANIA <i>NGILANGWA, ESTON & V VENKATAKRISHNAN</i>	73
	REQUEST FOR FEEDBACK & DISCLAIMER	80

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
Former Vice-President, Dadri Education Society, Charkhi Dadri
Former President, 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. S. L. MAHANDRU

Principal (Retd.), Maharaja Agrasen College, Jagadhri

EDITOR

PROF. R. K. SHARMA

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

EDITORIAL ADVISORY BOARD

DR. RAJESH MODI

Faculty, Yanbul Industrial College, Kingdom of Saudi Arabia

PROF. PARVEEN KUMAR

Director, M.C.A., Meerut Institute of Engineering & Technology, Meerut, U. P.

PROF. H. R. SHARMA

Director, Chhatrapati Shivaji Institute of Technology, Durg, C.G.

PROF. MANOHAR LAL

Director & Chairman, School of Information & Computer Sciences, I.G.N.O.U., New Delhi

PROF. ANIL K. SAINI

Chairperson (CRC), Guru Gobind Singh I. P. University, Delhi

PROF. R. K. CHOUDHARY

Director, Asia Pacific Institute of Information Technology, Panipat

DR. ASHWANI KUSH

Head, Computer Science, University College, Kurukshetra University, Kurukshetra

DR. BHARAT BHUSHAN

Head, Department of Computer Science & Applications, Guru Nanak Khalsa College, Yamunanagar

DR. VIJAYPAL SINGH DHAKA

Dean (Academics), Rajasthan Institute of Engineering & Technology, Jaipur

DR. SAMBHAVNA

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

DR. MOHINDER CHAND

Associate Professor, Kurukshetra University, Kurukshetra

DR. MOHENDER KUMAR GUPTA

Associate Professor, P.J.L.N. Government College, Faridabad

DR. SAMBHAV GARG

Faculty, Shree Ram Institute of Business & Management, Urjani

DR. SHIVAKUMAR DEENE

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

DR. BHAVET

Faculty, Shree Ram Institute of Business & Management, Urjani

ASSOCIATE EDITORS

PROF. ABHAY BANSAL

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

PROF. NAWAB ALI KHAN

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

ASHISH CHOPRA

Sr. Lecturer, Doon Valley Institute of Engineering & Technology, Karnal

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

SUPERINTENDENT

SURENDER KUMAR POONIA

CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to recent developments & practices in the 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 ***M.S. Word format*** after preparing the same as per our **GUIDELINES FOR SUBMISSION**; at our email address i.e. infoijrcm@gmail.com 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/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/Engineering/Mathematics/other, please specify)

DEAR SIR/MADAM

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

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

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

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

NAME OF CORRESPONDING AUTHOR:

Designation:
Affiliation with full address, contact numbers & Pin Code:
Residential address with Pin Code:
Mobile Number (s):
Landline Number (s):
E-mail Address:
Alternate E-mail Address:

NOTES:

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

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

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

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

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

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

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

10. **FIGURES & TABLES:** These should be simple, crystal clear, centered, separately numbered & self explained, and **titles must be above the table/figure. Sources of data should be mentioned below the table/figure.** It should be ensured that the tables/figures are referred to from the main text.
11. **EQUATIONS:** These should be consecutively numbered in parentheses, horizontally centered with equation number placed at the right.
12. **REFERENCES:** The list of all references should be alphabetically arranged. The author (s) should mention only the actually utilised references in the preparation of manuscript and they are supposed to follow **Harvard Style of Referencing**. The author (s) are supposed to follow the references as per the following:
 - All works cited in the text (including sources for tables and figures) should be listed alphabetically.
 - Use (ed.) for one editor, and (ed.s) for multiple editors.
 - When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc, in chronologically ascending order.
 - Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
 - The title of books and journals should be in italics. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
 - For titles in a language other than English, provide an English translation in parentheses.
 - The location of endnotes within the text should be indicated by superscript numbers.

PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:**BOOKS**

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

CONTRIBUTIONS TO BOOKS

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

JOURNAL AND OTHER ARTICLES

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

CONFERENCE PAPERS

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19-22 June.

UNPUBLISHED DISSERTATIONS AND THESES

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

ONLINE RESOURCES

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

WEBSITES

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

RETAIL MERCHANDISING AND BRAND BUILDING: A CASE STUDY OF BASMATI BRANDS

G SRI LAKSHMI
SR. ASST. PROFESSOR
AURORA SCIENTIFIC & TECHNOLOGICAL INSTITUTE
AUSHAPUR(V)

PITTA ISAAC NEWTON
ASST. PROFESSOR
MAHATMA GANDHI LAW COLLEGE
HYDERABAD

ABSTRACT

Today, with the boom of organised retailing in India, the rice is no longer a commodity but is being branded. Earlier it was all about rice being sold in jute bags and under two categories like basmati and non basmati. Modern trade on an average contributes 40 to 50 percent of total packaged rice sales in India, Branding of agricultural commodities helps in creating value, across the supply chain process. Branding symbolizes the differentiation in the agricultural yield produced in India and gains an edge over the other commodities. Basmati rice is no exception where we find plethora of basmati brands. This paper studies the role of merchandising on the different brands of basmati rice and it attempt to explore the various brands of basmati rice which exist in the market and also to look at the retail format through which it is being sold.

KEYWORDS

Merchandising, Basmati Rice, Brands, Retail formats, and Instore Promotion.

1. INTRODUCTION

Rice is the staple food product in many parts of our country. In fact, rice provides more than one fifth of the total calories consumed by humans throughout the world. There are several varieties of rice, out of which a few are aromatic rice, known for their wonderful fragrance and they are famous as basmati rice. In the market, there is a huge difference basmati itself has become quite diverse in means of varieties and various price points at which it is being sold in market and above all the beautiful packaging in which its been retailed in various super and hyper markets..

Rice, the second most widely grown cereal crop, is the staple food for more than half of the world's population. Rice is endowed with amazing genetic diversity with more than one hundred thousand landraces and improved cultivars maintained in the germ plasma collections spread world over. A unique varietal group that has distinguished itself as a result of natural and human selection, which found wider acceptance all over the world as a speciality rice is called "Basmati rice".

Basmati is now a Geographical Indication (GI) belonging to the geographical area in the Indian subcontinent, India, at present, is the biggest exporter of basmati rice in the world. It produces nearly 7.5 million tons and exports approximately 2.5 million tons

Basmati has attained "heritage rice" status as it is considered as "farmers cultivar" being maintained and grown by farmers of Punjab region of India and Pakistan and Haryana and Uttar Pradesh regions of India for more than 250 years. The special quality of Basmati rice is attributed to unique combination of soil, water, climate and cultural practices under which it is grown, besides the inherent genetics governing the features.

India accounts for about 70 percent of the world's basmati production basmati rice, a variety of long grain rice with a fine texture, is the world's best rice that one can use for cooking and the leading aromatic fine quality rice in the world trade. Basmati rice is the "queen of fragrance" or the perfumed one. This type of rice is grown in the foothills of the Himalayas for thousands of years. basmati is generally preferred by consumers over the other varieties, as it elongates a 100 percent on cooking with out increasing in girth and has a rich desirable aroma (Graham 2002). The cost differential between basmati and other varieties in there fore high.

2. MERCHANDISING

Termed as the planning, buying and selling of merchandise. It is an integral part of retailing and is also one of the most challenging functions. Retailers often say, "GOODS WELL BOUGHT ARE HALF SOLD".

Tender chicken cooked in hot and spicy served with aromatic basmati rice.



"This is a savory Indian style rice dish flavored with whole spices and fried onions. Soaking the basmati rice before cooking makes all the difference.

RETAIL MERCHANDISING

The developing of strategies to ensure that the right product

- Is bought at the right price

- Is available at the right place
- At the right time
- In the right amount
- In order to satisfy the needs of the target customer

FUNCTIONS OF MERCHANDISE

The merchandise manager is responsible for particular lines of merchandise. In a department store there may be separate merchandise Men’s wear, women’s wear, children’s wear etc. They would be in charge of a group of buyers and their basic duties could be divided into four areas: planning, directing, coordinating and controlling

ATTRACTIVE PACKAGING

The packaging of the merchandise goes a long way in improving the brand value of the product. A product kept in a nice box would definitely catch the attention of the customers

UNIQUE PRICING (DISCOUNTS)





Attractive prices, discounts, rebates also bring customers to the store.

PROMOTIONAL SCHEMES, GIFTS





Coupons and attractive gifts make shopping a pleasurable experience for the customers.

BASMATI RICE GIFTS AND MERCHANDISE

BASMATI RICE DESIGN GIFTS

 <p>Peacock Brand Basmati Rice T-Shirt \$29.50 \$22.99 Add to Cart See this design on other items »</p>	 <p>Bhaat - Its Whats For Dinner Tee \$29.50 \$14.99 Add to Cart See this design on other items »</p>	 <p>Basmati Rice (Fork And Knife) Bumper Bumper Sticker \$4.25 Add to Cart See this design on other items »</p>	 <p>Basmati Rice Lover Shirt \$38 \$31.99 Add to Cart See this design on other items »</p>
---	---	---	--

BASMATI RICE DESIGN MUG

 <p>Peacock Brand Basmati Rice Mug \$18.50 \$12.99 Add to Cart See this design on other items »</p>	 <p>Basmati Rice Mug \$15 \$10.99 Add to Cart See this design on other items »</p>	 <p>Basmati Rice Lover Mug \$15 \$10.99 Add to Cart See this design on other items »</p>	 <p>Will Work For Basmati Rice Coffee Mug \$15 \$10.99 Add to Cart See this design on other items »</p>
---	--	---	---

RETAILING

Retailing can be defined as a conclusive set of activities or steps used to sell a product or service to consumers for their personal or family use. It is responsible for matching individual demands of the consumer with supplies of all manufacturers. The word retail" is derived from the French word retailer, meaning „to cut a piece off" or „to break bulk".

A retailer is a person, agent, agency, company, or organization which is instrumental in making the goods, merchandise, or services to reach the ultimate consumer. Retailer performs specific activities such as anticipating customer wants, developing assortments of products, acquiring market information, and financing. A common assumption is that retailing involves only the sale of products in stores. However, it also includes the sale of services like those offered at a restaurant, or by car rental agencies. The selling need not necessarily take place through store. Retailing encompasses selling through the mail, the internet, door-to door visits, any channel that could be used to approach the consumer, When a manufacturer like Dell Computers sells directly to the consumer, they also perform the retailing function.

QUALITY OF RETAILING

1. There is direct end user interaction in retailing.
2. It is the only point in the value chain to provide a platform for promotions.
3. Sales at retail level are generally in smaller unit sizes.
4. Location is a critical factor in retail business.
5. In most retail business, services are as important as core products.
6. There are a larger number of retail units compared to other members of the value chain.

PLANNING MERCHANDISING

Merchandise managers formulate the policies for the areas for which they are responsible. Forecasting the sales for the forthcoming budget period is required. This involves the estimating of the consumer demand and the impact of the changes occurring in retail environment. The sales forecasts are then translated into budgets, to help the buyers within the financial guidelines.

Basic Stock = Average stock for the season – average monthly sales for the season where

Average monthly sales for the season = $\frac{\text{Total planned sales for the season}}{\text{Number of months in the season}}$

Average stock for the season = $\frac{\text{Total planned sales for the season}}{\text{Estimated Inventory Turnover Rate for the season}}$

Beginning of Month (BOM) stock = Planned Monthly Sales + Basic Stock

ARMED FORCES RENDERED BY THE RETAILERS



Source: Compiled by Author's

THE RETAIL GROWTH IN INDIA

The Indian economy is likely to continue its steady growth with enhanced share in global trade and steady agricultural outputs. Booming employment opportunities, rising urban disposable income and credit card ownerships, changing lifestyles and demographic profiles all are showing a favourable skew towards a rising consumerism culture. Consumer spending is clearly set to accelerate its pace.

Demographics continued to show a positive skew to spur retailing growth. Consumers groups aged between 20-45 years are emerging as the fastest growing consumer group and the mean age of Indians is now pegged at 27, a mean age that reinforces spending across all the retailing channels of grocery, non-grocery and non-store.

3. REVIEW OF LITERATURE

1. "Rice in the Global Economy: strategic research and policy issues of food security (IRRI-2010)" in this study identified the sustainably improving rice systems and enhancing overall performance of the global rice economy to reduce poverty and hunger. Priorities will clearly differ greatly among countries and even within countries. They will also necessarily embrace a wide range of technological, policy, and institutional options. Yet, several broad priorities emerging the Global problems need global solutions, but they must be flexible enough to meet local needs.
2. "POST HARVEST PROFILE OF PADDY/RICE" in this study identified the In world paddy production, Asia's share is more than 90 percent. Paddy is a primary foodgrain crop of India and occupies about 37 percent of the area under foodgrains and contributed more than 40 percent of foodgrains production in the country during 2000-01. More than 50 percent of country's population depends fully or partially on rice as it constitutes the main cereal food crop of the diet. During 1999-2000, in the states like Andhra Pradesh, Assam, Kerala, Orissa, Tamil Nadu and West Bengal, rice consumption accounted for more than 80 percent share in total cereal intake. Rice is primarily a high energy calorie food. The major part of rice consists of carbohydrate in the form of starch, which is about 72-75 percent of the total grain composition. The protein content of rice is around 7 percent. The protein of rice contains glutelin, which is also known as oryzenin. The nutritive value of rice protein (biological value = 80) is much higher than that of wheat (biological value = 60) and maize (biological value = 50) or other cereals. Rice contains most of the minerals mainly located in the pericarp and germ and about 4 percent phosphorus. Rice also contains some enzymes
3. "Dr.K.K.Tripathi: BIOLOGY OF ORYZA SATIVA L. (RICE)" in this identified the Rice (*Oryza sativa* L.) is a plant belonging to the family of grasses, Gramineae (Poaceae). It is one of the three major food crops of the world and forms the staple diet of about half of the world's population. The global production of rice has been estimated to be at the level of 650 million tones and the area under rice cultivation is estimated at 156 million hectares (FAOSTAT, 2008). Asia is the leader in rice production accounting for about 90% of the world's production. Over 75% of the world supply is consumed by people in Asian countries and thus rice is of immense importance to food security of Asia. The demand for rice is expected to increase further in view of expected increase in the population. India has a long history of rice cultivation. Globally, it stands first in rice area and second in rice production, after China. It contributes 21.5 percent of global rice production. Within the country, rice occupies onequarter of the total cropped area, contributes about 40 to 43 percent of total food grain production and continues to play a vital role in the national food and livelihood security system. India is one of the leading exporter of rice, particularly basmati rice.

4. "Amira Foods (India) Ltd: SUCCESSFUL MARKETING STRATEGIES AND BUSINESS MODELS" in this study identified the **Organic food business in India** has emerged as one of the largest markets in the world for organic food. The organic foods or products are healthy, contain no chemicals or preservatives, are totally natural and are much better than any form of non organic foods in terms of the various benefits that they provide to one and all. Organic foods are produced naturally without anything foreign included but traditional foods are constantly sprayed with pesticides, herbicides, hormones and many other chemical. Hence these become an obvious choice of health conscious people in India Also referred to as fresh food or natural food, you can now find it in common retail stores or food outlets inside malls. •Organic food can easily be found in India since India is a predominantly agricultural country and the food production of the country is very high hence there is enough organic food which is available in the country and hence there is no need to import the organic foods as well.
5. "Sangita Ghosh (FEBRUARY 2009): Against the grain" in his study Rice, which has long held the reputation of being the food of the masses, is witnessing a silent transformation in India. Things have come a long way from the "touch and feel" approach to purchasing rice by the weight to the modern era in which the busy urban Indian consumer is beginning to place his or her trust in branded and packaged rice.
6. "Dilip Kumar Jha / Mumbai July 6, 2012, 0:08 IST The Hindu: Rice shares up on removal of minimum export price" in his study identified Rice stocks surged by up to 16 per cent on Thursday on the back of the government's decision to allow basmati exports without the barrier of minimum export price (MEP). Fixed by the government, MEP is the benchmark price below which an exporter cannot sign a contract with foreign buyers. The Directorate General of Foreign Trade (DGFT), through a notification that the removal of MEP, which was received by exporters positively. While the share price of Kohinoor Foods Ltd jumped 14.41 per cent to close at Rs 32.15 that of LT Food Ltd shot up 9.64 per cent to Rs 43.80. Also, KRBL Ltd stock price jumped 7.75 per cent to close at Rs 22.25 on the BSE. Non-basmati rice exporters saw similar jump in stock prices.
7. "QRC RICE INSPECTION CELL KARACHI, LAHORE, QUETTA & TCP (BROWN RICE) COUNTRY WISE POSITION OF EXPORT OF BASMATI RICE (JULY, 2011 TO MAY, 2012)"
8. "SBI: Sindh Board of Investment (Govt.of.Sindh)" in this identified the Rice is the most widely consumed staple food at the global level and is an excellent source of compound carbohydrates. Pakistan is the 11th largest producer and 4th largest rice exporter. Pakistan produces 6.22 million tons of rice over an area of around 5 million acres. Rice exports remained the second largest foreign exchange earner for the country after cotton. Sindh province produces about 1.461 million tons from an area of 0.544 million hectares with an average yield of 2.686 tonnes rice per hectare. The main varieties of rice grown in Sindh are Basmati, irri6 and irri9. The fine type variety has different names in Sindh such as Roosi, GM Basmati, Kernel, Supper, Dubai or Basmati-2000. D-98 Basmati Rice from Sindh is also known to the world as 'Sindhi Basmati'. Major rice growing areas in Sindh are Larkana, Shikarpur, Dadu, Qambar – Shahdadkot, Badin, Thatta and Jacobabad.
9. "CDFD: Annual Report(April 2009 to March 2010)" in this identified the APEDA-CDFD Centre for Basmati DNA Analysis tested around 350 basmati samples for purity. Testing of purity of Basmati samples received from Export Inspection Council (EIC), Ministry of Commerce, Govt. of India, Basmati rice exporters from India and other countries.
10. "Global Agricultural Information Network: Required Report - public distribution (2/17/2010)GAIN Report Number: IN1011" India's basmati rice production is reportedly growing with the introduction of the PUSA 1121 variety, an evolved high yielding variety of basmati rice, grown mostly in Punjab and Haryana. Although no official statistics are available, trade sources peg production of all types of basmati (traditional, Pusa, and Pusa 1121) in MY 2009/10 at around 3.4 million tons from 1.5 million hectares.
11. "**Miscellaneous and Processed Products:** Regulating the Importation of Miscellaneous and Processed Products Regulated by Plant Protection and Quarantine" in this identified Special Procedures—Inspecting Basmati Rice (Polished), Milled products include basmati rice, husked rice, polished rice, rice flour, rice powder, and rice starch.
12. "G. Raghuram & V. N. Asopa (W.P. No. 2008-07-03 , July 2008): INDIAN INSTITUTE OF MANAGEMENT, Issues in Infrastructure for Export of Rice from India" in his study identified Rice is exported in two varieties, basmati (aromatic) and non-basmati. The basmati rice exports are in three categories: white, brown and parboiled. India earned Rs 18.4 billion in 2001-02 from exports of basmati rice and non-basmati rice contributed Rs 13.3 billion for the same period.
13. "Ir. Corné van Dooren (November 2005), Rice Value Chain Analysis": in his study identified the price is € 0.114 for rain-fed rice from Thailand, € 0.095 for irrigated farming (because there are two crops per year and higher yields) and € 0.243 per kg for traditional Basmati rice from India. Most traders pay more than the minimum price up to 0.25 per kilo.

4. NEED FOR THE STUDY

The main motive of the study is to look at the Evolving role of Retail Format merchandising on the different brands of basmati rice and it attempt to explore the various brands of basmati rice.

5. BROAD OBJECTIVE OF THE STUDY

Study of Retail merchandising and brand building of Basmati Brands

SPECIFIC OBJECTIVES

1. To study the Role of Merchandising on the different brands of basmati rice.
2. To study the Various Brands of basmati rice
3. To study the impact of in store promotion on various brands of basmati rice.
4. To study the various pack sizes of basmati brands available in different retail formats.
5. To study the various promotional offers of various basmati brands in retail formats.

6. RESEARCH HYPOTHESIS

The imbalance between the Retail brands of promotion and Merchandising of its different brands of basmati rice.

7. RESEARCH METHODOLOGY

7.1 RESEARCH DESIGN

On the basis of objectives of the study, a descriptive research design will be chosen. As this involves a compilation of various inputs, this qualifies to be Descriptive study. The hypothesis will be tested empirically.

7.2 DATA SOURCES

Primary data would be collected from

- 1) Retailers with the help of Questionnaires
- 2) Agents with direct interviews

Secondary data from journals, case studies, department of agricultural, Govt of AP as well as Govt of India, ministry of agricultural and directorate of economics and statistics..Etc.

8. MAJOR BASMATI BRANDS IN INDIA

- Amira
- Neesa

- Dunar
- Himalayan Crown
- India Salaam
- Indian Star
- Saffola Arise
- Tirupati
- Jagat

8.1 POWER OF THE BRAND

The imprint of a brand is getting bolder in today's consumer world. It is sign of the changing times. Along with increasing consumer awareness and changing preferences, the rice industry is witnessing change. No more is the friendly neighbourhood grocer's word all there is to go by. In a country that produces thousands of varieties of rice, branding has come to play a role in domestic as well as export markets. The brand is the new mantra for success and basmati, also known as the 'king of rice', is in the midst of the action. Rice producers have picked up the market trend towards preference for branded basmati and have jumped on to the bandwagon so that there are more than 100 regional brands of rice in India. Some famous brands available in India, are as follows

The wide range of packaged rice brands is dominated by the Basmati rice but includes many other processed rice variants as well. Here's what India's major rice manufacturers and marketers are offering at retail:

8.1.1 Kohinoor Foods Ltd.

Satnam Overseas' Kohinoor Foods Ltd. offers a wide range of packet brands of Basmati, non-Basmati, instant and ready-to-eat rice products. The brands are found in almost all the major retail and wholesale chains including Metro Cash n Carry, Reliance Fresh, Food Bazaar, Spencer's, Vishal, Subhiksha, HyperCity, More and Nilgiri's. The most coveted Basmati rice variants are Kohinoor Supreme, Kohinoor Brown & Kohinoor Organic. Kohinoor Supreme is the pure traditional Basmati rice present in the organised trade for two years. Kohinoor Brown is the healthier choice for Basmati rice. It is an un-milled rice, a kind of a whole grain and carries a mild nutty flavour. Kohinoor Organic is a natural Basmati rice grown under an organic farming pattern. It comes with IMO and Indian Organic certifications.

8.1.2 KRBL Ltd. (India Gate)

KRBL Ltd.'s rice variants are retailed under the 'India Gate' brand. Besides leading the domestic market in India, KRBL is also one of the largest Basmati rice exporters and suppliers to the Middle-east, Europe, USA, Canada and Africa. Besides India Gate, the company's flagship brand, KRBL also offers other rice brands such as Doon, Nurjahan, Aarthi, Royal, Zafrani, Sonale, Sostha, Train, Rice King, Joy, Football, Taj Mahal, Indian Farm, Sun Flower, Lion, Unity, People's Princess, Sarina, Queen of Hearts and Bemisal.

8.1.3 Lal Qilla

Lal Qilla Basmati rice, a renowned and traditional packet rice brand in India, claims about 28 percent share in the total sales of branded, packaged rice in India. Lal Qilla Basmati rice is the flagship brand and is a pure, traditional Basmati retailed in 1 kg poly packs at Rs 130, 2 kg at Rs 255, 5 kg at Rs 640 and 20 kg poly packs at Rs 2,600. Other brands are Golden Qilla, a premium quality traditional Basmati, and Qilla Excel – a Pusa 1121 Basmati. This product is available in 1 kg poly pack at Rs 125 and 5 kg at Rs 650. Qilla and President are the Dehraduni Pusa Basmati rice variants. The products are sold at Rs 85, Rs 170, Rs 425 and Rs 1,600 packed in 1 kg, 2 kg and 5 kg poly packs, and 20 kg jute bags, respectively. Shahjahan is a super quality Basmati available at Rs 95, Rs 190, Rs 465 and Rs 1,800 in 1 kg, 2 kg and 5kg poly packs, and 20 kg fabric bags, respectively. Golden Chhap Aged Basmati is the second-range aged traditional Basmati retailed in 1 kg and 5 kg poly packs at Rs 90 and Rs 470 respectively and in 20 kg jute bags for Rs 1,700, while Golden Chhap Daily Meal Basmati Rice is the third range aged traditional Basmati rice. The products are available in 1 kg and 5 kg poly packs priced at Rs 80 and Rs 400 respectively, and in 20 kg jute bags at Rs 1,500. Lal Qilla also offers No 517 Long grain Rice, a long grain non-Basmati Parmal rice variant priced at Rs 700 for 25-kg in a jute bag, and 507 Biryani Rice – a rice variant also known as Sharbati. It is available in 1 kg poly packs and 25 kg jute bags priced at Rs 55 and Rs 1,150 respectively. Apart from these, the Lal Qilla portfolio also includes Dobar, Tibar and Mungra rice qualities under the brand 'Golden'.

8.1.4 Shri Lalmahal

Shri Lalmahal provides a wide range of fine Basmati and non-Basmati rice. The main brands are Shri LalMahal (the flagship label), Pargol, Heena, Shanker Bhog and Mughlai. Shri LalMahal is premium quality Basmati rice sold in consumer packs of 1 kg, 2 kgs, 5 kgs, 10 kgs, 20 kgs and 30 kgs.

8.1.5 Tilda Riceland

Tilda Rice comes from the Tilda Riceland Limited. Tilda is currently retailed in all metros and major towns at chain stores including Big Bazaar, Spencer's, HyperCity, Reliance Fresh and More. The types are found in Basmati, Long Grain and Regional rice portfolio. There are eight sub-brands that Tilda currently offers, including Tilda Pure Basmati, a traditional Basmati priced at Rs 165 per kg; Tilda Resham, another pure variants of Basmati priced at Rs 150 per kg; Tilda Wandaful Pusa Basmati, whose rice grains are Pusa variety of the milled Basmati rice and are perfect for Biryani and Pulaos, available at Rs 140 per kg; Tilda Chamak Chhota Basmati, a Basmati that lends an ideal texture to creamy milk puddings, desserts and sweet dishes and is sold at Rs 55 per kg; and Tilda Brown Basmati, the popular, brown Basmati priced at Rs 150 per kg. In the Long Grain category, the company offers Tilda Khush – long grain rice with very elongated and slender grains, an extremely pure non-Basmati variety and priced at Rs 90 per kg; and Tilda Parmal, also a long grain, flavoured non-Basmati milled Parmal variety available at Rs 55 per kg. Tilda also offers a unique, regional variant called Tilda Sona Masoori, which is a non-Basmati Sona Masoori Tilda offers 'everyday' variants along with premium Basmati ranges. variety popular in South India and a staple diet for the region. This is the perfect rice for making tamarind & tomato rice for the south India pockets and is economically priced at Rs 32 per kg.

8.1.6 Jagat Agro (Jagat)

The 'Jagat' brand was launched in 1992 by Jagat Agro Commodities Pvt. Ltd. Besides being one of the major Basmati rice manufacturers in India, Jagat is now planning to enter the exports market. The manufacturer retails premium Basmati under the flagship brand 'Jagat' and offers a wide range of raw Basmati and parboiled rice. In non-Basmati, Jagat Pearl Rice is retailed in the packaged form. The Jagat brand can be found on the shelves at Reliance Fresh, Big Bazaar, More, Rice World, and Rice Haat (the exclusive company showrooms).

8.1.7 REI Agro

REI Agro, one of the leading players in the Basmati rice category, offers a wide range of brands such as Kasturi, Real Magic, Mr. Miller, Hungama, Hansraj and Al-Tahaan in the segment. The brands are segregated into Premium, Midrange and Economy ranges. Premium range labels include Kasauti and Real Magic; Midrange brands are Mr. Miller and Ikon, while the Economy range includes Hansraj and RainDrop.

8.1.8 Safal Rice

The Safal brand from Mother Dairy offers a range of Basmati packaged rice that is milled, processed, sorted cleaned and packed. Safal Gold Basmati Rice is the finest traditional long grain Indian Basmati rice. Safal Silver Basmati Rice is Indian long grain Basmati Rice, while Safal Premium Parmal Rice is a long grain Indian Parmal rice. (Safal is regarded as one of the first retailers to sell parmal rice in packaged format.)

9. PROMOTION OF BASMATI BRANDS AT VARIOUS RETAIL OUTLETS




The various brands of basmati rice being sold through the numerous retail formats are also aggressively promoting several brands with various promotional offers like price discounts, quantity discounts, introductory offers , combo offers etc


INDIA'S BASMATI RICE BRANDS						
Brand	Pack sizes	MRP (in Rs)				
Aeroplane Raw La-Taste	1 kg 5kg	117	585			
AeroplaneRaw Super Basmati	1 kg 5kg	111	555			
Bemisal Basmati	1 kg 5kg	99	495			
Charminar	1 kg 5 kg	93	455			
Daawat Brown Rice	½ kg	48				
Daawat Brown Rice	1 kg.	93				
Daawat Select Basmati	1kg 5kg	152	752			
Daawat Gold Biryani	1 kg 5kg	136	672			
Daawat Super Basmati	½kg 1kg 5kg	67	133	656		
DaawatRozana Basmati	1 kg 5kg	78	384			
DaawatRozana90Super Basmati	1 kg 5kg	62	304			
DaawatDevaaya Basmati	1kg 5kg	101	496			
Golden Chhap Aged Basmati	1 kg 5kg	105	520			
Heritage Basmati	1 kg 5kg	109	536			
India Gate Classic Basmati	1 kg 5kg	142	705			
India Gate Doon Premium	1 kg 5kg	139	690			
India Gate Super Basmati	1 kg 5kg	124	615			
India Gate Basmati Tibar	1 kg 5kg	102	505			
India Gate Basmati Dubar	1 kg 5kg	81	400			
India Gate Mongra	10 kg	416				
Indian Star	1 kg 5kg	155	775			
Noorjahan Basmati	1 kg 5kg	94	465			
Neesa Regular	1 kg 5kg	99	495			
Palm Tree Raw Basmati	1 kg 5kg	90	450			
Qilla Excel	1 kg 5kg	125	620			
Super Kohinoor Organic rice	1kg box	145				
Super Kohinoor Brown Rice	1 kg jute bag	140				
Super Silky Kohinoor	1 kg pack	140				
Super Kohinoor	1 kg 5 kg	138	680			
Trophy Royale	1 kg 5 kg	111	545			
Trophy Gold	1 kg 5 kg	95	465			
Tilda Resham	1 kg 5kg	140	700			
Tilda Wandaful	1 kg 5kg	130	650			
Tilda Khush	1 kg 5kg	80	400			
World Cup Raw Basmati	1 kg 5kg	103	515			

Source: Compiled by Author's

10. BRAND PRESENCE-FAMILIAL MODERN RETAIL FORMATS BRANDS ON HAND AT DIFFERENT RETAIL OUTLETS

HyperCITY There's more to discover	SPAR	BIG BAZAAR It's so easy sur'accha khin nahi!
Lal Qilla	Lal Haveli Basmati	Lal Qilla
Double Diamond Brand Basmati Rice	Adora Basmati	Double Diamond Brand Basmati Rice
Hanuman Brand Basmati Rice	Dawat Basmati	Hanuman Brand Basmati Rice
RST Brand Basmati Rice	Kohinoor Basmati	Kohinoor Basmati
Resham brand	Pari Basmati Rice	Pari Basmati Rice
Kohinoor Basmati	Doon Basmati	Doon Basmati
Tilda Basmati rice	Blue Label Basmati	Blue Label Basmati
Dawat Basmati	Hanuman Brand Basmati Rice	Hanuman Brand Basmati Rice

		
Lal Qilla	Lal Haveli Basmati	Lal Qilla
Double Diamond Brand Basmati Rice	Adora Basmati	Double Diamond Brand Basmati Rice
Hanuman Brand Basmati Rice	Dawat Basmati	Hanuman Brand Basmati Rice
RST Brand Basmati Rice	Kohinoor Basmati	Kohinoor Basmati
Resham brand	Pari Basmati Rice	Pari Basmati Rice

		
Lal Qilla		
Double Diamond Brand Basmati Rice		
Hanuman Brand Basmati Rice		
RST Brand Basmati Rice		
Resham brand		
Tilda Basmati rice		
Pari Basmati Rice		
Adora Basmati		
Dawat Basmati		
Kohinoor Basmati		
Blue Label Basmati		
Lal Haveli Basmati		
Doon Basmati		
Kohinoor Basmati	Doon Basmati	Doon Basmati
Tilda Basmati rice	Blue Label Basmati	Blue Label Basmati
Dawat Basmati	Hanuman Brand Basmati Rice	Hanuman Brand Basmati Rice

CONCLUSION

Branding has made mark in the commodity space where a commodity like long grain rice has been distinctly branded. Merchandising is any practice which contributes to the sale of products to a retail consumer. The first important step in retail merchandising is establishing working relationships with manufacturers who will provide the goods or services that are ultimately sold by the retailer. Basmati rice brands in India are growing by the day and there is intense competition among the domestic brands with the ongoing boom in organised retail formats making way for "Touch \$ Feel" purchases there is an upsurge in various basmati rice brands being sold by the retailers. Each retailer has on an average five different brands of basmati rice in their outlets. Because of which access and sale of the same have increased leaps and bounds so also the promotional offers on the same. The Indian Food and retail story has lots of future and everything points in its favourable growth

REFERENCES

1. Anupam Raj Gautam: Indian retail 2.0, vol 1 (2012); TCS Retail Consulting.
2. Dr. A. Jayakumar, K. Geetha; Vol. 1, No. 3, September-October (ISSN 2278 – 5973); SHIV SHAKTI International Journal in Multidisciplinary and Academic Research (SSIJMAR): RETAIL LANDSCAPE IN INDIA AN ANALYSIS
3. DR. B. ARCHANA, Vol.2 Issue 7, (July 2012), ISSN 2249 8834; EXCEL International Journal of Multidisciplinary Management Studies: A CASE STUDY ON RETAILING IN INDIA
4. Jothimurugan T., Harshith Babu V. S.; Tenth AIMS International Conference on Management (January 6-9, 2013): Influence of Foreign Direct Investment in Indian Retail Sector
5. NASSCOM: Research & Intelligence-An Over View Of The Retail Market –Analysing Opportunities.
6. P Murari IAS (R), Advisor to President, FICCI, New Delhi (September 2012): The Indian Kaleidoscope Emerging trends in retail
7. Rajib Bhattacharyya, IOSR Journal Of Humanities And Social Science (JHSS);ISSN: 2279-0837, ISBN: 2279-0845. Volume 5, Issue 5 (Nov. - Dec. 2012), PP 99-109: The Opportunities and Challenges of FDI in Retail in India
8. Roopa Singh, Imran Akhtar Khan; International Journal of Computer Science & Information Technology (IJCSIT) Vol 4, No 3, (June 2012): N APPROACH FOR INTEGRATION TESTING IN ONLINE RETAIL APPLICATIONS.

9. S.N.Venkatesh, Anjana Radhakrishnan, Santhosh Kumar A.V.; enth AIMS International Conference on Management (January 6-9, 2013): Managing Services in Competitive Environment: Managing Services in the Retail Sector in India
10. Sushil Patra - Associate Director , Retail & Consumer Products ,Akansa Shrivasa - Consultant , Retail: Food Specialty Retail in India

WEBSITES

11. www.indiaagristat.com
12. www.marketingstrategicmanagement.blogspot.in
13. www.thehindubusinessline.com



REQUEST FOR FEEDBACK

Dear Readers

At the very outset, International Journal of Research in Computer Application & 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 infoijrcm@gmail.com for further improvements in the interest of research.

If you have any queries please feel free to contact us on our E-mail infoijrcm@gmail.com.

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-
Co-ordinator

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

Our Other Journals

