INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION & MANAGEMENT



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 Inflionet of University Grants Commission (U.G.C.)],
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 5709 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/

ii

CONTENTS

Sr.	TITLE θ_{-} NAME OF THE AUTLOD (S)	Page
No.	IIILE & NAME OF THE AUTHOR (S)	No.
1.	MEDIATING ROLE OF EMPLOYEE RELATIONSHIP MANAGEMENT BETWEEN PERCEIVED TRAINING AND	1
	DEVELOPMENT AND EMPLOYEES PRODUCTIVITY	
	Dr. D.S. CHAUBEY, NAVITA MISHRA & Dr. RAJAT PRAVEEN DIMRI	
2.	A STUDY ON THE CONSUMER AWARENESS TOWARDS GREEN PRODUCTS WITH SPECIAL REFERENCE	7
	IO BANGALORE CITY	
2	SUCHETHA HUSAWANE & DI. P. V. PADWAJA	10
3.	TAMIL NADII	12
	Dr. A. FLANGOVAN & K. SIVAPERUMAI	
4	IMPACT OF CELEBRITY ENDORSEMENT ON BUYING DECISION: A STUDY IN BHUBANESWAR	16
••	SOMABHUSANA JANAKIBALLAV MISHRA, Dr. MUNMUN MOHANTY & Dr. S. C. SAHOO	10
5.	FACTORS INFLUENCING CONSUMER SATISFACTION AND THEIR PREFERENCES TOWARDS ICE CREAMS	23
_	ANUPAMA SUNDAR D & Dr. D G KANTHARAJ	-
6.	GROWTH TRENDS, COMPOSITION AND CHANGING BEHAVIOR OF MPCE IN MADHYA PRADESH: WITH	27
	REFERENCE OF INDIA	
	PRABHA BHATT & TRISHA SINGH TOMAR	
7.	IMPORTANCE OF CROSS CULTURE SKILLS IN MANAGEMENT	31
	Dr. SUBASH SINGH & Dr. MANJU KHOSLA	
8.	THE EFFECT OF DEMONETISATION ON THE INDIAN ECONOMY AT DIFFERENT TIME INTERVAL	34
0	AMISH BHARA I KUMAR SUNI & KUMAL BHAGWANDAS SIDHNANI	44
9.	ITIN SHARMA & SANDEED SEHGAL	41
10	PERFORMANCE MEASUREMENT: A CASE STUDY FOR INDIAN MUNICIPALITIES	44
10.	DEBASIS BANDYOPADHYAY & Dr. BISHWAMBHAR MANDAL	
11.	AN INQUIRY INTO IMPACT OF TQM IMPLEMENTATION ON CUSTOMER ORIENTED PERFORMANCE AT	51
	WORKING IRON AND STEEL FIRMS OF HYDERABAD-KARNATAKA REGION	-
	K C PRASHANTH	
12 .	A STUDY ON SOCIO ECONOMIC CONDITION OF WOMEN WORKERS IN UNORGANISED SECTOR WITH	56
	REFERENCES TO CHENNAI CITY	
	Dr. R. SURESH BABU	
13 .	A COMPARATIVE STUDY ON STOCHASTIC ANALYSIS OF MANPOWER LEVELS FOR BUSINESS USING	59
	FOUR AND SIX POINT STATE SPACE	
1.4	DT. R. ARUMUGAM	<u> </u>
14.	Dr. P. SUCHITRA	63
15	CUSTOMER SATISFACTION TOWARDS THE SERVICE QUALITY OF SOUTH INDIAN BANK	66
13.	CAMILLO JOSEPH	00
16.	TREND AND PATTERN OF FOREIGN DIRECT INVESTMENT INFLOW IN INDIA	71
	Dr. SANJAY NANDAL & SEEMA RANI	
17.	A STUDY ON BEHAVIOURAL BIASES	78
	HIMANSHI KALRA & Dr. NEHA BANKOTI	
18 .	SPIN TRANSPORT IN BN DOPED CrO2-GRAPHENE-CrO2 MAGNETIC TUNNEL JUNCTION	82
	DILPREET KAUR DHILLON & RUCHIKA CHHABRA	
19 .	UNDERGRADUATE STUDENT'S PERCEPTION TOWARDS ENTREPRENEURSHIP - A STUDY WITH SPECIAL	86
	REFERENCE TO UNDERGRADUATE STUDENTS OF UDUPI DISTRICT	
	IVIALLIKA A SHETTY	
20.	FACTORS INFLUENCING COMPLETION RATE OF ROAD CONSTRUCTION PROJECTS IN KISH COUNTY	92
	NYARAGA MOUNDE PETER & Dr. MOSES OTIENO	
		112
		116

<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

ADVISOR.

Prof. S. L. MAHANDRU

Principal (Retd.), Maharaja Agrasen College, Jagadhri

EDITOR

Dr. R. K. SHARMA

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

CO-EDITOR

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. SIKANDER KUMAR

Chairman, Department of Economics, Himachal Pradesh University, Shimla, Himachal Pradesh

Dr. JOSÉ G. VARGAS-HERNÁNDEZ

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

Mexico

Dr. RAJENDER GUPTA

Convener, Board of Studies in Economics, University of Jammu, Jammu

Dr. D. S. CHAUBEY

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

Dr. TEGUH WIDODO

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

Dr. S. P. TIWARI

Head, Department of Economics & Rural Development, Dr. Ram Manohar Lohia Avadh University, Faizabad

Dr. BOYINA RUPINI

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

Dr. KAUP MOHAMED

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

SUNIL KUMAR KARWASRA

Principal, Aakash College of Education, ChanderKalan, Tohana, Fatehabad

iv

Dr. MIKE AMUHAYA IRAVO Principal, Jomo Kenyatta University of Agriculture & Tech., Westlands Campus, Nairobi-Kenya Dr. M. S. SENAM RAJU Professor, School of Management Studies, I.G.N.O.U., New Delhi **Dr. NEPOMUCENO TIU** Chief Librarian & Professor, Lyceum of the Philippines University, Laguna, Philippines **Dr. PARVEEN KUMAR** Professor, Department of Computer Science, NIMS University, Jaipur Dr. ANA ŠTAMBUK Head of Department of Statistics, Faculty of Economics, University of Rijeka, Rijeka, Croatia Dr. H. R. SHARMA Director, Chhatarpati Shivaji Institute of Technology, Durg, C.G. Dr. CLIFFORD OBIYO OFURUM Professor of Accounting & Finance, Faculty of Management Sciences, University of Port Harcourt, Nigeria **Dr. SHIB SHANKAR ROY** Professor, Department of Marketing, University of Rajshahi, Rajshahi, Bangladesh Dr. MANOHAR LAL Director & Chairman, School of Information & Computer Sciences, I.G.N.O.U., New Delhi **Dr. SRINIVAS MADISHETTI** Professor, School of Business, Mzumbe University, Tanzania Dr. ANIL K. SAINI Professor, Guru Gobind Singh Indraprastha University, Delhi Dr. VIRENDRA KUMAR SHRIVASTAVA Director, Asia Pacific Institute of Information Technology, Panipat **Dr. VIJAYPAL SINGH DHAKA** Dean (Academics), Rajasthan Institute of Engineering & Technology, Jaipur Dr. NAWAB ALI KHAN Professor & Dean, Faculty of Commerce, Aligarh Muslim University, Aligarh, U.P. Dr. EGWAKHE A. JOHNSON Professor & Director, Babcock Centre for Executive Development, Babcock University, Nigeria **Dr. ASHWANI KUSH** Head, Computer Science, University College, Kurukshetra University, Kurukshetra **Dr. ABHAY BANSAL** Head, Department of Information Technology, Amity School of Engg. & Tech., Amity University, Noida **Dr. BHARAT BHUSHAN** Head, Department of Computer Science & Applications, Guru Nanak Khalsa College, Yamunanagar **MUDENDA COLLINS** Head, Operations & Supply Chain, School of Business, The Copperbelt University, Zambia Dr. JAYASHREE SHANTARAM PATIL (DAKE) Faculty in Economics, KPB Hinduja College of Commerce, Mumbai Dr. MURAT DARÇIN Associate Dean, Gendarmerie and Coast Guard Academy, Ankara, Turkey **Dr. YOUNOS VAKIL ALROAIA** Head of International Center, DOS in Management, Semnan Branch, Islamic Azad University, Semnan, Iran **P. SARVAHARANA** Asst. Registrar, Indian Institute of Technology (IIT), Madras SHASHI KHURANA Associate Professor, S. M. S. Khalsa Lubana Girls College, Barara, Ambala **Dr. SEOW TA WEEA** Associate Professor, Universiti Tun Hussein Onn Malaysia, Parit Raja, Malaysia Dr. OKAN VELI ŞAFAKLI Associate Professor, European University of Lefke, Lefke, Cyprus **Dr. MOHINDER CHAND** Associate Professor, Kurukshetra University, Kurukshetra

INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION & MANAGEMENT A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories http://ijrcm.org.in/

v

Dr. BORIS MILOVIC Associate Professor, Faculty of Sport, Union Nikola Tesla University, Belgrade, Serbia 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 Dr. MOHAMMAD TALHA Associate Professor, Department of Accounting & MIS, College of Industrial Management, King Fahd University of Petroleum & Minerals, Dhahran, Saudi Arabia **Dr. ASHOK KUMAR CHAUHAN** Reader, Department of Economics, Kurukshetra University, Kurukshetra Dr. RAJESH MODI Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia WILLIAM NKOMO Asst. Head of the Department, Faculty of Computing, Botho University, Francistown, Botswana **YU-BING WANG** Faculty, department of Marketing, Feng Chia University, Taichung, Taiwan **Dr. SHIVAKUMAR DEENE** Faculty, Dept. of Commerce, School of Business Studies, Central University of Karnataka, Gulbarga Dr. MELAKE TEWOLDE TECLEGHIORGIS Faculty, College of Business & Economics, Department of Economics, Asmara, Eritrea **Dr. BHAVET** Faculty, Shree Ram Institute of Engineering & Technology, Urjani Dr. THAMPOE MANAGALESWARAN Faculty, Vavuniya Campus, University of Jaffna, Sri Lanka **Dr. ASHISH CHOPRA** Faculty, Department of Computer Applications, National Institute of Technology, Kurukshetra **SURAJ GAUDEL** BBA Program Coordinator, LA GRANDEE International College, Simalchaur - 8, Pokhara, Nepal **Dr. SAMBHAVNA** Faculty, I.I.T.M., Delhi Dr. LALIT KUMAR Faculty, Haryana Institute of Public Administration, Gurugram 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.aea-web.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

PERFORMANCE MEASUREMENT: A CASE STUDY FOR INDIAN MUNICIPALITIES

DEBASIS BANDYOPADHYAY ASST. PROFESSOR DUMKAL COLLEGE PO – BASANTAPUR

Dr. BISHWAMBHAR MANDAL ASST. PROFESSOR UNIVERSITY OF KALYANI NADIA

ABSTRACT

This paper attempts to assess the performances of the Municipalities in the state of West Bengal, India, in service delivery and resource utilization in an integrated manner. They have used a nonparametric frontier (Data Envelopment Analysis-DEA) as the tool to measure technical efficiencies of the said municipalities applying the familiar Banker, Charnes & Cooper model to derive the efficiency level of the municipalities. The result shows that the municipalities on an average can reduce 27 to 30 percent of their expenditure to maintain present level of services. The paper finds that the problem of unproductive spending and under-provision of services is more pronounced in small size class municipalities. The input–output combination shows that the larger municipalities have a greater flexibility of using different efficiency combination than the smaller municipality. Thus, the chance of the larger inefficient municipalities to become efficient is higher than the smaller municipalities in future even with the same input–output combination. The only requirement is to change the proportion.

KEYWORDS

municipalities, data envelopment analysis (DEA), performance measurement, nonparametric efficiency analysis, efficiency score, benchmarking, municipal finance.

INTRODUCTION

s established by the Constitution of India the ULBs are mandatorily required to perform some basic services to its citizens. Such services include the supply of drinking water, providing street lights, maintaining drainage and sewage system, construction and maintenance of road, managing the solid waste of the towns etc. In order to provide such services, they are offered the power of collecting some revenue and taxes other than levied by the respective state governments. The quality and the performance of the ULBs are depending up on the basic necessary services that are provided by them in their jurisdiction. The performance level of the Municipalities can be compared and judged on the basis of the service they provide and on the factors which are required for providing and maintaining these services. The service they are offering to the citizens are termed as the output factor and depending on which factors they are delivering such services are termed as inputs when we are considering the performance level of the Municipalities in an input-output framework. In order to derive the physical performance level of the ULBs on the basis of the service delivery by them the technique of Data Envelopment Analysis is applied.

Measurement of efficiency is not an easy task. Attempts to do so have been going on since 1920s (Ridley, 1927), but the growth in the number of literature over the last few years is a testimony to the overwhelming increase in the interest in measuring performance and, consequently, it has been promoting improvement. In the last decades, measuring efficiency in local governments has become widespread particularly within individual European countries.

Research on efficiency of municipalities and local government services provision may be assembled into two main streams. The first stream includes research studies that focus on the assessment of efficiency of single service delivered by municipalities, i.e. Water management (Storto C. 2013, Nag T. and Garg A. 2013, Tiwari P. & Gulati M. 2011, Byrnes *et al.*, 2010, Picazo*et al.*, 2009, Gupta *et al.*, 2011), solid waste and sewage disposal (Worthington & Dollery, 2001), urban public transportation (Boame, 2004, Walter and Cullmann, 2008), public health services (Mbonigaba J. & Oumar B. 2014, Nakayama, 2004).

The second stream includes studies that are aimed at assessing an overall municipal efficiency scores. In this field a number of empirical investigations cover several countries, i.e. Australia (Dollery et al., 2008), Belgium (Geyes & Moesen 2009a, 2009b),), Norway (Borgeet al. 2008), Portugal (Afonso & Fernandes 2006, 2008), Finland (Loikkanen et al. 2011), Brazil (Scaratti D. et al. 2014, Sampaio de Sousa *et al.*, 2005), Germany (Geys*et al.* 2010; Kalb 2010, Kalb*et al.*, 2012), Italy (Storto C. 2013, Boetti*et al.*, 2009), India (Bondyopadhyay, 2012), Japan (Nijkamp& Suzuki, 2009), Turkey (Kutlar*et al.*, 2012) and France (Nieswand M. & Stefan S. 2011) Spain (Arcelus*et al.* 2007; Gimenez, Prior 2007, M. T. Balaguer-Coll et al 2004).

The efficiency analysis requires a detail data structure of selected parameters on which the analysis is to be carried on. The Indian data structure at the municipality levels are lacking in completeness and sufficiency and research relating to the efficiency of municipalities and local government service provision are also very limited. Furthermore, the fact about municipalities in West Bengal is worse than the standard level all over India. However, urban population density is the highest in West Bengal considering all India level and hence, the population pressure in these municipalities for this state is a major source of concern for the service providers, but there is no major research work done in the field of efficiency measurement of these municipalities. This paper is an attempt to fill up this research gap on the view of structural efficiency and in finding out the related causes of the low level of efficiency of the municipalities in West Bengal. The paper also attempts to build up an integrated framework for an analysis of performance in these municipalities bringing all the aspects of performance.

METHODOLOGY

Data envelopment analysis is a technique that can be used to assist in identification of best practice performance in the use of resources, highlight where the greatest gains may be made from improvements in efficiency, and help agencies achieve their potential.

Typically using linear programming, DEA calculates the efficiency of an organization within a group relative to observed best practice within that group. Here in this model we follow Charnes, Cooper and Rhodes (1978) model of DEA where set of linear equations are formed and a suitable weights are selected to solve them.

The basic efficiency concept is defined as the ratio of output and input. In case of multiple inputs and outputs accurate objective relative weights are necessary to determine the efficiency level.

The performance of DMUs (here the municipalities) are assessed in DEA using the concept of efficiency or productivity, which is the ratio of total outputs to total inputs. Efficiencies estimated using DEA are *relative*, that is, relative to the best performing DMU (or DMUs if there is more than one best-performing DMUs). The best-performing DMU is assigned an efficiency score of unity or 100 per cent, and the performance of other DMUs vary, between 0 and 100 per cent or 0 to 1 relative to this best performance.

GENERAL FORM OF CCR DEA MODELS

A general output maximization CCR DEA model can be represented as follows. Max Z = $\sum_{j} v_{jm} y_{jm}$, j=1.... J Sub. to:

-----(2)

-----(3)

Where X is the matrix of inputs and Y is the matrix of outputs.

The most important point regarding the DEA is:

When we focus on service organizations we generally cannot determine what the engineered, optimum or absolute efficient output-to-input ratio is. This is in contrast to the auto example where it was possible to determine the efficient engine performance. Consequently, we cannot determine whether a service unit is absolutely efficient. We can, however, compare several service unit output-to-input ratios and determine that one unit is more or less efficient than another-benchmarking. The difference in efficiency will be due to the technology or production process used, how well that process is managed, and/or the scale or size of the unit.

The present model is build up with four inputs and six outputs, and two dummy variables that are given as follows:

The model is build up with three inputs and five outputs, variables that are given as follows:

Inputs:

1. No. of permanent employee in the municipalities, in per capita terms (PCEMPLY)

2. Per capita revenue expenditure (PCREVEXP)

3. Per capita expenditure on salary and wages (PCSALWGE)

4. Per capita revenue expenditure excluding salary and wages (PCREVEXS)

Outputs:

1. Daily per capita water supply in liter (PCWATL)

2. Per capita sewage disposal (PCSDD)

3. Per Capita solid waste management service (PCSWM)

4. Per Capita road length, surfaced and un-surfaced in km. (PCRDLN)

5. Per capita drain length in KM (PCDRNLN)

6. Per Capita watt consumption in street lights (**PCWTC**)

The efficiency level of the municipalities is judged on the basis of their financial capabilities, mainly from the point of view of revenue income and revenue expenditure. Here we analyse the financial data of the municipalities on the basis of the Class of the towns. The four different classes are discussed here separately. This will produce a clear picture about the factor lying behind the performance delivery by municipalities.

Dummy:

1. Population more than one lakh we take 1 and 0 otherwise. (DM1POP)

2. Established more than 50 years ago, we take 1 and 0 otherwise. (DM2ESTB)

RESULTS AND DISCUSSIONS

Table-1 given below shows the summary statistics of the input and output variables. We use the latest data available for the year 2008-09 and 2012- 2013. We have considered 125 municipalities in West Bengal i.e. all municipalities except Kolkata MC and Howrah MC. We have selected 30 samples out of these 125 through the stratified random sampling procedure. Out of 30 municipalities 14 are from Class-I towns, 8 municipalities from Class-II towns, 6 municipalities from Class-III towns and 2 from Class-IV towns.

TABLE 1: SUMMARY STATISTICS OF VARIABLES: INPUT ORIENT EFFICIENCY MODEL FOR 2008-09

200	8-09			001	PUTS				I	NPUTS		DL	JMMY
Stat	istics	PCWATL	PCSDD	PCSWM	PCWTC	PCRDLN	PCDNLN	PCEMPLY	PCREVEXP	PCASLWGE	PCREVEXS	DM1POP	DM2ESTB
Ν	Valid	30.000	30.000	30.000	30.000	30.000	30.000	30.000	30.000	30.000	30.000	30.000	30.000
	Missing	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
Mean		25.942	91.235	0.366	2.908	0.001	0.001	0.001	440.367	212.284	228.083	0.467	0.733
Med	dian	21.000	86.000	0.170	2.833	0.001	0.001	0.0014	436.135	195.570	193.636	0.000	1.000
Std.	Deviation	22.510	37.775	0.213	1.439	0.001	0.001	0.001	192.591	112.692	159.348	0.507	0.450
Variance		506.700	1426.965	0.045	2.070	0.000	0.000	0.000	37091	12700	25392	0.257	0.202
Skev	wness	1.620	-0.276	0.141	0.819	2.012	0.970	0.606	1.873	0.478	2.104	0.141	-1.112
Std. Skev	Error of wness	0.427	0.427	0.427	0.427	0.427	0.427	0.427	0.427	0.427	0.427	0.427	0.427
Kurl	tosis	1.882	-0.421	-2.127	1.273	5.258	0.419	-0.039	6.940	0.205	6.389	-2.127	-0.824
Std. Kurl	Error of tosis	0.833	0.833	0.833	0.833	0.833	0.833	0.833	0.833	0.833	0.833	0.833	0.833
Min	imum	2.800	11.200	0.170	0.743	0.000	0.000	0.000	171.363	11.584	71.030	0.000	0.000
Max	kimum	89.900	155.610	0.590	7.152	0.005	0.003	0.003	1186.157	503.784	837.282	1.000	1.000

TABLE 2: SUMMARY STATISTICS OF VARIABLES: INPUT ORIENT EFFICIENCY MODEL FOR 2012-13

201	2-13			IN	PUTS				(D	DUMMY		
stati	stics	PCWATL	PCSDD	PCSWM	PCWTC	PCRDLN	PCDNLN	PCEMPLY	PCREVEXP	PCASLWGE	PCREVEXS	DM1POP	DM2ESTB
Ν	Valid	30.000	30.000	30.000	30.000	30.000	30.000	30.000	30.000	30.000	30.000	30.000	30.000
	Missing	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
Mea	in	50.682	94.068	0.366	3.260	0.002	0.002	0.002	919.460	490.366	429.094	0.467	0.733
Med	lian	39.500	86.000	0.170	3.559	0.002	0.001	0.001	977.523	448.002	416.312	0.000	1.000
Std.	Deviation	34.788	36.685	0.213	1.360	0.001	0.001	0.001	319.188	221.967	238.896	0.507	0.450
Vari	ance	1210.176	1345.802	0.045	1.849	0.000	0.000	0.000	101881	49270	57071	0.257	0.202
Skev	vness	0.298	-0.515	0.141	-0.030	1.353	1.510	1.166	-0.067	0.661	0.086	0.141	-1.112
Std.	Error o	f 0.427	0.427	0.427	0.427	0.427	0.427	0.427	0.427	0.427	0.427	0.427	0.427
Skev	vness												
Kurt	osis	-1.306	0.055	-2.127	-0.269	1.596	1.961	2.248	-0.190	-0.200	-0.929	-2.127	-0.824
Std.	Error o	f 0.833	0.833	0.833	0.833	0.833	0.833	0.833	0.833	0.833	0.833	0.833	0.833
Kurt	osis												
Min	imum	0.750	11.200	0.170	0.692	0.000	0.000	0.000	353.236	128.837	37.257	0.000	0.000
Max	imum	109.000	155.610	0.590	6.309	0.005	0.005	0.004	1600.097	974.806	921.348	1.000	1.000

ISSN 2231-1009

TABLES 1 and 2, show the summary statistics of the variables of the data collected as per the two study periods 2008-09 and 2012-13. We have selected 30 samples out of 125 municipalities in W.B. through simple random sampling procedure. Out of 30 municipalities 14 are from Class-I towns, 8 municipalities from Class-II towns, 6 municipalities from Class-III towns and 2 from Class-IV. Considering the input factor it is seen that the mean value for all the indicators of inputs have increased except PCEMPLY. The PCREVEXP, PCSALWGE and PCREVEXS have been doubled within this five year period. But in all cases the variance and SD value have increased a lot. This indicates that the overall average increase for the input factors is visible but this increase is not uniform. There are a lot of variations in the values of the inputs for the respective municipalities. The inequality of growth in the values of the inputs is the indicator of mal-distribution of resources of the municipalities.

The picture as depicted for the outputs tells a different story. For PCWATL the value has been doubled but with a more than double increase in variance i.e. water supply has increase on an average for the municipalities but this increase is happened at a greater degree of variances. The municipalities are doing better on an average in sewage disposal.in case of PCSWD there is no change in the man value as well as for the SD value. The road length has increased and the SD value have decreased. But for the other two other output variables there is no remarkable change in mean value and the SD value.

Now we consider the efficiency score of the sample municipalities. According to the theory as stated earlier, the efficiency score value, θ ranges from 0 to 1. The 30 sample municipalities are arranger as per class for the two study periods in Table 3 and Table 4, Table 5 depicts the overall summary statistics of the efficiency score value.

TADLE 5: EFFICIENCE SCORE VALUE FOR THE YEAR 2008-09 AND 2012-13											
SL. NO.	ULBS	CLASS	SCORE 2008-09	SCORE 2012-13	SL. NO.	ULBS	CLASS	SCORE 2008-09	SCORE 2012-13		
1	Kamarhati	1	0.817	0.964	16	Jangipur	Ш	0.838	0.852		
2	Maheshtala	1	1.000	1.000	17	Old Malda	П	1.000	1.000		
3	Raiganj	-	1.000	1.000	18	Rampurhat	=	0.868	1.000		
4	Baranagar	1	0.765	1.000	19	Suri	П	0.780	0.780		
5	Madhyamgram	Ι	0.853	1.000	20	New Barrackpore	П	0.943	1.000		
6	Kulti	Ι	1.000	1.000	21	Jaiaganj-Azimganj	П	1.000	0.725		
7	South Dum Dum	Ι	0.936	1.000	22	Ghatal	=	0.918	0.855		
8	North Barrackpore	Ι	0.838	0.922	23	Sainthia	Ш	0.822	0.853		
9	Purulia	Ι	0.793	0.847	24	Dalkhola	Ш	1.000	1.000		
10	Bansberia	Ι	0.780	0.827	25	Dubrajpur	Ш	0.871	0.824		
11	Bongaon	Ι	1.000	1.000	26	Dainhat	Ш	1.000	0.901		
12	Bhadreswar	Ι	0.769	0.889	27	Raghunathpur	Ш	0.908	0.898		
13	Rishra	Ι	0.703	1.000	28	Murshidabad	Ш	0.810	1.000		
14	Baidyabati	Ι	1.000	1.000	29	Khirpai	IV	1.000	1.000		
15	Contai		0.807	0.793	30	Kupers camp	IV	1.000	1.000		

The efficiency score value indicates that number of efficient municipalities have increased from 11 to 16. Out of these 9 remained efficient in both the years of the study, and in 2012-13 there are 7 new entrants, so 2 municipalities have shown a deterioration in the score value from 2008-09 to 2012-13, they are Jaiaganj-Ajimganj and Dainhat. Among the 7 new entry, 4 are from Class-I, 2 from Class-II and 1 from Class-III. Suri is the only municipality from which there is no change in the score value over the two study periods. 12 municipalities remained inefficient in both the time periods. Among these, 5 from Class-I, 4 from Class-II, and 3 from Class-III towns. Furthermore, 3 inefficient municipalities in both the time periods have shown a decrease in score value, they are Cantai. Ghatal and Dubrajpur, i.e. 2 from Class-III towns on an overall study shows an increase in the score value of the efficiency score, from 0.7 to 0.73 and the SD value have decreased. Thus there is an equitable development has happened over the time frame analyzed. 36 percent of the Class-I municipalities were efficient in the year 2012-13. In case of Class-II towns the percentage increase was from 25 percent to 37 percent and for the Class-III and Class-IV towns there was no change in the percentage of the efficient municipalities over the total number of samples there. Except the earlier stated two municipalities (Dainhat from Class-III and Jaiaganj-Ajimganj from Class-II) all the efficient municipalities in the year 2012-13. This result has an important interpretation that the deterioration in the performance level is not so remarkable and for Class-I the picture is good. This shows that mis-utilization of resources are much more evident in cases of small towns.

In Table 4 we find that the municipalities on an average can reduce 27 percent in 2012-13 of their expenditure to maintain present level of services and this performance have improved than that of 2008-09 by 3 percent.

Statistical summary of the Efficiency Scores of the ULBs.											
	Ν	Minimum	Maximum	Mean	Std. Deviation	Variance	Skewness	Kurtosis			
score 2008-09	30	0.7	1	0.9	0.09658	0.01	-0.197	-1.383			
score 2012-13 30 0.73 1 0.9 0.08531 0.01 -0.807								-0.674			

FIG. 1: EFFICIENCY SCORE OF THE SAMPLE MUNICIPALITIES OF WEST BENGAL FOR THE YEARS 2008-09 AND 2012-13

TABLE 4: SUMMARY STATISTICS OF THE EFFICIENCY SCORE VALUE

1.200 1.000 0.800 0.600 0.400 0.400	
	SCORE 2008-09
Kamarhati Maheshtala Raiganj Baranagar Madhyamgram Kulti Baranagar North. Purulia Bansberia Bansberia Bansberia Bongaon Bhadreswar Rishra Bongaon Dal Malda Rampurhat Contai Jangipur Old Malda Rampurhat Sainthia Dalkhola Dalkhola Dalnajpur Dainhat Raghunathpur Murshidabad Khirpai Kupers camp	SCORE 2012-13

INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION & MANAGEMENT A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories http://ijrcm.org.in/

	TABLE 5. MIDINICIPALITIES WITH SLACK IN INFOTOSED / OUTFOT-PRODUCED AMONG INEFFICIENT MUNICIPALITIES FOR 2008-09													
		INEFFIC	IENT IN CL	ASS-I	INEFFICIENT IN CLASS-II			INEFFICIE	NT IN CLASS	5-111&IV	ALL INEFFICIENT ULBs			
		NO ULB			NO ULB			NO ULB						
		WITH			WITH			WITH				GRAND	GRAND	
	VARIABLES	SLACK	MEAN	SD	SLACK	MEAN	SD	SLACK	MEAN	SD	TOTAL	MEAN	SD	
OUT	PCWATL	9	92.692	37.714	6	179.318	55.031	4	223.893	82.635	19	165.301	77.710	
PUT	PCSDD	4	13.828	26.022	2	2.497	4.148	2	3.198	5.538	8	6.507	19.057	
	PCSWM	2	0.004	0.013	5	0.080	0.055	4	0.070	0.017	11	0.051	0.049	
	PCWTC	6	0.637	0.735	2	0.707	1.580	1	0.035	0.061	9	0.459	1.054	
	PCRDLN	0	0.000	0.000	0	0.000	0.000	0	0.000	0.000	0	0.000	0.000	
	PCDRLN	0	0.000	0.000	2	0.231	0.132	2	0.432	0.244	3	0.431	0.331	
IN	PCEMPLY	9	0.567	0.190	6	0.600	0.209	4	0.840	0.138	19	0.669	0.215	
PUT	PCREVEXP	9	0.484	0.143	6	0.638	0.183	4	0.555	0.105	19	0.559	0.164	
	PCSALWAG	9	0.490	0.202	6	0.627	0.284	4	0.500	0.071	19	0.539	0.223	
	PCRVEXS	9	0.520	0.218	6	0.724	0.127	4	0.632	0.166	19	0.625	0.204	

TABLE 6: ULBs WITH SLACK IN INPUT-USED /OUTPUT-PRODUCED AMONG INEFFICIENT ULBs FOR 2012-13

	VARIABLES	RIABLES INEFFICIENT IN CLASS-I					IEFFICI	ENT IN CLA	SS-II	INEF	FICIEN	T IN CLASS	-III&IV	ALL INEFFICIENT ULBs		
		NO	ULB	MEAN	SD	NO	ULB	MEAN	SD	NO	ULB	MEAN	SD	TOTAL	GRAND	GRAND
		WITH				WITH				WITH					MEAN	SD
		SLACK	(SLACK	(SLACK						
OUT	PCWATL	2		1.984	3.622	4		20.795	28.895	1		11.697	16.542	7	10.831	22.160
PUT	PCSDD	3		1.530	2.340	2		3.232	7.226	0		0.000	0.000	5	1.077	5.129
	PCSWM	2		0.182	0.258	6		0.212	0.278	3		0.157	0.053	11	0.123	0.250
	PCWTC	4		0.964	1.121	3		0.353	0.483	2		0.433	0.460	9	0.262	0.874
	PCRDLN	0		0.000	0.000	0		0.000	0.000	1		0.000	0.000	1	0.000	0.000
	PCDRLN	0		0.000	0.000	0		0.000	0.000	1		0.000	0.000	1	0.000	0.000
IN	PCEMPLY	5		0.666	0.202	6		0.666	0.161	3		0.731	0.199	14	0.466	0.194
PUT	PCREVEXP	5		0.740	0.081	6		0.468	0.146	3		0.633	0.130	14	0.367	0.174
	PCSALWAG	5		0.579	0.106	6		0.575	0.180	3		0.692	0.163	14	0.422	0.163
	PCRVEXS	5		0.912	0.087	6		0.390	0.220	3		0.686	0.251	14	0.359	0.302

From Table 5 and Table 6 it is seen that smaller towns have more slacks in Input than in outputs. In cases of Inputs highest slacks are recorded in all the inputs, in cases of class II it is 100 per cent, i.e. for all the Class II municipalities, they are mis- utilizing their resources, as well as there are scopes for reducing their input used to achieve the same level of output. Slack represents only the leftover portion of inefficiencies. After proportional reduction in inputs or outputs, if a municipality cannot reach the efficiency frontier, slacks are needed to push the municipality to the frontier target. The slack report describes the specific decrease in input or increase in output for each of the sample municipality. The slack values have reduced a lot from 2008-09 to 2012-13. It shows an improvement in the efficiency score. The average slack for class I is much lower than the other classes.

		CLA	ISS I	CLA	SS II	CLASS III & V		
AVERAGE S	SLACKS	2008 00	2012 12	2008 00	2012 12	2008.00	2012 12	
FACTORS	VARIABLES	2008-09	2012-15	2008-09	2012-15	2008-09	2012-13	
	PCWATL	9.269	1.984	17.932	24.648	22.389	9.155	
	PCSDD	13.828	1.530	2.497	3.878	3.198	0.000	
OUTDUTC	PCSWM	0.004	0.182	0.080	0.244	0.070	0.130	
OUIPUIS	PCWATC	0.637	0.964	0.707	0.414	0.035	0.338	
	PCRDLN	0.926	1.022	0.735	0.897	0.684	0.748	
	PCDRNL	0.875	2.435	0.543	0.783	0.342	0.231	
	PCEMPLY	0.567	0.666	0.600	0.655	0.000	0.000	
	PCREVEXP	0.484	0.740	0.638	0.441	0.555	0.626	
INPUTS	PCSALWAG	0.490	0.579	0.627	0.569	0.500	0.670	
	PCRVEXS	0.520	0.912	0.724	0.347	0.632	0.665	

TABLE 7: SLACKS IN INPUT-USED/ OUTPUT -PRODUCES AMONG INEFFICIENT ULBs IN 2008-09 AND 2012-13

With a close investigation an interesting information can be derived from Table 7. The inefficient municipalities in Class-I category require much more increase their outputs and to decrease their inputs than the Class-II or Class-II towns, though the overall efficient number of municipalities are far more higher in Class-I towns. In other words, the inefficient municipalities in Class-I category have a greater degree of inefficiency than their counterparts in other two categories. **BENCHMARK ANALYSIS**

Table 8 shows the efficiency score and the benchmark levels along with optimal Lambda. This is the most important contribution of the DEA. Form this table the planner of inefficient municipalities can observe the benchmark municipalities that they need to catch up to. Obviously the efficient municipalities may consider themselves to be their own benchmark. So, benchmark for Kamarhati is Mohestola., Kulti, Baidyabati and Dainhat in the year 2008-09, but the benchmark level has changed to Maheshtala, Raiganj, Rishrah and New Barrackpore in 2012-13. These are Lambda weights obtained from the dual version of the linear programme that is solved to estimate these values. Here in our example Kamarhati is more likely to become Kulti than the others, in 2008-09 as the lambdas for Kulti is 0.79 and the lambdas for other benchmark municipalities for Kamarhati is less than that for Kulti.

From the bench mark analysis, we can derive the hypothetical DMU for an inefficient one to convert it in an efficient one. If the proportion of input used and output produced of the benchmarked DMUs of a specific inefficient DMU the later will transform itself into an efficient DMU in the group. From the Benchmark table it is clear that Kulti benchmarks for most of the inefficient municipalities, for 14 municipalities in 2008-09 and for 10 municipalities in 2012-13.

	TABLE 8: EFFICIENCY SCORE WITH BENCHMARK											
SL.NO.	DMU	Score 2008-09	Benchmarks 2008-09	Score 2012-13	Benchmarks 2012-13							
1	Kamarhati	0.8174	2 (0.08) 6 (0.79) 14 (0.03) 26 (0.35)	0.964	2 (0.43) 3 (0.68) 13 (0.12) 20 (0.28)							
2	Maheshtala	1.0000	7	1.000	8							
3	Raiganj	1.0000	0	1.000	1							
4	Baranagar	0.7649	6 (0.93) 26 (0.26)	1.000	0							
5	Madhyamgram	0.8530	2 (0.90) 29 (0.36)	1.000	1							
6	Kulti	1.0000	14	1.000	10							
7	South Dum Dum	0.9364	2 (0.11) 6 (0.79) 29 (0.34)	1.000	0							
8	North Barrackpore	0.8376	2 (0.03) 6 (0.75) 11 (0.02) 14 (0.15) 26 (0.15)	0.922	2 (0.15) 6 (0.70) 20 (0.28) 30 (0.24)							
9	Purulia	0.7932	6 (0.87) 26 (0.46)	0.847	2 (0.11) 6 (0.81) 20 (0.10) 29 (0.18)							
10	Bansberia	0.7800	2 (0.27) 6 (0.56) 14 (0.12) 26 (0.18)	0.827	2 (0.29) 6 (0.65) 29 (0.18)							
11	Bongaon	1.0000	2	1.000	0							
12	Bhadreswar	0.7692	6 (0.95) 24 (0.19) 26 (0.20)	0.889	2 (1.24) 6 (1.01)							
13	Rishra	0.7028	2 (0.37) 6 (0.54) 24 (0.24) 30 (0.07)	1.000	1							
14	Baidyabati	1.0000	3	1.000	1							
15	Contai	0.8069	6 (0.41) 24 (0.16) 30 (0.22)	0.793	6 (0.34) 17 (0.33) 24 (0.35)							
16	Jangipur	0.8383	2 (0.06) 24 (0.13) 26 (0.66)	0.852	2 (0.30) 17 (0.87) 24 (0.11) 29 (0.02)							
17	Old Malda	1.0000	0	1.000	3							
18	Rampurhat	0.8675	6 (0.17) 24 (0.35) 30 (0.43)	1.000	0							
19	Suri	0.7797	6 (0.33) 24 (0.11) 26 (0.66)	0.780	6 (0.04) 30 (1.05)							
20	New Barrackpore	0.9430	24 (0.65) 26 (0.51) 29 (0.10)	1.000	4							
21	Jaiaganj-Azimganj	1.0000	0	0.725	24 (0.87) 30 (0.36)							
22	Ghatal	0.9176	6 (0.16) 24 (0.52) 29 (0.22) 30 (0.09)	0.855	2 (1.08) 5 (0.11) 6 (0.48) 30 (0.03)							
23	Sainthia	0.8220	11 (0.23) 24 (0.05) 26 (0.47)	0.853	6 (0.14) 24 (0.55) 30 (0.22)							
24	Dalkhola	1.0000	11	1.000	4							
25	Dubrajpur	0.8710	6 (0.23) 24 (0.00) 26 (0.64) 30 (0.16)	0.824	6 (0.35) 14 (0.14) 17 (0.62) 29 (0.01)							
26	Dainhat	1.0000	13	0.901	2 (0.29) 20 (0.45) 30 (0.50)							
27	Raghunathpur	0.9076	6 (0.11) 26 (0.97)	0.898	6 (0.29) 29 (0.55)							
28	Murshidabad	0.8099	24 (0.08) 26 (1.27)	1.000	0							
29	Khirpai	1.0000	4	1.000	5							
30	Cooper's camp	1.0000	5	1.000	6							

STATISTICAL MODEL WITH EFFICIENCY SCORE

Now we consider the relationship of the Efficiency Score with the indicators that are applied to derive the score. The relationship is supposed to be a linear one. The efficiency score is taken as dependent variable and all the ten indicators, (inputs and outputs) [mention the variables] along with the two dummy variables are treated as independent variables to derive the relations among them. Here we have the model summary for the two study periods. In Table 8, for the year 2008-09 the Adjusted R square value is 0.558, i.e. 58.8 per cent variations in the score value is explained by the independent variables considered. The Adjusted R square value for the year 2012-13 is calculated as 0.747, thus there is a higher level of prediction possibility than the earlier time period. In both the years the relationship is guite strong and dependable. Table 9 describes the summary statistics of the models selected for the two periods.

TABLE 9: SUMMARY STATISTICS OF THE MODELS

MODEL SUMMARY										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson					
2008-09	.855ª	0.73	0.588	0.061743	1.725					
2012-13	.909ª	0.826	0.747	0.043053	1.825					

Dependent Variable: EFFSCORE

Now consider the F-test for the model selected. The F-test is used to test the significance of the regression model as whole. The significant F-value tells us whether the r-square is greater than zero because of sampling error. The Null hypothesis of the F-test is that there is no linear relationship of the dependent variable to the independent variables. The F-test result is shown in the table 10 below.

TABLE 10: ANOVA ^a												
Model		Sum of Squares	df	Mean Square	F	Sig.						
2008-09	Regression	0.196	10	0.02	5.142	.001 ^b						
	Residual	0.072	19	0.004								
	Total	0.268	29									
2012-13	Regression	0.176	9	0.02	10.534	.000 ^b						
	Residual	0.037	20	0.002								
	Total	0.213	29									

According to this table the F-value for the two study year are 5.142 and 10.534 respectively, and the p-values are .001 and .000, smaller than 0.05. Thus the null hypothesis of no linear relationship is rejected. Therefore, the regression model is significant at the 0.000 level as a whole for both the years.

Let us consider the significance of the testing parameters. t-test is used to examine the significance of the individual coefficients. The null hypothesis of the t-test is that the regression coefficient of an independent variable is 0 when the other predictors are present in the model. The unstandardized coefficients and the direction of the relationship of the individual variables were analyzed using a statistical significance of 10 percent. The table 11 below provides the information about the coefficient of each independent variable, t-statistics and p-values.

TABLE 11: COEFFICIENT OF EACH INDEPENDENT VARIABLE

2008-09					2012-13			
	Unstandardized Coefficients			Cia	Unstandardized Coefficients		t	C:-
	В	Std. Error	τ	Sig.	В	Std. Error		Sig.
(Constant)	0.885	0.057	15.583	0	0.951	0.045	21.29	0
PCEMPLY	0.007	0.001	0.377	0.12	0.006	0	0.462	0.064
PCREVEXP	0.011	0	0.604	0.053	0.019	0.009	2.132	0.04
PCASLWGE	0.05	0.02	0.783	0.011	0.034	0.033	0.874	0.02
PCRVEXS	0.03	0.012	2.547	0.02	0.054	1.92	1.457	0.016
PCWATL	0.619	0.354	1.154	0.063	0.032	2.053	2.852	0.01
PCSDD	0.4312	0.251	1.077	0.095	0.0361	0.946	2.763	0.023
PCSWM	0.48	0.244	0.206	0.039	0.372	0.0766	2.126	0.046
PCWTC	0.223	2.123	0.146	0.022	0.332	0.182	0.342	0.032
PCRDLN	0.0034	0.002	1.646	0.116	0.011	0.035	1.84	0.056
PCDRLN	0.0023	0.001	1.894	0.001	0.082	0.023	3.525	0.002
DM1POP	0.059	0.036	1.65	0.015	0.058	0.026	1.509	0.014
MD2ESTB	-0.014	0.032	-0.442	0.064	-0.039	0.026	-1.509	0.064

Dependent variable: EFFSCORE.

Based on the coefficients in table 10the regression equation for the two periods are:

1.EFFSCRE08=0.885+0.007PCEMPLY+0.011PCREVEXP+.05PCASLWGE+.03PCRVEXS+.619PCWATL+.4312PCSDD+.48PCSWM+.223PCWTC+.0034PCRDLN+.0023PCD RLN+0.059DM1POP - 0.014DM2ESTB.

2.EFFSCRE12=0.951+0.006PCEMPLY+0.019PCREVEXP+.034PCASLWGE+.054PCRVEXS+.032PCWATL+.0361PCSDD+.372PCSWM+.332PCWTC+.011PCRDLN+.082 PCDRLN+ 0.058DM1POP - 0.039DM2ESTB.

The regression equations shows the linear relationship between the EFFSCRE and the independent variables, the factors affecting the efficiency scores of the ULBs. The population dummy (1 for population greater than 1 lakh, 0 otherwise) has a positive impact on the efficiency score of the municipalities, i.e. as the population size increases the revenue collection also increases and the this is reflected in the service delivered by the respective municipality which directly has appositive impact on the efficiency level of the municipalities.

On the contrary the dummy for the year of establishment shows a negative impact on the efficiency level of the municipalities. The coefficient of dummy 2 (1 for the municipalities established more than 50 years ago, and 0 otherwise) indicates that as the municipalities are getting older, the maintenance cost for the infrastructure are getting higher, so they are left with a lesser amount of resource for providing better services to its citizens. Thus combining these two it is concluded that the larger new municipalities are more efficient than the smaller and older municipalities.

CONCLUSION

This paper thus analyses the performance of the municipalities in the state of West Bengal in India. It throws light on different aspects of performance in Indian municipalities, be it the expenditure management or the service delivery. The paper has attempted to build up an integrated framework for interpreting the of performance in these municipalities bringing all the aspect of performance. Here we derive the technical efficiency scores of the municipalities. These scores can give us an indication of the possible overspending or under-provision of services by those municipalities in a benchmarking framework. We find that the municipalities on an average can reduce 27 per-cent in 2012-13 of their expenditure to maintain present level of services and this performance have improved than that of 2008-09 by 3 percent. The misutilization of resources in revenue expenditure is very common feature in the Indian context because of their administrative inefficiency. All misutilization issues have to be resolved through proper planning and monitoring. We also find that the problem of unproductive spending and under-provision of services is more pronounced in small size class municipalities. The overall misutilization of resources are higher in Class-III and Class-III towns, but the inefficient municipalities of Class-I towns misutilizes resources at a greater extent than their counterpart in Class-II and Class-III towns. The larger and the newer ULBs have a greater chance to become efficient in their performance than the smaller and the older ones.

LIMITATIONS OF THE STUDY

- 1. This study is based on only 30 sample municipalities out of the total 125 municipalities except Kolkata MC & Howrah MC.
- 2. It is only a few categories like water supply, toilets, solid waste management, road, street lights that we had relevant information. Availability of physical data from other various services like public health, education etc. would have enabled us to evaluate the performance of each of these services.
- 3. In this study, inefficiencies due to measurement errors, omitted variables, the presence of outliers and other statistical discrepancies were not taken into account.

REFERENCES

- 1. Afonso, A. and Fernandes, S. (2006), Measuring Local Government Spending Efficiency: Evidence for the Lisbon Region. Regional Studies, Vol. 40(1), pp. 39-53.
- 2. Afonso, A. and Fernandes, S. (2008), Assessing and Explaining the Relative of Local Government. Journal of Socio-Economics, Vol. 37, pp. 1946-1979.
- 3. Arcelus, F. J., Arocena, P., Cabases, F. and Pacuab, P. (2007), On the Efficiency of the Delivery of Municipal Services, Universidad Publica de Nayarra, Working Paper Series DT 92/07.
- 4. Balaguer-Coll, M. T., Prior, D. and Tortosa-Ausina, E. (2007), Government Performance: A Two Stage nonparametric Approach, Institute Valenciano de Investigaciones Economicas, S.A.
- 5. Balaguer-Coll, M. T., Prior, D. and Tortosa-Ausina, E. (2007), On the Determinants of Local Government Performance: A Two-Stage Nonparametric Approach. European Economic Review, 51, 425-451.
- 6. Bandyopadhyay. S., (2012), Performance Evaluation of Urban Local Governments: A Case for Indian Cities, Working Paper 12-32, Andrew Young School of Policy Studies, Georgia State University, Atlanta, USA.
- 7. Boame, A. K. (2004), The technical efficiency of Canadian urban transit systems. Transportation Research Part E, 40, pp. 401-416.
- Boetti, L., Piacenza, M. & Turati, G. (2009), Decentralization and Local Governments' Performance: How does fiscal autonomy affect Spending Efficiency? Working Paper 11-2010, University of Torino, Italy.
- 9. Borge, L. E., Falch, T. and Tovmo, P. (2008), Public sector efficiency: the roles of political and budgetary institutions, fiscal capacity and democratic participation. Public Choice, 136, pp. 475-495.
- 10. Byrnes, J., Crase, L., Dollery, B., & Villano, R. (2010), The relative economic efficiency of urban water utilities in regional New South Wales and Victoria. Resource and Energy Economics, 32, pp. 439-455.
- 11. Charnes, A., Cooper, W.W., and Rhodes, E. (1978), "Measuring the Efficiency of Decision-Making Units", European Journal of Operational Research, Vol.2, No. 6, pp. 429-444.

- 12. De Borger, B., Kerstens, K., Moesen W. and VannesteJ. (1994), Explaining Differences in Productive Efficiency: An Application to Belgian Municipalities. Public Choice, 80(3-4), pp. 339-358.
- 13. DLB, West Bengal (2013), Revenue Income & Expenditure Statement for the year 2012-13 Kolkata.
- 14. Dollery, B., Byrnes, J., &Crase, L. (2008), Australian local government amalgamation: a conceptual analysis of population size and scale economics in municipal service provision. Australasian Journal of Regional Studies, Vol. 14, pp. 167-175.
- 15. Geys, B. and Moesen, W. (2009a), Exploring Sources of Local Government Technical Inefficiency: Evidence from Flemish Municipalities. Public Finance and Management, 9(1), pp. 1-29.
- 16. Geys, B. and Moesen, W. (2009b), Measuring Local Government Technical (In) Efficiency An Application and Comparison of FDH, DEA, and Econometric Approaches. Public Performance & Management Review, 32(4), 499-513.
- 17. Geys., B., Heinemann, F. and Kalb, A. (2010), Voter Involvement, Fiscal Autonomy and Public Sector Efficiency: Evidence from German Municipalities. European Journal of Political Economy, 26(2), pp. 265-278.
- 18. Gimenez, V. M. and Prior, D. (2007), Long-and Short-Term Cost Efficiency Frontier Evaluation: Evidence from Spanish Local Governments. Fiscal Studies, 28(1), 121-139.
- 19. Government of West Bengal (2013), The Kolkata Gazette, Kolkata, March.
- 20. Gupta, S., Kumar, S., & Sarangi, G. K. (2012), Measuring the performance of water service providers in urban India: implications for managing water utilities. Water Policy, 14, 391-408.
- 21. Kalb, A, Geys, B., & Heinemann, F. (2012), Value for money? German local government efficiency in a comparative perspective. Applied Economics, 44, 201-218.
- 22. Kalb, A. (2010), The Impact of Intergovernmental Grants on Cost Efficiency: Theory and Evidence from German Municipalities. Economic Analysis and Policy, 40(1), 23-48.
- 23. Katlar, A., Bakirci, F., Yuksel, F. (2012), An analysis on the economic effectiveness of municipalities in Turkey. African Journal of Marketing Management, 4, 20-98.
- 24. Loikkanen, Heikki A., Ilkka Susiluoto and Michael Funk (2011), The role of city managers and external variables in explaining efficiency differences of Finnish municipalities, Helsinki Centre for Economic Research (HECER), Discussion Paper 312.
- 25. Mbonigaba, J. and Oumar S. B. (2014), The Relative (in) Efficiency of South African Municipalities in Providing Public Health Care, ERSA working paper 474, Economic Research Southern Africa, South Africa.
- 26. Nag, T., Garg, A. (2013) Strategies to Improve Urban Water Delivery in West Bengal, India: An Analysis of Water Institutions and Benchmarking of Water Delivery Organizations, W. P. No. 2013-04-02, Indian Institute of Management, Ahmedabad.
- 27. Nakayama, Y. (2004), The technical efficiency and grants of municipal hospitals. Medicare and Society, 14 (3).
- 28. Picazo, T. A. J., Gonzalez, G. F., & Sacz, F.F.J. (2009), Accounting for operating environments in measuring water utilities managerial efficiency. The Service Industries, Journal, 29, 761-773.
- 29. Ridley, Charence E. (1927), Municipal Reports, National Municipal Review, 16:4(April), 243-5.
- Scaratti, D., Stroeher, A., Scaritti, G. (2014) Efficiency Evaluation of the Municipal Management of Public Services of water Supply, Sanitary Sewerage and Solid Waste, International Journal of Engineering & Technology IJET-IJENS Vol. 14 No. 01, pp. 43-57.
- Storto, C. I. (2013), Evaluating Technical Efficiency of Italian Major Municipalities: A Data Envelopment Analysis model, Procedia-Social and Behavioral Sciences 81, pp346-350.
- 32. Tiwari, P. Gulati, M. (2011), Efficiency of Urban Water Supply Utilities in India, Water Resources Development, Vol 27, No. 2 pp. 361-374.
- 33. Walter. M., Cullmann, A. (2008), Potential Gains from Mergers in Local Public Transport: An Efficiency Analysis Applied to Germany, DIW discussion paper 832, Berlin.
- 34. Worthington, A. C. & Dollery, B. E. (2001), Measuring Efficiency in Local Government: An Analysis of New South Wales Municipalities' Domestic Waste Management Function. Policy Studies Journal, Vol. 29, No. 2, pp. 232-249.

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 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

IATIONAL JOURNAL OF RESEARCH COMMERCE & MANAGEMENT





INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION & MANAGEMENT A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories http://ijrcm.org.in/