

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, ECONOMICS & 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., Cabell's Directories of Publishing Opportunities, U.S.A., Google Scholar,

Indian Citation Index (ICI), 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 (2012) & number of libraries all around the world.

Circulated all over the world & Google has verified that scholars of more than 6575 Cities in 197 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.	A STUDY ON PERCEPTION OF INVESTORS REGARDING IMPACT OF MONETARY POLICY ON EQUITY MARKET <i>V.PRASHANTH KUMAR & Dr. ILYAS UR RAHMAN</i>	1
2.	AN ANALYSIS OF THE RECENT POLICY REFORMS FOR THE ECONOMIC SLOWDOWN DUE TO COVID19 <i>REHAN KHAN</i>	7
3.	SELF-RELIANT INDIA AND MSMEs <i>DR. R. C. NAGARAJA</i>	10
4.	THE EFFECT OF PROCESS EFFECTIVENESS ON CUSTOMER ENGAGEMENT: AN EMPIRICAL STUDY OF INSURANCE COMPANIES IN INDIA <i>Dr. MANISH BADLANI, Dr. RITIKA MOOLCHANDANI & SHYAM BIHARI DUBEY</i>	12
5.	MICROCREDIT ACCESSIBILITY BY WOMEN IN AGRICULTURE: A STUDY IN SAHARANPUR DIVISION OF UTTAR PRADESH <i>SONALI AHLUWALIA</i>	18
	REQUEST FOR FEEDBACK & DISCLAIMER	23

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. BHAVET**

Former Faculty, Shree Ram Institute of Engineering & Technology, Urjani

ADVISOR**Prof. S. L. MAHANDRU**

Principal (Retd.), Maharaja Agrasen College, Jagadhri

EDITOR**Dr. NAWAB ALI KHAN**

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

CO-EDITOR**Dr. G. BRINDHA**

Professor & Head, Dr.M.G.R. Educational & Research Institute (Deemed to be University), Chennai

EDITORIAL ADVISORY BOARD**Dr. TEGUH WIDODO**

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

Dr. M. S. SENAM RAJU

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

Dr. JOSÉ G. VARGAS-HERNÁNDEZ

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

Dr. CHRISTIAN EHIOBUCHÉ

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

Dr. SIKANDER KUMAR

Vice Chancellor, Himachal Pradesh University, Shimla, Himachal Pradesh

Dr. BOYINA RUPINI

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

Dr. MIKE AMUHAYA IRAVO

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

Dr. SANJIV MITTAL

Professor & Dean, University School of Management Studies, GGS Indraprastha University, Delhi

Dr. D. S. CHAUBEY

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

Dr. A SAJEEVAN RAO

Professor & Director, Accurate Institute of Advanced Management, Greater Noida

Dr. NEPOMUCENO TIU

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

Dr. RAJENDER GUPTA

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

Dr. KAUP MOHAMED

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

Dr. DHANANJOY RAKSHIT

Dean, Faculty Council of PG Studies in Commerce and Professor & Head, Department of Commerce, Sidho-Kanho-Birsha University, Purulia

Dr. SHIB SHANKAR ROY

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

Dr. S. P. TIWARI

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

Dr. SRINIVAS MADISHETTI

Professor, School of Business, Mzumbe University, Tanzania

Dr. ABHAY BANSAL

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

Dr. ARAMIDE OLUFEMI KUNLE

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

Dr. ANIL CHANDHOK

Professor, University School of Business, Chandigarh University, Gharuan

RODRECK CHIRAU

Associate Professor, Botho University, Francistown, Botswana

Dr. OKAN VELI ŞAFAKLI

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

PARVEEN KHURANA

Associate Professor, Mukand Lal National College, Yamuna Nagar

Dr. KEVIN LOW LOCK TENG

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

Dr. BORIS MILOVIC

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

SHASHI KHURANA

Associate Professor, S. M. S. Khalsa Lubana Girls College, Barara, Ambala

Dr. IQBAL THONSE HAWALDAR

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

Dr. DEEPANJANA VARSHNEY

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

Dr. MOHENDER KUMAR GUPTA

Associate Professor, Government College, Hodal

Dr. BIEMBA MALITI

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

Dr. ALEXANDER MOSESOV

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

Dr. VIVEK CHAWLA

Associate Professor, Kurukshetra University, Kurukshetra

Dr. FERIT ÖLÇER

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

Dr. ASHOK KUMAR CHAUHAN

Reader, Department of Economics, Kurukshetra University, Kurukshetra

Dr. RAJESH MODI

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

YU-BING WANG

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

Dr. SAMBHAVNA

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

Dr. KIARASH JAHANPOUR

Dean of Technology Management Faculty, Farabi Institute of Higher Education, Karaj, Alborz, I.R. Iran

Dr. TITUS AMODU UMORU

Professor, Kwara State University, Kwara State, Nigeria

Dr. SHIVAKUMAR DEENE

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

Dr. BHAVET

Former Faculty, Shree Ram Institute of Engineering & Technology, Urjani

Dr. THAMPOE MANAGALESWARAN

Faculty, Vavuniya Campus, University of Jaffna, Sri Lanka

Dr. VIKAS CHOUDHARY

Faculty, N.I.T. (University), Kurukshetra

SURAJ GAUDEL

BBA Program Coordinator, LA GRANDEE International College, Simalchaur - 8, Pokhara, Nepal

Dr. DILIP KUMAR JHA

Faculty, Department of Economics, Guru Ghasidas Vishwavidyalaya, Bilaspur

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 **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/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.** The qualification of author is not acceptable for the purpose.

NOTES:

- a) The whole manuscript has to be in **ONE MS WORD FILE** only, which will start from the covering letter, inside the manuscript. ***pdf. version 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 **BRITISH ENGLISH** prepared on a standard A4 size **PORTRAIT SETTING PAPER**. **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>

MICROCREDIT ACCESSIBILITY BY WOMEN IN AGRICULTURE: A STUDY IN SAHARANPUR DIVISION OF UTTAR PRADESH

SONALI AHLUWALIA
STUDENT
AMITY INSTITUTE OF ORGANIC AGRICULTURE
AMITY UNIVERSITY
NOIDA

ABSTRACT

Women are seen as one of the most potential markets for microfinance both in terms of demand and utilisation of loans. Many research papers have also established that microfinance can empower women by fostering a sense of conviction and self-reliance which bring us to the aim of the present study, and that is to examine the accessibility of microcredit by women involved in agriculture in Saharanpur division of Uttar Pradesh, India. A descriptive approach was followed and data was collected through a survey using a five-point Likert-type questionnaire. Non-probability convenience sampling method was used in selection of the respondents. Data management and analysis was achieved using Statistical Package for the Social Sciences version 26.0. Factor analysis procedure was adopted to filter down the most significant constraints that hinder the accessibility of microcredit while hypothesis testing that is chi square test was applied to find the significant association between the dependent and independent variables. The results of the study may well be employed by various stakeholders in designing better approaches by operating on the suggested areas of improvement so that microcredit can bring about the desired changes within the lives of rural women employed in agriculture.

KEYWORDS

agricultural finance, constraints, India, microcredit, microfinance, women.

JEL CODE

G21

1. INTRODUCTION

1.1. BACKGROUND

The concept of microcredit was built on the idea that skilled people in underdeveloped societies living outside of traditional banking systems could gain entry into the economy by having access to credit and job opportunities (Ghalib, 2011, p. 467). In India, the concept of microcredit has developed rapidly over the last two decades, which has enabled poor small-scale entrepreneurs to have access to credit.

It dates back to the early 1970s in Gujarat when Self Help Groups (SHGs) were formed in order to provide banking services to the poor women of the unorganised sector (Singh, 2019, p. 89). These SHGs have encouraged the farmers to form thrift, savings and economic activity groups (Shaikh and Kadam, 2017, p. 706). Studies are also of the opinion that microcredit can reassure the poor to give up their savings and resort to loan so that they can pull themselves out of the poverty trap (Ranadive, 2002, p. 1). However, despite several efforts and initiatives we are yet to reach the most marginalised women farmers of our country.

1.2. PRESENT STATUS

As indicated by the National Crime Records Bureau, out of the total 8,007 farmer suicides in 2014, 441 were by women farmers alone. Under such scenarios, microcredit has grabbed the eye as a powerful device for poverty alleviation and financial independence among rural women (Mohd, 2018, p. 121).

In India, National Bank for Agriculture and Rural Development (NABARD) is considered as the primary agency for enabling the extension of rural credit and filling in as a pinnacle refinancing agency for the organisations providing investment and credit in rustic zones. RBI also set up a unique cell to link up with various financial institutions in the year 2000 in order to augment the flow of credit (Ranadive, 2002, p. 11).

2. REVIEW OF LITERATURE

2.1. WOMEN AND AGRICULTURAL FINANCE IN INDIA

Finance is considered to be an input which is as crucial as any other agricultural input used in the production (Mishra and Mohapatra, 2017, p. 411). Even so access to finance has always remained one of the biggest challenges to Indian policymakers despite several efforts to promote agricultural finance through various policy interventions (Bharti, 2018, p. 376). It has been established that many of the intercessions of today were rooted in the past but could not be successfully implemented, and if this weren't the case it would have taken India in the list of top financial inclusion (Bharti, 2018, p. 376).

Owing to the great inclusion of National Bank for Agriculture and Rural Development (NABARD) in financing long-term agricultural credit, the need for the effective performance of the Agriculture Rural Multipurpose Development Banks has increased (Thitte, 2012, p. 2). Though women participation in agriculture is increasing with time, discrimination in wages and working status still prevails for women labour but due to implementation of various policies and initiatives taken by government the invisibility of women as an agricultural worker is plummeting and will further diminish in future (Ghosh and Ghosh, 2014, p. 6).

2.2. CONSTRAINTS IN ACCESSIBILITY OF MICROCREDIT

The standards characterising social connections among various groups in society, which separate the decisions accessible to them hence, determining the level of dominance possessed have been named as structures of constraint (Folbre, 1994, cited in Ifelunini and Wosowei, 2013, p. 7). Gender explicit structures of constraint allude to the social standards, qualities and practices which characterised inequalities among women and men in the typical societal structure.

Deep-rooted gender discrimination and women's concerns tend to negatively influence equal participation of both sexes at all levels henceforth, this prompts an inability to use the maximum capacity of human resources for wealth creation, as one significant segment of the population is forgotten about or just permitted limited chances (Ifelunini and Wosowei, 2013, p. 7).

In addition to that, it has also been brought up that because of men-centric social position structures, women get generous family support in the initial phases of their initiatives however, later on such help is pulled back inspired by a paranoia of spouses losing predominance over their wives (Njeru and Njoka, 1998, cited in Ifelunini and Wosowei, 2013, p. 8).

2.3. PREVIOUS STUDIES

Machira et al (2014, p. 79) carried out a descriptive study to examine the factors influencing access to women enterprise funds by women micro and small enterprise owners in Tharaka South District of Kenya. The study confirmed earlier findings that uptake of credit relies upon various factors wherein entrepreneurial aptitudes contributed more to the accessibility of women finance followed by sociocultural variables and to lesser degree information sources.

Ifelunini and Wosowei (2013, p. 6) examined the constraint factors that inhibit women entrepreneurs' access to microfinance in the South-South region of Nigeria. The study suggested decrease in loan interest rate, microfinance institutions being carried nearer to the individuals most particularly the rural population, loosening up the terms and conditions for a loan application, sensitisation and prioritisation of more women about financial services, and increasing the payback period of loan as approaches to enhance access to microfinance services by women.

Seidu and Bambangi (2006, p. 41) analysed the effect of microcredit on poverty alleviation among women in the Kassena Nankana District of Ghana and found out that women who channeled the loans into their business made profit and were able to improve their living standards. However, high interest rates and long waiting periods were observed in the course of availing credit and henceforth, the study recommended training of beneficiaries to enable timely repayments and as a result a good credit standing for women.

3. IMPORTANCE OF THE STUDY

Financial accessibility is referred to in numerous studies as being one of the prime obstructions and imperatives to development. In an investigation of non-governmental organisations (NGOs) and women, the components that repress credit accessibility to women included absence of start-up capital, lack of awareness, high financing costs, protracted and vigorous procedures for loan applications, and absence of collateral security for loan (Macharia and Wanjiru, 1998, cited in Machira 2014, p. 82).

Microcredit plays an important role in economic development primarily in the rural economy and has helped in bridging the divide between recipient and provider (Samant et al, 2019, p. 3704). Women empowerment has become one of the major objectives of these financial institutions working towards the equal distribution of resources among men and women. But has microcredit successfully penetrated into women's lives? The present study explores the exact same question.

4. STATEMENT OF THE PROBLEM

There is no doubt that agriculture is India's vertical backbone and currently is at the crossroads of transition towards its crowning point (Kumar, 2017, p. 140). Agriculture sector utilises 80 per cent of all financially active women in India, 48 per cent of which are the self-employed farmers (Zaei et al, 2018, p. 4). In spite of their large contribution, women in rural areas are long denied basic rights such as right to education, right to speech, right to choose their partner, right to information (Bhattacharyya, 2013, p. 3) let alone the luxury of microcredit thereby putting them behind the curtains. For that importance, it is of the utmost need that the financial requirements of women are adequately understood and met.

Despite the great importance that microcredit holds especially in agricultural finance, uptake of loans by women is currently low which is an issue that needs to be highlighted in order to extract out the best from the women with skills. As hypothesised, the inaccessibility to credit is by and large created by the lending policies of financial institutions which is substantiated by complex application procedures and specified minimum loan amount (Umoh, 2006, p. 89). The situation if not addressed on a priority basis would lead to further thickening of patriarchy in our society thereby, limiting the growth of women and shrinking their potential to contribute to national development. This entailed the need to inquire into the factors that hindered women employed in agriculture from accessing microcredit.

5. OBJECTIVES

The general objective of the study was to study accessibility of microcredit by women employed in agriculture. In order to realise the above objective, it has been broken down further into the following sub-objectives:

1. To study the major constraints that hinder the accessibility of microcredit by women.
2. To study the effect of socio-demographics on accessibility of microcredit by women.

6. HYPOTHESES

The above stated second objective was realised by testing a set of null hypothesis (H^0) which are as follows:

1. H^0 : Age has no effect on accessibility of microcredit by women.
2. H^0 : Level of education has no effect on accessibility of microcredit by women.
3. H^0 : Employment status has no effect on accessibility of microcredit by women.
4. H^0 : Marital status has no effect on accessibility of microcredit by women.

7. RESEARCH METHODOLOGY

7.1. RESEARCH DESIGN

The present study follows a deductive approach of descriptive research design in order to achieve the objectives. This design was applied because the researcher collected the data through a questionnaire.

7.2. SAMPLE DESIGN

7.2.1. SAMPLING TECHNIQUE

Non-probability convenience sampling was adopted in this study which was further extended to area sampling. This type of technique stems from various advantages like simplicity, ease of research, short duration of time, helpful for hypothesis generation, and cheapest to implement when compared to other techniques.

7.2.2. TARGET POPULATION

The population for the study includes the women employees working in the field of agriculture in Saharanpur district of Uttar Pradesh. Saharanpur district is divided into 11 blocks and 877 villages.

Out of these 11 blocks, three were selected based on convenience namely- Punwarka, Balia Kheri, and Deoband. Two villages from each of the blocks were selected for the study- Topri and Azampura, Igari and Sheikhwala, and Kalan and Khur, respectively. The villages and each woman participant served as the sampling unit and element for the study, respectively.

7.2.3. SAMPLE SIZE

The general rule of thumb states that the size of sample for research studies should be large enough to allow for the issues with data collection and also should be economical. This trade off is most critical in determining the sample size of a research study (Barnes & Sebstad, 2000, p. 14). In this study, a sample size of 160 respondents was taken considering the time limitation on the research work to be completed.

7.3. RESEARCH INSTRUMENT

7.3.1. DATA COLLECTION TOOL

The research was based on primary data keeping in view the linguistic barriers among the target population. Standardised non-comparative itemised 5-point Likert-type questionnaire was used to get information from the respondents under study through face-to-face interaction and over phone calls.

7.3.2. DATA COLLECTION PROCEDURE

Due to the prevailing circumstances of coronavirus, an enumerator was appointed who was known through personal relations in the study area. The enumerator had links with women groups involved in agriculture in the study area by virtue of his work in the medical field.

To minimise variations in data collection procedures, it was personally administered by the enumerator using the local language i.e. Hindi for better correspondence by respondents. Only structured questions were used for easier analysis and administration. Personal transport was used while collecting data and many questionnaires were also filled over phone calls.

7.3.3. DATA ANALYSIS TOOL

Statistics procedure using Statistical Package for the Social Sciences (SPSS) version 26.0 was used to analyse the data thus collected. Interpretations were then made keeping in view the established research objectives and statements of hypothesis in the light of the available literature.

Factor analysis procedure was employed to realise the first objective of the study wherein the extraction method made use of principal component analysis. In factor analysis, the beta-weight i.e., factor loading under each constraint represents a correlation of the variables to the identified constraint factor and has the same interpretation as any correlation coefficient (Ifelunini and Wosowe, 2013, p. 8). However, only variables with loading of 0.50 and above were used in naming the factors.

In order to realise the second objective, the data collected was examined using hypothesis testing via chi square test on SPSS. This test was adopted to find the association between the variables.

8. RESULTS AND DISCUSSION

8.1. RESPONSE RATE

Data was obtained from 144 against 160 questionnaires which were administered. This represented a 90 per cent response rate, which is considered satisfactory to make conclusions for a study. A 50 per cent response rate is adequate, 60 per cent good and above 70 per cent rated very good (Mugenda and Mugenda, 2003). Based on this assertion, the response rate in this study falls under the category of 'very good'.

8.2. ANALYSIS OF MAJOR CONSTRAINTS

Data reduction helped in compiling similar variables into one factor for easy understanding and working. Based on the selection and clustering of items, factors 1, 2, 4, and 7 (see Table 1) were named technical, social, managerial, and efficacy factor, respectively and consisted of following variables:

1. Under technical factors, the specific constraint variables included ease of securing a guarantor (0.585) and length of pay-back period (0.530).
2. Under social factors, the items that were loaded included willingness to grant loan to women (0.576) and training of officers for gender concerns of women (0.578).
3. Specific issues with high loading under managerial constraint included availability of credit record (0.563) and criterion of educational level of the borrower (0.541).
4. The main constraint as perceived by the respondents under efficacy factor included time lag between application and loan sanction (0.540).

TABLE 1: COMPONENT MATRIX OF FACTOR ANALYSIS

Variables*	1	2	3	4	5	6	7
Willingness	-.197	.576	.181	-.164	.125	.049	.395
Guarantor	.585	-.101	-.237	.114	.146	-.087	-.323
Awareness	.094	.150	-.064	-.141	.575	.635	-.051
Training	.001	.578	.234	.238	-.356	-.231	-.043
Documents	-.124	.487	-.112	.240	.348	-.127	.110
Credit Record	.107	.098	-.415	.563	.000	.212	.055
Location	.346	-.187	.390	.146	.113	.247	.407
Trust	.394	-.269	.180	-.095	.325	-.303	.204
Pay-back	.530	.234	.007	-.173	-.224	.344	.006
Income	.269	.339	-.372	.070	.435	-.349	-.094
Interest	-.098	.102	.535	.550	.032	.288	-.270
Collateral	.479	.167	.443	-.307	-.022	-.067	-.417
Time Lag	.376	.084	.104	-.054	-.067	-.135	.540
Account	.378	.437	-.125	-.005	-.300	.040	-.051
Paperwork	-.096	.004	.489	.190	.394	-.288	-.137
Education	.342	-.302	-.010	.541	-.136	-.069	.167

*Factor loading of 0.5 was used which means any variable with loading of less than 0.5 was dropped and any variable that loads more than one factor was also dropped.

Source: Self compiled by Author

8.3. ASSOCIATION BETWEEN VARIABLES

A number of socio-demographic attributes of the respondents were studied which included respondents' age, level of education, employment status and marital status. To find the association chi square test (see Table 2) was run based on which following results were obtained:

1. The chi square test on association between age of respondents and accessibility of microcredit showed that the significance of chi square statistic for all variables is more than 0.05 except availability of credit record (0.022) and criterion of educational level (0.029) which means that null hypothesis (H⁰) is accepted for all variables other than the two aforementioned variables.
2. The chi square test on association between level of education of respondents and accessibility of microcredit exhibited that the significance of chi square statistic for all variables is more than 0.05 which means that H⁰ is accepted for all the variables.
3. The chi square test on association between employment status of respondents and accessibility of microcredit marked that the significance of chi square statistic for all variables is more than 0.05 which means that H⁰ is accepted for all the variables.
4. The chi square test on association between marital status of respondents and accessibility of microcredit displayed that the significance of chi square statistic for all variables is more than 0.05 which means that H⁰ is accepted for all the variables.

TABLE 2: CHI SQUARE TEST ON ASSOCIATION BETWEEN VARIABLES (Asymptotic Significance*, 2-Sided)

Socio-demographics	Willingness	Guarantor	Training	Credit Record	Pay-back	Time Lag	Education
Age	.056	.477	.857	.022	.829	.383	.029
Level of Education	.118	.094	.619	.367	.612	.164	.193
Employment Status	.413	.416	.303	.475	.176	.267	.088
Marital Status	.110	.996	.336	.352	.381	.257	.120

*Only values less than 0.05 were considered to be significant

Source: Self compiled by Author

8.4. SOCIO-DEMOGRAPHIC DISTRIBUTION OF RESPONDENTS

The study reflected that a big percentage (52.1 per cent) of the women employed in agriculture are of middle age i.e., 25-50 years old. This may be due to increased domestic responsibilities on a woman than a male as believed under a typical patriarchal society.

The study set up the varying level of education of the respondents and it was found that the majority of the women employed in agriculture have had no formal education. Nonetheless, it should be noted that a significant number of women (49.3 per cent) are at least senior secondary qualified which is considered a level that will present them with the basic foundation of a new skill (Machira et al, 2014, p. 89).

The study also sought to investigate the type of employment among women and the noteworthy inference is that 22.2 per cent of women are self-employed which could be attributed to the fact that self-employment among women brings along a great deal of advantages, for example, autonomy, adaptability and the opportunity to get away from hindrances in paid employment (Hughes, 2003, p. 433). Further the study dwells on the fact that the move to seek self-employment in agriculture fosters from hands-on experience and ground-level knowledge associated with the rural women in the study area.

Lastly, the study considers the marital status of respondents which clearly shows that a good majority of women (66.7 per cent) are married but there are no cases of divorce among women employed in agriculture in the study area which is reflective of the conventional nature of the rural families.

9. FINDINGS

The top 7 variables or constraint areas (see Table 1) as deduced from the data analysis are as follows:

1. Ease of securing a guarantor (0.585)
2. Training of officers for gender concerns of women (0.578)
3. Willingness to grant loan to women (0.576)
4. Availability of credit record (0.563)
5. Criterion of educational level of the borrower (0.541)
6. Time lag between application and loan sanction (0.540)
7. Length of pay-back period (0.530)

The top 3 variables are distinctly indicative of the fact the gender discrimination prevalent in our society which calls for gender sensitisation. The ramifications of the discoveries made in the study are that the significant constraints are equipped for disintegrating the advantages of microcredit schemes to the women employed in rural agriculture. Also the odds of more women befitting from this plan could be hampered. Moreover, enthusiasm of women business visionaries in the field of agriculture could be influenced.

However, the results of the study also show that there is no association between the accessibility of microcredit and socio-demographics of women. From the result it would not be incorrect to say that the policies relating to microcredit providers are quite fair and open to all women equally irrespective of their age, education background, type of employment or marital status.

10. SUGGESTIONS

10.1. STRATEGY FOR IMPROVEMENT

TABLE 3: FREQUENCY DISTRIBUTION OF POSITIVE RESPONSES* FOR TOP 7 VARIABLES

Variable	Frequency	Per cent	Cumulative per cent
Training	74	16.26	16.26
Credit Record	71	15.60	31.86
Willingness	66	14.50	46.36
Time Lag	63	13.85	60.21
Pay-back Period	63	13.85	74.06
Education	59	12.97	87.03
Guarantor	59	12.97	100
Total	455	100	

*Positive responses include agree and strongly agree only on the Likert scale

Source: Self compiled by Author

The opinion of the respondents on the strategies to improve the accessibility of microcredit was considered (see Table 3). The results show that the majority of the respondents were of the view that the officers should be trained for gender concerns of women, followed by those whose opinion is that a proper credit record or ranking system for individuals should be maintained by the management.

A set of respondents also believed that there is a non-willingness to grant loans to women in general. This may bring a lot of challenges in encouraging more women to come out and avail the microcredit services. On the other hand, an equal percentage of women agreed that there is a scope of reducing the waiting period between loan application and its sanction, and lengthening the pay-back period. Lastly, a minority set of women are of the opinion that their education background and not being able to secure a guarantor hinders accessibility too.

10.2. RECOMMENDATIONS

Having carried out the study, it is observed that there is a general lack of approachability by women that is unfilled, and subsequently recommends the following key points for women to secure relevant and opportune data in order to increase their accessibility of microcredit:

1. Training officers for gender concerns of women

- 1.1. Inclination of bank officers towards gender parity through workshops
- 1.2. Motivational strategies to enthuse bank officers to extend credit facilities to women

2. Creating a database of credit record and developing credit ranking system

- 2.1. Data collection to enable traceability and better allocation of credit
- 2.2. Monitoring system with technological intervention

3. Eliminating gender biases while granting loan

- 3.1. Setting up of specialised women cells
- 3.2. Promotion campaigns for creating awareness about credit facilities

4. Redefining banks' policies

- 4.1. Lengthening of pay-back period by reducing monthly installments
- 4.2. Eliminating education criterion entirely and focusing on skills instead

5. Issue in securing a guarantor

- 5.1. Simplification of procedural formalities by reducing paperwork
- 5.2. Increasing the limit for not obtaining collateral security

11. CONCLUSIONS

Drawing from the findings and results of the study three major conclusions could be drawn. Firstly, social and managerial factors hinder the accessibility of microcredit by women the most, followed by technical factors, and to lesser degree efficacy factors. Secondly, none of the socio-demographics under consideration i.e., age, education, employment and marital status have any significant impact on the accessibility of microcredit by women. Last but not the least, the study supports the literature on the factors- interest rate, terms and conditions for a loan application, sensitisation and prioritisation of women (Ifelunini and Wosowe, 2013, p. 10), payback period of loan and waiting periods (Seidu and Bambangi, 2006, p. 54).

12. LIMITATIONS

Not every research study can be perfect which leads to a few limitations that can come into play due to constraints on research design. Same is the case with this study and the limitations are sited below:

1. Lack of previous research studies on the topic

In the present study, there was a lack of literature in the chosen geography however. Few research papers were found from Africa that helped in identifying the need for further development in the area of study.

2. Researcher couldn't be present physically to collect data

Due to the unfortunate situation of coronavirus, the researcher couldn't be present personally to carry out the procedure of data collection. However, an enumerator was appointed who made sure that the data collected was authentic and worth drawing conclusions from.

13. SCOPE FOR FURTHER RESEARCH

Further research on microcredit accessibility by women should be based on aspects such as the profitability view on microcredit funds and the performance of women agripreneurs. Another worth exploring proposition is to study the channelizing of loan amounts credited to women through appropriate research in order to understand the concerns and needs of rural women. Furthermore, the research only explored the accessibility of microcredit by women in Saharanpur Division of Uttar Pradesh whose findings might not be similar to other areas. Other research works could be carried out on specific fund providers so as to substantiate the results of this study by drawing parallels.

14. ACKNOWLEDGEMENTS

The author thanks her faculty guide, Ms. Sneha Ghai, Asst. Professor, Amity Institute of Organic Agriculture, whose contribution in stimulating suggestions and encouragement helped her to coordinate her research by steering it in the right direction, and Mr. Rajesh Verma, Asst. Professor, Amity School of Insurance Banking and Actuarial Science for imparting the knowledge of Business Research Methodology to the author without which this study would have been a little success.

REFERENCES

1. Ajit Kumar Mishra & Upasana Mohapatra, 'Agricultural Finance in India- An Overview', International Journal of Engineering Sciences & Research Technology, Volume No. 6 (2017), Issue No. 8 (August), ISSN: 2277-9655, pp. 411-417.
2. Al-hassan Seidu & Sagre Bambangi, 'Microcredit and Poverty Alleviation: An Analysis of the Performance of Women in Microcredit Activities in the Kassena Nankana District of Ghana', Ghana Journal of Studies, Volume No. 3 (2006), Issue No. 2 (November), pp. 41-56.
3. Asad K Ghalib, 'How Effective is Microfinance in Reaching the Poorest? Empirical Evidence on Programme Outreach in Rural Pakistan', Journal of Business Economics and Management, Volume No. 14 (2011), Issue No. 5 (November), ISSN 1611-1699, pp. 467-480.
4. Barnes C & Sebstad J. (2000): "Guidelines for Microfinance Impact Assessments, Discussion Paper For The CGAP 3 Virtual Meeting," Management System Internationals, Washington, DC.
5. Bhattacharyya A. (2013): "Rural Women in India: The Invisible Lifeline of Rural Community," Department of Political Science, Bhairab Ganguly College, Kolkata.
6. Dr. Devendra Singh, 'A Critical Study of Micro Finance Institutions & It's Growth in India', Amity International Journal of Juridical Sciences, Volume No. 5 (2019), ISSN 2395-4019, pp. 88-94.
7. Dr. Mun Mun Ghosh & Dr. Arindam Ghosh, 'Analysis of Women Participation in Indian Agriculture', IOSR Journal Of Humanities And Social Science, Volume No. 19 (2014), Issue No. 5 (May), ISSN 2279-0845, pp. 1-6.
8. Folbre N. (1994), "Who Takes Care of the Kids? Gender and the Structures of Constraint," Routledge, London.
9. Gabriel Umoh, 'Empirical Investigation of Access to Microcredit in an Emerging Economy: Evidence from Nigeria', Journal of African Business, Volume No. 7 (2008), Issue No. 2 (September), ISSN 1522-8916, pp. 89-117.
10. Hellen Kawira Machira, Ibuathu Charles Njati, Kubaison S Thiaine & Guyo Huka, 'Accessibility of Women Enterprise Fund Among Small and Micro Women Enterprise Owners in Tharaka South District, Kenya', IOSR Journal of Business and Management, Volume No. 16 (2014), Issue No. 1 (January), ISSN 2319-7668, pp. 79-103.
11. Innocent A Ifelunini & Elizabeth C Wosowei, 'Constraints to Women Entrepreneurs Access to Microfinance in South-South Nigeria', Research Journal of Finance and Accounting, Volume No. 4 (2013), Issue No. 6, ISSN 2222-1697, pp. 6-13.
12. Karen Hughes, 'Pushed or Pulled? Women's Entry into Self-Employment and Small Business Ownership', Gender, Work and Organization, Volume No. 10 (2003), Issue No. 4 (June), ISSN 1468-0432, pp. 433-454.
13. Macharia WL & Wanjiru A. (1998): "Formal Credit Financing for Small Scale Enterprises in Kenya: A Case Study of NGOs and Small Scale Women Entrepreneurs in Garment Manufacturing Sector of the Textile Industry in Nairobi and Nyeri," Kenyatta University, Nairobi.
14. Mansour Esmaeil Zaei, Prachi Kapil, Olha Pelekh & Azadeh Teimoury Nasab, 'Does Microcredit Empower Women through Self-Help Groups? Evidence from Punjab, Northern India', MDPI Open Access Journal, Volume No. 8 (2018), Issue No. 3 (July), ISSN 2078-2489, pp. 1-15.
15. MK Thitte, 'Importance of Agricultural Finance in India', Indian Streams Research Journal, Volume No. 2 (2012), Issue No. 7 (August), ISSN 2230-7850, pp. 1-3.
16. MR Shaikh & MM Kadam, 'Comparative Analysis of Agrobased Self Help Groups and its Employment Generation in Nagpur District of Maharashtra', Agriculture Update, Volume No. 2 (2017), Issue No. 4 (November), ISSN 0973-1520, pp. 706-711.
17. Mugenda OM & Mugenda AG. (2003): "Research Methods: Quantitative and Qualitative Approaches," Acts Press, Masola Publishers, Nairobi.
18. NCRB (2014): Distribution of Farmers Suicides by Causes All India, Government of India, Viewed on March 05, 2020 <https://ncrb.gov.in/en/accidental-deaths-suicides-in-india?theme=red&page=34>
19. Nisha Bharti, 'Evolution of Agriculture Finance in India: A Historical Perspective', Agricultural Finance Review, Volume No. 78 (2018), Issue No. 3 (June), ISSN 0002-1466, pp. 376-392.
20. Njeru HN & Njoka JM. (1998): "Small Scale Enterprise in Nairobi: The Sociocultural Factors Influencing Investment Patterns among Informal Sector Women Entrepreneurs," Department of Sociology, University of Nairobi, Nairobi.
21. Priya Samant, Anurupa Singh, Richa Misra & Ritesh Dwivedi, 'Impact of Microcredit on Women Empowerment Indicators: An Empirical Research in the State of Uttarakhand', International Journal of Recent Technology and Engineering, Volume No. 8 (2019), Issue No. 3 (September), ISSN 2277-3878, pp. 3702-3709.
22. Ranadive JD. (2002): "Database Issues: Womens Access to Credit and Rural Microfinance in India," UNDP, New Delhi.
23. Ravindra Kumar, Dan Singh, RN Yadav, DK Singh & HL Singh, 'Information Need of Farming Community of Muzaffarnagar, Shamli, Saharanpur District of Western Uttar Pradesh', Bulletin of Environment, Pharmacology and Life Sciences, Volume No. 6 (2017), Issue No. 11 (October), ISSN 2277-1808, pp. 140-143.
24. Sharif Mohd, 'A Study on the Performance of Microfinance Institutions in India', International Academic Journal of Accounting and Financial Management, Volume No. 5 (2018), Issue No. 4 (October), ISSN 2454-2350, pp. 116-128.

REQUEST FOR FEEDBACK

Dear Readers

At the very outset, International Journal of Research in Commerce, Economics & 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 co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

Our Other Journals

