

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., EBSCO Publishing, U.S.A., Cabell's Directories of Publishing Opportunities, U.S.A.,

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

The American Economic Association's electronic bibliography, EconLit, U.S.A.,

Index Copernicus Publishers Panel, Poland with IC Value of 5.09 & number of libraries all around the world.

Circulated all over the world & Google has verified that scholars of more than 4456 Cities in 177 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.	TEACHER EDUCATION AND ITS MANAGEMENT IN THE ERA OF GLOBALIZATION <i>NEENA ANEJA</i>	1
2.	A SOCIO ECONOMIC ANALYSIS OF AGRICULTURAL LANDLESS LABOURERS <i>DR. S. RAMASAMY, R. MAHESH & A. PALANISAMY</i>	3
3.	FINANCIAL LITERACY: AN EMPOWERMENT FOR FINANCIAL INCLUSION <i>DR. MAMTA JAIN, SHYAMA BOHRA & DR. T. N. MATHUR</i>	7
4.	DOES FINANCIAL DEVELOPMENT CAUSE ECONOMIC GROWTH? A TIME SERIES ANALYSIS FOR INDIAN ECONOMY <i>DR. VIJAY KUMAR SHARMA & NEERAJ KUMAR</i>	12
5.	A STUDY ON MARKET INTEGRATION AND PRICE DYNAMICS OF INDIAN NATURAL RUBBER (RSS 4 GRADE): DOMESTIC VS. INTERNATIONAL MARKETS <i>DR. M. KANNAN</i>	17
6.	EFFECT OF ERP SOFTWARE ON PERFORMANCE OF INDUSTRIES IN SME SECTOR <i>PRASANNA BYAHATTI & DR. FAISAL U.</i>	21
7.	A STUDY ON THE PERCEPTIONAL ATTITUDE AND KNOWLEDGE TOWARDS MGNREGA IN TAMILNADU WITH SPECIAL REFERENCE TO TIRUCHIRAPPALLI DISTRICT <i>DR. G. JOHN & GEORGIA. L. THINAKARAN</i>	25
8.	EMPIRICAL ANALYSIS OF MACROECONOMIC INDICATORS AS DETERMINANTS OF GDP OF PAKISTAN BY USING ARDL APPROACH <i>AHSAN KHAN</i>	28
9.	EMPOWERMENT OF WOMEN THROUGH SELF HELP GROUPS <i>DR. GAYATHRI BALAKRISHNAN.R. & SHANTHAMANI.N</i>	34
10.	AN EFFECTIVE STUDY ON FOREIGN DIRECT INVESTMENT IN INDIA <i>RAJASHEKAR.</i>	38
11.	A STUDY ON FINANCIAL DERIVATIVES AND ITS EFFECT ON INDIAN CAPITAL MARKET <i>K. RAJENDRA PRASAD</i>	41
12.	ENTREPRENEURSHIP DEVELOPMENT IN INDIA <i>KRUNAL SONI</i>	43
13.	POPULATION AND DEVELOPMENT: A BRIEF REVIEW <i>DR. DEBASHIS MALLICK</i>	48
14.	DECODING THE OIL PRICE CRISIS – 2014 <i>DR. SUSHMITA, MOHD RUMMAN & HARSHIT BAJAJ</i>	53
15.	PROSPECTS OF GENETICALLY MODIFIED CROPS IN INDIA: CHALLENGES AND ISSUES <i>DR. FAIZANUR RAHMAN</i>	59
16.	TRADE LIBERALIZATION EFFECTS ON INCOME DISTRIBUTION AND POVERTY IN CAMEROON <i>JUMBO URIE ELÉAZAR & TCHOUMO TEMGOUA HERMANN ROSTAND</i>	65
17.	BRANDING NEXT GENERATION PRODUCTS: ISSUES AND CHALLENGES <i>SANTHOSHA. B. M & RAGHUNANDAN M .V</i>	71
18.	THE CONTRIBUTION OF MICROFINANCE TO SUSTAINABLE DEVELOPMENT IN RWANDA <i>SYLVIE NIBEZA</i>	75
19.	SMEs IN INDIA: ROLE AND RELEVANCE IN ECONOMIC DEVELOPMENT <i>RAMA RANI</i>	82
20.	EMERGING TRENDS IN GENDER BASED EMPLOYMENT STRUCTURE IN RURAL INDIA <i>JYOTI RANI</i>	85
	REQUEST FOR FEEDBACK & DISCLAIMER	88

CHIEF PATRON

PROF. K. K. AGGARWAL

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

FOUNDER PATRON

LATE SH. RAM BHAJAN AGGARWAL

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

CO-ORDINATOR

DR. BHAVET

Faculty, Shree Ram Institute of Engineering & Technology, Urjani

ADVISORS

PROF. M. S. SENAM RAJU

Director A. C. D., School of Management Studies, I.G.N.O.U., New Delhi

PROF. M. N. SHARMA

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

PROF. S. L. MAHANDRU

Principal (Retd.), Maharaja Agrasen College, Jagadhri

EDITOR

PROF. R. K. SHARMA

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

FORMER CO-EDITOR

DR. S. GARG

Faculty, Shree Ram Institute of Business & Management, Urjani

EDITORIAL ADVISORY BOARD

DR. RAJESH MODI

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

PROF. SIKANDER KUMAR

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

PROF. SANJIV MITTAL

University School of Management Studies, Guru Gobind Singh I. P. University, Delhi

PROF. RAJENDER GUPTA

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

PROF. NAWAB ALI KHAN

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

PROF. S. P. TIWARI

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

DR. ANIL CHANDHOK

Professor, Faculty of Management, Maharishi Markandeshwar University, Mullana, Ambala, Haryana

DR. ASHOK KUMAR CHAUHAN

Reader, Department of Economics, Kurukshetra University, Kurukshetra

DR. SAMBHAVNA

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

DR. MOHENDER KUMAR GUPTA

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

DR. VIVEK CHAWLA

Associate Professor, Kurukshetra University, Kurukshetra

DR. SHIVAKUMAR DEENE

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

ASSOCIATE EDITORS

PROF. ABHAY BANSAL

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

PARVEEN KHURANA

Associate Professor, Mukand Lal National College, Yamuna Nagar

SHASHI KHURANA

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

SUNIL KUMAR KARWASRA

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

DR. VIKAS CHOUDHARY

Asst. Professor, N.I.T. (University), Kurukshetra

FORMER TECHNICAL ADVISOR

AMITA

Faculty, Government M. S., Mohali

FINANCIAL ADVISORS

DICKIN GOYAL

Advocate & Tax Adviser, Panchkula

NEENA

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

LEGAL ADVISORS

JITENDER S. CHAHAL

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

CHANDER BHUSHAN SHARMA

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

SUPERINTENDENT

SURENDER KUMAR POONIA

CALL FOR MANUSCRIPTS

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

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

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. **COVERING LETTER FOR SUBMISSION:**

DATED: _____

THE EDITOR

IJRCM

Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF _____.

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

DEAR SIR/MADAM

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

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

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

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 :

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 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) **Abstract alone will not be considered for review** and the author is required to submit the **complete manuscript** in the first instance.
- f) **The journal gives acknowledgement w.r.t. the receipt of every email within twenty four hours** and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of manuscript, within two days of submission, the corresponding author is required to demand for the same by sending a separate mail to the journal.
- g) The author (s) name or details should not appear anywhere on the body of the manuscript, except 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 **bold typed, 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 italicized text**, ranging between **150 to 300 words**. The abstract must be informative and explain 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.
7. **JEL CODE:** Provide the appropriate Journal of Economic Literature Classification System code (s). JEL codes are available at www.aeaweb.org/econlit/jelCodes.php, however, mentioning 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 range from 2000 to 5000 WORDS.**

12. **FIGURES & TABLES:** These should be simple, crystal **CLEAR, centered, separately numbered & self explained, and titles must be above the table/figure. Sources of data should be mentioned below the table/figure. It should be ensured that the tables/figures are referred to from the main text.**
13. **EQUATIONS/FORMULAE:** These should be consecutively numbered in parenthesis, horizontally centered with equation/formulae number placed at the right. The equation editor provided with standard versions of Microsoft Word should 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: 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 are supposed to follow Harvard Style of Referencing. **Also check to make sure 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 italics. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
 - For titles in a language other than English, provide an English translation in 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 after 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>

A STUDY ON THE PERCEPTIONAL ATTITUDE AND KNOWLEDGE TOWARDS MGNREGA IN TAMILNADU WITH SPECIAL REFERENCE TO TIRUCHIRAPPALLI DISTRICT

DR. G. JOHN
ASSOCIATE PROFESSOR
DEPARTMENT OF COMMERCE
ST. JOSEPH'S COLLEGE
TRICHIRAPPALLI

GEORGIA. L. THINAKARAN
RESEARCH SCHOLAR & ASST. PROFESSOR
ST. JOSEPH'S COLLEGE
TRICHIRAPPALLI


ABSTRACT

In India, despite economic growth, poverty and unemployment continue to be the major economic problems with 75 per cent of the rural population living below poverty line and 74 per cent unemployed population hailing from rural India. In order to overcome this evil roots the central govt initiated the MGNREGA. Though the scheme considered as a livelihood source for the rural people but who are not fully aware of the full fruit of the scheme. In another flip of the coin most of the past research concentrated on the economic point of view and performance analysis about the scheme. The researchers in the past period not have given importance to the current topic. In order to concentrate on that particular the present study is discussed both the awareness and perceptual attitude of the beneficiaries towards mgnrega in the study area.

KEYWORDS

mgnrega, livelihood, awareness, perceptual attitude, beneficiaries.

INTRODUCTION

 Social evils and uncivilized people came from the seed of poverty. The country will not move forward with the mass of poor people. To lit the lamp in the downtrodden people's life, UPA Govt has innovated the scheme called MGNREGA, which is the largest public employment programme in the World providing work to 5 Crore rural households or 10 Crore workers. One in every 3 rural households is a worker under the programme. It addressed 41% of the problem of underemployment in the rural areas¹ In the current financial year; the central government has allotted 5,000 crores to nrega in the union budget.

MGNREGA in Tamilnadu was started on February 2nd, 2006 in six districts under phase I; phase II started on 01.04.2007 mainly in four districts, and the remaining 21 districts is taken part under phase III on 01.04.2008. This year the wage rate is increased to Rs.184 in Tamilnadu. Approved Labour Budget in the FY 2015-2016 is 239.11 crore. Total number of household completed the work in the FY 2014-2015 were 22, 07,425 crore.²

Tiruchirappalli is the Main district in which the scheme provided a sustainable work to the rural women as evidenced by the percentage of women participation was 79.15, where men are 20.85 in the FY 2014-2015.³ Such huge number of people procuring benefit under this scheme it is necessary to analyses whether the job card holders really aware of the policies, benefits and the govt assistances available under this scheme.

In this cockpit view, a study has undertaken in Pullambadi block of Tiruchirappalli district to explore the perceptual attitude and knowledge towards the employment guarantee scheme.

THE EMPLOYMENT GUARANTEE ACT: THE BASIC IDEA

The Employment Guarantee Act is a step towards the right to work, as an aspect of the fundamental right to live with dignity

- The "right to life" is a fundamental right of all citizens under Article 21 of the Indian Constitution.
- "Right to life... includes the right to live with human dignity; it would include all these aspects which would make life meaningful, complete and living." (Supreme Court)

REVIEW OF RELATED LITERATURE

R.S.Negi (2015)⁴ et.al underwent an attempt to assess the impact on implementation and effectiveness of the Act in district Pauri Garhwal, Uttarakhand. The study was mainly focused on the impacts of MGNREGA related to natural resources include soil, water etc. The objectives were to create wage employment for the rural sustainable livelihood to raise productive capacity of the economy and to analyze the extent of women participation. They concluded that the introduction of the programme of MGNREGA had a clear positive impact on the rural economy through employment and income generation and also through raising the standard of living and socio-economic performance of the rural community of the district. So it is recommended that the present programme should be further spread in the rural areas by means of proper planning, adequate supervision, effective implementation and better monitoring. The MGNREGA scheme should not be confined into 100 day's work for wage earners it should be further extended for shake of beneficiaries.

Ram Babu and Dr.A.N.Panda (2015)⁵ conducted performance assessment of nrega in which they analyzed the current status, future prospect, funding pattern and wage rate of MNREGA. He summarised that Household provided employment in the financial year, 2013-14 (up to December, 2013) 3.8 crore and 135 crore person days of employment were generated. Expenditure on Wages in the current financial year, 2013-14, Rs.17832 corer (76% of the total expenditure) From FY 2006-07 up to FY 2013-14 (up to Dec, 2013) the women participation rate has ranged between 40-51 percent of the total person-days generated, much above the statutory minimum requirement of 33% percent. 2013-14, 74 million individuals in 48 million household in rural Indian were employment under the Mahatma Gandhi National Rural Employment guarantee program with each household on average work for 46 days. This cost the Government of India Rs 39,000 corer in the year 2013-2014.

Hazarika (2014)⁶ examined the impact of MGNREGA on income and migration of people of Lakhimpur District, Assam. The study found that scheme has a positive impact on eradicating poverty by increasing income of people and decreasing the rural migration

According to the study "The Politics of the Mahatma Gandhi National Rural Employment Guarantee Act in Andhra Pradesh" by Diego Maiorano (2014)⁷ said that how political dynamics have influenced the nrega implementation in Andhra Pradesh. He stated that implementation performance of the scheme has been fairly good in the study area. The reason behind that success was political commitment of that state's chief minister. He argue that Andhra Pradesh has performed fairly well as far as the generation of MGNREGA employment is concerned. In fact, among India's largest states, it is among the top performers in terms of both person-days per household generated (56.49 as against an all-India average of 42.43 in 2011-12) and number of households provided with 100 days of

employment (17.76% as against 7.81% on average in 2011–12). Andhra Pradesh also has an above-average participation rate of women (57.79% as against 48.17% in 2011–12).

Shenbagaraj P. and Arockiasamy S. (2013)⁸ “Impacts of MGNREGA on Local Development: A Study of Ottapidaram Blocks in Thoothukudi District, Tamil Nadu”, they proposed that the scheme was able to provide only 26 days of employment in a year on an average of the Thoothukudi district of Tamil Nadu. Moreover they claimed that the average earnings by each person did not exceed Rs. 2000 per year.

OBJECTIVES OF THE STUDY

The present study focused on the following objectives:

1. To know about the respondent’s perceptual knowledge related to the provision of the scheme.
2. To analyses the respondents overall attitude towards the performance of the scheme.

STATEMENT OF THE PROBLEM

Based on the collection of previous literature the researcher found that most of the research have emphasized on economic aspect, performance analysis and migration level. Very few people have concentrated on social audit and political aspects of NREGS.No researcher gave importance to respondent’s knowledge and attitude towards the scheme because they are the stakeholders of the scheme. They should know all the information and provisions related to the scheme. Therefore the present study will discuss both the awareness and perceptual attitude of the beneficiaries in the study area. While studying the study will emphasis on following questions:

1. Are the people really aware about MGNREGA provision?
2. Is it really a livelihood generating programme or not?
3. What type of attitude and value the respondent’s possessed about the implementation of the program.

RESEARCH METHODOLOGY

UNIVERSE OF STUDY: The study was carried out in state of Tamilnadu. However, the study area was confined to Pullambadi Block in Tiruchirappalli district. Using purposive sampling method the study area was selected. The Pullambadi Block consists of 33 Panchayat which includes 22450 registered households that contains 37881 registered jobholders. Exploratory research design was followed for this research.

SAMPLING PROCEDURE: For the selection of beneficiary respondents two stages were followed. In the first stage purposive sampling method was adopted for the selection of the study area. In the second stage, for selecting the sample respondents, convenient sampling technic was adopted.

SAMPLE SIZE: Hence it is a pilot study the researcher selected two samples from each Panchayat which in number 66.All the sample were jobholders only.

SOURCE OF DATA: Data was collected both from primary and secondary sources. Primary data was collected from all the stakeholders of NREGS. Well-structured Questionnaire was used for collecting data from the beneficiaries. The secondary data was collected from official records, published reports of similar projects, and Ph.D. thesis, journals and online sources.

TOOLS OF ANALYSIS: The collected data were analysed with help of Garrett’s ranking technique Under the Garrett’s Ranking Technique the percentage position is calculated by using the following formula: **Percentage position= $\frac{100(R_{ij}-0.5)}{N_j}$**

Where,

R_{ij} = Rank given for the i_{th} statement by j_{th} employee

N_j = Number of statements ranked by j_{th} employee

The percent position of each rank thus obtained was converted into scores by referring to the table given by Garrett. Then for each statement, the scores of individual employees were added together and divided by the total number of employees. The mean scores for all the statements were arranged in an ascending order, ranks were assigned and the important statements identified

ANALYSIS OF COLLECTED DATA

The following table clearly explains that the various sources through which the respondents come know about the birth of the scheme in the study area.

TABLE 1: SOURCES FOR AWARENESS

Sources	Number of Respondents	Percentage
News paper	5	7.5
Radio	10	15.15
Television	5	7.5
NGO representative	9	13.63
Govt officials	9	13.63
Panchayat members	16	24.24
Friends & Neighbors	12	18.18
TOTAL	66	100

Source: Primary data

Therefore, the table reveals that with help of Panchayat members the respondents get the intro or awareness about the scheme (24.24%) whereas newspaper or television does not give any proximity in the sources list, because both of the sources get only 7.5%.

In order to know about the respondent’s awareness level about the scheme eleven factors were determined. The percentage score for each rank from 1 to 11 factors are calculated. The percentage score thus obtained for all the eleven ranks are converted into scale values using Garrett Ranking Conversion Table. The scale value for first rank to eleventh rank is 81, 70, 63, 57, 52, 47, 42, 36, 29 and 18 respectively. The score value (fx) is calculated for each factor by multiplying the number of respondents (f) with respective scale values (x). The total scores are found by adding the score values (fx) of each rank for every factor. The mean score is then calculated to know the order of preference given by the respondents for the factors. Based on the mean score, the overall ranks are assigned for each. The ranking analysis of the factors influencing the passengers in selecting train as their mode of travel through Garrett’s Ranking Technique is shown in Table 3 and Percentage Positions and their corresponding Garrett’s Table values are given table 2.

TABLE 2: PERCENTAGE POSITIONS AND THEIR CORRESPONDING GARRETT'S TABLE VALUES

Rank	Percentage Position	Garrett's Table Value
I	100(1-0.5) 11=4.5	82
II	100(2-0.5) 11=13.63	71
III	100(3-0.5) 11=22.72	64
IV	100(4-0.5) 11=31.81	59
V	100(5-0.5) 11=40.90	55
VI	100(6-0.5) 11=50	50
VII	100(7-0.5) 11=59.09	45
VIII	100(8-0.5) 11=68.18	40
IX	100(9-0.5) 11=77.27	35
X	100(10-0.5) 11=86.36	28
XI	100(11-0.5) 11=95.45	17

TABLE 3: THE LEVEL OF AWARENESS ABOUT THE SCHEME AND THEIR RANKS

S.No	Factors	Rank											No of respondents	Total Score	Mean Score	Rank
		1	2	3	4	5	6	7	8	9	10	11				
1	A	40	25	1	0	0	0	0	0	0	0	0	66	5119	77.56	I
2	B	1	15	11	3	4	6	10	5	3	4	4	66	3483	52.77	III
3	C	11	1	15	4	3	6	4	3	5	4	10	66	3391	51.37	V
4	D	2	23	8	5	1	10	7	2	2	5	1	66	3781	57.28	II
5	E	5	5	3	13	4	6	5	7	9	8	1	66	3305	50.07	VI
6	F	2	2	5	4	3	9	4	1	1	10	25	66	3117	47.23	VII
7	G	8	12	3	3	12	4	5	6	3	2	8	66	3441	52.14	IV
8	H	2	1	2	5	4	2	2	4	9	4	31	66	2182	36.37	XI
9	I	3	2	1	3	6	7	1	8	9	6	20	66	2497	37.83	X
10	J	4	6	9	1	2	4	6	2	17	8	7	66	2987	45.26	VIII
11	K	3	6	8	4	5	4	2	1	3	10	20	66	2750	41.67	IX

The factors considered for analysing the awareness level of the respondents and their rank after the Garrett ranking analysis.

TABLE 4

S.NO	Factors	RANKS
1	A. 100 days per households	I
2	B. Knowledge about correct minimum wage	III
3	C. Mode of fixation of wage	V
4	D. Equality in wage for both the gender	II
5	E. More within a radius of 5km	VI
6	F. Eligibility for unemployment allowance	VII
7	G. Compensation for delayed payment	IV
8	H. Medical assistance for injury in the worksite	XI
9	I. Available of Worksite facilities a. Crèche (if more than 5 children below the age of 6 years are present) b. shades c. Drinking water d. Period of rest	X
10	J. Right to payment within a fort night	VIII
11	K. Accidental benefits	IX

CONCLUSION

From the above study it may concluded that the respondents of Tiruchirappalli district are very familiar about only the days of employment and equal wage for both the genders. They don't have any proper knowledge about medical assistance, facilities available, compensation accidental benefits, mode of payment and fixation of wages etc. Implementation of any scheme alone is not duty of any government. They have to monitor on a continuous basis whether the scheme has given full details to the people who are taking active part under the scheme, otherwise we won't realize the expected benefits.

REFERENCES

1. A. Sharma, "MGNREGA- An Alternative to Migration," Kurukshetra, 2014, Vol. 62 (11), pp 26-28.
2. Diego Maiorano (2014), "The Politics of the Mahatma Gandhi National Rural Employment Guarantee Act in Andhra Pradesh" World Development, Volume, June 2014, pp. 95-105.
3. Laura Zimmerman (2013), Why Guarantee Employment? Evidence from a Large Indian Public Works Programme, University of Michigan, online source.
4. R.S. Negi, Santosh Singh and Rekha Dhanai (2015) "Impact Assessment of MGNREGA: Study of Pauri Garhwal District of Uttarakhand", International Journal of Multidisciplinary and Current Research, Vol.3, pp. 94-97.
5. Ram Babu and panda (2015)" Performance Assessment Study of Mahatma Gandhi National Rural Employment Guarantee Scheme: An Overview", Global Journal of Multidisciplinary Studies Vol 4(2),pp. 202-213
6. S. Hazarika, "MGNREGA and its impact on migration in Lakhimpur district of Assam," Vision NE, 2014, Vol. 1 (2), pp 116-126.
7. Shenbagaraj, P. and Arockiasamy, S. (2013). "Impacts of MGNREGA on Local Development: A Study of Ottapidaram Blocks in Thoothukudi District, Tamil Nadu", International Journal of innovative Research and Development, Vol2 (4), Pp.37-47

WEBSITES

8. www.nic.ac.in
9. www.nregs.tngovt.com

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 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

