

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, ECONOMICS & MANAGEMENT

IJRCM



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

Indexed & Listed at:

Ulrich's Periodicals Directory ©, ProQuest, U.S.A., EBSCO Publishing, U.S.A., Cabell's Directories of Publishing Opportunities, U.S.A., Google Scholar,

Open J-Gate, India [link of the same is duly available at Infibnet 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 5555 Cities in 190 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.	TRENDS IN PRODUCTION, SALES AND COST STRUCTURE OF SELECT PHARMACEUTICAL INDUSTRIES IN INDIA <i>DR. N. PASUPATHI</i>	1
2.	A STUDY ON ETHICAL VALUES AS CONTAINED IN BHARAT RATNA DR. M. G. RAMACHANDRAN'S SELECTED FILM SONGS – AN ACADEMIC COMPARATIVE ANALYSIS WITH CONTEMPORARY THEORIES OF ETHICS <i>P. SARVAHARANA, DR. P. THYAGARAJAN & DR. S. MANIKANDAN</i>	10
3.	ROLE OF EMOTIONAL INTELLIGENCE IN HR PRACTICES: AN EMPIRICAL EVIDENCE FROM INDIAN MANUFACTURING SECTOR <i>DR. DEVENDER SINGH MUCHHAL & DR. AJAY SOLKHE</i>	17
4.	EXAMINATION OF MICRO FINANCE RESOURCES AND AWARENESS LEVEL OF PEOPLE IN WARDHA DISTRICT <i>KAMLESH P. THOTE & DR. RAVISH A. SARODE</i>	20
5.	CUSTOMER RELATIONSHIP MARKETING: IT'S IMPACT ON CUSTOMER SATISFACTION IN BANKS <i>NEHA VIJ & DR. JYOTI RANA</i>	23
6.	FINANCIAL PERFORMANCE ANALYSIS ON SELECT PARAMETERS OF TELANAGAN GRAMEENA BANK <i>DURDANA BEGUM & BADIUDDIN AHMED</i>	25
7.	UNDERSTANDING THE LINK BETWEEN HUMAN RESOURCE MANAGEMENT PRACTICES AND EMPLOYEE LOYALTY <i>PAVITHRA.S, DR. V. KRISHNAMOORTHY & DR. R.SOMASUNDHARAM</i>	28
8.	QUALITY OF WORK LIFE AS PREDICTOR OF EMPLOYEES MENTAL HEALTH IN PUMP INDUSTRIES WITH REFERENCE TO COIMBATORE DISTRICT <i>DR. V. ABIRAMI & R. SWARNALATHA</i>	34
9.	EXAMINING TOURIST BEHAVIOR TOWARDS TOURISM PRODUCTS IN HIMACHAL PRADESH <i>KULDEEP KUMAR & ASHWANI KUMAR</i>	37
10.	PERFORMANCE APPRAISAL SYSTEM (PAS) - A REVIEW <i>DR. A. PUNNAVANAM</i>	44
11.	AN ECONOMIC ANALYSIS OF MAIZE MARKETING IN KARNATAKA: A CASE STUDY OF DAVANGERE DISTRICT <i>SUNITHA.N.M & DR. B. P. VEERABHADRAPPA</i>	48
12.	A STUDY OF CROSS-LEVEL FACTORS IN MOTIVATING TEAM CREATIVITY: IN TAIWAN'S UNIVERSITIES <i>YEH, YU-MEI, LI, FENG-CHIA & LIN, HUNG-YUAN</i>	54
13.	TREND AND MAGNITUDE OF NPA IN CO-OPERATIVE BANK <i>SURESH BABU K N & DR. SURESHRAMANA MAYYA</i>	61
14.	RECENT TRENDS OF CONSUMER BEHAVIOUR TOWARDS DURABLE PRODUCTS IN INDIA: A LITERATURE REVIEW <i>PRITI JHA & DR. JYOTI RANA</i>	66
15.	IMPACT OF CAREER DEVELOPMENT ON QUALITY OF WORK LIFE IN IT SECTOR <i>KATHIRAVAN & DR. R RAJENDRAN</i>	69
16.	THE COW - ECONOMIC AND FINANCIAL ASPECTS AND PROSPECTS <i>DR. LALIT KUMAR & ROHIT KUMAR</i>	73
17.	FACTORS AFFECTING SELECTION OF B- SCHOOLS IN INDORE, INDIA <i>NIDHI JHAWAR & BARKHA AGRAWAL</i>	79
18.	THE ROLE OF IT INDUSTRY IN INDIAN ECONOMY <i>DR. SHEFALI PANWAR</i>	83
19.	IMPACT OF E- COMMERCE: CHANGING TRENDS OF SMEs <i>D. MELBHA</i>	89
20.	THE IMPACT OF STOCK SPLITS ON STOCK LIQUIDITY AND INVESTOR WEALTH CREATION <i>KUSHAGRA GOEL</i>	94
21.	MASTERSTROKE: DEMONETISATION <i>VANASHREE H. TRIVEDI</i>	98
22.	ROLE OF HR IN THE MODERN CORPORATE WORLD <i>M. JEEVAN JYOTHI</i>	101
23.	AN EXAMINATION OF INFLUENCE OF SELECTED MACROECONOMIC VARIABLES ON INDIAN STOCK MARKET <i>ILAKKIA M M. & DR. KRISHNAMOORTHY V.</i>	104
24.	A STUDY ON THE RELATIONSHIP BETWEEN DIVIDEND PER SHARE AND MARKET PRICE PER SHARE - WITH RESPECTIVE TO INDIAN PHARMACEUTICAL INDUSTRY <i>PR VENUGOPAL & PURNACHANDER KONDERI</i>	111
25.	AGRICULTURAL MARKETING - CHALLENGES & CHANCES <i>M. SELVAMUTHU, M. NAVEENKUMAR & B. KIRUTHIKA</i>	114
26.	DETERMINATES OF PARTICIPATION IN MICROFINANCE INSTITUTION: THE CASE OF ZIWAY DUGDA AND MUNESA DISTRICTS IN ARSI ZONE OROMIA REGIONAL STATE OF ETHIOPIA <i>TEKELAB CHERENT TOHBO</i>	117
27.	AWARENESS AND ACCEPTANCE OF GOLD AS AN INVESTMENT AVENUE AMONG WOMEN EMPLOYEES IN TECHNO PARK <i>IRENE ELSA MANI</i>	124
28.	FOOD SAFETY KNOWLEDGE AND PRACTICES OF MOTHERS OF ANGANWADI SCHOOL CHILDREN IN THOOTHUKUDI DISTRICT <i>R. ANANTHA LAXMI</i>	130
29.	INFUSE FLAME TO INDIAN BUSINESS WORLD THROUGH WOMEN ENTREPRENEURS <i>POOJA</i>	134
30.	SELFIE ADDICTION AMONG YOUTH IN KOLLAM CITY <i>ANN MARY ALEXANDER & FATHIMA SHEREEF</i>	136
	REQUEST FOR FEEDBACK & DISCLAIMER	141

CHIEF PATRON**Prof. (Dr.) K. K. AGGARWAL**

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

FOUNDER PATRON**Late Sh. RAM BHAJAN AGGARWAL**

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

CO-ORDINATOR**Dr. BHAVET**

Faculty, Shree Ram Institute of Engineering & Technology, Urjani

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

Principal (Retd.), Maharaja Agrasen College, Jagadhri

EDITOR**Dr. R. K. SHARMA**

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

FORMER CO-EDITOR**Dr. S. GARG**

Faculty, Shree Ram Institute of Business & Management, Urjani

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. M. N. SHARMA

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

Dr. CHRISTIAN EHIOBUCHÉ

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

Dr. SIKANDER KUMAR

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

Dr. 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. 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. NAWAB ALI KHAN

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

Dr. ANA ŠTAMBUK

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

SUNIL KUMAR KARWASRA

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

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 VELİ ŞAFAKLI

Associate Professor, 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

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

Dr. MELAKE TEWOLDE TECLEGHIORGIS

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

Dr. SHIVAKUMAR DEENE

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

Dr. THAMPOE MANAGALESWARAN

Faculty, Vavuniya Campus, University of Jaffna, Sri Lanka

Dr. VIKAS CHOUDHARY

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

SURAJ GAUDEL

BBA Program Coordinator, LA GRANDEE International College, Simlanchaur - 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>

AN ECONOMIC ANALYSIS OF MAIZE MARKETING IN KARNATAKA: A CASE STUDY OF DAVANGERE DISTRICT

SUNITHA.N.M

**ASST. PROFESSOR OF ECONOMICS
GOVERNMENT FIRST GRADE COLLEGE
SANTHEBENNUR**

**DR. B. P. VEERABHADRAPPA
ASSOCIATE PROFESSOR OF ECONOMICS
DEPARTMENT OF ECONOMICS
DAVANGERE UNIVERSITY
DAVANGERE**

ABSTRACT

Maize occupies a pride place among the world. It is commonly called as "queen of coarse cereals". In India maize used 36% of food production, 2% of seeds, 12% livestock's, 40% poultry feed and 10% starch industries etc. maize meals is also used as a replacement for wheat flour to make corn bread and other backed products and it's the main ingredient for tortillas and many other dishes of Mexican food, corn syrup is used as a sweetener instead of sugar in 1000s products including soda, candy cookies and bread. In my study relationship between market performance of maize and the study of the market concentration and the role of mediators will be greater relevance to the policy makers to assess the market predominance and remove the bottleneck if any in the system of marketing of maize, to improve the income of the farmers. My study based on two objectives that is to document the problems faced in Production and marketing of Maize, to get an insight into the cost in the production of maize and returns from the same. Maize is high profitable crop comparatively cost. Therefore, many of the farmers are cultivating maize crop.

KEYWORDS

APMC market, cost, returns, world maize market.

INTRODUCTION

Maize occupies a pride place among the world. It is commonly called as "queen of coarse cereals". Maize (*Zea Mays L*) has been cultivated for thousands of years during archeological exactions in Mexico, Grains of Maize and parts of Maize ears were found in cave and rock shelters, which are thought to be about 4500 years old or even earlier origin pollen grains of *Zea*, *Trip Scum* and *Euchleana* are said to have been found at a depth of more than 50 meters under México city (Weather Wax and Randolph 1955). At the time of the discovery of the new world was already cultivated in many parts of the United State of American.

Maize is primarily used as feed for livestock, suggesting the dependence of livestock, food grains for human consumption; it is being used for manufacturing industrial product like starch, syrup, alcohol, acetic and lactic acids glucoses, paper, plastic, textile, adhesive, synthetic rubber etc. in addition it's also used as an important feed and fodder for animals.

In India maize used 36% of food production, 2% of seeds, 12% live stocks, 40% poultry feed and 10% starch industries etc. maize meals is also used as a replacement for wheat flour to make corn bread and other backed products and it's the main ingredient for tortillas and many other dishes of Mexican food, corn syrup is used as a sweetener instead of sugar in 1000s products including soda, candy cookies and bread.

During year 2000 these amounts had shifted to 40% of poultry, 36% food, 10% starch, 12% livestock, 2% seeds and corn which is used to 500 different uses of corn include filler for plastics, packing materials, insulating materials, adhesives, chemicals, explosive, paint, paste, abrasive, dyes, insecticides pharmaceuticals, organic acid, solvents rayon, soaps, antifreeze and so on.

In the year 2012 maize production automatically come down for the reasons are uncertainty of rain, less subsidy, interference of mediator, lack of support price etc. Thus farmer cannot interest to sell their product directly in APMC market, they are depending on mediators. In my study relationship between market performance of maize and the study of the market concentration and the role of mediators will be greater relevance to the policy makers to assess the market predominance and remove the bottleneck if any in the system of marketing of maize, to improve the income of the farmers.

WORLD MAIZE MARKET SITUATION AND OUTLOOK 2014-2015

TABLE NO. 1: WORLD CORN PRODUCTION BY COUNTRY 2015 (IN THOUSAND MILLION TONS)

Country	Production (in world market in 000 mt)	Percentage share in world market
U.S.A	361091	36
China	215646	21
Brazil	85000	8
European union	75793	8
Ukraine	28450	3
Argentina	27000	3
Mexico	25480	3
India	23670	2
Canada	11487	1
Russia	11325	1
Other	144052	14

Source: www. AIMS. Com

From the table 1.7, it clearly indicates that Andhra Pradesh ranks first in area under production of Maize that is 0.97 hectares of land, production of Maize 4.81 million /hectre and the productivity is 4959 million /hectre. Punjab rank least area under production of Maize that is 0.13 hectares of land, production of Maize 0.23 million /hectre and the productivity is 1769 million hectre.

TABLE NO 2: DAVANGERE MAIZE MARKET SITUATION AND OUTLOOK 2010 TO 2016

Sl.No	Year	Arrivals/dispatches (100kg/quantal)	Minimum price (in Rs)	Maximum price (in Rs)
1	2010-2011	1559656	710	1095
2	2011-2012	988319	880	1300
3	2012-2013	1289690	980	1500
4	2013-2014	1288550	980	1555
5	2014-2015	1204242	860	1400
6	2015-2016	1463544	1010	1580

Source: APMC Market Davangere

From the table 1.12, it is clearly indicating that 2010 -2011 highest Maize arrivals and Dispatches that is 1559656 hundred kg per quantal and 710 Rs minimum price per quantal and 1095 Rs maximum price per quantal. in the year 2014 -2015 lowest Maize arrivals and Dispatches 1204242 hundred kg per quantal and 860 Rs minimum price per quantal and 1400 Rs maximum price per quantal.

STATEMENT OF THE PROBLEM

The present study is covers the economics of marketing of Maize and identify the problems faced by the maize cultivator in its cultivation and marketing it envisages to suggest possible corrective measure to bring about the desired important in marketing of maize crop.

OBJECTIVES OF THE STUDY

1. To document the problems faced in Production and marketing of Maize.
2. To get an insight into the cost in the production of maize and returns from the same.

HYPOTHESIS

H_0 : marketing mechanism used and types of farmers are independent

H_1 : marketing mechanism used and types of farmers are not independent

H_0 : Growing maize because of the low production cost and the type of farmer are independent H_1 : Growing maize because of the low production cost and the type of farmer are not independent.

METHODOLOGY

The maize crop plays a vital role in Davangere district, for this purpose of study has been conducted to know the production and marketing of maize crop in Davangere district. Hence the study area is of Davangere district, which includes two taluks namely Davanagere & Channagiri. In Dvanagere taluk three villages were selected namely Lingadahalli, Siddanur & Iguru. In Channagiri Taluks three villages were selected namely Herekogalur, Giriyaipura & Mallapura. Both primary and secondary data are collected the information. The primary data was collected through questionnaire and the secondary data are collected through internet, DSO, Davanagere, KSO, Bengaluru, Visiting University Libraries, articles etc. The sample size is of 301 farmers. The statistical tools used on this study are percentage, ratio method, Standard Deviation, ANNOVA, X^2 test etc. The study as taken for the year 2012 to 2016.

REVIEW OF LITERATURE

Ramanna and Chandrashekar (2000) in his thesis "Cost and Returns of hybrid maize production in Bangalore district" indicated that labours was a major component of the cost of production especially on farms with high cost and low net returns so the average cost of cultivation and returns is very high.

State of Indian agriculture report on (2012-2013) explained India maize accounts for only about 2.4 percent of the world geographical area 4 percent of its water resources but has to support 17 percent of the world's human population and 15 percent of the livestock. Agriculture is an important sector of Indian economy, accounting for 14 percent of the nation's GDP about 11 percent of its exports about half of the population still relies on agriculture as its principle source of income and it is a sources of raw material for a large number of industries. The rate of area, production and productivity of maize crop relatively changed compared to 10 th 11 th plan.10 th plan maize crop covered 3.77 percent area, produced 4.02 percent and yield -0.15 percent but its change 11 th plan (2007 to 20132).the area 2.16 percent production 8.90 and yield 6.47 percent of it.in the year 2012-2013 requirement of maize is 12.1 quilting of hybrid seed but it available 12.5 percent maize is the major coarse cereals accounting for a little more than half of the production of coarse cereals.the total production of maize has increased from 15.10 MT in 2006-07 to 21.76 MT in 2011-12.so the government fixed the MSPs of various agricultural crops on the recommendation of the commission of agricultural cost and prices (CACP)the views of concerned state government and control ministries /department as well as other factors considered relevant for fixing MSP.

Ranganath et.al (2013) in their article "structure and competitiveness of the maize market in Davangere" they said that India is the 6th largest maize producer in the world. It is contributing to 2.3% of the global production. among the major producing states Andhra Pradesh tops list with the contribution of 19% to the total Indian maize production other producers are Karnataka (17%), Behar (10%)and Madhya Pradesh (5%). Davangere is the major maize producing district.it contribute 30% of the state production (0.95MTs).Davangere is the major maize market in the country.it's also delivery centre approved by NCDEX.here they used to collect the primary data for collecting 30 traders from Davangere market and they used for analyzing market structure at traders levels to manures their concentration of market power and competitiveness of the market in the study area. The Lorenz co-efficient of inequality was found to be 0.206 which revealed that their existed a higher degree of competitiveness for maize in Davangere as market concentration was less. The maize traders from Davangere established linkage with the poultry feed manufacturers of the district among the three poultry feed units in the study area. Feeds India private limited stood first for price and procurement reasons and the feeds were preferred for payment reasons

Jimjel Zalkuwi et.al (2014) in their journal "analysis of cost and returns of maize production in Numan local government area of Adamawa state Nigeria" studied that maize is one of the most important cereal crops in Nigerian agriculture. The crop occupies a crucial place than other cereal crops since it is used as a food, feeds, fodder and other industrial raw material. The study analyzed the socio-economic characteristic of maize farmers and cost and returns per hectre. Multi stage technique was employed to select 97 maize producing farmers for the study, data for the study were collected using structured questionnaires. The result of the analysis showed that the mean age for respondents was 46 years while more than half of them were literates. The major source of finance for the farmers was personal savings while the average land area cultivated was 2.6 hactres. The average gross margin analysis was estimated to be 7,228.71 per hectare indicating that maize production is profitable in the study area. Other economic indicates that the farmers got higher return/ also the operating ratio was 0.815 all pointing towards how profitable the venture in the study area.

TABLE NO. 3: CROSS TABULATION OF THE MARKETING MECHANISM USED AND THE TYPE OF FARMER

Count		Type of farmer			Total
		Small farmer	Medium farmer	Large farmer	
Marketing Mechanism	Direct market	12	14	10	36
	APMCs	60	109	51	220
	Middlemen	6	5	11	22
	Retailer	8	15	0	23
Total		86	143	72	301

Source: Primary Data

From the table 4.60 shows that among the small farmers, almost 70% used the APMCs, 14% used direct market, 9.3% used the retailer and only 7% took help from middlemen. Among medium farmers, 76.2% used the APMCs, 10.5% used the retailer, 9.8% used direct market and only 3.5% took help from middlemen. Among large farmers, 70.8% used the APMCs, 15.3% took help from middlemen, 13.9% used direct market and no one used the retailer.

On the whole, majority of the farmers utilized the APMCs as the marketing mechanism.

TABLE NO. 4: CHI-SQUARE TESTS OF THE MARKETING MECHANISM USED AND THE TYPE OF FARMER

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	17.888 ^a	6	.007
Likelihood Ratio	22.397	6	.001
Linear-by-Linear Association	.734	1	.392
N of Valid Cases	301		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 5.26.

A chi-square test of independence was performed to examine the relation between the marketing mechanism used and types of farmers. The relation between these variables was significant, $\chi^2 (6, N = 301) = 17.888, p < 0.05$. We reject the null hypothesis that the marketing mechanism used and type of farmer are independent and conclude that marketing mechanism used is directly associated with the type of farmer.

TABLE NO. 5: CROSS TABULATION OF THE PROBLEMS RELATING TO MARKETING AND TYPES OF FARMERS

			Types of farmers			Total
			Small farmer	Medium farmer	Large farmer	
Problems relating to marketing ^a	Marketing_Problem_Middlemen	Count	37	41	22	100
	Marketing_Problem_Storage	Count	57	45	34	136
	Marketing_Problem_Grading	Count	26	41	21	88
Total		Count	76	77	49	202

Source: Primary Data

From the table 4.65 shows the major marketing problems faced by farmers. Among the small farmers, most (75%) had storage difficulties, 48.7% faced problems from middlemen and 34.2% had difficulties in grading. Among the medium farmers most (58.4%) had storage difficulties and equal percentages (53.2% each) faced problems from middlemen and from grading. Among the large farmers, most (69.4%) had storage difficulties, 44.9% faced problems from middlemen and 42.9% had difficulties in grading. Overall, during marketing, most of the respondents suffered from problems relating to storage. Some suffered from more than one problem.

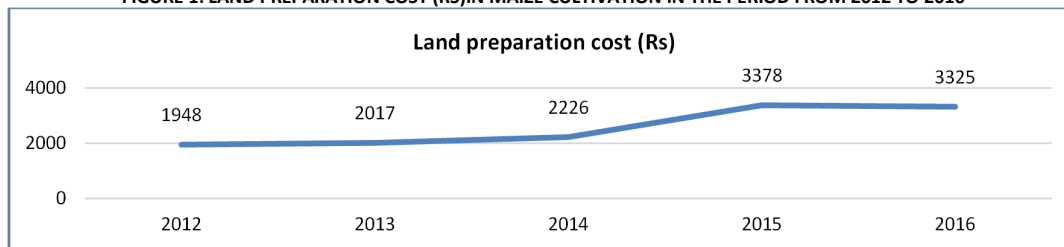
TABLE NO. 6: VARIATION IN COSTS FOR VARIOUS ACTIVITIES IN MAIZE CULTIVATION IN THE PERIOD FROM 2012 TO 2016

Year	Land preparation cost (Rs)	Cost of seeds (Rs)	Cost of sowing (Rs)	Fertilizers cost (Rs)	Inter cultivation harvesting and transportation (Rs)	Wages (Rs)	Total cost per acre (Rs)
2012	1948	1469	1295	3750	2302	1226	12508
2013	2017	1331	1436	3821	2457	1308	12474
2014	2226	1604	1365	3579	2515	1534	12484
2015	3378	1927	1471	3789	2557	2479	13686
2016	3325	2239	2125	4212	3217	2500	13791

Source: Primary Data

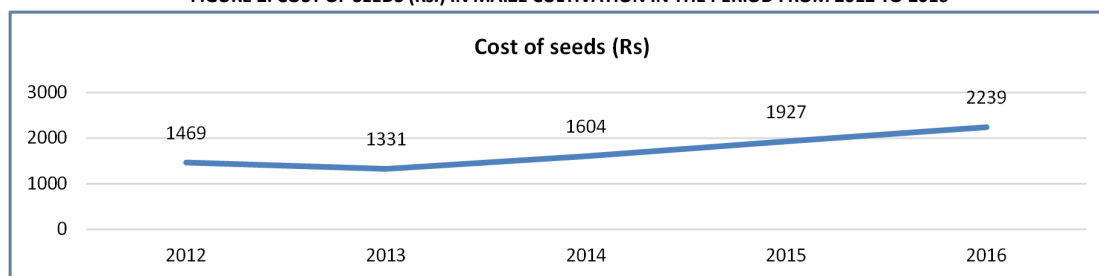
From the table 4.70 shows the variation in costs for various activities in maize cultivation in the period from 2012 to 2016, for land preparation, seeds, sowing, fertilizers, inter cultivation harvesting and transportation, wages and the total cost per acre.

FIGURE 1: LAND PREPARATION COST (RS) IN MAIZE CULTIVATION IN THE PERIOD FROM 2012 TO 2016



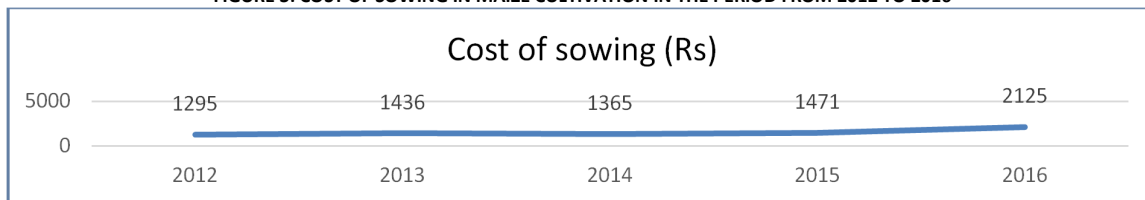
This figure depicts that between 2012 and 2014, there was only a slight increase in costs of land preparation. However, costs rose quite a lot in 2014-15, but decreased very little/ remained almost constant in 2015-16.

FIGURE 2: COST OF SEEDS (RS.) IN MAIZE CULTIVATION IN THE PERIOD FROM 2012 TO 2016



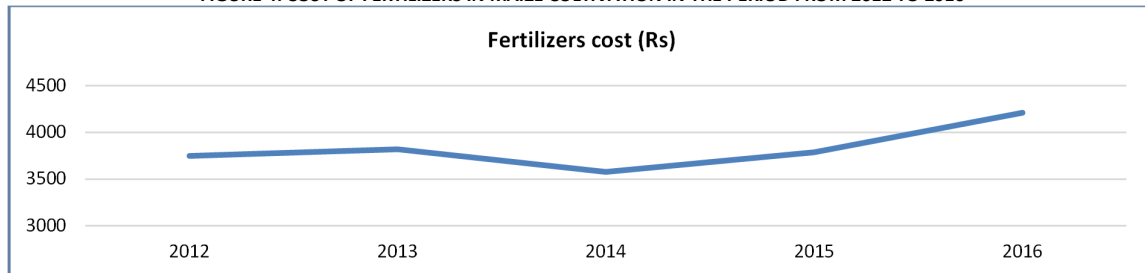
This figure depicts that between 2012 and 2016, there has been a gradual rise in the cost of seeds, though it had decreased slightly in 2013.

FIGURE 3: COST OF SOWING IN MAIZE CULTIVATION IN THE PERIOD FROM 2012 TO 2016



The curve indicates that costs of sowing maize was almost constant from 2012 to 2015, but then costs suddenly went upwards in 2015-16.

FIGURE 4: COST OF FERTILIZERS IN MAIZE CULTIVATION IN THE PERIOD FROM 2012 TO 2016



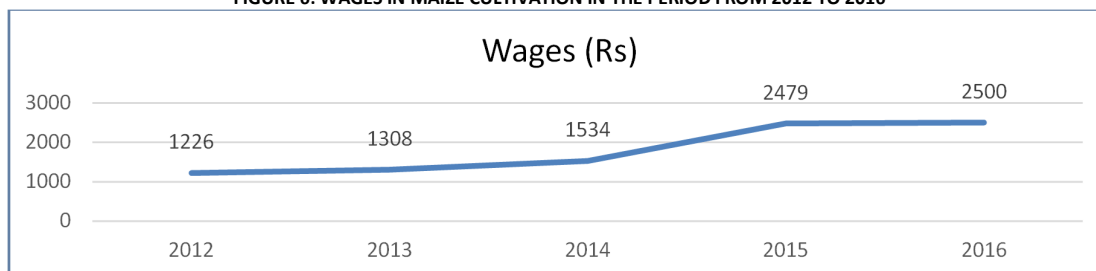
This figure depicts that though the cost of fertilizers for maize briefly came down in 2014, it again increased a lot in 2014-16.

FIGURE 5: INTER CULTIVATION HARVESTING AND TRANSPORTATION (Rs.) IN MAIZE CULTIVATION IN THE PERIOD FROM 2012 TO 2016



From the figure depicts that costs of inter-cultivation harvesting and transportation in maize cultivation was almost constant, though there has been a gradual rise from 2012-16.

FIGURE 6: WAGES IN MAIZE CULTIVATION IN THE PERIOD FROM 2012 TO 2016



The upward curve in the above figure depicts that wages paid have been rising, the greatest increase being during 2014-15, after which it has remained constant in 2015-16.

FIGURE 7: TOTAL COST PER ACRE IN MAIZE CULTIVATION IN THE PERIOD FROM 2012 TO 2016



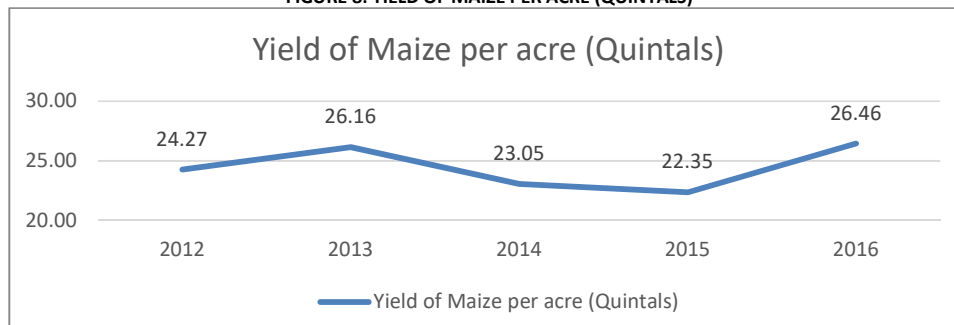
The curve in the above figure indicates that the total cost per acre in maize cultivation was constant during 2012-14, after which there was a sudden hike in costs in 2014-15, after which it has remained fairly constant in 2015-16.

TABLE NO. 7: VARIATION IN YIELD, REVENUE AND PROFIT IN MAIZE CULTIVATION IN THE PERIOD FROM 2012 TO 2016

Year	Yield of Maize per acre (Quintals)	Total revenue (Rs)	Net profit (Rs)
2012	24.27	23415	13701
2013	26.16	24589	13498
2014	23.05	26166	13701
2015	22.35	24617	13309
2016	26.46	25271	14296

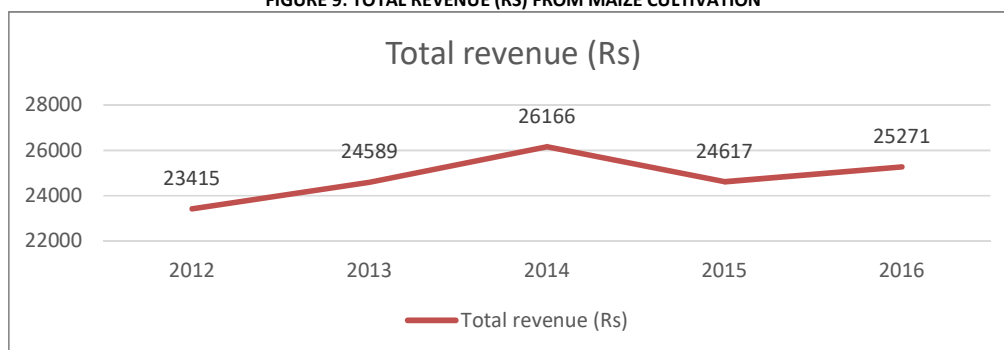
Source: Primary Data

FIGURE 8: YIELD OF MAIZE PER ACRE (QUINTALS)



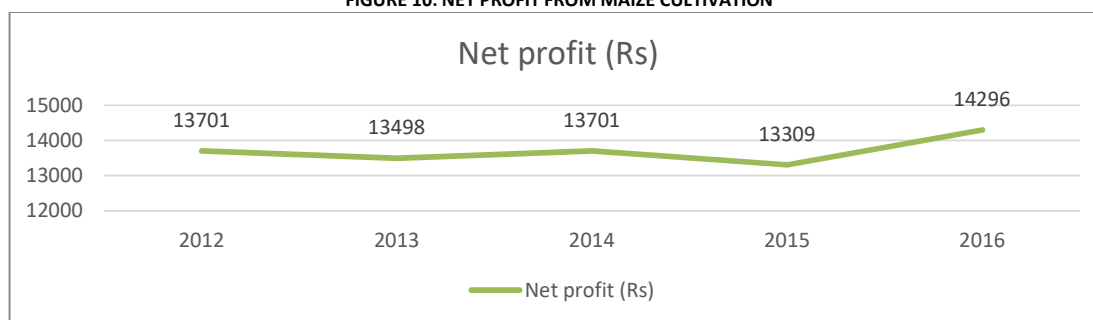
The above curve depicts that the yield of maize per acre has kept changing. Yield increased in 2013, but decreased in 2013-14, and went down further the next year. However, there has been an upward curve in 2015-16, implying a good yield, actually the highest in the period of 2012-16.

FIGURE 9: TOTAL REVENUE (RS) FROM MAIZE CULTIVATION



From the curve depicts that the total revenue from the cultivation of maize has been almost constant, though it was highest in 2014 and fell the next year.

FIGURE 10: NET PROFIT FROM MAIZE CULTIVATION



The net profit from maize cultivation was constant during 2012-14, but it declined slightly in 2014-15. The highest profit was earned in 2016.

SUGGESTIONS

- APMCs provide modern storage facilities to the Maize farmers which they produced.
- Middle men and commission agent's problems should be remove and existence of direct link between farmers and the department.
- Good seeds and fertilizers are available to the farmers at proper time is made by the government.
- Government should give subsidy for purchasing of modern agricultural implements.
- Awareness programmes regarding froud seed and fertilizers should be announced by the government.
- Marketing facilities should be made easily by the government.
- Broadcasting of marketing information through mass Media's regularly.

CONCLUSION

Through Maize is one of the food crops of India the farmers are facing to many problems regarding labour, cost of cultivating, harvesting, pest and insects, credit problems, water problems, fair price problems etc. still Maize cultivation is a mass cultivation in food grains. If government provide hand in hands helps with the Maize farmers regarding his problems in cultivation of Maize crop no doubt the bumper Maize crop production can be achieved. Since increase in production of Maize is must for meeting domestic and export requirement and for increasing the income of the farmers and also helps in increasing rural unemployment. Because in rural areas the Maize cultivation is popularly high profitable crop. Finally, I concluded that maize is high profitable crop and less returns.

REFERENCES

1. APMC Market Davangere
2. District statistical office district at a glance Davangere
3. Jimjel Zalkuwi et.al (2014) in their journal "analysis of cost and returns of maize production in Numan local government area of Adamawa state Nigeria"
4. Ramanna and Chandrashekar (2000) in his thesis "Cost and Returns of hybrid maize production in Bangalore district"
5. Ranganath et.al (2013) in their article "structure and competitiveness of the maize market in Davangere"
6. State of Indian agriculture report on (2012-2013)
7. www.aims.com
8. www.agriwatch.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 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

