

# 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., Google Scholar,

Indian Citation Index (ICI), J-Gate, India [link of the same is duly available at Infilnet 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 6088 Cities in 195 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**

<b>Sr. No.</b>	<b>TITLE &amp; NAME OF THE AUTHOR (S)</b>	<b>Page No.</b>
<b>1.</b>	<b>DEMONETISATION AND INDIAN BANKING SECTOR - A SHORT TERM ANALYSIS</b> <i>SREEDEVI E.S &amp; Dr. B JOHNSON</i>	<b>1</b>
<b>2.</b>	<b>MAKE IN INDIA: PROSPECTS AND CHALLENGES FOR TEXTILE AND APPAREL INDUSTRY OF RAJASTHAN</b> <i>Dr. MINAKSHI JAIN</i>	<b>2</b>
<b>3.</b>	<b>PROLIFERATION OF PRIVATE UNIVERSITIES AND COLLEGES IN GHANA AND ITS IMPACTS ON STAKEHOLDERS</b> <i>WILLIAM BEDIAKO DANSO</i>	<b>3</b>
<b>4.</b>	<b>TRAINING AND DEVELOPMENT PROCESS AT THDCIL AND DETERMINING THE EFFECTIVENESS OF TRAIN THE TRAINERS PROGRAM</b> <i>ASHUTOSH KUMAR ANAND</i>	<b>4</b>
<b>5.</b>	<b>CONSUMER PREFERENCE TOWARDS THE SELECTED MESSAGING APPS IN COIMBATORE CITY</b> <i>Dr. B. ABIRAMI</i>	<b>5</b>
<b>6.</b>	<b>INFLUENCE OF SOCIAL MEDIAS IN COIMBATORE CITY WITH SPECIAL REFERENCE TO MARKETING OF MOBILE APPS</b> <i>Dr. L. A. RAZIA FATHIMA &amp; A. S. SHANGEETHA</i>	<b>6</b>
<b>7.</b>	<b>TAX PLANNING MEASURES OPTED BY COLLEGE TEACHER'S WITH REFERENCE TO KERALA STATE</b> <i>ALEENA PRAKASH</i>	<b>7</b>
<b>8.</b>	<b>DEMONETIZATION IN INDIA: AN OVERVIEW</b> <i>ANU GOYAL</i>	<b>8</b>
<b>9.</b>	<b>REVIEW ON CORPORATE GOVERNANCE PRACTICES ACROSS THE GLOBE</b> <i>ARPIT RASTOGI</i>	<b>9</b>
<b>10.</b>	<b>PERFORMANCE EVALUATION OF SELECTED MUTUAL FUND SCHEME'S IN INDIA</b> <i>AKSHAY D. SAKHARKAR</i>	<b>10</b>
	<b>REQUEST FOR FEEDBACK &amp; DISCLAIMER</b>	<b>11</b>

**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 &amp; Tourism, Government of Haryana

Former Vice-President, Dadri Education Society, Charkhi Dadri

Former President, Chinara Syntex Ltd. (Textile Mills), Bhiwani

**CO-ORDINATOR****Dr. BHAVET**

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

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

Principal (Retd.), Maharaja Agrasen College, Jagadhri

**EDITOR****Dr. A SAJEEVAN RAO**

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

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

Faculty, Shree Ram Institute of Business &amp; 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 &amp; Managerial Sciences, University of Guadalajara, Guadalajara, Mexico

**Dr. M. N. SHARMA**

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

**Dr. CHRISTIAN EHIOBUCHÉ**

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

**Dr. SIKANDER KUMAR**

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

**Dr. BOYINA RUPINI**

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

**Dr. MIKE AMUHAYA IRARO**

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

**Dr. SANJIV MITTAL**

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

**Dr. D. S. CHAUBEY**

Professor &amp; Dean (Research &amp; Studies), Uttarakhand University, Dehradun

**Dr. NEPOMUCENO TIU**

Chief Librarian &amp; 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 &amp; Managing Director, London American City College/ICBEST, United Arab Emirates

**Dr. DHANANJOY RAKSHIT**

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

**Dr. NAWAB ALI KHAN**

Professor &amp; 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 &amp; 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. &amp; 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 &amp; 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 (KBUTU), Almaty, Kazakhstan

**Dr. VIVEK CHAWLA**

Associate Professor, Kurukshetra University, Kurukshetra

**Dr. FERIT ÖLÇER**

Professor &amp; Head of Division of Management &amp; Organization, Department of Business Administration, Faculty of Economics &amp; 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 &amp; 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 &amp; Tax Adviser, Panchkula

**NEENA**

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

**LEGAL ADVISORS****JITENDER S. CHAHAL**

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

**CHANDER BHUSHAN SHARMA**

Advocate &amp; 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](mailto: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](http://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>



**DEMONETISATION AND INDIAN BANKING SECTOR - A SHORT TERM ANALYSIS**

**SREEDEVI E.S**  
**RESEARCH SCHOLAR**  
**DEPARTMENT OF COMMERCE & MANAGEMENT STUDIES**  
**UNIVERSITY OF CALICUT**  
**THENHIPALAM**

**Dr. B JOHNSON**  
**PROFESSOR & HEAD**  
**DEPARTMENT OF COMMERCE & MANAGEMENT STUDIES**  
**UNIVERSITY OF CALICUT**  
**THENHIPALAM**

**ABSTRACT**

*The word demonetisation has become very common and familiar even to the small children in the country. Since a year has passed after demonetisation, there is no need for a preamble about this historical incident. From the date of its announcement by the Prime Minister on 8 November 2016, it became the attention of entire nation as it has been affected the economy as a whole. The major objective of the study is to analyse the effects of demonetisation on the banking sector in India. The effect of demonetisation on the aggregate deposits of residents, domestic credit and electronic payments are analysed in this paper. The present study makes use of secondary sources of information. The data was collected from various published sources of Reserve Bank of India, mainly RBI Bulletin and from published journals, articles, reports, newspapers etc. The study includes all the scheduled commercial banks operating in India. The study period include 24 months divided into the periods of pre demonetisation and post demonetisation. The pre demonetisation period includes twelve months spanning from 2015 November to October 2016. The study makes use of paired sample t test to test the significant difference between pre and post demonetisation and one sample Kolmogorov Smirnov test to check the normality. The study has found that demonetisation made significant effect on the banking sector in India.*

---

## **MAKE IN INDIA: PROSPECTS AND CHALLENGES FOR TEXTILE AND APPAREL INDUSTRY OF RAJASTHAN**

**Dr. MINAKSHI JAIN**  
**ASSOCIATE PROFESSOR IN TEXTILE & CLOTHING**  
**GOVERNMENT GIRLS COLLEGE**  
**CHOMU**

### **ABSTRACT**

*Make in India initiative in the textile and garment industry offers investment opportunities for foreign companies and entrepreneurs are available across the entire value chain of synthetics, value-added and specialty fabrics, fabric-processing set-ups for all kinds of natural and synthetic textiles, garments and retail brands. The stress is placed on skill development, especially in new areas like medical textiles, geo-synthetics, technical textiles, nonwoven industry and organic textiles. Textile is an important industry for Rajasthan, representing over 20 per cent of the investment made in the state. The key factors responsible for development of textile industry in Rajasthan are availability of cotton and wool, skilled and unskilled manpower and low cost of production. But the state will have to proactively work on various challenges regarding Man, Machine and Management, to realise its full potential. Since the textile industry of Rajasthan plays significant role in creating employment, generating a substantial industrial output and bringing revenue through export of garments and other textile products, inviting investors through a platform like "Make in India" can be beneficial. It also promises to amplify marketability of khadi and other handloom products thus providing employment, boosts the economy and sustains indigenous artisans.*

# PROLIFERATION OF PRIVATE UNIVERSITIES AND COLLEGES IN GHANA AND ITS IMPACTS ON STAKEHOLDERS

**WILLIAM BEDIAKO DANSO**  
**SENIOR ASSISTANT REGISTRAR (ADMINISTRATIVE/HR)**  
**DEPARTMENT OF BUSINESS AND SOCIAL SCIENCE STUDIES**  
**ACADEMIC CITY COLLEGE**  
**GHANA**

## ABSTRACT

*The proliferation and the growth of private partner participation in higher education systems in Ghana and in many African Countries is not something new. However, the rate at which this growth is steadily increasing in Ghana is having catastrophic effects on the academic institutions as well as on graduates who enters the labor market annually for jobs. Unemployment rate in Ghana increased to 9.10% in 2015 from 5.20% in 2013. According to the Labour Force Survey 2017 Report, more than 1.2 million persons from 15 years and older are estimated to be unemployed, representing the total unemployment rate of 11.9%. Unemployment rate in Ghana averaged 8.87% from 2001 until 2015, reaching an all-time high of 12.90% in 2005 and a record low of 5.20% in 2013. Finding a job after degree is a hectic thing every graduate in Ghana can attest to and majority of this problems are because of this proliferation and growth of private universities with less job creation. Currently in Ghana as at January, 2017, there were –Two hundred (200) Universities and Colleges which has been fully accredited by the National Accreditation Board of Ghana to run various tertiary Certificates, Diploma, Undergraduate and postgraduate degree programmes for both Public and private. Out of this figure, the National Accreditation Board has categories all the 195 institutions as followed: 86 Public Universities and Colleges made up of –(10 public universities, 10 Polytechnics (now technical universities), 19 public Nursing Training Colleges, 38 public colleges of education, 1 Public college of Agriculture, 7 public university/ professional, 1 Regionally-owned tertiary university) and 114 private Universities and Colleges- made up of 76 private University Colleges, 7 tutorial colleges, 2 distance learning centers, 4 private chartered universities, 6 registered foreign institutions, 2 open universities, 10 private nursing training colleges, 7 private colleges of education. Aside these accredited institutions which are mandated to run various programmes, there were many as 53 private unaccredited Universities and Colleges which were competitively competing with all the Two hundred (200) Universities and Colleges in Ghana till 2015 when the National Accreditation Board upon its routing audit found out this unaccredited Universities and Colleges and clumped them down. The spread of privatization in higher education in Ghana, as constitutional adopted to reduce the burden on state funded institutions, has rather created catastrophic effects for private owners, students and the state as a whole. Among some of the many problems are: hyper competition in the industry, lack resources, state-of the art technology, low student enrolment, lack of quality staffing, lack of marketing strategy (i.e. pricing, differential programme, effective branding), exploitation of teaching staff, and the ability to coiled into the “Blue Ocean strategy). There is also a lot of competition arising from foreign registered and open universities, which have campuses established in Ghana. Students in the private Universities and Colleges find it difficult to differentiate a university’s courses from those offered by other universities. Also quality graduate output has become a major concern to academic thinkers as majority of programmes and curriculums are not developed to meet industrial needs and demands. The proliferation these Universities and Colleges and growth of graduate output annually from both the private and the public institutions has escalated the county’s unemployment issues as graduates would be competing for employment on the same labor market. This paper revealed the challenges faced by private Universities and Colleges in Ghana and its effects on output graduates on the labor market. Aside this there has been a diminishing confidence in parents as well as industry players. The goal is to provide policy makers with a tool to assist them in the understanding of the industry environment and the development of a sustainable competitive position for the industry players. The main source of information is secondary resources on the proliferation of these universities and colleges, nature of competition, incentives of buyers (students and employers/recruiters) and sellers (faculty), and threat of substitutes (on-line degrees). It is noted that the nature of competition is a critical force affecting the private universities and colleges.*

# TRAINING AND DEVELOPMENT PROCESS AT THDCIL AND DETERMINING THE EFFECTIVENESS OF TRAIN THE TRAINERS PROGRAM

**ASHUTOSH KUMAR ANAND**  
**MANAGER (PERSONNEL)**  
**THDC INDIA LIMITED**  
**RISHIKESH**

## ABSTRACT

*In the age of stiff competition, sustenance and survival depends on so many factors. Human Resource is one such important factor on which the competitiveness of an organization depends. Training and Development is a crucial Human Resource function on which the organizational development and success rests. Training and development is vital part of the human resource development. Achievement of objectives and good returns on investment could only be attained if human resources aspects of the human enterprise are properly developed through training and manpower development. Famous Management author Peter Drucker said that the fastest growing industry would be training and development as a result of replacement of industrial workers with knowledge workers. Most organizations look at training and development as an integral part of the human resource development activity. In India, particularly in Public Sector Undertakings, Training and Development has been seen now as a strategic tool for up gradation of skill, increasing productivity and dealing with several other organizational aspects. Tehri Hydro Development Corporation (THDC) India Limited is a Schedule "A" Mini Ratna CPSE under Ministry of Power, Government of India. THDC has a defined training and learning policy and gradually the HRD department has started contributing to overall success of the organization by making training an investment centre and an effective tool to groom polish and prepare a pool of talented personnel to handle the upcoming challenges. The present paper is a study of gradual shift in the thrust area of HRD, formulation and implementation of a dedicated training and learning policy, how the training is being imparted and how it is being strategically used in several related aspects of HR together with gradually making effort to prepare a pool of talent. It proposes to explore the importance & effectiveness of Training & Development at THDCIL.*

---

## CONSUMER PREFERENCE TOWARDS THE SELECTED MESSAGING APPS IN COIMBATORE CITY

**Dr. B. ABIRAMI**  
**ASST. PROFESSOR IN COMMERCE**  
**PSG COLLEGE OF ARTS & SCIENCE**  
**COIMBATORE**

### ABSTRACT

*The channel of communication is widened with lot of new features in the present time. The technological advancements enlarges the scope of media. Mobile messaging apps helps individual in communicating instantly. These apps include exchange of voice messages, text messages, documents etc. Messaging apps these days play an important role and this has replaced various other forms of communications like letters, e-mail, telegram, fax, etc. Three out of every smart phone users in India is now high on mobile chatting making the market a lucrative one for chat app companies.*

## **INFLUENCE OF SOCIAL MEDIAS IN COIMBATORE CITY WITH SPECIAL REFERENCE TO MARKETING OF MOBILE APPS**

**Dr. L. A. RAZIA FATHIMA**

**ASST. PROFESSOR**

**PG & RESEARCH DEPARTMENT OF COMMERCE WITH CA**

**HINDUSTHAN COLLEGE OF ARTS & SCIENCE**

**COIMBATORE**

**A. S. SHANGEETHA**

**ASST. PROFESSOR**

**DEPARTMENT OF COMMERCE**

**HINDUSTHAN COLLEGE OF ARTS & SCIENCE**

**COIMBATORE**

### **ABSTRACT**

*Social media is defined as "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0 and that allow the creation and exchange of user-generated content". Social Media contains two words. The first one is "Social" which means interaction, sharing and so on. Another word is "Media" where to say that social media is a medium for publication. Social media contains a lot of tools and applications which let the users express their opinion, publish articles, sharing videos and so on easily.*

## **TAX PLANNING MEASURES OPTED BY COLLEGE TEACHER'S WITH REFERENCE TO KERALA STATE**

**ALEENA PRAKASH**  
**ASST. PROFESSOR**  
**DEPARTMENT OF COMMERCE & MANAGEMENT STUDIES**  
**BLOSSOM ARTS & SCIENCE COLLEGE**  
**KONDOTTY**

### **ABSTRACT**

*Tax planning is the analysis of a financial situation or plan from a tax perspective. The purpose of tax planning is to ensure tax efficiency, with the elements of the financial plan, as reducing tax liability and maximizing eligibility to contribute to retirement plans are both crucial for success. Tax planning encompasses many different considerations, including the timing of income, purchases and other expenditures; the selection of investments and type of retirement plans; and a person's filing status and common deductions. In India, there is a number of tax saving options for all tax payers. These options allow for a wide range of exemptions and deductions that help in limiting the overall tax liability. The deductions are available from sec 80 C through to 80 U and can be claimed by eligible tax payers. These deductions are made against the quantum of tax liabilities. The current paper is an effort to trace the awareness of Income Tax provisions and tax planning measures adopted by the teacher's in Kerala state.*



---

**DEMONETIZATION IN INDIA: AN OVERVIEW**

**ANU GOYAL**  
**EXTENSION LECTURER**  
**DEPARTMENT OF COMMERCE**  
**GOVERNMENT COLLEGE FOR WOMEN**  
**HISAR**

**ABSTRACT**

*The history of Indian currency is very rich. There are many ups and downs in the forms of currency. It gets changes continuously. Demonetization of currency is a part of it. Although demonetization was happened many times in the past but the decision of demonetization of PM Narendra Modi on 8<sup>th</sup> Nov. 2016 brings a great change in the economy of India and history of currency. Due to demonetization Indian economy moves towards cash to cashless economy. It promotes digitalization in India. According to a report up to 28<sup>th</sup> Oct. 2016 total money in circulation is 17.77 Lakh Crore. Although all the objectives of demonetization may not be achieved, but these have a great effect upon Indian economy. There are several positive and negative aspects of this decision that we discuss in this paper.*

---

**REVIEW ON CORPORATE GOVERNANCE PRACTICES ACROSS THE GLOBE**

**ARPIT RASTOGI**  
**RESEARCH SCHOLAR**  
**DEPARTMENT OF COMMERCE**  
**HIMACHAL PRADESH UNIVERSITY**  
**SHIMLA**

**ABSTRACT**

*Kautilya's Arthashastra, which dates back to Fourth Century BC maintains that for good governance, all administrators, including the king were considered servants of the people. Good Governance and stability were completely linked. There is stability if leaders are responsive, accountable, and removable. These tenets hold good even today. Corporate Governance has become one of the most important dimension in order to run companies by ensuring transparency, accountability, complying to the applicable laws, rules and regulations and to promote the interest of all the stakeholders including the minority shareholders. The aim of this paper is to study the literature available on the Corporate Governance Practices prevailing across the Globe. The paper also emphasizes the problems faced by the corporate and suggestions are also made to overcome these problems. The paper also states the future prospects of Corporate Governance as an important cornerstone to efficiently and effectively run the Corporate.*

---

**PERFORMANCE EVALUATION OF SELECTED MUTUAL FUND SCHEME'S IN INDIA**

**AKSHAY D. SAKHARKAR**  
**M. Com. STUDENT**  
**GOA UNIVERSITY**  
**PANJIM**

**ABSTRACT**

*Mutual fund plays a crucial role in the Indian economy. Mutual funds are considered to be the vehicle for mobilization and channelization of savings from individual investors to towards the various capital market instruments. Evaluation of the performance of mutual funds particularly is of a great interest to the researcher across the world. The study attempts to evaluate the past performance of selected open-ended equity funds. The study is based on the secondary data restricted for a period of one year i.e. from 1<sup>st</sup> January 2016 to 31<sup>st</sup> December 2016. To analyze the performance of selected mutual funds, which are open-ended, equity funds four conventional or unconditional methods of performance evaluation are used. They are Sharpe's Ratio, Treynor's Ratio, Jensen's Measure and Information Ratio. Investors today's have a wide range of investment avenues available and choosing one of them is a quite horrifying task for any investor. Every investment has its own characteristics in terms of risk with while choosing a best fund to park the resources is a crucial task for any investor certain predetermined developed and widely accepted models and techniques are available to determine the performance of funds and make decision of investment. The present paper aims at throwing light on such model and helps to analyze funds in terms of risk-return analysis.*

## **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](mailto: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](mailto: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*

