

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT

I
J
R
C
M



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

Indexed & Listed at:

Ulrich's Periodicals Directory ©, ProQuest, U.S.A., Cabell's Directories of Publishing Opportunities, U.S.A., Google Scholar,
Indian Citation Index (ICI), J-Gate, India [link of the same is duly available at Infibnet 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 7144 Cities in 197 countries/territories are visiting our journal on regular basis.

Ground Floor, Building No. 1041-C-1, Devi Bhawan Bazar, JAGADHRI – 135 003, Yamunanagar, Haryana, INDIA

<http://ijrcm.org.in/>

CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	<p style="text-align: center;">IMPACT OF EXPORT BARRIERS ON PALMYRAH JAGGERY EXPORT PERFORMANCE IN TAMILNADU</p> <p style="text-align: center;"><i>K. SHAJITHA & T. JEYANTHI VIJAYARANI</i></p>	1
2.	<p style="text-align: center;">LABOUR SUBSTITUTION BETWEEN MIGRANT AND LOCAL RESIDENTIAL WORKERS IN URBAN HOUSING SECTOR OF ASSAM</p> <p style="text-align: center;"><i>BICHITRA HIRA</i></p>	4
	REQUEST FOR FEEDBACK & DISCLAIMER	12

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

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

CO-ORDINATOR**Dr. BHAVET**

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

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

Principal (Retd.), Maharaja Agrasen College, Jagadhri

EDITOR**Dr. PARVEEN KUMAR**

Professor, Department of Computer Science, NIMS University, Jaipur

CO-EDITOR**Dr. A. SASI KUMAR**

Professor, Vels Institute of Science, Technology & Advanced Studies (Deemed to be University), Pallavaram

EDITORIAL ADVISORY BOARD**Dr. S. P. TIWARI**

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

Dr. CHRISTIAN EHIUBUCHE

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

Dr. SIKANDER KUMAR

Vice Chancellor, Himachal Pradesh University, Shimla, Himachal Pradesh

Dr. JOSÉ G. VARGAS-HERNÁNDEZ

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

Dr. 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. A SAJEEVAN RAO

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

Dr. D. S. CHAUBEY

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

Dr. CLIFFORD OBIYO OFURUM

Professor of Accounting & Finance, Faculty of Management Sciences, University of Port Harcourt, Nigeria

Dr. KAUP MOHAMED

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

Dr. VIRENDRA KUMAR SHRIVASTAVA

Director, Asia Pacific Institute of Information Technology, Panipat

Dr. MIKE AMUHAYA IRAVO

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

Dr. SYED TABASSUM SULTANA

Principal, Matrusri Institute of Post Graduate Studies, Hyderabad

Dr. BOYINA RUPINI

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

Dr. NEPOMUCENO TIU

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

Dr. SANJIV MITTAL

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

Dr. RAJENDER GUPTA

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

Dr. SHIB SHANKAR ROY

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

Dr. SRINIVAS MADISHETTI

Professor, School of Business, Mzumbe University, Tanzania

Dr. NAWAB ALI KHAN

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

MUDENDA COLLINS

Head, Operations & Supply Chain, School of Business, The Copperbelt University, Zambia

Dr. EGWAKHE A. JOHNSON

Professor & Director, Babcock Centre for Executive Development, Babcock University, Nigeria

Dr. A. SURYANARAYANA

Professor, Department of Business Management, Osmania University, Hyderabad

P. SARVAHARANA

Asst. Registrar, Indian Institute of Technology (IIT), Madras

Dr. MURAT DARÇIN

Associate Dean, Gendarmerie and Coast Guard Academy, Ankara, Turkey

Dr. ABHAY BANSAL

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

Dr. YOUNOS VAKIL ALROAIA

Head of International Center, DOS in Management, Semnan Branch, Islamic Azad University, Semnan, Iran

WILLIAM NKOMO

Asst. Head of the Department, Faculty of Computing, Botho University, Francistown, Botswana

Dr. JAYASHREE SHANTARAM PATIL (DAKE)

Faculty in Economics, KPB Hinduja College of Commerce, Mumbai

SHASHI KHURANA

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

Dr. SEOW TA WEEA

Associate Professor, Universiti Tun Hussein Onn Malaysia, Parit Raja, Malaysia

Dr. OKAN VELI ŞAFAKLI

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

Dr. MOHENDER KUMAR GUPTA

Associate Professor, Government College, Hodal

Dr. BORIS MILOVIC

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

Dr. LALIT KUMAR

Course Director, Faculty of Financial Management, Haryana Institute of Public Administration, Gurugram

Dr. MOHAMMAD TALHA

Associate Professor, Department of Accounting & MIS, College of Industrial Management, King Fahd University of Petroleum & Minerals, Dhahran, Saudi Arabia

Dr. V. SELVAM

Associate Professor, SSL, VIT University, Vellore

Dr. IQBAL THONSE HAWALDAR

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

Dr. PARDEEP AHLAWAT

Associate Professor, Institute of Management Studies & Research, Maharshi Dayanand University, Rohtak

Dr. ALEXANDER MOSESOV

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

Dr. ASHOK KUMAR CHAUHAN

Reader, Department of Economics, Kurukshetra University, Kurukshetra

Dr. BHAVET

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

YU-BING WANG

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

SURJEET SINGH

Faculty, Department of Computer Science, G. M. N. (P.G.) College, Ambala Cantt.

Dr. TITUS AMODU UMORU

Professor, Kwara State University, Kwara State, Nigeria

Dr. RAJESH MODI

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

Dr. SAMBHAVNA

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

Dr. THAMPOE MANAGALESWARAN

Faculty, Vavuniya Campus, University of Jaffna, Sri Lanka

Dr. SHIVAKUMAR DEENE

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

SURAJ GAUDEL

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

FORMER TECHNICAL ADVISOR

AMITA

FINANCIAL ADVISOR

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>

IMPACT OF EXPORT BARRIERS ON PALMYRAH JAGGERY EXPORT PERFORMANCE IN TAMILNADU**K. SHAJITHA****Ph.D. RESEARCH SCHOLAR****RESEARCH CENTRE OF COMMERCE****FATIMA COLLEGE (AUTONOMOUS)****MADURAI****T. JEYANTHI VIJAYARANI****ASSOCIATE PROFESSOR****RESEARCH CENTRE OF COMMERCE****FATIMA COLLEGE (AUTONOMOUS)****MADURAI****ABSTRACT**

India is the largest consumer and producer of palm jaggery in the universe. Palmyrah jaggery extracted from Palmyrah palm has high sucrose and more minerals that cure numerous problems of a general human being. Exporters are exporting Palmyrah Jaggery to enjoy the same benefits in international countries. While exporting the products, the exporters face stringent regulations, competition, and more. So, the study finds out how export barriers influence export performance in Tamilnadu. These barriers measures in quantitative research methods and the outcome reveal that the exporter's challenges are insufficient production capacity, absence of government assistance and limited information about the products in the market. Such problems affect the exporters to export products to the international market. Finally, the effect of barriers strongly associates and affect export performance in Tamilnadu.

KEYWORDS

palmyrah jaggery, export barriers.

JEL CODES

Q10, Q13, Q14.

1. INTRODUCTION

India is the pioneer for the development of Palm Jaggery products in India. However, for palm, the botanical name as 'PALMA' or 'PALMAE' is described as the princess of 'Vegetable Kingdom' - As per the British Encyclopedia. There are numerous varieties of palm available in which nine yield sweet juice known as "Neera" find only in India. There are various palms available in India like Coconut palm, Date palm, Palmyrahpalm and sago palm. Indian Sugar Manual (1956) stated in the study that Palmyrah palm has high sucrose and more minerals in it. It comprises nutrients like sucrose, fats, protein, minerals, etc. There were numerous sakes for all parts of Palmyrah palm (Rao & Kiran, 2011). It activates digestive enzymes that accelerate the digestion process and decrease the intestine and digestive tract strain. It can clean respiratory tracts, lungs, food pipes, stomach and intestine. It removes unwanted particles from the body, which relief constipation pain.

At last, it increases the warmth and energy for a long time without harming internal organs. From the above stated medicinal benefits extended to consumers and hence, it has created a huge demand in international markets, and India lies major exporters of Palmyrah Jaggery. According to the Ministry of Commerce and industry statistics, still, the oscillation was noticed, especially for the growth of palm Jaggery in India. However, the Indian government included palm Jaggery in KVIC to boost the exports of Palm Jaggery from India.

Even though the government is acting to increase Palm Jaggery exports, the lack of synergy between central and state governments is leading the exporters to face challenges in exporting the products. Some exporting challenges are stiff competition, stringent regulations and inefficient and longevity issues. Consequently, the study measures the exporters' barriers and how the barriers affect Palmyrah Jaggery export performance.

2. REVIEW OF LITERATURE

Ramachandran et al. (2004) stated how important the Palmyrah palm is for village people in India. He explained in detail regarding traditional water system which prevailed in Kerala with the help of Palmyrah palm. Palmyrah palm played a significant role in Indian culture that was inseparable from human beings since ancient times. Ancient day's pipeline system of generating water to plants can be executed with the help of palm. However, modern science and technology influence the mind of human beings, ultimately forgetting the benefits that nature gave to us and hence unwanted substances affected our land in India.

Kannathal has analyzed how the Palmyrah industry influenced the income and employment of people who resided in Ramnad, Tamilnadu. The study investigates how Palmyrah producers enhance their lives by producing jaggery, leaf, naar, eark, etc. This further inquired how much cost involved in producing a cost and income take over from the product. Kapilan (2015) has stated in the study that the utilization of commercial lime has been inhibited the fermentation of the sweet palmyrah saps and Kithul that has been primarily insisted to avail these for rural industrial application. Various kinds of commercial lime have been started from 0 grams/litre to 8 grams/litre that was put to practical use for each sterling pan bending forward around the tapped inflorescence. To execute the research, palm tree sap was subsequently collected from the pans for 60 hours.

Further, it has been investigated that the lime concentration affects lowering sugars and then total sugars followed by PH level, alcohol content, number of yeast present in it, bacterial cells and protein content. The statistical tools depicted that an upsurge in lime concentration lowered the microbial count plus accumulation of alcohol in the saps of both Palmyrah and Kithul. Finally, it concluded that three grams of lime concentration on sap keep the natural fermentation process without influencing the saps' natural taste and products.

Davis & Johnson (1987) has stated in their study that Palmyrah palm has been utilized for more than one use or purpose. Hence, it has the capacity for being useful for many purposes to take place to a large extent in Tamilnadu. Hence, their purpose has been stated in history, and even in some literature regarding exciting facts about food from the fruit and tuberous seedlings, sap produced beverages and sugars. In contrast, the leaves have fiber for making brushes, cordage, weaving and plaiting, trunk wood for construction and fuel purposes, and various minor products produced. Considering the benefits, the author has tried to investigate the present status of Palmyrah Palm in Tamilnadu. Picking out Tamilnadu was that 40 million palmyrah had been seen in the state. Consequently, the study proved that the upsurge in the exploitation of palmyrah trees had become a danger to rural populations. Hence it will be difficult for them to get off the future supply of raw materials needed for Palm trees.

3. OBJECTIVE OF THE STUDY

The objective of the study is to find out the impact of Exporters challenges on Palmyrah Jaggery export performance in India.

4. SCOPE OF THE STUDY

The scope of the study represents the jaggery exporters in Tamilnadu. It focuses on measuring the effect of barriers on exporters and their performance. The instrument used for the study is a questionnaire. The study collects the exporter's opinion through a web survey. The study finds that the pandemic restricts contacting limited Jaggery exporters in Tamilnadu. Due to limited time constraints, the study could not contact a higher number of samples. So, it is applicable for Tamilnadu because generalization of results may occur.

5. HYPOTHESIS

1. Exporters challenges positively associate with Palmyrah Jaggery export performance.
2. Exporters challenges affect the Palmyrah Jaggery export performance.

6. RESEARCH METHODOLOGY

Sekaran (2006) indicates the recognized variables, which is the main indicator of the research problem, construct the theoretical framework, decide upon the look and functioning of data which brings out the matter of course for the research issues. Hence, the research design was a basic structure underlining a concept or a design plan to carry out the research work. Hence, the researcher carries out the research issues very carefully and typically decides that the study has an inclusion of descriptive study which investigate the present state of affairs as it exists at present. The data for the present study were gathered from primary sources. Therefore, the required data were collected through a self-managed and structured questionnaire. The questions identified in the questionnaire are all research-based and closely answered. The questionnaire was pilot-tested, and the expected improvement based on feedback was implemented.

7. DATA ANALYSIS & FINDINGS

The purpose of the section is to present the profile of exporters in a tabular format. It will give a precise explanation with different categories. The categories presenting the exporter profile is age and their education qualification.

7.1. DEMOGRAPHIC PROFILE OF RESPONDENTS

TABLE 1: AGE OF RESPONDENTS

Particulars	Frequency	Percent
20 to 25 years	37	31.9
25 to 30 years	31	26.7
30 to 35 years	24	20.7
Above 35 years	24	20.7
Total	116	100.0

The age of respondents is classified into one of four categories: 20-25 years; 25-30 years; 30-35 years and above 35 years. The frequency distribution result reveals that most of the respondents are 20-25 years (31.9%), followed by 26.7% between 25 to 30 years, and the least respondents are 30-35 years and more. So, it concludes that most exporters are between 20-25 years of age.

TABLE 2: EDUCATION QUALIFICATION OF RESPONDENTS

Particulars	Frequency	Percent
Higher secondary school	40	34.5
Diploma	28	24.1
Bachelor degree	24	20.7
Master degree	24	20.7
Total	116	100.0

Exporter's education qualification classifies into higher secondary school, diploma, and bachelor and master's degrees. Assessing education qualification through frequency distribution indicates that 34.5% of higher secondary school level of education followed by 24.1% of diploma holders and an identical 20.7% of respondents hold bachelor's and master's degrees. As a result, the highest number of exporters have a basic higher secondary school.

TABLE 3: EXPORTERS PREFERENCE OF JAGGERY

Particulars	Frequency	Percent
Black jaggery	37	31.9
Liquid jaggery	37	31.9
Palmyrah Jaggery	42	36.2
Total	116	100.0

From the table, it makes crystal clear that the exporter prefers Palmyrah jaggery, sugarcane jaggery and others. Most of the exporters choose Palmyrah jaggery over other categories of jaggery.

TABLE 4: CHALLENGES TO EXPORT PALMYRAH JAGGERY

Particulars	Frequency	Percent
Lack of government assistance	37	31.9
Limited information about markets	37	31.9
Insufficient production capacity	42	36.2
Total	116	100.0

The table shows that 36.2% of exporters face insufficient production capacity and an identical 31.9% face a lack of government assistance and limited information about markets. So, it concludes that the highest number of exporters stuck with insufficient production capacity.

7.2. CORRELATION

The bivariate correlation will be used to determine the association between two variables. Exporter's challenges are independent variables, and Palmyrah Jaggery export performance is the dependent variable for the study. This variable determination leads to knowing the strength of association between the variables. A detailed description of the analysis presents below

H₁: Exporters challenges positively associate with Palmyrah Jaggery export performance.

TABLE 5: RELATIONSHIP BETWEEN EXPORTERS CHALLENGES AND PALMYRAH JAGGERY EXPORT PERFORMANCE

Particulars	Exporters challenges	Palmyrah Jaggery export performance
Exporters challenges	1	.796** (.000)
Palmyrah jaggery export performance		1

The table clarifies that Exporters challenges have a strong positive correlation with export marketing performance. Also, it finds that Exporters challenges are statistically significant with export performance. As a result, it concludes that Exporters challenges are positively associated with Palmyrah Jaggery export performance.

Later determining the association, the study will measure the effect of Exporters challenges on Palmyrah Jaggery export performance in simple linear regression analysis

7.3. REGRESSION

Simple regression analysis measures the linear relationship and effect between the exporter barrier and Palmyrah Jaggery export performance. The outcome of regression presents in the following table.

H₁: Exporters challenges affect the Palmyrah Jaggery export performance.

TABLE 6: EFFECT BETWEEN THE EXPORTER BARRIER AND PALMYRAH JAGGERY EXPORT PERFORMANCE

Particulars	r	r ²	f	sig	B	t	sig
C	.796	.634	197.620	.000	.593	4.222	.000
Exporters challenges					.796	14.058	.000

The table shows the regression analysis results that support that the Exporters challenges are statistically significant with Palmyrah Jaggery export performance. Exporter's challenges are strongly associated with the Palmyrah jaggery export performance, and the value is 0.795. Next, the R-square value is 0.634, indicating Exporters challenges impact Palmyrah Jaggery export performance to 63.4%. Thence, the F value of regression analysis is 197.620 (p<5%), representing that the present value is sufficient to forecast Exporters challenges and Palmyrah Jaggery export performance. Finally, the coefficient value of the exporter barrier is 0.796, the t value is 14.058, and it is significant at 5%. So, the results indicate that one unit of changes in Palmyrah jaggery export performance will change Exporters challenges to 0.796. As a result, it concludes that Exporters challenges affect the Palmyrah Jaggery export performance. The equation for regression analysis is as per following:

Palmyrah Jaggery export performance = 0.593+0.796(Exporters challenges).

8. RESULTS

The analysis found that exporters were between the age's categories of 20-25 and higher secondary school level of education. The exporters have chosen Palmyrah jaggery for the exports in Tamilnadu. But the exporters are facing problems owing to insufficient production capacity. Correlation analysis reveals that exporter's challenges are positively associated with Palmyrah Jaggery export performance. Further, challenges have a positive effect on palmyrah jaggery export performance.

9. CONCLUSION

The study investigates the impact of Exporters challenges on Palmyrah Jaggery export performance in Tamilnadu. First, the study finds that the exporters are more important to Palmyrah jaggery products. Second, though exporters choose palmyrah jaggery, they face insufficient production capacity, absence of government assistance, and limited information about the products in the market. Such problems affect the exporters to export products to the international market. The correlation analysis proved that exporter barriers positively associate and affect the Palmyrah Jaggery export performance. So, it suggests that conducting training to the exporters and supporting through financial assistance may help upgrade the sound performance in the export market.

REFERENCES

- Gangwar, L., Solomon, S. and Anwar, S. (2015), "Technological and policy options for modernization of jaggery industry in India," Indian Institute of Sugar-cane Research, Vol. 383, No. 1, pp. 398.
- Shingate, K. (2015), "A Study of Jaggery Marketing in Kolhapur District," Journal of Marketing & Communication, Vol. 11, No. 2, pp. 14-33
- Ramachandran, V. S., Swarupananandan, K. and Renuka, C. (2004), "A traditional irrigation system using palmyrah palm (Borassus flabelifer) in Kerala, India," Palms, Vol. 48, No.4, pp. 175-181
- Ramachandran, V. S., Swarupananandan, K. and Renuka, C. (2004), "A Traditional Irrigation System Using Palmyrah Palm (Borassus Flabelifer) in Kerala, India," Palms: Journal of the International Palm Society, Vol. 48, No.4, December 2004, pp. 175-181.
- Rao, P. and Kiran, U. (2011), "Rural people pocket money, A Palmyrah Tree," Kisan World, Vol. 38, No.9 pp 42-45.
- Rao, R. and Sriram, K. (2016), "Assessing the performance of the Jaggery market in AP State, India," International Journal of Environment, Agriculture and Biotechnology, Vol. 1, No. 4, pp. 729-732.
- Rathika, S. and Shobana, P. (2016), "A socio-economic pattern of Palmyrah Tappers in Thoothukudi District," EPRA international Journal of Research and Development, Vol. 2, No.4, pp. 121-126.
- Sekaran, U. and Bougie, R. (2019), "Research methods for Business: A Skill-Building Approach," John Wiley & sons. Germany.
- Velauthamurthy, K., Mary, S., Sashikesh, G. and Srivijeindran, S. (2015), "Enhance the quality of Palmyrah (Borassus Flabelifer) Jaggery," Journal of Natural Product and Plant Resources, Vol. 5, No. 2, pp.37-42

REQUEST FOR FEEDBACK

Dear Readers

At the very outset, International Journal of Research in Commerce, IT & 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

