

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

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

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 3480 Cities in 174 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.	IMPACT OF MOBILE MARKETING IN THE CURRENT INDIAN SCENARIO <i>DR. VINAYAK KHARE, DR. HARISH B. BAPAT & DR. VISHAL SONI</i>	1
2.	FARMER'S SUGGESTIONS TO IMPROVE THE TANK SYSTEMS PERFORMANCE WITH SPECIAL REFERENCE TO MADURAI DISTRICT <i>DR. M. A. RAJKUMAR & DR. P. KARTHIKEYAN</i>	4
3.	A COMPARATIVE STUDY OF PROBLEMS FACED BY CONSUMERS WHILE USING SERVICES OF INDIA POST AND PRIVATE COURIER SERVICE IN WESTERN MUMBAI <i>MEHUL CHHATBAR & DR. CHITRA NATARAJAN</i>	9
4.	POLICY OF NATIONALISM GUIDANCE THROUGH IN TRADITIONAL MARKET MANAGEMENT IN CENTRAL JAVA <i>DR. SRI SUWITRI</i>	14
5.	GREEN PURCHASING BEHAVIOUR OF YOUNG CONSUMERS IN THOOTHUKUDI <i>DR. K. MARIAMMAL & M.SHUNMUGAVALLI</i>	17
6.	A RESEARCH ON THE EFFICACY OF EMPLOYEE TRAINING IN MANUFACTURING COMPANY, PUNE <i>DR. MANISHA PUROHIT</i>	21
7.	MANAGEMENT LESSONS FROM DABBAWALA <i>B. SARUMATHI, B. SARANYA & A. ANITHA SUPRIYA JOSEPH</i>	24
8.	A STUDY ON THE FACTORS AFFECTING RFID ADOPTING INTENTION OF ONLINE SHOPPING LOGISTICS PROCESS: CASE OF TAIWAN ONLINE RETAIL BUSINESS <i>YU-BING, WANG</i>	29
9.	TRAINING AND DEVELOPING EMPLOYEES: METHODS AND EFFECTS <i>PAYAL CHATLY</i>	36
10.	EURO ZONE CRISIS: ITS GENESIS AND IMPLICATIONS ON INDIAN ECONOMY <i>DR. MADHUR M. MAHAJAN</i>	39
11.	EFFECT OF DIVIDEND ON SHARE'S VOLUME, SHARE'S TURNOVER AND SHARE'S TRADING WITH SPECIAL REFERENCE TO BANKING AND AUTO INDUSTRY: AN INDIAN PERSPECTIVE <i>DR. DEBASISH BISWAS & SAJJUL ISLAM</i>	46
12.	WOMEN ENTREPRENEURSHIP: PROBLEMS & PROSPECTS <i>PAYAL CHATLY</i>	51
13.	REVERSE INNOVATION AS A PERSUASIVE MARKETING TOOL <i>SONIA LOHIA & SACHIN LOHIA</i>	54
14.	CONTRIBUTION OF MICRO AND SMALL SCALE INDUSTRIES IN RURAL DEVELOPMENT: A CASE STUDY OF AJMER DIVISION (AJMER, BHILWARA, TONK AND NAGOUR DISTRICTS) <i>SHWETA SHARMA, DEEPALI SHARMA & S. L. CHOUDHARY</i>	57
15.	INTEGRATING INFORMATION AND COMMUNICATION TECHNOLOGY INTO THE GHANA EDUCATION HEAD OFFICES: AN EMPIRICAL EVIDENCE FROM GHANA <i>ELISHA D'ARCHIMEDES ARMAH</i>	69
	REQUEST FOR FEEDBACK & DISCLAIMER	75

CHIEF PATRON

PROF. K. K. AGGARWAL

Chairman, Malaviya National Institute of Technology, Jaipur

(An institute of National Importance & fully funded by Ministry of Human Resource Development, Government of India)

Chancellor, K. R. Mangalam University, Gurgaon

Chancellor, Lingaya's University, Faridabad

Founder Vice-Chancellor (1998-2008), Guru Gobind Singh Indraprastha University, Delhi

Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

FOUNDER PATRON

LATE SH. RAM BHAJAN AGGARWAL

Former State Minister for Home & Tourism, Government of Haryana

Former Vice-President, Dadri Education Society, Charkhi Dadri

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

CO-ORDINATOR

AMITA

Faculty, Government M. S., Mohali

ADVISORS

DR. PRIYA RANJAN TRIVEDI

Chancellor, The Global Open University, Nagaland

PROF. M. S. SENAM RAJU

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

PROF. M. N. SHARMA

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

PROF. S. L. MAHANDRU

Principal (Retd.), Maharaja Agrasen College, Jagadhri

EDITOR

PROF. R. K. SHARMA

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

CO-EDITOR

DR. BHAVET

Faculty, Shree Ram Institute of Business & Management, Urjani

EDITORIAL ADVISORY BOARD

DR. RAJESH MODI

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

PROF. SANJIV MITTAL

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

PROF. ANIL K. SAINI

Chairperson (CRC), Guru Gobind Singh I. P. University, Delhi

DR. SAMBHAVNA

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

DR. MOHENDER KUMAR GUPTA

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

DR. SHIVAKUMAR DEENE

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

ASSOCIATE EDITORS

PROF. NAWAB ALI KHAN

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

PROF. ABHAY BANSAL

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

PROF. A. SURYANARAYANA

Department of Business Management, Osmania University, Hyderabad

DR. SAMBHAV GARG

Faculty, Shree Ram Institute of Business & Management, Urjani

PROF. V. SELVAM

SSL, VIT University, Vellore

DR. PARDEEP AHLAWAT

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

DR. S. TABASSUM SULTANA

Associate Professor, Department of Business Management, Matrusri Institute of P.G. Studies, Hyderabad

SURJEET SINGH

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

TECHNICAL ADVISOR

AMITA

Faculty, Government M. S., Mohali

FINANCIAL ADVISORS

DICKIN GOYAL

Advocate & Tax Adviser, Panchkula

NEENA

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

LEGAL ADVISORS

JITENDER S. CHAHAL

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

CHANDER BHUSHAN SHARMA

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

SUPERINTENDENT

SURENDER KUMAR POONIA

CALL FOR MANUSCRIPTS

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

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

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. **COVERING LETTER FOR SUBMISSION:**

DATED: _____

THE EDITOR
IJRCM

Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF.

(e.g. Finance/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/Engineering/Mathematics/other, please specify)

DEAR SIR/MADAM

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

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

I affirm that all the author (s) have seen and agreed to the submitted version of the manuscript and their inclusion of name (s) as co-author (s).

Also, if my/our manuscript is accepted, I/We agree to comply with the formalities as given on the website of the journal & you are free to publish our contribution in any of your journals.

NAME OF CORRESPONDING AUTHOR:

Designation:
Affiliation with full address, contact numbers & Pin Code:
Residential address with Pin Code:
Mobile Number (s):
Landline Number (s):
E-mail Address:
Alternate E-mail Address:

NOTES:

- a) The whole manuscript is required to be in **ONE MS WORD FILE** only (pdf. version is liable to be rejected without any consideration), which will start from the covering letter, inside the manuscript.
- b) The sender is required to mention the following in the **SUBJECT COLUMN** of the mail:
New Manuscript for Review in the area of (Finance/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/Engineering/Mathematics/other, please specify)
- c) There is no need to give any text in the body of mail, except the cases where the author wishes to give any specific message w.r.t. to the manuscript.
- d) The total size of the file containing the manuscript is required to be below **500 KB**.
- e) Abstract alone will not be considered for review, and the author is required to submit the complete manuscript in the first instance.
- f) The journal gives acknowledgement w.r.t. the receipt of every email and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of manuscript, within two days of submission, the corresponding author is required to demand for the same by sending separate mail to the journal.

2. **MANUSCRIPT TITLE:** The title of the paper should be in a 12 point Calibri Font. It should be bold typed, centered and fully capitalised.

3. **AUTHOR NAME (S) & AFFILIATIONS:** The author (s) **full name, designation, affiliation (s), address, mobile/landline numbers**, and **email/alternate email address** should be in italic & 11-point Calibri Font. It must be centered underneath the title.

4. **ABSTRACT:** Abstract should be in fully italicized text, not exceeding 250 words. The abstract must be informative and explain the background, aims, methods, results & conclusion in a single para. Abbreviations must be mentioned in full.

5. **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 stops at the end.
6. **MANUSCRIPT:** Manuscript must be in **BRITISH ENGLISH** prepared on a standard A4 size **PORTRAIT SETTING PAPER**. It must be prepared on a single space and single column with 1" margin set for top, bottom, left and right. It should be typed in 8 point Calibri Font with page numbers at the bottom and centre of every page. It should be free from grammatical, spelling and punctuation errors and must be thoroughly edited.
7. **HEADINGS:** All the headings should be in a 10 point Calibri Font. These must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
8. **SUB-HEADINGS:** All the sub-headings should be in a 8 point Calibri Font. These must be bold-faced, aligned left and fully capitalised.
9. **MAIN TEXT:** The main text should follow the following sequence:

INTRODUCTION

REVIEW OF LITERATURE

NEED/IMPORTANCE OF THE STUDY

STATEMENT OF THE PROBLEM

OBJECTIVES

HYPOTHESES

RESEARCH METHODOLOGY

RESULTS & DISCUSSION

FINDINGS

RECOMMENDATIONS/SUGGESTIONS

CONCLUSIONS

SCOPE FOR FURTHER RESEARCH

ACKNOWLEDGMENTS

REFERENCES

APPENDIX/ANNEXURE

It should be in a 8 point Calibri Font, single spaced and justified. The manuscript should preferably not exceed **5000 WORDS**.

10. **FIGURES & TABLES:** These should be simple, crystal clear, centered, separately numbered & self explained, and **titles must be above the table/figure**. **Sources of data should be mentioned below the table/figure**. It should be ensured that the tables/figures are referred to from the main text.
11. **EQUATIONS:** These should be consecutively numbered in parentheses, horizontally centered with equation number placed at the right.
12. **REFERENCES:** The list of all references should be alphabetically arranged. The author (s) should mention only the actually utilised references in the preparation of manuscript and they are supposed to follow **Harvard Style of Referencing**. The author (s) are supposed to follow the references as per the following:
 - All works cited in the text (including sources for tables and figures) should be listed alphabetically.
 - Use (ed.) for one editor, and (ed.s) for multiple editors.
 - When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc, in chronologically ascending order.
 - Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
 - The title of books and journals should be in italics. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
 - For titles in a language other than English, provide an English translation in parentheses.
 - The location of endnotes within the text should be indicated by superscript numbers.

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, 19–22 June.

UNPUBLISHED DISSERTATIONS AND THESES

- 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 Natural Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>

CONTRIBUTION OF MICRO AND SMALL SCALE INDUSTRIES IN RURAL DEVELOPMENT: A CASE STUDY OF AJMER DIVISION (AJMER, BHILWARA, TONK AND NAGOUR DISTRICTS)

SHWETA SHARMA
RESEARCH SCHOLAR
DEPARTMENT OF COMMERCE
S.D. GOVT. COLLEGE
BEAWAR

DEEPA SHARMA
INDEPENDENT RESEARCHER
866/25, NEAR RAJENDRA SCHOOL, PAHAR GANJ
AJMER

S. L. CHOUDHARY
SR. LECTURER
DEPARTMENT OF COMMERCE
S. D. GOVERNMENT COLLEGE
BEAWAR

ABSTRACT

India is the second largest populated country of the world. And most of the population of India resides at the rural areas. To achieve better economic, political or military status first of all a major problem in the front of policy makers is to be provide a better living standard to the civilians of India. Major problem is to achieve these goals are drastically increasing population, food scarcity and unemployment. Central and State governments were trying hard, to overcome these problems by making strategies and policies time to time. To provide employment to every hand is a difficult task because each is not having required technical or educational skills. So to provide a job opportunity according to a person with his own skills is a very difficult task, this problem is become more severe in case of rural areas. In such types of conditions in developing countries like India, the Micro, Small and Medium level industries plays a crucial role to provide job opportunities to every needy hand and to achieve one of the most important goal the over all "Rural Development" of Country. The present study is a comparative status based on secondary data, of Ajmer Division (Ajmer, Bhilwara, Tonk and Nagaur Districts) and role of micro, small and medium industries to achieve the goal of "Rural Development".

KEYWORDS

Small scale industries, rural development.

INTRODUCTION

Rural Development has been emerged as most exciting and important force that governs the economic growth of the country. This issue is always placed at the top of agenda in various international and national policies for the developing countries of Asia, Africa and Latin America. Developed countries have also recognized the importance of rural development and their need to be directed their efforts towards meeting the basic needs of the poorest people in developing countries. Rural development encompasses a wide spectrum. Variety of views and concepts exists regarding the rural development alongwith the various economic aspects. Rural development is one of the most vital issues to prepare the strategies for the development of the economic and financial policies. Various schemes were launched time to time by various regulatory bodies to promote rural development but the concept of rural development is still vague (Mathur, 1996).

According to Suri, (1988) and Mathur, (1996) Rural Development is defined in three aspects as:

As a Concept: Rural development stands for overall development of rural areas with a view to betterment of the lifestyle of rural people. In other words, rural development or live development in general is multi dimensional approach of development. In sense of purely economic aspects it covers development of the agricultural, associated activities, allied activities and social facilities, besides development of human resources in the rural areas.

As a Phenomenon: Rural Development as a phenomenon is a result of interaction between various physical, environmental, technological, economic, socio-cultural and institutional factors in the rural areas of a nation.

As a Strategy: Rural development is the approach as operational design to bring about the desired positive changes in the socio-economic and cultural life of the rural people.

Rural Development strategy is primarily an outline of the process that enhances the capacity of the rural people to improve their lives and environment, accomplished by wider distribution of benefits resulting from such improvement or in overall a holistic development of rural people. Thus, rural development considers both agricultural and non agricultural aspects of rural life.

The expression "Rural Development" may be used to refer to process of change and improvement in rural socialites, not all of which involves action by government and policy making bodies. The term "rural development" has another meaning used more often in development literature refers to a distinct approach to intervention by the state in the economies of underdeveloped countries and one which is at once broader and more specific than agriculture development. World Bank mentioned the "Rural development", focuses on poverty and inequality and thus involves a strategy designed to improve the economic and social life of specific group of people, the rural poor.

Rural development is a multi-dimensional view but it is restricted economic aspects of rural poor, not for the overall development of rural areas with a view to improving the quality of life of rural poor. It is also a comprehensive and multidimensional concept and encompasses the development of agriculture and allied activities, village and cottage industries and crafts, socioeconomic infrastructure, community services and facilities and above all the human resources in the rural areas.

The main theme of rural development may be summarized as follows:

1. To achieve enhanced production and productivity in rural areas.
2. To bring about a greater socioeconomic equity.

3. To bring about a special balance in social and economic development.
4. To bring about improvement in the ecological environment so that it may be conducive to growth and happiness and
5. To develop broad based community participation in the process of development.

United Nations has indicated that the objectives of rural development are:

- a) To draw the entire rural labor force on the rural people.
- b) To realize the creative energies of the rural people.
- c) To bring down into the countryside and check the drift of the rural population of cities.
- d) To enhance the participation of towns, men and youth in the development process.
- e) To improve the living conditions of the rural majority and the quality of their life, particularly through the integration of development with environment.
- f) To ensure the all round development of the population its economic and social productivity and work satisfaction (Mathur, 1996).

Micro and small scale industries are found to be most appropriate option to achieve the goal of better rural development opportunities. The small scale sector, as commonly understood in India, includes a wide range of manufacturing units which vary in the size of employment, capital investment and value of out put as well as in the level of organization, technology, source of power, type and quality of products, and so on.

The sector is very heterogeneous as it covers manually operated tiny household units widely dispersed all over the country as well as urban based relatively large establishments using modern technology. The small units, thus, belong to following three sub-sectors:

1. Traditional village industries including handicrafts.
2. Small unregistered household and non household units not covered by the factories act of 1948.
3. Registered factories.

Key feature of the micro and small industries are:

1. Small scale industries, including traditional village industries, small workshop and modern small enterprises, have been given an important place in the framework of Indian economic planning for ideological and economic reasons. The small industries sector has been imbued with a multiplicity of objectives, important among these beings.
2. The generation of immediate employment opportunities with relatively low investment.
3. The promotion of more equitable distribution on national income.
4. Effective mobilization of untapped capital and human skills.
5. Dispersal of manufacturing activities all over the country, leading to growth of villages, small towns and economically lagging regions.

In recent scenario, when the globalization is taking place in all the sector and competition becoming difficult day by day. The small flexible production units or small scale industries are currently more competitive or effective in term of investment and production both; than the rigid capital-intensive mass production installations or units i.e. the large entrepreneurships. Large scale industries or larger enterprises emphasis usually on the large batch orders at low unit price, that's why the profit share is become large. While, the Small or Medium scale industries production is enough to maintain the quantity and quality, both the standards. Small and Medium entrepreneurships usually defined in terms of their man power. On the other hand larger enterprises were usually measured in terms of their throughput or market capitalization (Sharma and Sharma, 2013).

Small and Medium scale industries are having important role in economic development of developing countries like India. And constitutes a significant part of the economy alongwith making the valuable contributions to its growth by introducing innovation, excellence and competition. In term of employment opportunities and livelihood generations certain small scale industries provides a source of income to millions of people, at their own home place that not only prevents migration towards big cities but also prevents the eliminating regional imbalances of men power to the large units or cities (Sharma and Sharma, 2013).

PROFILE OF STUDY AREA

State of Rajasthan lies between 23°30' - 30°11' North latitude and 69°29' -78°17' East longitude, occupying 3,42,239 km² which accounts 10.41% of geographic land area of our country. It is the largest state of India where highest proportion of land is occupied by the great Indian Thar desert (Figure 1).

The state is divided into seven administrative divisions formed by 33 districts. These are:

Ajmer Division: Ajmer, Bhilwara, Nagaur and Tonk.

Bharatpur Division: Bharatpur, Dholpur, Karauli and Sawai Madhopur.

Bikaner Division: Bikaner, Churu, Ganganagar and Hanumangarh.

Jaipur Division: Jaipur, Alwar, Jhunjhunu, Sikar and Dausa.

Jodhpur Division: Barmer, Jaisalmer, Jalore, Jodhpur, Pali and Sirohi.

Kota Division: Baran, Bundi, Jhalawar and Kota.

Udaipur Division: Banswara, Chittorgarh, Pratapgarh, Dungarpur, Udaipur and Rajsamand.

FIGURE 1: MAP OF INDIA AND RAJASTHAN HIGHLIGHTED WITH STUDY AREA AJMER ZONE: (AJMER, BHILWARA, TONK AND NAGOUR DISTRICTS)



AJMER DISTRICT

Ajmer was founded by Raja Ajai Pal Chauhan in the 7th century A.D. It remained a strong hold of the Chauhans till 1193 A.D. Ajmer District is situated in the centre of Rajasthan State lying between 25°38" and 26°58" North Latitudes and 73°54" and 75°22" East Longitudes. The total geographical Area of Ajmer district is 8.50 lac hectares, for land utilization purpose, the area was reported 8.42 lacs hectares. Ajmer district stands at 16th place among the existing 33 districts or the State so far its total area is concerned. Ajmer district divided in six sub-divisions namely Ajmer, Beawar, Nasirabad, Masuda, Kekri and Kishangarh. These sub-divisions have further divided into 9 Tehsils namely Ajmer, Beawar, Nasirabad, Kekri, Kishangarh, Masuda, Bhinai, Pisangan and Sarwar and eight Panchayat Samities namely Shrinagar, Pisagan, Jawaja, Masuda, Bhinai, Kekri, Silora and Arain.

BHILWARA DISTRICT

Bhilwara was formed as a separate district in 1949 on merge of the princely State of Mewar and the Shahpura Thikana in the erstwhile United Rajasthan. Bhilwara is the industrial town. It is famous country wide for the textiles industry. It is well connected with roads, rail. Bhilwara district lies on the southeastern part of Rajasthan. It extends from 25°1' to 25°58' North latitude and from 74°1' to 75°28' East longitude. The total length of the district from West to East is 144 Km. While the breadth from North to South is 104 Km approximately. The total Geographical area of the district is 1047441 Hectares and covers approx. 3.05% area of the State.

TONK DISTRICT

Tonk is located between longitudes 75°07' to 76°19' and latitude 25°41' to 26°34'. The total geographical area of Tonk district is 7.16 lac hectares, but for land utilization purpose the area is reported to be 7.19 lacs hectares. Tonk district occupies 20th position among the existing 33 districts of the state; so far its area is concerned. The total area of the District is 7194 sq kms.

NAGOUR DISTRICT

Nagaur district is located between latitude 26°25' and 27°40' North and longitude 73°10' and 75°15' East. The district has a geographical area of 17.718 Sq. kms, representing 5.18 percent of the total area of Rajasthan and ranks sixth among the districts of the State.

METHODOLOGY

Present Study is mainly based on secondary data sources (Published as well as personal communications) of information from various research publications, published newspapers, journals-online & printed, magazines, websites and books. The information is collected from libraries and websites. The literature is cross checked and validated to give the latest information from the Annual Reports and Project reports of Ministry of Micro, Small and Medium Enterprises, Government of India. Simultaneously e-contents were also explored for the validation of data sources. The data collected has been tabulated, classified and analyzed accordingly to retrieve the goals of present study. Graphical presentation of data also present for making the present study effective.

OBSERVATION AND RESULTS

Industrialization status of the country indicates the level of utilization of available resources such as minerals, agriculture, live stock and other resources of the country. Country's economic growth is mainly depends on the increasing industrial production, creating additional employment opportunities, eliminating regional imbalances, entrepreneurship and augmenting the financial resources.

During the present study the year wise trend of growth in registered small scale industries and employed labor along with overall investment in the successive years at the all selected study sites (Ajmer, Bhilwara, Tonk and Nagaur) were enlisted in Table 1 and their comparative analysis showed in the figures 2 to 4.

TABLE 1: YEAR WISE TREND OF SMALL AND MEDIUM SCALE UNITS REGISTERED AT AJMER, BHILWARA, TONK AND NAGOUR DISTRICTS

S. No.	Year	Ajmer			Bhilwara			Tonk			Nagaur		
		Unit	Employment	Investment	Unit	Employment	Investment	Unit	Employment	Investment	Unit	Employment	Investment
1	1988-89	7891	34913	3362.22	-	-	-	-	-	-	-	-	-
2	1989-90	8155	35754	3665.89	-	-	-	-	-	-	-	-	-
3	1990-91	8359	36633	4037.72	-	-	-	5356	22274	1255.00	-	-	-
4	1991-92	8632	43831	4761.72	-	-	-	5496	22672	1378.48	-	-	-
5	1992-93	8926	45655	5438.60	-	-	-	5608	23175	1543.48	-	-	-
6	1993-94	9192	47011	6651.80	9298	34561	6653.00	5722	23620	1454.78	-	-	-
7	1994-95	9472	48769	8165.67	9604	36469	8111.00	5830	24055	1925.24	-	-	-
8	1995-96	9796	50540	11105.08	10006	39310	9446.38	5957	24526	2157.89	-	-	-
9	1996-97	10182	52483	13507.29	10551	41590	10373.50	6163	25303	2552.15	-	-	-
10	1997-98	10560	54203	17186.69	11052	43251	12420.52	3670	25945	2817.09	-	-	-
11	1998-99	10993	55643	19075.01	11447	45321	13441.17	6545	26723	3085.49	-	-	-
12	1999-00	11417	56906	20353.34	11859	47733	14974.00	6761	2757	3546.84	-	-	-
13	2000-01	11864	58260	21560.84	12303	49852	15739.00	7001	28330	3662.62	-	-	-
14	2001-02	12320	59874	22704.19	12739	51623	16200.43	7235	29135	3756.02	-	-	-
15	2002-03	12764	61471	23289.21	13179	53303	16909.21	7468	29958	3841.49	-	-	-
16	2003-04	13225	63529	26726.18	13655	55080	17521.85	7725	30802	3954.10	-	-	-
17	2004-05	13775	65614	31634.90	14175	57153	19006.21	6499	21425	4168.67	-	-	-
18	2005-06	14337	68070	35264.90	14741	7703	22565.85	6814	22438	4299.30	-	-	-
19	2006-07	15236	73311	47057.62	15042	67008	42765.31	7147	24018	4741.03	232	1477	1922.07
20	2007-08	15683	76441	55925.44	711	35230	11528.47	7507	25444	6141.03	818	3183	6135.89
21	2008-09	16343	80142	68406.39	680	4134	9476.00	7867	26842	7252.03	757	2546	3648.92
22	2009-10	17003	83815	81404.16	672	5903	14431.70	8227	28389	8938.03	833	2711	3403.08
23	2010-11	17663	87420	92797.54	672	3738	10485.29	8483	29392	10630.37	676	2720	2482.12
24	2011-12	-	-	-	671	3827	6935.29	8778	30656	14373.07	-	-	-

Source: DIC Ajmer, Bhilwara, Tonk, Nagaur and MSME Jaipur

FIGURE 2: YEAR WISE TREND OF SMALL AND MEDIUM UNITS REGISTERED AT AJMER, BHILWARA, TONK AND NAGAU

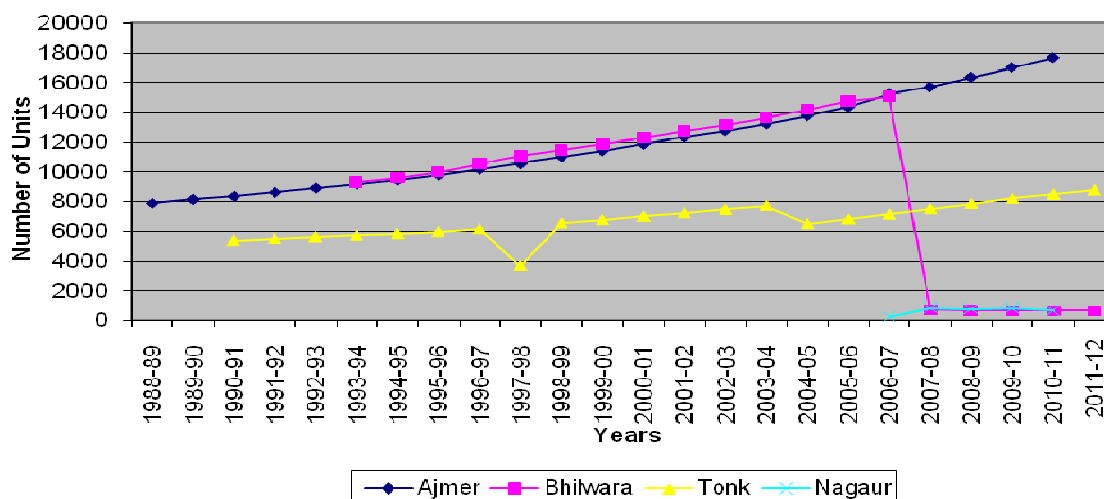


FIGURE 3: YEAR WISE TREND OF EMPLOYED PERSONS IN SMALL AND MEDIUM UNITS REGISTERED AT AJMER, BHILWARA, TONK AND NAGAU

Yearwise Trend of Employed Persons in Registered Units at Selected Study Sites

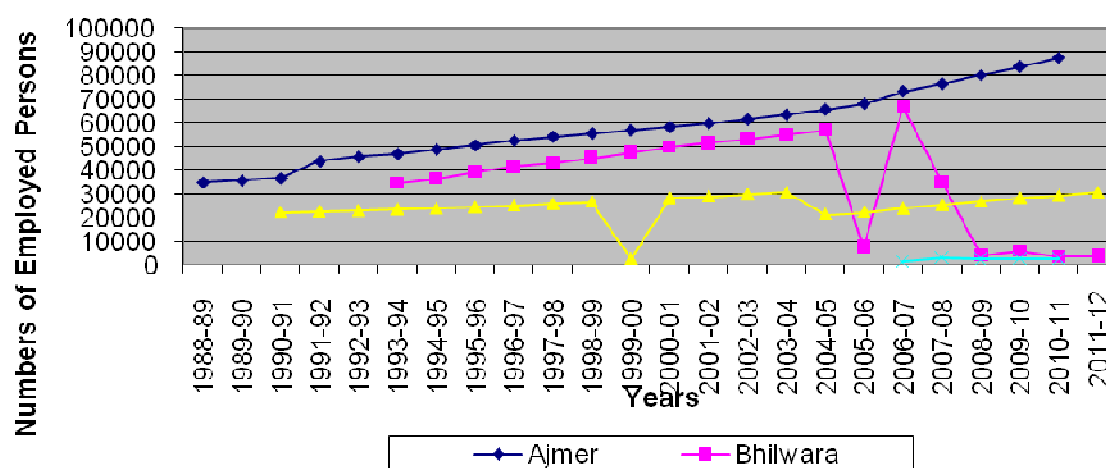
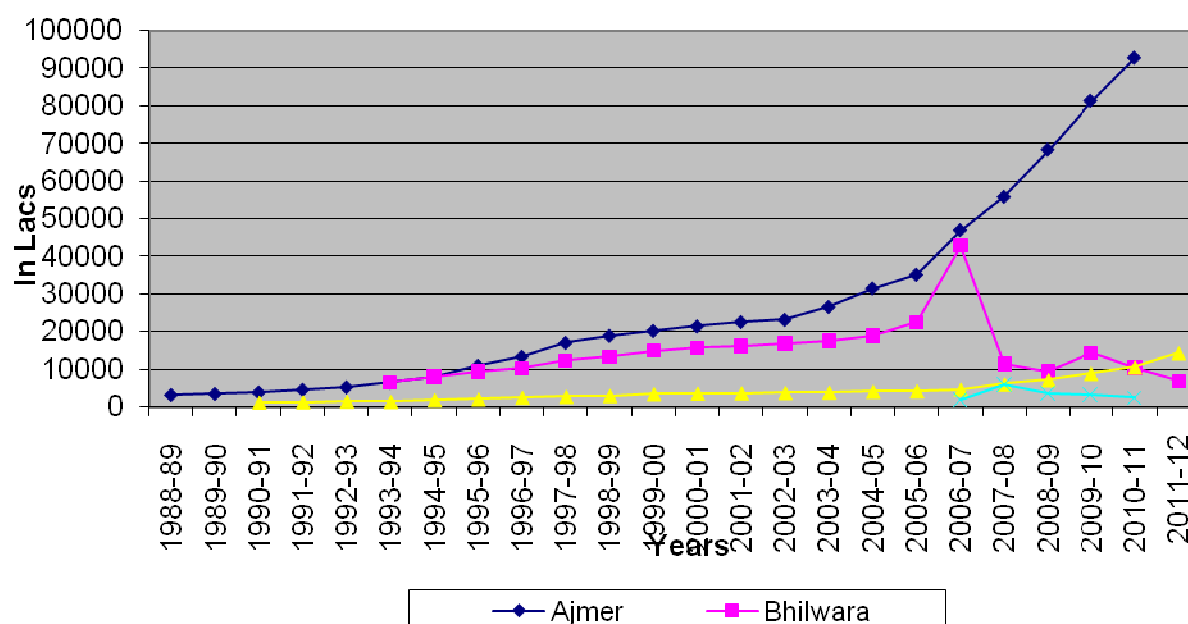


FIGURE 4: YEAR WISE TREND OF INVESTMENTS (IN LACS) AT SMALL AND MEDIUM UNITS REGISTERED AT AJMER, BHILWARA, TONK AND NAGAU

Yearwise Investment in Registered Unites



Ajmer district is having maximum 30 defined industrial areas while the Tonk district of Ajmer division is having least 6 defined industrial areas. In terms of total micro and small industrial units Nagaur district is leading with the 20,067 units followed by the Ajmer district with 19221 units. While in the vice versa case Tonk district is having minimum units.

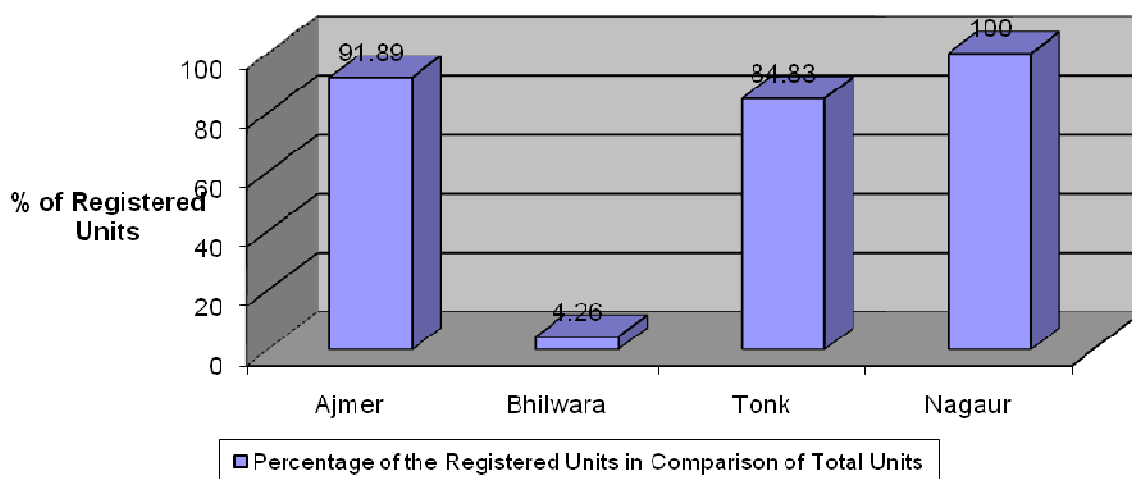
The scenario has been changed drastically in term of registered micro and small industrial units. Nagaur district is leading with 20,067 units while, Bhilwara is having least registered industrial units (671). The analysis of data of total micro and small industrial units compared with the registered micro and small industrial units showed that the Nagaur district having 100% registered Units followed by the Ajmer district (91.89%) and Tonk district (84.83%), while the Bhilwara is having least registered micro and small industrial units with the overall percentage of 4.26% (Table 2 and Figure 5).

TABLE 2: INDUSTRIAL SCENARIO AT AJMER, BHILWARA, TONK AND NAGOUR DISTRICTS

Sr. No.	Head	Ajmer		Bhilwara		Tonk		Nagaur	
		Unit	Particulars	Unit	Particulars	Unit	Particulars	Unit	Particulars
1	REGISTERED INDUSTRIAL UNIT	NO.	17663	NO.	671	NO.	8483	NO.	20,067
2	TOTAL INDUSTRIAL UNIT	NO.	19221	NO.	15734	NO.	10,000	NO.	20,067
3	REGISTERED MEDIUM & LARGE UNIT	NO.	8	NO.	75	NO.	6	NO.	3
4	ESTIMATED AVG. NO. OF DAILY WORKER EMPLOYED IN SMALL SCALE INDUSTRIES	NO.	87420	NO.	59383	NO.	29392	NO.	75053
5	EMPLOYMENT IN LARGE AND MEDIUM INDUSTRIES	NO.	3529	NO.	34945	NO.	1630	NO.	581
6	NO. OF INDUSTRIAL AREA	NO.	30	NO.	10	NO.	6	NO.	9
7	TURNOVER OF SMALL SCALE IND.	IN LACS	212450	IN LACS	51562.58	IN LACS	14373.04	IN LACS	31149.36

Source: DIC Ajmer, Bhilwara, Tonk, Nagaur and MSME Jaipur

FIGURE 5: PERCENTAGE OF THE REGISTERED UNITS IN COMPARISON OF TOTAL UNITS



AVAILABILITY OF MINERALS

Ajmer is represented by a key feature in terms of geology is the Aravalli mountain ranges. It is characterized by mainly quartzite section which forms highest peaks above the general level of range at Taragarh near Ajmer. The major minerals are granites, feldspathic cherts, calceneisses marble and quartzites, limestone, mica cherts, asbestos, vemiculite, soap stone, masonry stone and brickclay. Bhilwara district occupies an important place in the mineral map of Rajasthan. The main minerals are lead Zinc, Soap Stone, China Clay, Feldspar, Quartz, Mica, Asbestos, Beryl and Garnet. Aravalli system and the Deoli system are main geological formation in the Tonk district. Tonk district endowed with a number of non metallic minerals like garnet, Silica sand, quartz and soap are found in abundance. Besides these minerals, feldspar, mica and corundum are also found but in small quantities. In addition to these major minerals, the minor minerals viz. bricks clay masonry stone, patti-Katla etc. are also mined in Tonk district. Nagaur district is abounding with variety of mineral resources like gypsum, wolframite tungsten, Limestone and Marble. Nagaur district is also an important salt producing area.

EXISTING STATUS OF INDUSTRIAL AREAS

Ajmer is having 27 defined industrial areas followed by the Bhilwara with the 10 defined industrial areas and Nagaur with the 9 defined industrial areas. On the other hand Tonk district is only having six industrial areas. Other details regarding these industrial areas viz. Land Acquired (In hect); Land Developed (In hect); Prevailing Rate per sqm (In Rs); Plots Planned; Plots Allotted; Plots Vacant; Plots Under Construction; Plots Under Dispute and Number of Units in Production was enlisted in the Table 3.

TABLE 3: EXISTING STATUS OF INDUSTRIAL AREAS AT AJMER, BHILWARA, TONK AND NAGOUR DISTRICTS

S. No.	Name of the Town and Industrial Area	Land Acquired (In hect)	Land Developed (In hect)	Prevailing Rate per Sqm (In Rs)	Plots Planned	Plots Allotted	Plots Vacant	Plots Under construction	Plots under dispute	No. of Units in Production
Ajmer										
1	Parbatpura	57.60	57.60	900	107	107	0	----	----	95
2	Parbatpura , M Pura (Extn.)	91.00	91.00	900	184	184	0	----	----	150
3	M.T.C- 1 & 2	17.22	17.22	900	39	36	03	----	----	22
4	M.T.C 3 & 4	9.66	----	900	37	2	35	----	----	0
5	Kekri- 1 & 2	9.66	----	900	111	107	4	----	----	33
6	Kekri-3	37.80	37.80	250	72	60	12	----	----	18
7	Gegal	69.20	69.20	400	161	161	0	----	----	142
8	Sarwar	85.12	85.12	250	246	199	47	----	----	18
9	Bewanja	63.60	63.60	300	116	111	5	----	----	70
10	Ajaymeru, Palra	335.26	----	900	305	260	45	----	----	----
11	Shri Nagar	81.27	----	1500	29	0	29	----	----	0
12	Sawar (Kekri)	34.57	----	900	26	0	26	----	----	0
13	Makhupura Industrial Area	16.32	16.32	900	60	60	0	----	----	35
14	Kishangarh-1 & 2	62.88	62.88	1600	160	160	0	----	----	129
15	Kishangarh-3	224.00	224.00	1600	318	298	20	----	----	245
16	Kishangarh-4	442.0	442.0	1600	815	799	16	----	----	698
17	Kishangarh-5	138.89	138.89	1600	98	75	23	----	----	24
18	Silora-I	247.00	175.27	700	374	367	7	----	----	126
19	Silora-II	102.88	----	700	36	22	14	----	----	----
20	Roopangarh	36.40	----	1000	52	0	52	----	----	0
21	Industrial Area, Beawar-1	136.60	136.60	675	202	198	4	----	----	181
22	Industrial Area, Beawar-2	29.60	29.60	675	63	63	0	----	----	50
23	Rampura Mewatiyan	45.36	45.36	675	70	65	5	----	----	62
24	Bijay Kumar	66.43	66.43	400	101	98	3	----	----	74
25	Gohana	24	24	200	24	24	0	----	----	17
26	Saradhana-I, II	153.64	75	170	187	101	86	----	----	57
27	Narbadkheda (Under process)	24.80	0	0	0	0	0	----	----	0
Bhilwara										
1	Bhilwara Phase I,II & III	259.15	259.15	450.00	303	303	----	----	----	223
2	Bhilwara EXtn.	50.74	50.74	400.00	86	86	----	----	----	67
3	Bigod	35.72	35.72	80.60	99	91	08	----	----	15
4	Jahajpur	30.50	25.63	80.00	46	40	06	----	----	16
5	Raila	46.24	31.42	200.00	63	33	30	----	----	09
6	Mandpiya (Undev.)	34.40	----	50.00	08	08	----	----	----	06
7	I/E Bilwara (T.A)	20.50	20.50	400.00	91	91	----	----	----	63
8	Kanya Kheri (SD)	54.71	54.71	75.00	17	06	11	----	----	02
9	Bhilwara Ph-IV	117.56	93.85	400.00	201	197	04	----	----	67
10	Growth Center Hamirgarh	725.08	680.46	400.00	522	470	52	----	----	52
Tonk										
1	Tonk	100.00	----	----	146	136	0	4	10	132
2	Newai	62.50	----	----	92	92	0	2	0	90
3	Malpura	101.91	----	----	168	148	17	3	3	124
4	Deoli	59.29	----	----	132	118	07	2	7	116
5	Newai (IID)	155.44	----	----	250	248	01	22	1	225
6	Newai Phase -II	121.63	----	----	29	09	12	3	8	04
Nagaur										
1	RIICO I.A. NAGOUR	41.58	----	----	101	101	----	----	----	----
2	RIICO I.A. MERTA CITY	33.40	----	----	83	83	----	----	----	----
3	RIICO I.A., MAKRANA	286.72	----	----	367	357	10	----	----	----
4	I.I.D. RIICO I.A. NAGOUR	80.00	----	----	265	265	----	----	----	----
5	DIC I.A. GOTAN	50 Biga	----	----	24	24	----	----	----	----
6	DIC I.A. BADU(Parbatsar)	25 Biga	----	----	64	64	----	----	----	----
7	DIDWANA RIICO I-A	77.56	----	----	124	94	30	----	----	----
8	PARBATSAR RIICO I.A.	87.10	----	----	124	82	42	----	----	----
9	DIC I.A. LADNUN	101.5 Biga	----	----	104	98	6	----	----	----

Source: DIC Ajmer, Bhilwara, Tonk, Nagaur and MSME Jaipur; RIICO, Ajmer and Bhilwara; Rajasthan State Industrial Development and Investment Corp. Ltd.

DETAILS OF EXISTING MICRO AND SMALL ENTERPRISES AND ARTISAN UNITS IN THE DISTRICTS

Bhilwara is having 18 various types of micro and small enterprise followed by the Ajmer district with the 14 various types of micro and small enterprise (Table 4 and Figures 6 to 8).

TABLE 4: DETAILS OF EXISTING MICRO AND SMALL ENTERPRISES AND ARTISAN UNITS AT AJMER AND BHILWARA DISTRICTS

S. No.	Type of Industry	Ajmer			Bhilwara		
		Unit	Employment	Investment	Unit	Employment	Investment
1	Food products	846	4082	4387.99	1338	5119	927.32
2	Beverages, Tobacco & Tobacco products	78	2601	23.01	19	154	119.72
3	Cotton textiles	2648	17647	9586.82	1109	7887	1799.91
4	Wool, Silk & Synthetic Fiber textile	411	2320	2152.58	550	16824	46112.04
5	Jute, Hump & Masta textiles	117	377	8437	123	243	7.86
6	Textile product (Including wearing apparel other then footwear)	1002	3806	494.40	648	1587	147.14
7	Wood and wood products furniture & fixture	994	2960	1172.43	1914	6012	387.23
8	Paper & paper products & Printing	521	3779	1127.15	194	1405	579.47
9	Leather & fur. Products (except repair)	2663	4718	1029.99	2924	6157	195.64
10	Rubber, Plastic, Petroleum & Coal products	337	1615	1467.80	192	1203	630.38
11	Chemical & Chemical products	336	1702	1231.08	260	2099	1370.82
12	Minerals base units	2743	18037	55091.38	1443	7699	2292.74
13	Basic metal & Alloys industries	144	1762	2252.47	157	978	344.58
14	Metal products & Parts except Machinery & transport equipment	814	3301	1588.72	517	2283	407.44
15	Machinery, Machine tools, Pipes and Engineering units	-	-	-	340	1219	266.71
16	Electrical machinery and transport equipment	-	-	-	63	297	650.98
17	Repairing & servicing	-	-	-	2321	4239	487.47
18	Other Industries	-	-	-	1946	2281	729.24

Source DIC Ajmer, Bhilwara and MSME Jaipur

FIGURE 6: DETAILS OF EXISTING MICRO AND SMALL ENTERPRISES AND ARTISAN UNITS AT AJMER AND BHILWARA DISTRICTS

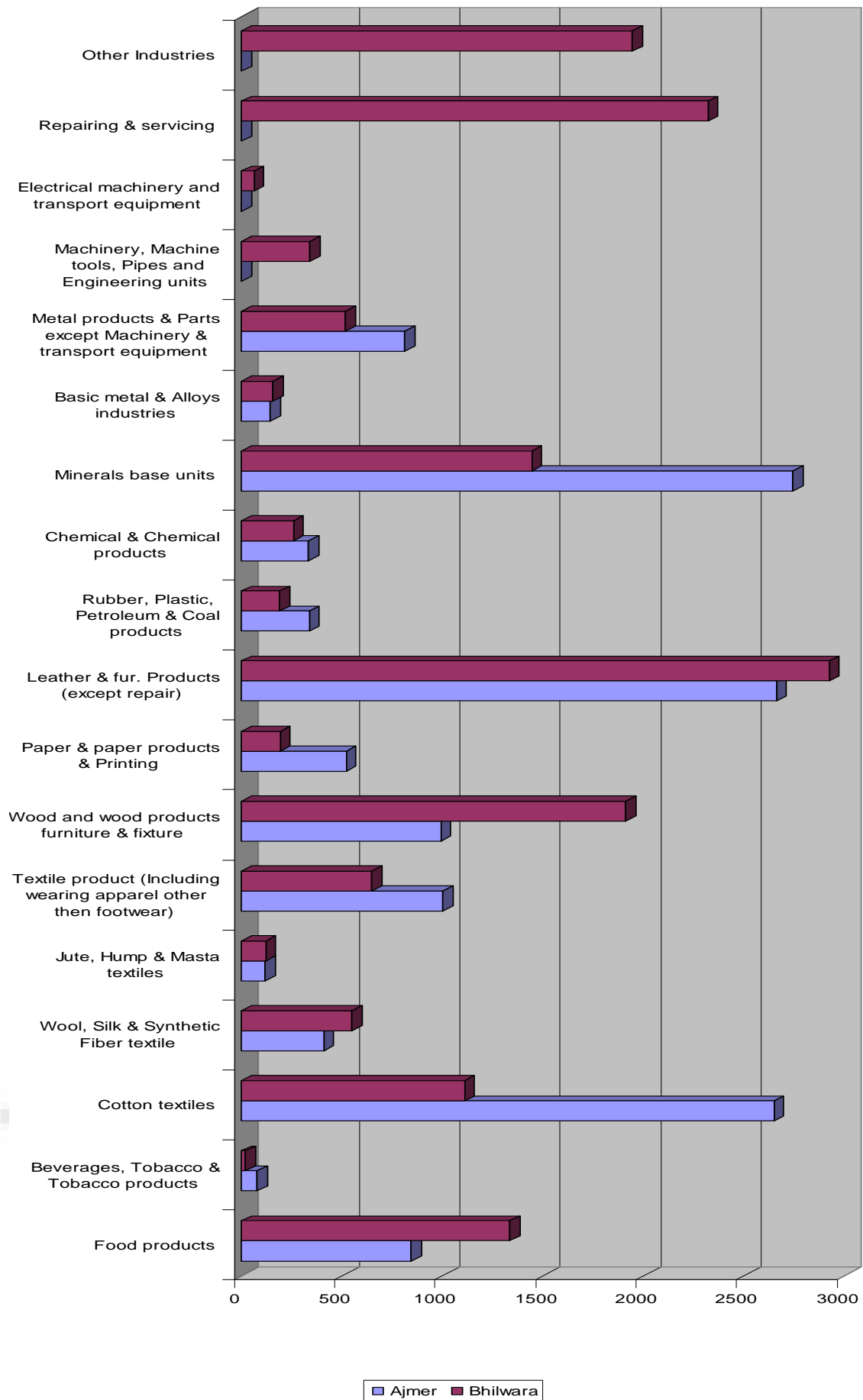


FIGURE 7: DETAILS OF EMPLOYED PERSONS IN EXISTING MICRO AND SMALL ENTERPRISES AND ARTISAN UNITS AT AJMER AND BHILWARA DISTRICTS

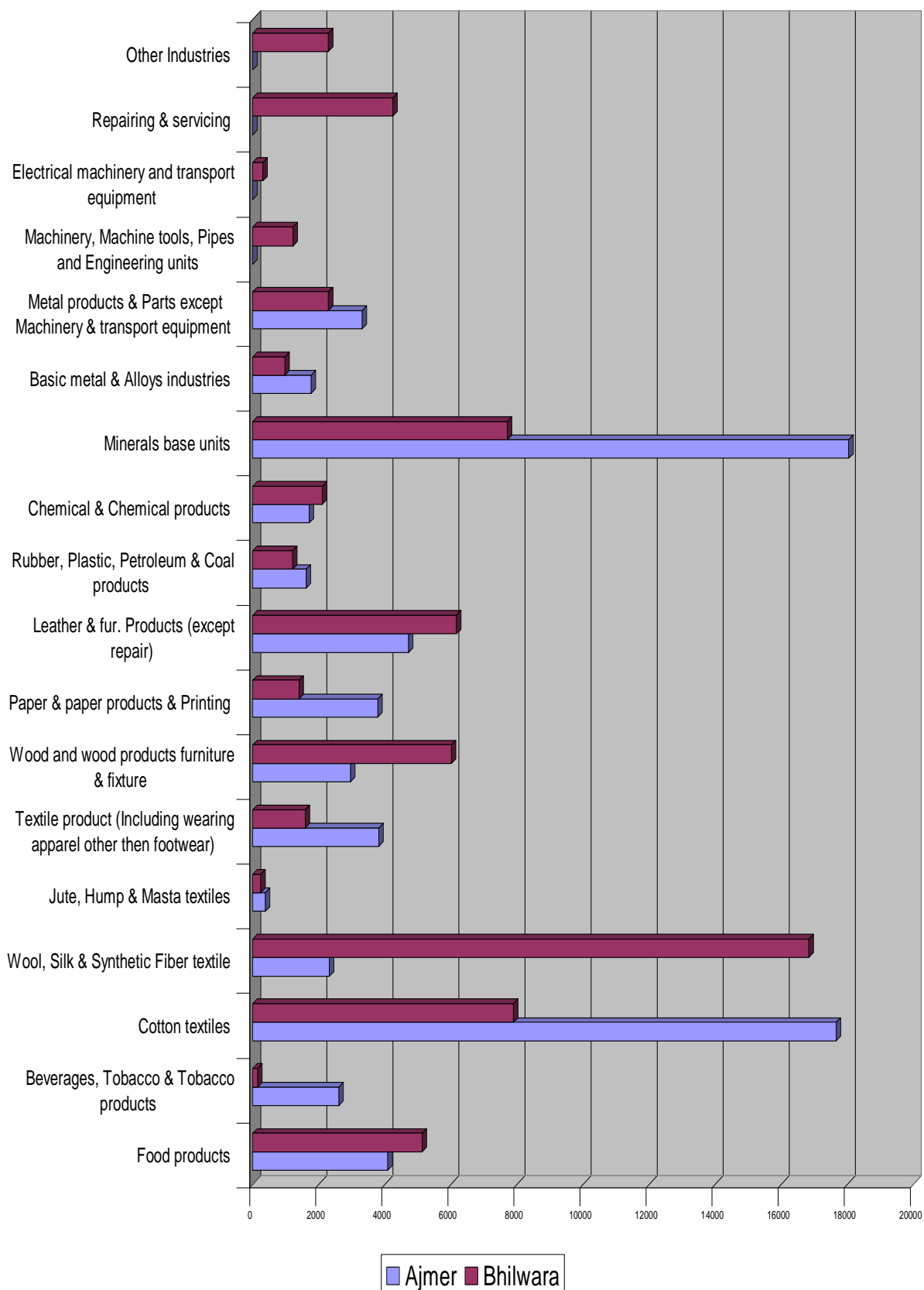
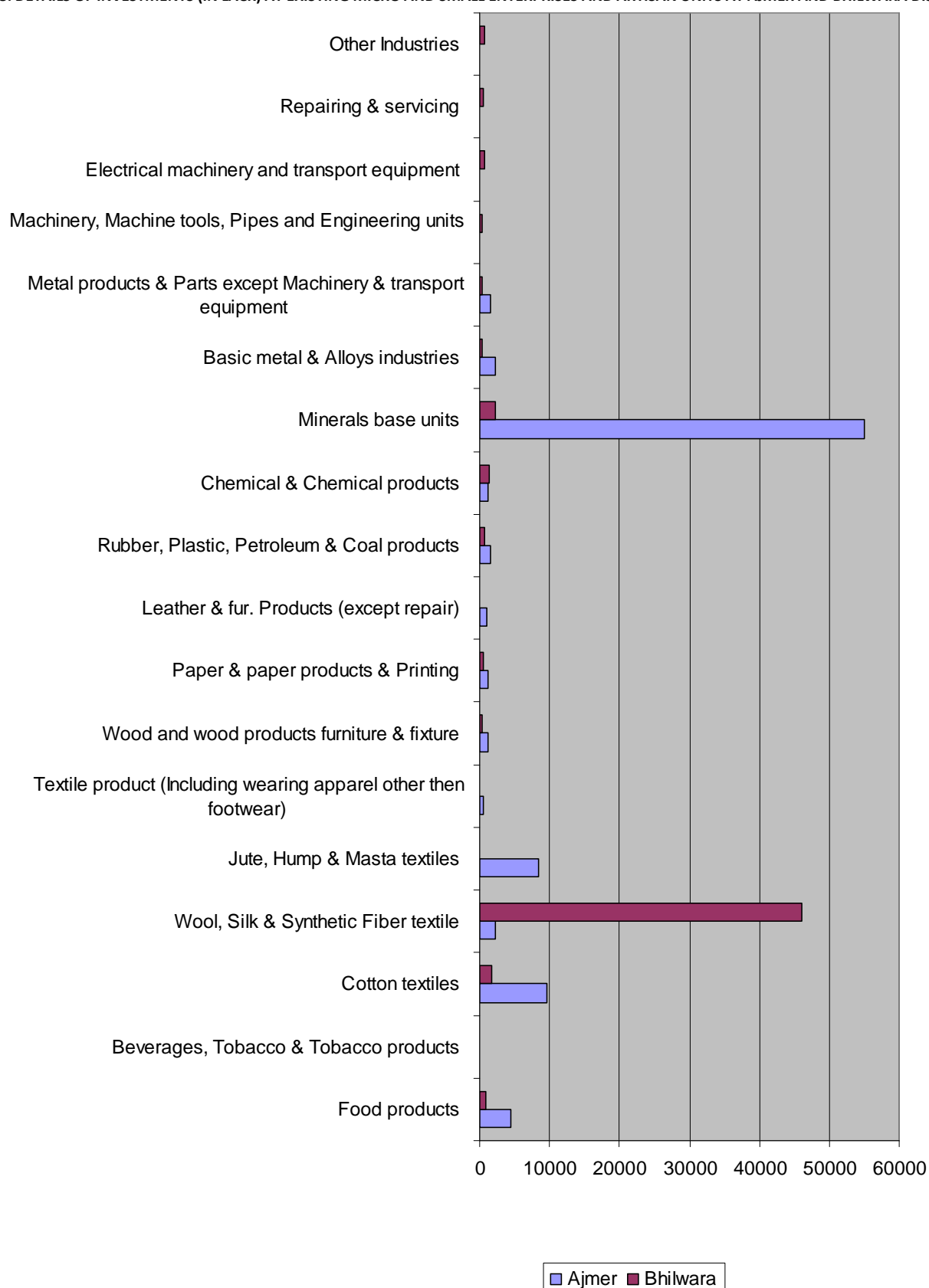


FIGURE 8: DETAILS OF INVESTMENTS (IN LACK) AT EXISTING MICRO AND SMALL ENTERPRISES AND ARTISAN UNITS AT AJMER AND BHILWARA DISTRICTS



On the other hand Tonk district is having 9 various types of micro and small enterprise and Nagaur district is represented by the 7 various types of micro and small enterprise (Table 5 and Figures 9 to 11).

TABLE 5: DETAILS OF EXISTING MICRO AND SMALL ENTERPRISES AND ARTISAN UNITS AT TONK AND NAGOUR DISTRICTS

S. No.	Type of Industry	Tonk			Nagaur		
		Unit	Employment	Investment	Unit	Employment	Investment
1	Agro Based	862	3097	3909.56	22	83	358.37
2	Forest Based	1338	4665	816.09	57	159	39.34
3	Animal Husbandry	2000	4240	817.2	89	356	71.00
4	Textile Based	1260	6502	1409.03	187	754	634.00
5	Chemical Based	59	315	189.40	-	-	-
6	Mineral Based	1277	4641	2162.45	91	594	992.74
7	Engineering	742	2204	2038.39	43	168	144.73
8	Building Material	98	698	190.81	-	-	-
9	Misc.	1142	30656	2840.01	187	606	241.94

Source: DIC Tonk, Nagaur and MSME Jaipur

FIGURE 9: DETAILS OF EXISTING MICRO AND SMALL ENTERPRISES AND ARTISAN UNITS AT TONK AND NAGOUR DISTRICTS

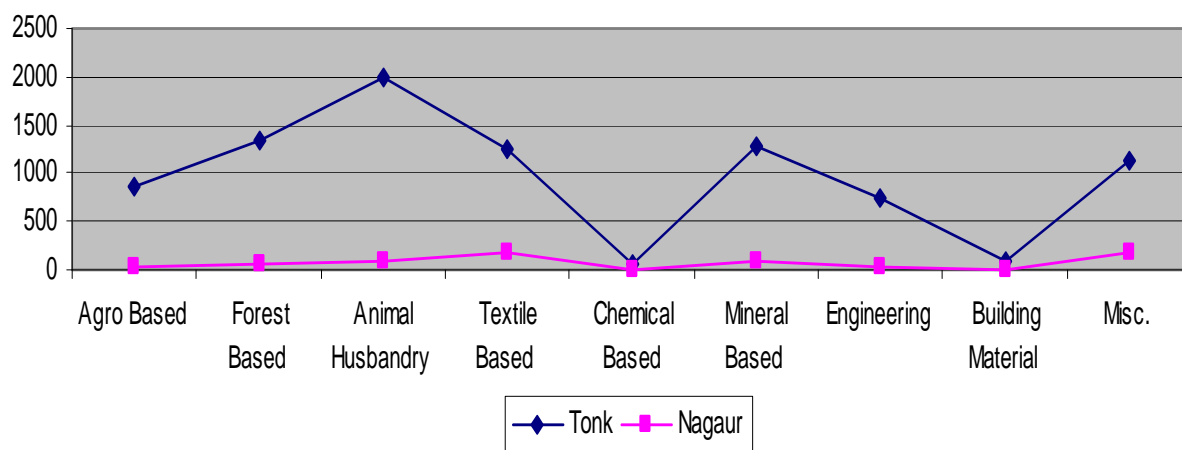


FIGURE 10: DETAILS OF EMPLOYED PERSONS IN EXISTING MICRO AND SMALL ENTERPRISES AND ARTISAN UNITS AT TONK AND NAGOUR DISTRICTS

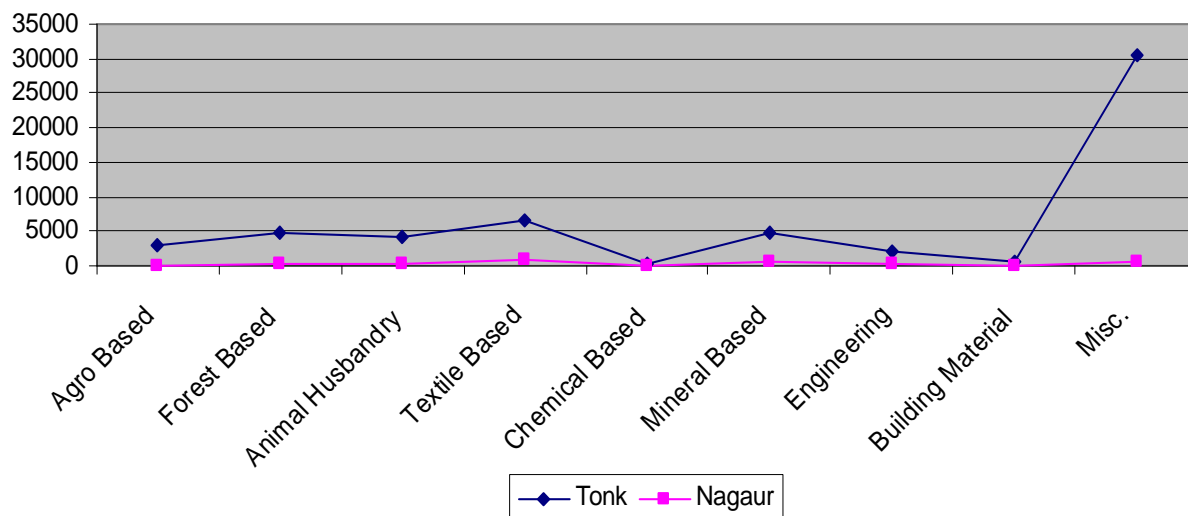
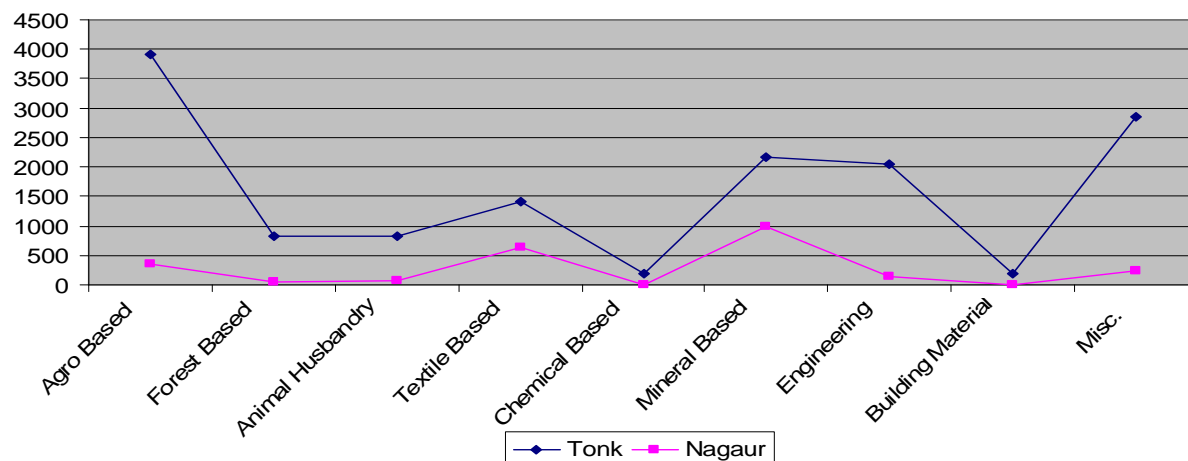


FIGURE 11: DETAILS OF INVESTMENTS (IN LACK) AT EXISTING MICRO AND SMALL ENTERPRISES AND ARTISAN UNITS AT TONK AND NAGOUR DISTRICTS



LARGE SCALE INDUSTRIES

Ajmer is having only four large scale industries registered at the Ajmer, and Major industries are based machinery and cement industries. Bhilwara district is having 62 large scale industries registered at the Bhilwara out of these most of are based on the textile and synthetic fabric production units. While the Tonk is having only one large scale industry which is based on the ball bearing production unit.

DISCUSSION AND CONCLUSION

World Bank defines the "Rural Development" as, "rural development is a strategy to improve the economic and social life of a specific group of people the rural poor, including small and marginal farmers, tenants and the landless. According to Robert Chambers, "Rural development is a strategy to enable a specific group of people, poor rural woman and men, to gain for them selves and their children more of what they want and need. It involves helping the poorest among those who seek a livelihood in the rural areas to demand and control more of the benefits of rural development. According to Ensminger, "Rural Development seeks to involve a process of transformation from traditionally oriented rural cultural towards an acceptance as reliance on science and technology. Lele defines "Rural development as an improvement in the living standard of the masses of low income population residing in rural areas and making the process of self-sustaining (Suri, 1988).

Government of India (Central and State) tried hard to improve the economic and other aspects of the rural peoples. Various national and state level policies were implemented time to time for the betterment of the rural peoples and for the developing countries. But the drastic increment in the population, changes the entire scenario because the strategies were restricted to a group of peoples that is limited to only few percent of total population. Micro and Small scale industries are the better option or better solutions for providing the better employment opportunities and helps in rural development. Small and Medium scale industries were play crucial role in industrial activity and employment generation of developing countries. These types of setups not only help in economic growth of rural peoples but also prevent the migration towards metro-cities for in the search of employments opportunities. Small and Medium scale enterprises based on wide range of products, ranging from gems & jewellery, handicrafts, synthetic and cotton textile yarn, wool, marble and granite slabs, edible oils, chemicals, rubber to plastic based items, fertilizers, electrical and electronic goods, ceramic and glass, etc. were identified as potential sectors. Information Technology (IT) and IT enabled Services (ITeS) and power generations are emerging sectors identified for the Small and Medium scale industries (Sharma and Sharma, 20013).

SIGNIFICANCE OF SMALL SCALE INDUSTRIES

The overall development is a major issue, not only for the developing countries but also for the developed countries. Development is not to be restricted only for the urban areas it is required for all other sectors including the rural areas. Peoples residing at the rural areas are most of with lack of technical expertise and in term of education. Thus, to achieve the better opportunities of employment these peoples are not having required eligibility qualifications. In that case the Micro and Small scale industries are the better solution for having respectful of desirable economic growth without having any specific educational or technical qualification criteria.

REFERENCES

1. Mathur, B.L. (1996): Rural Development Co-operation. R.B.S.A. Publishers, S.M.S. Highway Jaipur.
2. Sharma Deepali and Sharma Shweta (2013): Role of Small Scale Industries for Eradicate Unemployment in Youth: A case study of Ajmer District. International Journal of Research in Commerce and Management, Vol 4 (11): 126-130.
3. Suri, K.B. (1988): Small Scale Enterprises in Industrial Development: The Indian Experience. SAGE Publications, New Delhi.

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 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, nor 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 is 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

