

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.	A COMPARATIVE STUDY OF SERVICE QUALITY OF SELECTED INDIAN BANKS: A STUDY IN INDORE REGION <i>DR. HARISH B. BAPAT, DR. VISHAL SONI & DR. VINAYAK KHARE</i>	1
2.	EFFECTIVENESS OF RURAL MARKETING STRATEGIES ON BRANDED FMCG's: A CASE STUDY IN KANYAKUMARI DISTRICT <i>DR. V. SREEDEVI & M. SULAIPHER</i>	8
3.	POWER SECTOR REFORMS DURING GLOBALIZED ERA: SOME EVIDENCES FROM INDIAN ECONOMY <i>M. ANANDAN & S. RAMASWAMY</i>	10
4.	NGO APPROACHES TO RURAL DEVELOPMENT IN BANGLADESH <i>DR. MD. HAFIZ UDDIN BHUIYAN & DR. MD. RABIUL ISLAM</i>	14
5.	INFLUENCES OF SOCIO-ECONOMIC FACTORS ON JOB SATISFACTION OF READY-MADE GARMENTS WORKERS <i>MUHAMMAD ZIAUL HOQUE & DR. MD. SAFIUL ISLAM AFRAD</i>	17
6.	CORPORATE GOVERNANCE PRACTICES: A STUDY OF SELECTED LEADING HOTELS IN INDIA <i>BASAVARAJESHWARI DIDDIMANI & DR. ISHWARA P</i>	22
7.	GENDER DIVERSITY AND INCLUSION IN STRATEGIC HUMAN RESOURCE MANAGEMENT: SUSTAINABLE PEOPLE MANAGEMENT IN THE ASIA-PACIFIC <i>DR. PRADNYA CHITRAO, AYESHA KANWAR, AISHA NORONHA & SOMYA SHARMA</i>	27
8.	A STUDY ON THE PROFITABILITY RATIO OF THE DISTRICT CENTRAL COOPERATIVE BANKS IN TIRUNELVELI REGION, TAMILNADU <i>DR. A. MAHENDRAN & DR. V. NATARAJAN</i>	35
9.	AN ANALYSIS ON CUSTOMER PERCEPTION AMONG INSURANCE SECTOR <i>DR. RAJESH KUMAR</i>	40
10.	GLOBALISATION, SKILL-BASED EDUCATION AND UNEMPLOYMENT IN RURAL ASSAM: AN ECONOMIC ANALYSIS <i>DR. GOBIN CHANDRA BORUAH</i>	50
11.	FDI IN INDIA: TREND, ISSUES AND CHALLENGES <i>SEEMA RANI & ADITI MOR</i>	54
12.	PERSONAL INCOME TAX STRUCTURE IN INDIA: AN EVALUATION <i>ARTI KUMARI</i>	60
13.	IMPACT OF STOCK SPLIT ANNOUNCEMENT ON MARKET PERFORMANCE OF STOCKS: A STUDY WITH REFERENCE TO MANUFACTURING INDUSTRIES IN INDIA <i>DR. KUSHALAPPA. S & PALLAVI. N</i>	65
14.	DETERMINANTS OF CAPITAL STRUCTURE IN TRANSPORT AND TEXTILE SECTORS IN INDIA: A COMPARATIVE STUDY <i>LALIT ASIJA</i>	69
15.	CUSTOMER'S PERCEPTION TOWARDS VALUE-ADDED SERVICES OF PUBLIC SECTOR BANKS IN NAMAKKAL TOWN STATE OF TAMIL NADU <i>SWATHI.V</i>	78
16.	SOCIO-ECONOMIC STATUS OF MICRO, SMALL AND MEDIUM ENTERPRISES IN HIMACHAL PRADESH: A CASE STUDY OF DISTRICT HAMIRPUR <i>SARWAN KUMAR</i>	83
17.	AN OVERVIEW OF CHILLIES MARKETING <i>M.SRI RAMA JAYAM</i>	88
18.	IMPACT OF INFORMATION AND COMMUNICATION TECHNOLOGY ON AGRICULTURAL SECTOR IN KARNATAKA <i>NANDEESHA H K</i>	90
19.	EFFECTIVE STRATEGY FOR AGRICULTURAL DEVELOPMENT: WITH REFERENCE TO KAUTILYA'S ARTHASHASTRA <i>SUNITA DEVI</i>	94
20.	IMPACT OF INVESTORS' ATTRIBUTES ON INVESTMENT DECISIONS <i>SUSHILA KUMARI & ANIL</i>	97
	REQUEST FOR FEEDBACK & DISCLAIMER	99

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>

GLOBALISATION, SKILL-BASED EDUCATION AND UNEMPLOYMENT IN RURAL ASSAM: AN ECONOMIC ANALYSIS

DR. GOBIN CHANDRA BORUAH
ASST. PROFESSOR
KHERAJKHAT COLLEGE
DEOTALA

ABSTRACT

The term Globalisation refers the increasing flow of technology, finance, trade, knowledge, value and ideas across the borders. Nowadays its impact is emerged in every sector of the society. It is an important asset of both education and economy of states and the country. Starting with the breakfast, now the people, both in rural as well as urban, are using global product in the entire day, which perhaps, is the impact of globalisation on economy. Similarly, from the agricultural field to that of highly developed non-farm sector or industrial sector of the country is concern; the broadly using high-tech knowledge is the contribution of globalisation. In this sense the dimension of education in the recent period is highly globalised. The process of the globalisation of education has many benefits: which might help to build a better world for all. The skilled based education that includes the agricultural extension and farmers training programme, occupational skill training outside the formal system, etc. especially in the rural areas is most essential in the recent job market. To keep this view in mind the paper tries to highlight the effect of globalisation in the rural education and economy of Assam. Moreover, by taking some data collecting from the representative district of Assam (Lakhimpur) through the primary survey, an attempt has been made to find out the relationship between the formal education, skill-based education and the rural job market in the present global era.

KEYWORDS

Globalisation, Skill-based, Job market, Employment, Education.

INTRODUCTION

The ultimate goal of employment is to earn sufficient income for smooth maintaining of consumption, savings and investment. Unemployment, the situation of joblessness, a big problem for most of the countries but its severity varies from country to country. It is a big challenge for a country like India where the growth of population is still high. As population of a country increases, the labour force also increases leading to the magnification of this problem. But the increase of population for every economy does not lead to this problem. Countries with a high rate of saving and investment with good educational status may find an increasing population beneficial and they may not suffer from a high rate of unemployment. In India, unemployment is intense and grave in both urban and rural areas, but its nature varies: while the urban unemployment is basically structural, the rural unemployment is seasonal in nature. The seasonality of unemployment arises from overdependence on agriculture, which is seasonal. Apart from this, with the speedy expansion of formal education, the educated unemployment in rural areas is growing up in the absence of skill-based education and a rapid industrialization. Apart from industrialization, an improvement in agricultural technology especially the one which tends to enhance the intensity of cultivation can boost employment. The term Globalisation refers the increasing flow of technology, finance, trade, knowledge, value and ideas across the borders (Knight, J and de wit H. 1997). Nowadays its impact is emerged in every sector of the society. It is an important asset of both education and economy of states and the country. Starting with the breakfast, now the people, both in rural as well as urban, are using global product in the entire day, which perhaps, is the impact of globalisation on economy. Similarly, from the agricultural field to that of highly developed non-farm sector or industrial sector of the country is concern; the broadly using high-tech knowledge is the contribution of globalisation. In this sense the dimension of education in the recent period is highly globalised. The process of the globalisation of education has many benefits: which might help to build a better world for all. The skilled based education that includes the agricultural extension and farmers training programme, occupational skill training outside the formal system, etc. especially in the rural areas is most essential in the recent job market.

REVIEW OF LITERATURE

Effect of globalisation, status of education among the rural people and the availability of employment opportunity is highly research based issue in an economy. By focusing on the significance of education Ghose (1999) observed that there is a positive association between unemployment and level of education. Because the young people with some education do not want to engage in work which is low productive and pay low wages in informal sector. They want non-manual work preferably in the organized sector. Therefore skill based education or vocational education is most essential for high productive and high earning employment opportunity is concern. According to the Task Force Report (2001) the rate of unemployment is typically much higher among the educated than among those who have lower level of education. It highlights the need for employment strategies to focus on the employment quality. The problem of unemployment among the educated people can only be solved if high quality employment is created through vocationalisation of education. In his study on unemployment Alagh (1999) found that it varied by sector and by region. Some regions showed high rates and others, low. He also found an increase in employment with the growth of agricultural output, cropping and irrigation intensities and crop diversification and it happened only through the effects of globalisation by introducing different type of machinery in the production process. Visaria's study on the youth unemployment shows that the lack of proper training for work, acceleration of population growth, expansion of education, quality of education are some important factors for higher unemployment. Many of the unemployed have rather poor qualifications in terms of their performance at the examinations and have little aptitude or the capacity for the type of work they aspire for (Visaria 1998). Bepin Behari (1990) holds that the provision of employment opportunities is an intensely human and a very complex problem. Technological choice in the present global era is one of the major measures to create employment opportunities in rural as well as urban areas. The identification, development and adoption of appropriate technology would increase the productivity of workers without any excessive labour displacement. The effective adoption of technologies leads to the tempo of economic development and the rate of public participation. Moreover, the solution of rural unemployment requires an innate urge among the village community to generate adequate work opportunities for the local people. Mukhopadhaya and Rajaraman (2007) conducted a study on rural unemployment during 1999-2005 and found that unemployment declined in India among the males with secondary and higher education relative to illiterate males in a reference group. There is higher unemployment at low level of schooling i.e. literate males up to primary level relative to illiterate males. This pattern of unemployment is not common for females at all. Moreover, they observed that unemployment remained the same in households with only one member with secondary schooling or higher education showing the continued importance of network in securing jobs. This network impact also explains the political pressure on caste based quotas in access to both education and jobs. The India Labour Market Report (2008) and unemployment data of NSSO 62nd round show the unemployment rate to be increasing with an increase in the educational level. The unemployment rate for the illiterate is as low as 0.25 per cent and goes on increasing with the level of education. Unemployment is highest at 8.74 per cent for diploma or certificate holders. In case of graduates unemployment rate is marginally lower at 7.89 per cent and for post graduates it is at 6.64 per cent. Moreover, the level of unemployment increases by a greater proportion, after secondary level of education.

OBJECTIVE AND METHODOLOGICAL ISSUE

The main objective of the study is to highlight the effects of globalisation in the rural economy and rural education of Assam. Moreover, by taking some data collecting from the representative district of Assam (Lakhimpur) through the primary survey, an attempt has been made to find out the relationship between the formal education, skill-based education and the rural job market in the present global era.

The study is largely an empirical one. The universe of the study consists of all the rural households of Assam. One representative district, one with most of the characteristics of the state is selected. Since Assam economy is primarily agrarian and industrially backward, district Lakhimpur appears to be a good representative and it is selected. The district is composed of two subdivisions: North Lakhimpur and Dhakuakhana. Keeping the general characteristics of the state in mind 12 villages, five from Dhakuakhana subdivision and seven from North Lakhimpur subdivision are selected in such a way that all major communities of Assam are represented. From these villages 220 households from different communities are selected. The method used is stratified random sampling. The total numbers of people sampled are 1180. All categories and religions of people staying in the state are covered in the sample. The study is not based only on the primary data; whenever necessary the study also utilizes the secondary information. The primary survey has been carried out using a structured questionnaire.

RESEARCH QUESTION

1. Does the impact of globalisation through the skill-based education makes any change in the rural job market?
2. Does the formal education system itself a cause of rural unemployment problem in the present global era?

STATEMENT OF THE PROBLEM

After the introduction of globalisation, Indian economy emerge tremendous changes since 1991. The foreign reserve has been increasing, the industrial sector has been developing and the economic growth rate has been accelerating. Now different multinational companies come forward for investment in different state of India so that they can promote the global market. As a result the millions of Indian people are able to get the industrial product in the perfectly competitive global market very easily. But it brings some corns for small-scale and cottage industries. Not that globalisation has no negative effect, it has basically in the rural area. Rural economy is mostly depends on the agricultural sector. But globalisation does not have any positive impact on agriculture. On the country it has few detrimental effects as government is always willing to import food grains, sugar, etc. whenever there is a price increase of these commodities. Government never thinks to pay more to farmers so that they produce more food grains but resorts to imports. Except Punjab and Haryana, technological effect on agriculture is still not found in other state. In some cases, government provides some incentive but lack of their skillful knowledge; they are unable to take such advantage. Therefore, there is still a tendency to import food grains and other agricultural product from abroad. Moreover, owing to the effect of globalisation, the different multinational companies starting their business venture in rural areas and offer different job opportunities i.e. for the computer trainee, light machineries trainee, etc. among the local people. But due to the absence of skill-based education they are unable to take the advantage. Those have such skill are easily get the advantage. Therefore, the impact of globalisation is not emerging only economic sector, but also the rural education as well. Normally the formal education is spread everywhere of the country but the skill-based education is concentrated basically in urban centers. There are still miles to go for providing skill-base education for the common people in India in general and Assam in particular so that they can easily participate in the global job market. The globalisation of education may have many benefits those are associated with the flow of ideas, knowledge and cultures through education from different countries to the rest of the world.

MAGNITUDE UNEMPLOYMENT IN ASSAM ECONOMY

As per the report of Employment and Unemployment survey 2009-10, Government of India, the rate of unemployment by broad usual activity was 4.1 per cent in rural Assam against 2.1 per cent in rural India. Similarly, the rate of unemployment in urban Assam was 5.8 per cent against 3.7 per cent at all-India level. There is a significant difference between unemployment status of males and females. In 2009-10, 3.6 per cent male and 6.8 per cent female workers in Assam were found unemployed against 1.9 per cent male and 2.4 per cent female workers in the country. Similarly, in urban areas, there were 4.4 per cent male and 14.3 per cent female workers unemployed in Assam against 3.0 per cent male and 7.0 per cent female workers in urban India (Government of India, 2011). The rate of unemployment in the state is not decreasing, rather it is increasing day by day. As per 66th round of NSSO report, the unemployment rate was 4.3 per cent in rural and 7.6 per cent in urban Assam, in the age group (15–59) according to the usual principal status.

EDUCATIONAL STATUS IN ASSAM

Literacy is an important input for economic development. As per the 2011 census the literacy rate of Assam is lower (73.2 per cent) than that of All-India average (74.0 per cent) and most of the better-off states of the country. The implementation of *Sarva Siksha Avijan* (SSA) and *Rastriya Madhyamik Siksha Avijan* (RMSA) have significantly spread education in Assam, like other parts of the country. In 1951, literacy rate of Assam was almost the same as in the country as a whole (Assam's literacy was then 18.5 per cent against the country's 18.3 per cent). The literacy rate of Lakhimpur district as per 2011 census is 78.4 per cent which is higher than that of the state and the country as a whole.

Education and the status of unemployment have a measure of relation. Educated unemployment is found largely in urban areas, but owing to the spread of education, it is also nowadays found in the rural areas. With the spread of education, the rate of rural unemployment seems to be rather growing. This is because of the low demand for educated labour in the rural economy. No doubt some youths with a few years of schooling take up agriculture and allied activities but most often they are forced to do it in the absence of any better alternatives. Even when they engage themselves in farming, they try to supplement their incomes through private tuition, agency-ship especially in selling of products of different companies, participation in or promotion of NGOs, etc.

TABLE 1: A COMPARISON OF RURAL EDUCATION LEVEL OF ASSAM WITH THAT OF THE NATIONAL LEVEL 2009-10

Standard	Assam	India
Not literate	12.0	25.4
Below Primary	11.5	12.9
Primary	22.5	17.1
Middle	29.6	19.5
Secondary	12.4	12.4
Higher Secondary	7.7	7.1
Diploma & Skill-based education	0.7	1.0
Graduate	3.3	3.7
PG & above	0.3	0.9

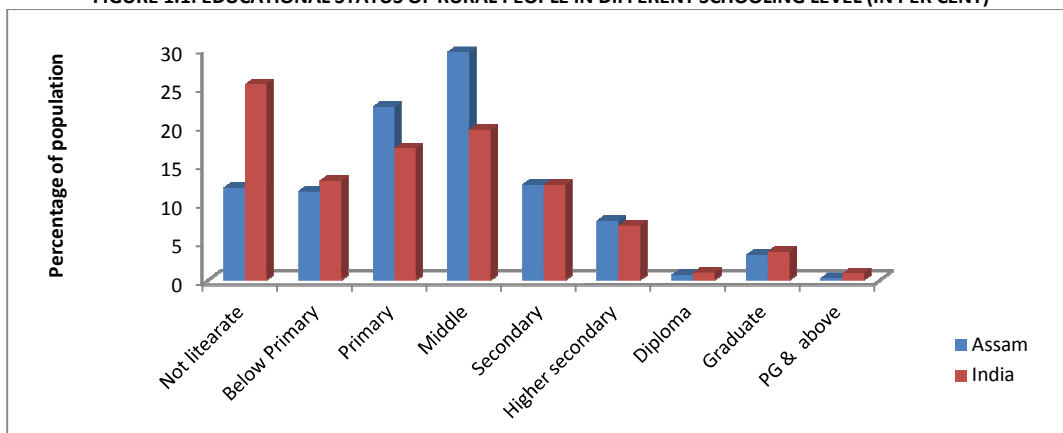
Source: Report of Employment and Unemployment Survey, 2009-10.

With the expansion of IT activities some rural people have found the opportunities of engaging themselves in various new activities such as mobile repairing, provisioning and servicing of dish TV, etc. The growth of educated unemployment is high because the turnover of educational institutions exceeds the required number of candidates. The unemployment may also increase due to slow growth of tertiary sector (Planning Commission, 2001).

Table 1 shows that the rate of rural illiteracy is lower in Assam (12 per cent) than the All-India average (25.4 per cent). In the state and the country as a whole, the percentages of those in middle standard are highest, i.e. 29.6 per cent and 19.5 per cent respectively. However, the percentage of people with PGs and above is lower in Assam (0.3 per cent) than All-India level (0.9 per cent).

Like the PGs and above, the proportion of graduates in Assam (3.3 per cent) is lower than that of All-Indian average (3.7 per cent). However, there is a significant difference between the literate and educated people. The educated people are defined as those with an education level which is secondary and above. There are about 24.4 per cent people who are educated in Assam against an all-India average of 25.1 per cent. Figure 1.1 shows the educational composition of population.

FIGURE 1.1: EDUCATIONAL STATUS OF RURAL PEOPLE IN DIFFERENT SCHOOLING LEVEL (IN PER CENT)



LEVEL OF EDUCATION

EDUCATION IN THE SURVEYED VILLAGES

The level of education is one of the important factors of employment generation. In rural area, though a very high educational level is not at all significant for rural work especially in agriculture, yet it is quite important for getting work opportunities in non-agricultural sectors. Table 2 shows the status of education in the surveyed villages. The literacy rate with formal education of the surveyed population is 80.1 per cent. Literacy rate is high in Kharkati (96.3 per cent) followed by Joriguri (92 per cent) and Bhoroluwa (91.1 per cent). In Soriyahbari it is lowest (42.6 per cent). The highest proportions of people (31.7 per cent) have an educational achievement up to the secondary level and 15 per cent have senior secondary level education (shown in appendix III). Those with the graduation level form 6 per cent while 12 per cent have primary level of education. The skill-based educated people are found only three villages namely Brisnupur, Kathabari and Tiokia covering 0.66 percent. People with secondary and senior secondary have the highest proportion in villages: Duliyaogaon (42.9 per cent) and Kharkati (30.9 per cent), followed by Bamchapori (42.1 per cent) and Kathabari (26.1 per cent). It is lowest in Soriyahbari (6.4 per cent) and Brisnupur (1.5 per cent) for secondary and senior secondary respectively.

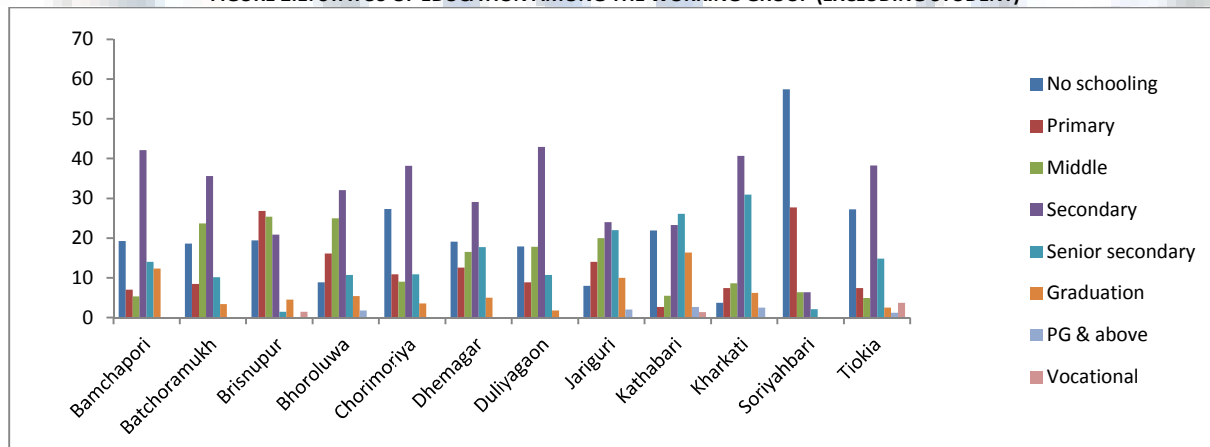
TABLE 2: PERCENTAGE DISTRIBUTION OF EDUCATIONAL STATUS OF THE WORKING PEOPLE IN THE SURVEYED VILLAGES (EXCLUDING STUDENT)

Villages	No schooling	Primary	Middle	Secondary	Senior secondary	Graduation	PG & above	Skill-based or Vocational	Rate of unemployment	Literacy Rate (with F.E.)
Bamchapori	19.3	7.0	5.3	42.1	14.0	12.3	0	0	5.8	80.7
Batchoramukh	18.6	8.5	23.7	35.6	10.2	3.4	0	0	0	81.4
Brisnupur	19.4	26.8	25.4	20.9	1.5	4.5	0	1.5	6.3	80.6
Bhoroluwa	8.9	16.1	25.0	32.1	10.7	5.4	1.8	0	0	91.9
Chorimoriya	27.3	10.9	9.0	38.2	10.9	3.6	0	0	0	71.7
Dhemagar	19.1	12.6	16.5	29.1	17.7	5.0	0	0	0	80.9
Duliyaogaon	17.9	8.9	17.8	42.9	10.7	1.8	0	0	5.8	82.1
Jariguri	8.0	14.0	20.0	24.0	22.0	10.0	2.0	0	0	92.0
Kathabari	21.9	2.7	5.5	23.3	26.1	16.4	2.7	1.4	0	78.1
Kharkati	3.7	7.4	8.6	40.7	30.9	6.2	2.5	0	0	96.3
Soriyahbari	57.4	27.7	6.4	6.4	2.1	0	0	0	20.0	42.6
Tiokia	27.2	7.4	4.9	38.3	14.8	2.5	1.2	3.7	4.8	72.8
Total	19.97	11.97	13.67	31.67	15.11	6.04	0.91	0.66	3.6	80.1

Source: Primary Survey, 2010-11.

Note: * F. E. refers formal education

FIGURE 2.1: STATUS OF EDUCATION AMONG THE WORKING GROUP (EXCLUDING STUDENT)



X axis = Surveyed Villages
Y axis = Level of Education

Kathabari is the village with the highest percentage (16.4 per cent) of people having the graduation level education, while the village, Soriyahbari has no graduate. There are only five villages where at least one person studied up to PG level or above.

LEVEL OF EDUCATION AND UNEMPLOYMENT IN THE SURVEYED VILLAGES

Table 3 shows the educational characteristics of the unemployed. The incidence of unemployment is not found among the illiterate and skill-based educated people. Unemployment begins with literacy; 7.1 per cent of the unemployed have a primary level education. The model education level is secondary, graduation and post-graduation. As high as 28.57 per cent of the unemployed have a secondary level education and the same percentage of the unemployed have the graduation and post-graduation level of education.

TABLE 3: UNEMPLOYMENT AND EDUCATION

Level of education	Unemployed	
	Number	percentage
Illiterate	0	-
Primary	1	7.14
Middle	2	14.29
Secondary	4	28.57
Senior Secondary	3	21.43
Graduation & others	4	28.57
Skill-based education	0	0.00
All	14	100

Source: Primary Survey, 2010-11.

*Unemployed is measured in Current Daily Status Activity (in NSSO norms)

The absence of unemployment among the illiterates is perhaps a reflection of their willingness to undertake menial work even at low wage rates. On the other extreme, the incidence of unemployment decreases if the level of skill-based education increases. In the surveyed area as high as 0.66 per cent of the labour force is educated with vocational or skill-based education and all are absorbed in different job.

The relationship between rate of unemployment (U_n), literacy rate with formal education (L_n) and rate of skill-based education (S_{Ed}) shows in specification (i).

$$U_n = 31.95^* - 0.36L_n^* - 0.42^{**}S_{Ed} \dots\dots\dots(i)$$

$$(1.65) \quad (10.23) \quad (0.21)$$

$$R^2 = 0.684 \quad \bar{R}^2 = 0.621 \quad N = 220$$

* Significant at one per cent level

** Significant in five per cent

It is reveal in specification (i) that the rate of unemployment is negatively related with rate of literacy with formal education and the rate of skill-base educated people. Where one per cent increase of literacy rate with formal education can decrease the unemployment rate by 0.36 per cent point and one per cent change of skill-based education can remove the unemployment by 0.42 per cent point. The "t" values are significant at one per cent and five per cent level respectively. Moreover, the explanatory power (R^2) is about 68 per cent; explain a higher degree of significance. The negative relationship between unemployment and literacy rate (both formal and skill-based education) perhaps reflection of the expansion of non-agricultural working opportunities in the rural area.

CONCLUSION & POLICY PRESCRIPTION

The effect of globalisation in both education and economic sector of the country is highly discussed area among the researchers. These two are the main pillar of rural development in terms of employment generation and poverty eradication. But there are some positive and some negative impacts of globalisation on these sectors. As the rural development in the present global era is concerned we must welcome the spread effect while carefully looking after the backwash effect so that it cannot create excess burden over time. On the other hand, for development of rural economy in the present global era, we must interdependence the development of each other, i.e. on development of education and economy as well. Though the level of Education has expanded in the rural areas, but this expansion has not been accompanied with the opening of new avenues of employment for the educated rural youth. The type of education imparted in schools and non-technical colleges is not much demanded in many branches of employment, rather technical skill and vocational training is more in demand.

To promote skilled based education along with formal education, the curriculum should rearrange so that the rural as well as the common people easily participate in the global job market. Moreover, by introducing the training-cum-participation programme especially in agricultural sector in terms of agricultural mechanisation, perhaps, beneficial for employment generation in rural area is concern.

REFERENCES

1. Bepin Behari (1990): "Rural Poverty and Unemployment", Vikash publication, New Delhi.
2. Ghose, Ajit K, (1999): "Current issue of employment policy in India", *Economic and Political Weekly*, Sep. 4, 1999, pp. 2592-2608.
3. Government of Assam (2011): *Census of Assam (Provisional)*, 2011 Guwahati.
4. Government of India (2005), *The National Rural Employment Guarantee Act, 2005*
5. Government of India (2010): "Report on Employment & Unemployment Survey, (2009-10)", *Ministry of Labour & Employment*, Labour Bureau, Chandigarh.
6. Government of India (2011): *Census of India (Provisional)*, 2011 New Delhi.
7. Knight, J and de Wit, H. (1997): "Internationalization of Higher Education in Asia Pacific Countries", *European Association of International Education*, Amsterdam.
8. Mukhopadhyay, A. and Rajaraman, I. (2007): "Rural unemployment 1999-2005: Who gained, who lost?" *Economic and political weekly*, July 28, 2007, pp. 3116-3120.
9. National Sample Survey organization (NSSO) (2006): "Employment and Unemployment situation in India, 2005-06", NSS 62nd Round, Report No 522, Ministry of Statistics and Programme Implementation, GOI, New Delhi.
10. Planning Commission, GOI (2001): "Reports of Task Force on Employment Opportunities", *Government of India*.
11. Visaria, P. (1998): "Unemployment among Youth in India, Level, Nature and policy Implications", International Labour Organization, *Employment and Training Papers*, 36, Institute of Economic Growth, 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

