INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT



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-Gage, India [link of the same is duly available at Inflibnet 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 4255 Cities in 176 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.	TITLE & NAME OF THE AUTHOR (S)	Pag	
No.	· · /	No.	
1.	TIME LAG ANALYSIS OF SELECTED INDIAN COMPANIES	1	
	DR. RAMANJIT KAUR		
2 .	A STUDY ON WOMEN EMPLOYEE ATTRITION IN IT INDUSTRY WITH SPECIAL REFERENCE TO		
	TECHNOPARK, THIRUVANANTHAPURAM		
	DR. R. MOHAN KUMAR & A. ASTALIN MELBA		
3.	CUSTOMERS PERCEPTION TOWARDS ELECTRIC TWO WHEELER VEHICLES IN BANGALORE CITY: A	9	
	STUDY ON GO GREEN BATTERY OPERATED VEHICLES		
	SANTHOSH.M & RAGHAVENDRA.K.A		
4.	STATUS OF SCHEDULE TRIBES IN TELANGANA REGION	15	
	A. LAKSHMI		
5.	COMPANIES ACT 2013: A NEW INITIATIVE TOWARDS CORPORATE GOVERNANCE	18	
	BHARAT N. BASRANI		
6.	CATALOGUING OF ISSUES BIRTHING LIFE INSURANCE POLICIES LAPSATION: A CASE STUDY OF	21	
	HARYANA		
	DR. SILENDER SINGH HOODA		
7.	MICROFINANCE AND IT'S PROGRESS IN UTTARAKHAND	24	
	GAURAV PANT		
8.	STRATEGIC ISSUES OF MAKE IN INDIA CAMPAIGN	29	
•.	DR. SONIA, DR. GARIMA DALAL, YOGITA & SUMEET MALIK		
9.	THE STUDY OF IMPACT SIMULTANEOUS OF CAPITAL STRUCTURE AND COMPETITIVE POSITION IN	33	
5.	PRODUCT MARKET (MARKET SHARE) OF COMPANY LISTED IN TEHRAN STOCK EXCHANGE		
	YAVAR MOBASHER & MOHAMMAD REZA POURALI		
10	SEGMENTATION STUDIES FOR GREEN MARKETING AND THEIR LIMITATIONS	39	
ιυ.	RAJEEV GUPTA	39	
L 1 .	TRANSFORMING THE NIGERIAN ECONOMY THROUGH FOREIGN DIRECT INVESTMENT: THE ROLE OF	43	
L I.	FINANCIAL DEVELOPMENT	43	
	DR. NSEABASI IMOH ETUKAFIA & DR. AKPAN JAMES WILLIAMS		
12	A STUDY OF FEMININE SANITARY WELL BEING OF KORKU TRIBE IN SOUTH MADHYA PRADESH	50	
LZ.	DR. SUNEELI ANAND & PARTH GUPTA	50	
	A CAPSULIZATION OF REGNANT CONTENTIONS IN HRM	F 4	
13.		54	
14.	MICRO FINANCE INSTITUTIONS (MFIs): AN ANALYSIS OF THEIR FUNCTIONING IN BELLARY DISTRICT	58	
	DURGASHAMILI.SUNKARA & GURUDATT.KAMATH B		
15.	VALUE ADDITION ON KENYAN TEAS: EFFECTS ON INTERNATIONAL MARKET SUSTAINABILITY AND	65	
	COMPETITIVENESS		
	ESTHER WANJIRU MAINA		
16 .	EMPLOYEE RETENTION: MANAGING THE HUMAN RESOURCE IN EDUCATION SECTOR	68	
	JWALA HANDOO & TANIA MENGI		
17.	PERFORMANCE EVALUATION OF MUTUAL FUNDS OF ICICI AND SBI	71	
	CHILLAKURU ESWARAMMA		
18.	MULTIVARIATE MODEL FOR PREDICTING THE IMPACT OF FIRM SPECIFIC VARIABLES ON FINANCIAL	78	
	PERFORMANCE OF AIR INDIA LIMITED		
	SWARICHA JOHRI		
L9.	A STUDY ON ECONOMICS OF TOURISM WITH SPECIAL REFERENCE TO VELANKANNI- NAGAPATTINAM	82	
	DISTRICT		
	W.ROSE MARY FLORENCE		
20.	INNOVATION CAPACITY: A PREREQUISITE FOR 'MAKE IN INDIA'	89	
	AAINA DHINGRA		
	REQUEST FOR FEEDBACK & DISCLAIMER	93	
	TERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEME	<u> </u>	

A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories
<u>http://ijrcm.org.in/</u>

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

FORMER CO-ORDINATOR

DR. S. GARG Faculty, Shree Ram Institute of Business & Management, Urjani

<u>ADVISORS</u>

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 Engineering & Technology, 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

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT

A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories
<u>http://ijrcm.org.in/</u>

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

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.

FORMER 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; 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 <u>M.S. Word format</u> after preparing the same as per our **GUIDELINES FOR SUBMISSION**; at our email address i.e. <u>infoijrcm@gmail.com</u> or online by clicking the link **online submission** as given on our website (<u>FOR ONLINE SUBMISSION, CLICK HERE</u>).

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. COVERING LETTER FOR SUBMISSION:

DATED: _____

THE EDITOR

IJRCM

Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF

(e.g. Finance/Mkt./HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify

DEAR SIR/MADAM

Please find my submission of manuscript entitled '_____' for possible publication in one of 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 co-authors of this manuscript have seen the submitted version of the manuscript and have agreed to their inclusion of names as co-authors.

Also, if my/our manuscript is accepted, I agree to comply with the formalities as given on the website of the journal. The Journal has discretion to publish our contribution in any of its journals.

NAME OF CORRESPONDING AUTHOR	:	
Designation	:	
Institution/College/University with full address & Pin Code	:	
Residential address with Pin Code	:	
Mobile Number (s) with country ISD code	:	
Is WhatsApp or Viber active on your above noted Mobile Number (Yes/No)	:	
Landline Number (s) with country ISD code	:	
E-mail Address	:	
Alternate E-mail Address	:	
Nationality		

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

- NOTES:
- a) The whole manuscript has to be in **ONE MS WORD FILE** only, which will start from the covering letter, inside the manuscript. **<u>pdf. version</u>** is liable to be rejected without any consideration.
- b) The sender is required to mention the following in the SUBJECT COLUMN of the mail:

New Manuscript for Review in the area of (e.g. Finance/Marketing/HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)

- c) There is no need to give any text in the body of mail, except the cases where the author wishes to give any **specific message** w.r.t. to the manuscript.
- d) The total size of the file containing the manuscript is expected to be below 1000 KB.
- e) 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 within twenty four hours 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 a separate mail to the journal.
- g) The author (s) name or details should not appear anywhere on the body of the manuscript, except the covering letter and the cover page of the manuscript, in the manner as mentioned in the guidelines.
- 2. MANUSCRIPT TITLE: The title of the paper should be **bold typed**, **centered** and **fully capitalised**.
- 3. AUTHOR NAME (S) & AFFILIATIONS: Author (s) name, designation, affiliation (s), address, mobile/landline number (s), and email/alternate email address should be given underneath the title.
- 4. **ACKNOWLEDGMENTS**: Acknowledgements can be given to reviewers, guides, funding institutions, etc., if any.
- 5. **ABSTRACT**: Abstract should be in **fully italicized text**, ranging between **150** to **300 words**. The abstract must be informative and explain the background, aims, methods, results & conclusion in a **SINGLE PARA**. *Abbreviations must be mentioned in full*.
- 6. **KEYWORDS**: Abstract must be followed by a list of keywords, subject to the maximum of **five**. These should be arranged in alphabetic order separated by commas and full stop at the end. All words of the keywords, including the first one should be in small letters, except special words e.g. name of the Countries, abbreviations.
- 7. **JEL CODE**: Provide the appropriate Journal of Economic Literature Classification System code (s). JEL codes are available at www.aeaweb.org/econlit/jelCodes.php, however, mentioning JEL Code is not mandatory.
- 8. **MANUSCRIPT**: Manuscript must be in <u>BRITISH ENGLISH</u> prepared on a standard A4 size <u>PORTRAIT SETTING PAPER</u>. It should be free from any errors i.e. grammatical, spelling or punctuation. It must be thoroughly edited at your end.
- 9. **HEADINGS:** All the headings must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
- 10. **SUB-HEADINGS:** All the sub-headings must be bold-faced, aligned left and fully capitalised.
- 11. MAIN TEXT:

THE MAIN TEXT SHOULD FOLLOW THE FOLLOWING SEQUENCE:

NTRODUCTION
EVIEW OF LITERATURE
NEED/IMPORTANCE OF THE STUDY
STATEMENT OF THE PROBLEM
OBJECTIVES
HYPOTHESIS (ES)
RESEARCH METHODOLOGY
RESULTS & DISCUSSION
FINDINGS
RECOMMENDATIONS/SUGGESTIONS
CONCLUSIONS
LIMITATIONS
SCOPE FOR FURTHER RESEARCH
REFERENCES
APPENDIX/ANNEXURE

The manuscript should preferably range from 2000 to 5000 WORDS.

- 12. **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*.
- 13. **EQUATIONS/FORMULAE:** These should be consecutively numbered in parenthesis, horizontally centered with equation/formulae number placed at the right. The equation editor provided with standard versions of Microsoft Word should be utilised. If any other equation editor is utilised, author must confirm that these equations may be viewed and edited in versions of Microsoft Office that does not have the editor.
- 14. **ACRONYMS**: These should not be used in the abstract. The use of acronyms is elsewhere is acceptable. Acronyms should be defined on its first use in each section: Reserve Bank of India (RBI). Acronyms should be redefined on first use in subsequent sections.
- 15. **REFERENCES:** The list of all references should be alphabetically arranged. *The author (s) should mention only the actually utilised references in the preparation of manuscript* and they are supposed to follow Harvard Style of Referencing. Also check to make sure that everything that you are including in the reference section is duly cited in the paper. The author (s) are supposed to follow the references as per the following:
- All works cited in the text (including sources for tables and figures) should be listed alphabetically.
- Use (ed.) for one editor, and (ed.s) for multiple editors.
- When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc, in chronologically ascending order.
- Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
- The title of books and journals should be in 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 parenthesis.
- *Headers, footers, endnotes and footnotes should not be used in the document.* However, you can mention short notes to elucidate some specific point, which may be placed in number orders after the references.

PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:

BOOKS

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

CONTRIBUTIONS TO BOOKS

• Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

JOURNAL AND OTHER ARTICLES

• Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

CONFERENCE PAPERS

 Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–23

UNPUBLISHED DISSERTATIONS

• Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

ONLINE RESOURCES

Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

WEBSITES

Garg, Bhavet (2011): Towards a New Gas Policy, Political Weekly, Viewed on January 01, 2012 http://epw.in/user/viewabstract.jsp

STATUS OF SCHEDULE TRIBES IN TELANGANA REGION

A. LAKSHMI ASST. PROFESSOR DEPARTMENT OF MARKETING OSMANIA UNIVERSITY HYDERABAD

ABSTRACT

Schedule Tribes (ST's) are Indian population groups that are explicitly recognized by the constitution of India order 1950. The order lists 744 tribes across 29 states in its first schedule. In telangana 33 types of Schedule Tribes are living in 6 districts. ST's are 4.1% are in total population of Telangana. They have rich heritage along with their innocent life style. As they are living in hill areas and forests they have some peculiar characters like indications of primitive traits, distinctive culture, and shyness of contact with other communities, geographical isolation, backwardness etc. So, for their development central and state governments are implementing different programmes and schemes since 1951. After the Ministry of Tribal affairs were constituted in 1999, there is more focus on development of Schedule Tribes in Indian society especially in Telangana. The persisting problems like low literacy and high drop-outs, inadequate health services, lack of nutrition food, extreme poverty, and ineffective implementation of schemes etc are putting them away from economic development. Hence, there should be more commitment by both central and state government and local bodies to develop Schedule Tribes in the society. As literacy is 37% NGO's and other voluntary organizations have to play key role to bring awareness among schedule tribes regarding programs and scheme for their development. Awareness and participation of Schedule Tribes in the implementation of policies leads to prosperity of ST community in the state as well as country.

KEYWORDS

sachedule tribes, primitive traits, economic development.

INTRODUCTION

The Constitution of India does not define Scheduled Tribes as such, Article 366(25) refers to scheduled tribes as those communities who are scheduled in accordance with Article 342 of the Constitution. According to Article 342 of the Constitution, the Scheduled Tribes are the tribes or tribal communities or part of or groups within these tribes and tribal communities which have been declared as such by the President through a public notification. The Constitution of India incorporates several special provisions for the promotion of educational and economic interest of Scheduled Tribes and their protection from social injustice and all forms of exploitation. These objectives are sought to be achieved through a strategy known as the Tribal Sub-Plan strategy, which was adopted at the beginning of the Fifth Five Year Plan. The strategy seeks to ensure adequate flow of funds for tribal development form the State Plan allocations, schemes/programmes of Central Ministries/Departments, financial and Developmental Institutions. Schedule Tribes (ST's) are Indian population groups that are explicitly recognized by the constitution of India order 1950. The order lists 744 tribes across 29 states in its first schedule. In Telangana 33 types of Schedule Tribes are living in 6 districts and total population in telangana region is 36.22 lakhs. ST's are 4.1% are in total population of Telangana.

HISTORICAL FACTS

From the 1850 ST community is referred to as the depressed class. During British period the Minto-Marley report, Montang -Chelmsford reforms report, Simon Commission etc. proposed the issue of reservation of seats for depressed class (SC & ST's) in provincial and central legislations. In 1935 British passed the government of India Act 1935 in which reservation of seats for depressed class was incorporated in to the act. After independence the constitution assembly continued the prevailing definition of Schedule Tribes and gave the president of India and governance of states responsibility to compile a full listing of tribes and also the power to edit it later as required. The actual complete listing of tribes was made with the Constitution (Schedule Tribes) Order 1950. Article 366(25) of the constitution of India refer the Schedule Tribes as those communities, who are scheduled in accordance with Article 342 of the constitution. The essential characteristics of Schedule Tribes are identified by the Locur committee. Indications of primitive tribes, distinctive culture, shyness of contact with the community at large, geographical isolation and backwardness are most identified features of ST's community.

There is 7.5 % percent reservation facility for employment opportunities and they are experiencing political reservations also at present based on their population.

TRIBES IN TELANGANA

As per 2011 in India the population of tribes is 8.2%. In Telangana 6.6% tribes populations exists. In the telangana region Tribes are of two groups. One group is at presently across the hilly tract of the Deccan Plateau and by the rivers Godavari and Krishna. The second group is present along the extended areas between the forest and hilly stations of Godavari river. According to ST order Act 1976there are 33 types of Tribes in 6 districts i.e Khammam,Adilabad, Warangal, Nalgonda,mahboobnagar,Hyderabad and other 50lakh nomads are surviving. The prominent tribes are Khonds, Kholamis, Nayakpods, Koyas, Kondadoras, Valmikis, Bhagats, savaras, Jatayus, Godabas, Yanadis and Chenchus. 76% of Tribes are covered by Sugali (4.4%), Koya (11.3%), Yanadi (9.2%), Yerukula (8.7%), gonda (5%) and remaining 24% of population belongs to small tribes. Nomadic tribal are pichukaguntulu, Balasanta, Saradakandru, Veeramustivaru, Bhavaneelu, Birannalavaru, Golla Suddulu, Pasaralu, Gangamulu, Kommuvaru etc. are other tribes surviving in Telangana. They don't have scripts for their language. They follow their customs and traditions strictly. 92.5% population is living in rural areas. Their livelihood based on the occupations like making of toys, baskets, mates, cosmetics and collection of leaves, honey etc. The life style of tribes has been changing gradually after initiation by the government contribution. Reservation in education, employment and in legislative assemblies and local bodies are changing the life style of the tribal's.

CONSTITUTIONAL SAFE GUARDS

The constitution of India mentioned development of schedule tribe in Directive principles. The Constitution (Schedule Tribes) Order 1950 identified schedule tribes' population based some peculiar characteristics. Those communities are in accordance with Article 342 of the constitution. Some other safe guards are there in the constitution of India. Article 23 and 24 mentioned social safe guards. Articles 244 and 275(1) referred special Economic safe guards. Education and cultural safeguards are referred by Articles 15(4), 29(1) and 350(a). Political safe guards are mentioned in accordance with 164 (1), 330, 332, 334, 243(D), 371(A), 371 B, 371 C, 371 F etc. Service safe guards are mentioned by articles 16(4), 16(4A), 16 (4B), 335, 320(4) etc. Article 335 puts limitations for reservations, Article 338 emphasis appointment of Special officer whenever necessary regarding Tribe matters. Article 339(1) refers establishment of commission on Tribal issues by President of India. But it is the responsibility of state to look after the benefits which are available from these articles.

EDUCATIONAL STATUS

In Telangana literacy rate is 60.4%. But, the literacy of schedule Tribe is 37.04. Before 30 years illiteracy rate was 63%. In rural areas the illiteracy rate of ST's is 70%. For the improvement of literacy the Telangana Government has started Hostels for boys and girls. Residential schools, vocational training centers etc. National Policy of Education (1986 and revised Policy in 1992) suggested the following programmes for education of tribal people.

- 1) Opening primary schools in Tribal Areas
- 2) Need to develop curricula of their language
- 3) Promoting schedule tribes youth to work as teachers
- 4) Ashram schools, Residential schools should be established in large scale in Tribal areas.
- 5) Incentives to encourage their life style through education.

PROBLEMS

To promote education in schedule tribes two types of problems are there. Internal problems like school system, content, curricula, medium, pedagogy, academic supervision etc., and external problems like education policy, planning, implementation and administration etc are influencing education in tribal areas.

ECONOMIC STATUS

In telangana state, agriculture labor of ST's is 10.3%. In the telangana state 115.31 lakh land holdings are there. Among them ST's have only 7.5% of holdings. In total land of Telangana ST's have only 8.2% of land. So there is need for distribute of land for tribes. In total employees, STs are representing 4.9%. As literacy rate is 37% the work participation rate (WPR) is 53.9. Male work participation is 55.7% and female work participation is 52%. A report in 2000 said that 45% of Rural ST population is below poverty line and in urban areas 35.6% is under below poverty line. According to National Sample Survey Organization 61st round estimates, in India Monthly per capita expenditure of Tribes is Rs.426.19. In Telangana monthly per capita expenditure is Rs.420.01. Less population is able to use schemes of government for their opportunities. Majority population survival is used on their Traditional occupations like making of toys, baskets, mats, cosmetics and collection of leaves, honey, shifting, agriculture etc.

The main obstacles to Economic Development of Schedule Tribes are destruction of forests, illiteracy, indebtedness lack of awareness about the schemes for them, strict follow of traditions and customs, in effective implementation of schemes etc. Though there is an improvement of conditions of Schedule Tribes, it is not at desired level. So, much more measures to be taken by the governments.

SOCIAL AND POLITICAL STATUS

The article 338A relates the population ST's. Before and After Independence ST's as vulnerable section were given reservation to enter into parliament and legislative assemblies, but this facility is not applicable to Rajya Sabha at present. After 2002 separate National commission for schedule Tribes was started and priority is to effect from 19th February 2004 due to 89th amendment. Priority will be given to protect their culture and traditions and customs by the constitutions. To protect their rights and to avoid suppression from other communities' Prevention of Atrocities Act was formed in 1989. The ministry of tribal affairs was constituted in October 1999 with the objective of development of Schedule Tribes in a coordinated and planned manner. This is also significant step to lift the tribal communities. In Telangana region 7MLA's belongs to ST communities. The implantation of political reservations should be reviewed and revision as per their population. The health policy 1983 emphasis improving tribal health especially through detection and treatment of endemic and other diseases specific to tribes.

SCHEMES FOR THE PROSPERITY OF THE SCHEDULE TRIBES

For the development of Schedule Tribes Special Central Assistance grant has been released under 275(11) article of Indian constitution. Investment share, price support, village train Bank scheme etc. are introduced. Besides this National Schedule Tribe Financial and Development Corporation was established with 500 crore authorized capital. Integrated area development and modified area development were introduced.

- The following are important land marks in Tribal development:
- 1. Programmes were designed with as special fusion ST's (1951)
- 2. Adoption of Panchsheel principles for process of Tribal development (1956)
- 3. Opinions of multi-purpose Tribal development blocks for intensified development of ST's 1961
- 4. Introduction to strategies of TSP and SCA for Tribal development (1974)
- 5. Expansion of infrastructure facilities for poverty alleviation in 1985.
- 6. Setting up of Tribal cooperative marketing development federation 1987 and finance Devel-opment Corporation in 1989.
- 7. 73 and 74 amendments and Panchayath extension to scheduled areas Act.
- 8. Sections up on separate ministry of Tribals 1999 and National Schedule Tribes finance and Development Corporation 2001.
- The following are recent measures taken by the governments:
- 1. Recognition of forest Act 2006 will be administered by the Ministry of Tribal affair to protect interest of the Tribal's in forests.
- 2. The scheme of vocational Training Centers has been revised as vocational training in Tribal areas with effect from 01-04-09.
- 3. During 2012-13 the ministry has founded 14 education complexes under the scheme of strengthening education among schedule tribe girls in low literacy districts.
- 4. Under the scheme of grant in- aid to voluntary organization during 2011-12. The ministry funded about 237 projects covering schools, hostels, libraries etc.
- 5. Under the scheme of development of particularly vulnerable Tribal groups, the ministry re-leased Rs.40.43 crore for 6 states.
- 6. Under the scheme of Market development of Tribal products/produce ministry released Rs.9.68 crores. But states have to take responsibility to give fruits of the schemes.

MEASURE TO BE TAKEN FOR PROSPERITY OF SCHEDULE TRIBES

Many programmes helped tribal to improve their conditions. The following are important for further improvement.

- 1. Strict implementation of reservation of seats in public sector employment
- 2. Proper looking into reservation of seats in institutions of higher learnings.
- 3. Formulation of proper welfare schemes for prosperity of Tribals based on fact data.
- 4. In private sector also these should be reservations for schedule tribes.
- 5. The present 7.5% of reservation for government services should be increased whenever necessary.
- 6. Destroy of their habitations should be reduced because, major projects, SEZs and other pro-jects are causing for migration of ST's
- 7. Their habilitation (Thandas) should be converted into gram panchayaths.
- 8. Development of forest villages is needed for Tribal prosperity
- 9. Empowering Tribals in governance is the most needed one.
- 10. During every plan review and revision is must to alter policies.
- 11. Stopping of corruption and ineffective work progress in the implementation of schemes be-longing to schedule Tribes.

CONCLUSION

The directive principles of Indian constitution referred the development of Schedule Tribes in the society. Though policies are vast implementation is not proper so both state and central gout have to take proper steps. Since 1951 governments are implementing number of programmes and schemes for the development of Schedule Tribes. But the implementation is not effective. Besides this, lack of awareness about the programmes is also strong factor due to illiteracy among

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT 16

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

http://ijrcm.org.in/

VOLUME NO. 5 (2015), ISSUE NO. 08 (AUGUST)

tribes. Therefore, there is need for extension of contribution from government side and other voluntary organizations and likeminded NGOs for effective implementation of programmes and bringing awareness among Tribes. Then only the future of the Schedule Tribes will be in good prosperity.

REFERENCES

- 1. Annual Report 20012-13 of Ministry of Tribal
- 2. K. Sujatha (1992): "Study of tribal teachers working in tribal areas": Journal of educational planner and administrator: Vol.6, No: 4.
- 3. K. Sunitha Rani (2006): "Struggle for survival Tribal of A.P" CDRC: Page No: 469
- 4. N.K. Acharya (2006): "Reservation for SC, ST's, OBC's" Fifty years of Andhra pradesh CDRC: Page No: 461
- 5. Sachchidananda and R. R. Prasad (1998): "Encyclopedic profile of Indian tribes with maps and photographs": Discovery publishing house, New Delhi.

WEBSITES

- 6. www.nhrc.nic.in
- 7. www.planning commission.nic.in
- 8. www.tribal.gov.in



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-mailinfoijrcm@gmail.com for further improvements in the interest of research.

If youhave 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, neither its publishers/Editors/ Editorial Board, nor any other party involved in the preparation of material contained in the journal represents or warrants that the information contained herein is in every respect accurate or complete, and they are not responsible for any errors or omissions or for the results obtained from the use of such material. Readers are encouraged to confirm the information contained herein with other sources. The responsibility of the contents and the opinions expressed in this journal are exclusively of the author (s) concerned.

ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active cooperation of like-minded scholars, we shall be able to serve the society with our humble efforts.

Our Other Fournals





