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.

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 4456 Cities in 177 countries/territories are visiting our journal on regular basis.

CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.	
1.	SYMBOLS: AN EFFECTIVE MARKETING COMMUNICATION TOOL IN BRANDING DR. AJAY SAHNI		
2.	INCORPORATING SUSTAINABILITY INTO HIGHER INDIAN EDUCATION RAHUL BASU		
3.	INTERLINKAGE BETWEEN FUND OF MUTUAL FUNDS RETURNS AND GDP IN THE INDIAN ECONOMY M. GOWRI & MALABIKA DEO	11	
4.	GROWTH OF INDIAN COMMODITY DERIVATIVE MARKET OVER THE YEARS AND ITS CURRENT SCENARIO PRABHU C BASARKOD & DR. BASAVARAJ C S	16	
5.	A STUDY ON JOB SATISFACTION OF PUBLIC, PRIVATE AND FOREIGN BANK EMPLOYEES IN CHANDIGARH AND PUNJAB	21	
6.	MANVEEN GREWAL & S. K. BANSAL SYNTHETIC REVIEW: A REVIEW OF LITERATURE	24	
7.	DR. K. K. DAVE & SONAL SINGHVI A REVIEW OF THE FINANCES OF KERALA 1990-2015	28	
	DR. V JOHNSON		
8.	GSCM PRACTICES AND ITS RELATIONSHIP WITH ECONOMIC PERFORMANCE IN SELECT ISO 14001 CERTIFIED COMPANIES IN (GUJARAT) INDIA DR. HEENA SUNIL OZA & ANITA TOMAR	34	
9.	TOURISM DESTINATION DEFICIENCY: A STUDY WITH REFERENCE TO KANNIYAKUMARI DISTRICT DR. A. RAMACHANDRAN	38	
10.	5S METHODOLOGY TO IMPROVE THE QUALITY AND ENVIRONMENT OF THE ORGANIZATION		
	K. MADHAVI & D. PRANAYA	43	
11.	THE MAJOR ROLE AND EFFECTS OF SOCIAL MEDIA ON STUDENTS JAYADATTA S & B.Y.KRISHNA MURTHY		
12.	A STUDY ON THE IMPACT OF INFORMATION TECHNOLOGY ON ACCOUNTING PRACTICES WITH SPECIAL REFERENCE TO AUDITING FIRMS IN BANGALORE	45	
13.	EMOTIONAL INTELLIGENCE AND EMOTIONAL LABOR: AN EMPIRICAL STUDY ON ORGANIZED RETAIL	49	
	SECTOR ASHA CHAUDHARY		
14.	A STUDY ON SWOT ANALYSIS WITH SPECIAL REFERENCE TO PERSONNEL MANAGEMENT IN AUROFOOD LTD., PUTHUCHERRY C. SURESH & DR. P. KOMARASAMY	55	
15.	IMPORTANCE OF PERFORMANCE APPRAISAL AND ITS EVALUATION PARAMETERS OF EMPLOYEES IN INSURANCE COMPANIES RAJENDRA PRASAD G R & DR. MANJUNATH, K. R	58	
16.	EVALUATION OF EQUITY FINANCE OPTION AND PERFORMANCE OF COOPERATIVE BUSINESS ENTERPRISES IN NJIKOKA LOCAL GOVERNMENT AREA OF ANAMBRA STATE TAIWO ABDULAHI OLABISI, LAWAL KAMALDEEN, A., AGBASI OBIANUJU E & OKAFOR IFEOMA P.		
17.	A STUDY OF FINANCIAL PERFORMANCE: A COMPARATIVE ANALYSIS OF BANGALORE AND GULBARGA MILK UNION JAYALAKSHMI. H.Y	67	
18.	POLITICAL- AWARENESS AMONG MUSLIM STUDENTS: A STUDY OF ALMORA TOWN (UTTARAKAND)	72	
10	FAROOQ AHMAD BAKLOO & ASMA HISTORICAL DEVELOPMENT OF FINANCIAL DERIVATIVES AND ITS CURRENT POSITION IN INDIAN	75	
19.	DERIVATIVE MARKET	75	
	MUHAMMED JUMAN.B K		
20.	GENDER BUDGETING: A DESCRIPTIVE STUDY	87	
	REQUEST FOR FEEDBACK & DISCLAIMER	89	
1	INEGOLOTION I LEDDACK & DISCEAUNEN	, - -	

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

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 I.T., 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

1.

Nationality

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 <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</u>, <u>CLICK HERE</u>).

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

doing tou sobmission	OF MANUSCRIFT
COVERING LETTER FOR SUBMISSION:	
	DATED:
THE EDITOR	
IJRCM	
Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF	<u>.</u>
(e.g. Finance/Mkt./HRM/General Mgt./Engineering/Economics/Compute	r/IT/ Education/Psychology/Law/Math/other, please
specify)	
DEAR SIR/MADAM	
Please find my submission of manuscript entitled ' of your journals.	′ for possible publication in one
I hereby affirm that the contents of this manuscript are original. Furthermor	re, 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 voor names as co-authors.	ersion of the manuscript and have agreed to their inclusion
Also, if my/our manuscript is accepted, I agree to comply with the formalit discretion to publish our contribution in any of its journals.	ies as given on the website of the journal. The Journal has
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	:

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.</u> <u>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.
- 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:

INTRODUCTION

REVIEW OF LITERATURE

NEED/IMPORTANCE OF THE STUDY

STATEMENT OF THE PROBLEM

OBJECTIVES

HYPOTHESIS (ES)

RESEARCH METHODOLOGY

RESULTS & DISCUSSION

FINDINGS

RECOMMENDATIONS/SUGGESTIONS

CONCLUSIONS

LIMITATIONS

SCOPE FOR FURTHER RESEARCH

REFERENCES

APPENDIX/ANNEXURE

The manuscript should preferably 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

GENDER BUDGETING: A DESCRIPTIVE STUDY

T. ARYAMALA RESEARCH SCHOLAR **DEPARTMENT OF ECONOMICS PRESIDENCY COLLEGE (AUTONOMOUS) CHENNAI**

ABSTRACT

Gender budget acts as an instrument for holding the government accountable to its gender equality commitments. Like other problems (poverty, unemployment etc.) inequalities exist between women and men in the society, but women are the most affected in reality. Budgets are not gender neutral, rather they are "Gender-Blind", as it ignores the differing effects on women and men and hence, women are marginalized. Currently, the gender disparity is in the forefront. Steps are being taken now to this issue particularly. One such measure is gender budgeting. Gender budgeting is seen as a socio-economic tool for ensuring gender equity. In India, the impact of gender budgeting in development and planning is yet to be fully researched. Gender Cells must be started at the State level, both at the planning and budget department as well as in every Department\Ministry of the State and monitor the formulation and implementation of gender budgeting at various levels and the progress of Women Component Plan in the State.

KEYWORDS

gender budgeting, gender equity.

INTRODUCTION



ender Budgeting is of recent origin. This was introduced two decades ago. Government's while making policies consider about the gender and allocate the budgets, to implement the policies. Gender budget moves or marches towards a more gender equal society. Gender budget is known by different names like:

- women's budget,
- gender-sensitive budgets,
- gender responsive budgets,
- mainstreaming gender perspectives into budgets,
- applied gender budget analyses.

DEFINITION AND CONCEPTS

Gender budgeting looks at the government budget from a gender perspective to assess how it addresses the needs of women in specific areas like, health, education, employment, etc. Gender budgets are not separate budgets for men and women and boys and girls. Gender budget initiatives are the exercises that help the country to move toward in the direction of achieving gender equality.

Ministry of Finance, Government of India, defined it as: "A presentation of budgetary data in a manner so that the gender sensitivities of the budgetary allocations are clearly highlighted. It envisages highlighting the budgetary allocation not only to women-specific programmes, but also to quantify pro-women allocations in the composite or gender-neutral programmes of various programmes under various departments. Gender budgeting also involves carrying out an impact analysis of Government programmes and its budgetary allocations on the overall socio-economic status of women in the country. The ultimate aim of gender analysis of national budgets is to incorporate gender variables into the models on which planning and budgeting is based" (Government of India, Ministry of Finance, 2004). According to United Nations Platform for Action (UNPAC), "Gender budgeting do not look at whether or not the same is spent on men and women, but rather at what the impact of the spending is on men and women and whether or not the budgets respond to the needs of men and women adequately" (UN platform for Action Committee, 2010). Thus, gender budgeting refers to the process of conceiving, planning, approving, executing, monitoring, analyzing and auditing budgets in a gender-sensitive way; involves analysis of the impact of actual expenditure and revenue on women and girls as compared to men and boys; helps governments to decide how policies need to be made, adjusted and reprioritized; and it is a tool for effective policy implementation where one can check if the allocations are in line with policy commitments and are having the desired impact (Government of India, Ministry of Women and Child Department, 2007).

From the study of various definitions it is clear that, Gender budgeting is not an end in itself. It is a tool or means for achieving gender equality and women's empowerment. Gender budgeting does not mean separate budgets for men and women; it is not about dividing the budget on 50-50 basis between male and female; it does not always imply an increase in the allocations for women, it is about prioritizing as well; and it is not only for the government budgets but also for public and private sector units, institutions, civil society organizations and non-governmental organizations.

GENDER BUDGETING: A GLOBAL SCENARIO

Australia is the first country to develop Gender Sensitive Budget with Federal Government in 1984. In 1995, South African parliamentarians with non- Government organization started working on gender sensitive analysis, followed by Central African Government in 1997. Later on, many other countries in common wealth and in Developing countries followed these budget exercises like Rwanda, UK and others (Budlender, 2001).

Gender budgeting is still in the making in many parts of the world. In 1990's, the importance changed the institutionalization of gender issues in development policy and planning by mainstreaming gender in overall policy planning and budgetary processes. In 1995, the Fourth World Conference of Women which was held in Beijing insisted the need for a gender perspective in all macroeconomic policies of Government (Social Watch, Tamil Nadu, 2008). In 2000, the 23rd special Session of United Nations General Assembly, called for the attention, to the goal of gender equality in budgetary process at national, regional and international levels; the 2000 United Nations Millennium Development Goals had gender equality as one of its 8 goals; in 2001, United Nations Development Fund for Women (UNIFEM) launched a 20 country programme, created a momentum among government's, Civil Society and Parliamentarians to be gender perspective while budgeting; and in 2005, the 2nd phase of UNIFEM aimed at the application of Gender Analysis to Government Budgets, focusing on the use of Gender-Responsive Budgeting as a tool to increase accountability, participation budgeting (Pilot, 2006).

GENDER BUDGETING IN INDIA

In India, gender budget initiative had its beginning from VIII plan [1992-1997]. Karnataka takes the credit of being the pioneer in gender budgeting of public expenditures. Kerala and Tamil Nadu have achieved a high degree of progress in gender related programmes.

The Department of Women and Child Development, Ministry of Human Resource Development, Government of India in collaboration with UNIFEM has taken an initiative in gender analysis of budget allocations in India and a study was entrusted to the National Institute of Public Finance and Policy. The section on 'Gender Inequality', which contained in the Economic Survey, 2000-2001, was based on the Interim Report on Gender Budgeting done by National Institute of public Finance and Policy. A consensus was arrived at the United Nations Regional Conference on Gender Budgeting, 2001 in deepening the process of gender budgeting in India to the state level and also in extending the gender budgeting initiative to other countries in South Asia. As a result, a gender perspective was integrated in policy and budget processes, especially as part of the country's Five Year Plan (Pooja, 2013).

In budget 2005-06, the Union Government for the first time included a statement on gender budgeting, which presented the magnitude of allocations for various programmes/schemes under the 10 demands for grants that were expected to benefit women. With budget 2006-07, the gender budgeting exercise has been expanded to cover 24 demands for grants under 18 Ministries/Departments of the Union Government and five Union Territories. The statement was extended in the budget of 2007-08, to include 33 demands for grants of 27 Ministries/Departments. The gender budget statement indicates in two parts, Part A presents schemes in which 100% provision is for women. Part B presents schemes where the allocations for women constitute at least 30% of the provision. Both the tools as explained in the Guidance series sheets are being used in the Indian context and it reflects a serious commitment on the part of the government to strengthen the gender budgeting initiative in Indian milieu (Mishra, 2006). At present, the budgets of 22 states of India are implementing gender budgeting initiatives. 56 Ministries/Departments have set up gender budget cell and a number of Ministries/Departments have reflected allocation for women in the gender budget statement of the Union Budget (Parveen, 2010).

GENDER BUDGETING IN FIVE YEAR PLAN

The Planning Commission of India has always focused on women's issues as per the perceptions of their members on women's status within the economy. The First Five Year Plan (1951-1956) set up Central Social Welfare Board in 1953 to promote welfare work through philanthropic agencies. The Second Five Year Plan (1956-1961) supported development of Mahila Mandals for grass roots work among women. The Third, Fourth and Interim Plans (1961-74) made provision for women's education, prenatal and child health services, supplementary feeding for children, nursing and expectant mothers. The Fifth Five Year Plan (1974-1978) marked a major shift in the approach towards women, from welfare to development. The Sixth Five Year Plan (1980-85) accepted women's development as a separate economic agenda. The Multi-disciplinary approach with three pronged thrust on health, education and employment was initiated. The Sixth Five Years Plan onwards, the plan document has been including a separate chapter on women and children (Patel, 2007).

The Seventh Five Year Plan (1987-1992) declared as its objective to bring women into the mainstream of national development. During this period, the Department of Women and Child Development was established within the Ministry of Human Resource Development of Government of India. The Seventh Plan introduced the concept of monitoring of 27 beneficiary oriented schemes for women by Department of Women and Child Development. The exercise continues and number of schemes covered is being expanded.

The Eighth Five Year Plan (1992-1997) projected paradigm shift, from development to empowerment and promised to ensure flow of benefits to women in the core sectors of education, health and employment. Outlay for women rose from Rs. 4 crore in the First Plan to Rs. 2000 crore in the Eighth Plan. The Eighth Plan highlighted for the first time, a gender perspective and the need to ensure a definite flow of funds from the general developmental sectors to women. The plan document made an express statement that the benefits to development from different sectors should not by pass women and special programmes on women should complement the general development programmes. The later, in turn, should reflect great gender sensitivity.

The Ninth Five Year Plan (1997-2002) stated that Empowerment of Women was its strategic objective and adopted 'Women Component Plan' as one of the major strategies and directed both the Central and State Governments to ensure "not less than 30 per cent of the funds/benefits are earmarked in all the women-related sectors". Special vigil was advocated on the flow of the earmarked funds/benefits through an effective mechanism to ensure that the proposed strategy brings forth a holistic approach towards empowering women. The National Policy for Empowerment of Women 2001 of Government of India adopted during this period envisaged introduction of a gender perspective in the budgeting process as an operational strategy.

The Tenth Five Year Plan (2002-2009) suggested specific strategies, policies and programmes for Empowerment of Women. It appreciated efforts at ensuring gender-just and gender-sensitive budget and promised to continue the process of dissecting the government budget to establish its gender-differential impact and to translate gender commitments into budgetary commitments. It made provision of outlay of Rs. 13,780 crore. It accepted that women component plan & gender budget play complimentary role for effective convergence, proper utilization and monitoring of fund from various developmental sectors. The Ministry of Women and Child Development was established during this plan period.

The Eleventh Five Year Plan mentions that gender equity requires adequate provisions. Efforts were made in creation of enabling environment for Women to become economically, politically, and socially empowered on equal basis with men in all spheres, along with equal participation and decision making, healthcare, quality education, career and vocational guidance, employment, equal remuneration, occupational health and safety, social security, public office etc. to be made possible. The National Policy aims to bring about Social and Economic Empowerment to the Women to bring Gender Justice in all levels of the society and planning (Patel, 2007).

CONCLUSION

Gender budget acts as an instrument for holding the government accountable to its gender equality commitments. Like other problems (poverty, unemployment etc.) inequalities exist between women and men in the society, but women are the most affected in reality. Budgets are not gender neutral, rather they are "Gender-Blind", as it ignores the differing effects on women and men and hence, women are marginalized.

Currently, the gender disparity is in the forefront. Steps are being taken now to this issue particularly. One such measure is gender budgeting. Gender budgeting is seen as a socio-economic tool for ensuring gender equity. In India, the impact of gender budgeting in development and planning is yet to be fully researched. Gender Cells must be started at the State level, both at the planning and budget department as well as in every Department\Ministry of the State and monitor the formulation and implementation of gender budgeting at various levels and the progress of Women Component Plan in the State.

REFERENCES

- 1. Budlender, Debbie, Review of Gender Budget initiatives, Community Agency for social enquiry.
- 2. Gender Review Budgeting in Bangladesh, an assessment of challenges and opportunities in health sector.
- 3. Government of India, Ministry of Finance, Classification of Govt transactions, Report of the Export Group constituted to review the classification system for govt transactions, July 2004, p.16.
- 4. Government of India, Ministry of Women and Child Department, 2007, Gender Budgeting Handbook for GOI Ministries and Departments 2007, P-60.
- 5. Parveen, Baby, 2010, Women Component Plan and Gender Budgeting in India; Still a long way to go! Subrat Das, Yamini Mishra, 2006, Yojana, Vol. 50.
- 6. Patel, Vibhuti, 2007, Gender Budgeting in India.
- 7. Patel, Vibhuti, presented a paper at National Workshop on "Gender Budgeting an effective tool for achieving Women's Empowerment", organised by Equity Foundation, Patna and Planning Commission of India, New Delhi.
- 8. Pooja 2013, Analytical study on Gender Budgeting, JJT University, Rajasthan.
- 9. Social Watch: Tamil Nadu, Towards Gender Budgeting in Tamil Nadu Revised edition April 2008.
- 10. UN Platform for Action Committee, Gender Budget Project, Manitoba, Canada, assessed on 2nd December 2010, (www.unpac.ca/gender/whatis.html).
- 11. UNIFEM's initiative of Gender Review Budgeting, by Sara Pilot, paper presented at the Gender Just Budgeting Workshop organized by Women paper connect on Oct 2006.

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, 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





