

INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION & MANAGEMENT

IJR
CM



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., Google Scholar,

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

Index Copernicus Publishers Panel, Poland with IC Value of 5.09 (2012) & number of libraries all around the world.

Circulated all over the world & Google has verified that scholars of more than 5771 Cities in 192 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 STUDY ON CAPITAL STRUCTURE AND PROFITABILITY OF SELECTED CEMENT INDUSTRIES IN INDIA <i>Dr. N. ESWARAN & Dr. M. MEENAKSHISUNDARAM</i> | 1 |
| 2. | BAYESIAN NETWORKS STRUCTURE LEARNING USING CLASSIFICATION <i>HEENA TIMANI & Dr. MAYURI PANDYA</i> | 8 |
| 3. | USERS' CONSCIOUSNESS AND PRACTICES REGARDING SMARTPHONE SECURITY THREATS, VULNERABILITIES AND SECURITY MEASURES: A RESEARCH IN THE TARKWA-NSUAEM MUNICIPALITY OF THE WESTERN REGION, GHANA <i>MAHENDRA KUMAR SHRIVAS, SAMUEL ANYIMAH, JAMES BADU & Dr. THOMAS YEBOAH</i> | 17 |
| 4. | TECHNOLOGY ADOPTION FOR E-FILING: PERCEPTIONS AND INTENTIONS OF TAXPAYERS IN INDIA <i>Dr. SAMIRENDRA NATH DHAR, PRIYODARSHINI DHAR & DURGA PRASAD CHETTRI</i> | 24 |
| 5. | DYNAMISM, THE MANTRA OF POST MODERNISM GURUS: FROM PETER DRUCKER TO STEVE JOBS <i>Dr. PUSHPINDER SINGH GILL & PARAMJEET KAUR</i> | 31 |
| 6. | ROLE OF CORPORATE ORGANIZATIONS IN RURAL HEALTH SCHEMES – AN EMPIRICAL ANALYSIS (A STUDY WITH REFERENCE TO SELECT VILLAGES IN GUNTUR DISTRICT, ANDHRA PRADESH) <i>M. NAGA LAKSHMI & Dr. G. V. CHALAM</i> | 35 |
| 7. | JOB SATISFACTION AND MENTAL HEALTH OF IT PROFESSIONALS <i>Dr. D. SRINIVASA RAO & B. ANUSHA</i> | 39 |
| 8. | BULLWHIP EFFECT AND RFID IN SUPPLY CHAIN <i>HIMABINDU M</i> | 45 |
| 9. | A STUDY ON CUSTOMER PERCEPTION TOWARDS ONLINE ADVERTISEMENTS AN EMPIRICAL STUDY IN VIJAYAWADA <i>Dr. D. PRASANNA KUMAR & K. SAI VARA PRASAD</i> | 47 |
| 10. | STORY TELLING METHOD: AN INSTRUCTION AID FOR TEACHING & LEARNING: A LITERATURE REVIEW <i>Dr. RAVINDRA KUMAR PRAJAPATI, BOSKY SHARMA & Dr. DHARMENDRA SHARMA</i> | 58 |
| 11. | LIBRARIES Vs. INTERNET <i>Dr. VIBHAVARI BALAJI HATE</i> | 60 |
| 12. | CASHLESS SYSTEM: CHALLENGING STEP - A CASE STUDY OF SURIYA REGION <i>Dr. SANTOSH KUMAR LAL</i> | 62 |
| 13. | ROLE OF SEBI IN INVESTORS' PROTECTION IN INDIA - CURRENT SCENARIO <i>Dr. R. SENTHILKUMAR</i> | 67 |
| 14. | IMPACT OF DIVIDEND POLICY ON THE MARKET PRICE OF SHARE-A CASE STUDY OF ASIAN PAINTS FROM FMCG SECTOR IN INDIA <i>AMALESH PATRA</i> | 70 |
| 15. | A STUDY ON UNEMPLOYMENT AND TRAINING PROGRAMME OFFERED FOR EMPLOYMENT IN INDIA <i>T. RAMESH KUMAR</i> | 74 |
| 16. | CURBING BRAIN DRAIN: THROUGH SKILL DEVELOPMENT <i>SUKHWINDER KAUR</i> | 77 |
| 17. | IMPROVING CLASSIFICATION PERFORMANCE USING ENSEMBLE LEARNING APPROACH <i>JYOTSANA GOYAL & Er. AMIT VAJPAYEE</i> | 81 |
| 18. | A STUDY ON DETERMINANTS OF ONLINE ADS QUALITY <i>KURAPATI SAI NIKHIL & P V VIJAY KUMAR REDDY</i> | 88 |
| 19. | NEW DIMENSIONS IN TRAINING AND DEVELOPMENT OF PUBLIC SECTOR ENTERPRISES OF INDIA <i>MOHD. YOUNUS ALI KHAN</i> | 94 |
| 20. | EFFECTS OF STRESS AND IT's IMPACT ON ACADEMIC PERFORMANCE <i>S. SHARMILA</i> | 98 |
| | REQUEST FOR FEEDBACK & DISCLAIMER | 100 |

CHIEF PATRON**Prof. (Dr.) 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

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

Principal (Retd.), Maharaja Agrasen College, Jagadhri

EDITOR**Dr. R. K. SHARMA**

Professor & Dean, 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. CHRISTIAN EHIOBU CHE**

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

Dr. SIKANDER KUMAR

Chairman, Department of Economics, Himachal Pradesh University, Shimla, Himachal Pradesh

Dr. JOSÉ G. VARGAS-HERNÁNDEZ

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

Dr. RAJENDER GUPTA

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

Dr. D. S. CHAUBEY

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

Dr. TEGUH WIDODO

Dean, Faculty of Applied Science, Telkom University, Bandung Technoplex, Jl. Telekomunikasi, Indonesia

Dr. S. P. TIWARI

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

Dr. BOYINA RUPINI

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

Dr. KAUP MOHAMED

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

SUNIL KUMAR KARWASRA

Principal, Aakash College of Education, ChanderKalan, Tohana, Fatehabad

- Dr. MIKE AMUHAYA IRAVO**
Principal, Jomo Kenyatta University of Agriculture & Tech., Westlands Campus, Nairobi-Kenya
- Dr. M. S. SENAM RAJU**
Professor, School of Management Studies, I.G.N.O.U., New Delhi
- Dr. NEPOMUCENO TIU**
Chief Librarian & Professor, Lyceum of the Philippines University, Laguna, Philippines
- Dr. PARVEEN KUMAR**
Professor, Department of Computer Science, NIMS University, Jaipur
- Dr. ANA ŠTAMBUK**
Head of Department of Statistics, Faculty of Economics, University of Rijeka, Rijeka, Croatia
- Dr. H. R. SHARMA**
Director, Chhatrapati Shivaji Institute of Technology, Durg, C.G.
- Dr. CLIFFORD OBIYO OFURUM**
Professor of Accounting & Finance, Faculty of Management Sciences, University of Port Harcourt, Nigeria
- Dr. SHIB SHANKAR ROY**
Professor, Department of Marketing, University of Rajshahi, Rajshahi, Bangladesh
- Dr. MANOHAR LAL**
Director & Chairman, School of Information & Computer Sciences, I.G.N.O.U., New Delhi
- Dr. SRINIVAS MADISHETTI**
Professor, School of Business, Mzumbe University, Tanzania
- Dr. ANIL K. SAINI**
Professor, Guru Gobind Singh Indraprastha University, Delhi
- Dr. VIRENDRA KUMAR SHRIVASTAVA**
Director, Asia Pacific Institute of Information Technology, Panipat
- Dr. VIJAYPAL SINGH DHAKA**
Dean (Academics), Rajasthan Institute of Engineering & Technology, Jaipur
- Dr. NAWAB ALI KHAN**
Professor & Dean, Faculty of Commerce, Aligarh Muslim University, Aligarh, U.P.
- Dr. EGWAKHE A. JOHNSON**
Professor & Director, Babcock Centre for Executive Development, Babcock University, Nigeria
- Dr. ASHWANI KUSH**
Head, Computer Science, University College, Kurukshetra University, Kurukshetra
- Dr. ABHAY BANSAL**
Head, Department of Information Technology, Amity School of Engg. & Tech., Amity University, Noida
- Dr. BHARAT BHUSHAN**
Head, Department of Computer Science & Applications, Guru Nanak Khalsa College, Yamunanagar
- MUDENDA COLLINS**
Head, Operations & Supply Chain, School of Business, The Copperbelt University, Zambia
- Dr. JAYASHREE SHANTARAM PATIL (DAKE)**
Faculty in Economics, KPB Hinduja College of Commerce, Mumbai
- Dr. MURAT DARÇIN**
Associate Dean, Gendarmerie and Coast Guard Academy, Ankara, Turkey
- Dr. YOUNOS VAKIL ALROAIA**
Head of International Center, DOS in Management, Semnan Branch, Islamic Azad University, Semnan, Iran
- P. SARVAHARANA**
Asst. Registrar, Indian Institute of Technology (IIT), Madras
- SHASHI KHURANA**
Associate Professor, S. M. S. Khalsa Lubana Girls College, Barara, Ambala
- Dr. SEOW TA WEEA**
Associate Professor, Universiti Tun Hussein Onn Malaysia, Parit Raja, Malaysia
- Dr. OKAN VELI ŞAFAKLI**
Professor & Dean, European University of Lefke, Lefke, Cyprus
- Dr. MOHINDER CHAND**
Associate Professor, Kurukshetra University, Kurukshetra

Dr. BORIS MILOVIC

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

Dr. IQBAL THONSE HAWALDAR

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

Dr. MOHENDER KUMAR GUPTA

Associate Professor, Government College, Hodal

Dr. ALEXANDER MOSESOV

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

Dr. MOHAMMAD TALHA

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

Dr. ASHOK KUMAR CHAUHAN

Reader, Department of Economics, Kurukshetra University, Kurukshetra

Dr. RAJESH MODI

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

WILLIAM NKOMO

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

YU-BING WANG

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

Dr. SHIVAKUMAR DEENE

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

Dr. MELAKE TEWOLDE TECLEGHIORGIS

Faculty, College of Business & Economics, Department of Economics, Asmara, Eritrea

Dr. BHAVET

Faculty, Shree Ram Institute of Engineering & Technology, Urjani

Dr. THAMPOE MANAGALESWARAN

Faculty, Vavuniya Campus, University of Jaffna, Sri Lanka

Dr. ASHISH CHOPRA

Faculty, Department of Computer Applications, National Institute of Technology, Kurukshetra

SURAJ GAUDEL

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

Dr. SAMBHAVNA

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

Dr. LALIT KUMAR

Faculty, Haryana Institute of Public Administration, Gurugram

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

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

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. **COVERING LETTER FOR SUBMISSION:**

DATED: _____

THE EDITOR

IJRCM

Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF _____.

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

DEAR SIR/MADAM

Please find my submission of manuscript titled ' _____ ' for likely publication in one of your journals.

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

I affirm that all the co-authors of this manuscript have seen the submitted version of the manuscript and have agreed to inclusion of their names as co-authors.

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

NAME OF CORRESPONDING AUTHOR

Designation/Post* :

Institution/College/University with full address & Pin Code :

Residential address with Pin Code :

Mobile Number (s) with country ISD code :

Is WhatsApp or Viber active on your above noted Mobile Number (Yes/No) :

Landline Number (s) with country ISD code :

E-mail Address :

Alternate E-mail Address :

Nationality :

* i.e. Alumnus (Male Alumni), Alumna (Female Alumni), Student, Research Scholar (M. Phil), Research Scholar (Ph. D.), JRF, Research Assistant, Assistant Lecturer, Lecturer, Senior Lecturer, Junior Assistant Professor, Assistant Professor, Senior Assistant Professor, Co-ordinator, Reader, Associate Professor, Professor, Head, Vice-Principal, Dy. Director, Principal, Director, Dean, President, Vice Chancellor, Industry Designation etc. **The qualification of author is not acceptable for the purpose.**

NOTES:

- a) The whole manuscript has to be in **ONE MS WORD FILE** only, which will start from the covering letter, inside the manuscript. **pdf. version is liable to be rejected without any consideration.**
 - b) The sender is required to mention the following in the **SUBJECT COLUMN of the mail:**
New Manuscript for Review in the area of (e.g. Finance/Marketing/HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)
 - c) There is no need to give any text in the body of the mail, except the cases where the author wishes to give any **specific message** w.r.t. to the manuscript.
 - d) The total size of the file containing the manuscript is expected to be below **1000 KB.**
 - e) Only the **Abstract will not be considered for review** and the author is required to submit the **complete manuscript** in the first instance.
 - f) **The journal gives acknowledgement w.r.t. the receipt of every email within twenty-four hours** and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of the manuscript, within two days of its submission, the corresponding author is required to demand for the same by sending a separate mail to the journal.
 - g) The author (s) name or details should not appear anywhere on the body of the manuscript, except on the covering letter and the cover page of the manuscript, in the manner as mentioned in the guidelines.
2. **MANUSCRIPT TITLE:** The title of the paper should be typed in **bold letters, centered and fully capitalised.**
 3. **AUTHOR NAME (S) & AFFILIATIONS:** Author (s) **name, designation, affiliation (s), address, mobile/landline number (s), and email/alternate email address** should be given underneath the title.
 4. **ACKNOWLEDGMENTS:** Acknowledgements can be given to reviewers, guides, funding institutions, etc., if any.
 5. **ABSTRACT:** Abstract should be in **fully italic printing**, ranging between **150 to 300 words**. The abstract must be informative and elucidating the background, aims, methods, results & conclusion in a **SINGLE PARA. Abbreviations must be mentioned in full.**
 6. **KEYWORDS:** Abstract must be followed by a list of keywords, subject to the maximum of **five**. These should be arranged in alphabetic order separated by commas and full stop at the end. All words of the keywords, including the first one should be in small letters, except special words e.g. name of the Countries, abbreviations etc.
 7. **JEL CODE:** Provide the appropriate Journal of Economic Literature Classification System code (s). JEL codes are available at www.aea-web.org/econlit/jelCodes.php. However, mentioning of JEL Code is not mandatory.
 8. **MANUSCRIPT:** Manuscript must be in **BRITISH ENGLISH** prepared on a standard A4 size **PORTRAIT SETTING PAPER. It should be free from any errors i.e. grammatical, spelling or punctuation. It must be thoroughly edited at your end.**
 9. **HEADINGS:** All the headings must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
 10. **SUB-HEADINGS:** All the sub-headings must be bold-faced, aligned left and fully capitalised.
 11. **MAIN TEXT:**

THE MAIN TEXT SHOULD FOLLOW THE FOLLOWING SEQUENCE:**INTRODUCTION****REVIEW OF LITERATURE****NEED/IMPORTANCE OF THE STUDY****STATEMENT OF THE PROBLEM****OBJECTIVES****HYPOTHESIS (ES)****RESEARCH METHODOLOGY****RESULTS & DISCUSSION****FINDINGS****RECOMMENDATIONS/SUGGESTIONS****CONCLUSIONS****LIMITATIONS****SCOPE FOR FURTHER RESEARCH****REFERENCES****APPENDIX/ANNEXURE****The manuscript should preferably be in 2000 to 5000 WORDS, But the limits can vary depending on the nature of the manuscript.**

12. **FIGURES & TABLES:** These should be simple, crystal **CLEAR, centered, separately numbered** & self-explained, and the **titles must be above the table/figure. Sources of data should be mentioned below the table/figure. It should be ensured that the tables/figures are referred to from the main text.**
13. **EQUATIONS/FORMULAE:** These should be consecutively numbered in parenthesis, left aligned with equation/formulae number placed at the right. The equation editor provided with standard versions of Microsoft Word may be utilised. If any other equation editor is utilised, author must confirm that these equations may be viewed and edited in versions of Microsoft Office that does not have the editor.
14. **ACRONYMS:** These should not be used in the abstract. The use of acronyms is elsewhere is acceptable. Acronyms should be defined on its first use in each section e.g. Reserve Bank of India (RBI). Acronyms should be redefined on first use in subsequent sections.
15. **REFERENCES:** The list of all references should be alphabetically arranged. **The author (s) should mention only the actually utilised references in the preparation of manuscript** and they may follow Harvard Style of Referencing. **Also check to ensure that everything that you are including in the reference section is duly cited in the paper.** The author (s) are supposed to follow the references as per the following:
- All works cited in the text (including sources for tables and figures) should be listed alphabetically.
 - Use (ed.) for one editor, and (ed.s) for multiple editors.
 - When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc., in chronologically ascending order.
 - Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
 - The title of books and journals should be in italic printing. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
 - For titles in a language other than English, provide an English translation in parenthesis.
 - **Headers, footers, endnotes and footnotes should not be used in the document. However, you can mention short notes to elucidate some specific point,** which may be placed in number orders before the references.

PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:

BOOKS

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

CONTRIBUTIONS TO BOOKS

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

JOURNAL AND OTHER ARTICLES

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

CONFERENCE PAPERS

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

UNPUBLISHED DISSERTATIONS

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

ONLINE RESOURCES

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

WEBSITES

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

A STUDY ON UNEMPLOYMENT AND TRAINING PROGRAMME OFFERED FOR EMPLOYMENT IN INDIA**T. RAMESH KUMAR****ASST. PROFESSOR****DEPARTMENT OF COMMERCE WITH COMPUTER APPLICATIONS****DR. S N S RAJALAKSHMI COLLEGE OF ARTS & SCIENCE****CHINAVEDAMPATTI****ABSTRACT**

Unemployment casts some short term ripples throughout the economy by reducing an individual's contribution in terms of services and taxes. The unemployed also does not possess the power of purchase, thus in effect contributing to bringing down demand of goods in the market and creating more unemployment. This vicious cycle creates a cascading effect throughout the economy and trickles down to different social strata. India currently (2016) has a population of about 1.3 billion. Indian economy has experienced maximum growth and yet less than half number of Indians seeking jobs has managed to land one during this period. State wise figures reveal that Tripura has the highest unemployment rate in the country at 19.7% while Gujarat has the lowest at 0.9% in 2015-2016. On the other hand, unemployment rate is higher among women at 8.7 percent versus 4.3% among men. Women unemployment rate is higher in the rural areas than in urban sectors of the country. Experts fear that at present, India is experiencing a jobless growth with not enough jobs being created for its working age population (15-64 years). There is ample skepticism afloat about the country not being able to cash in on its demographic bonus, predicted to be 869 million by year 2020 – world's largest.

KEYWORDS

unemployment, employment, schemes and training programme.

I. INTRODUCTION

If the word demands a definition, "unemployment", may be elaborated as a state of not finding work by an individual who is fit and willing to work. It is usually measured in percentage; the number of individuals without work out of the total "labour force" of the country or specific social groups. Labour force is the term collectively applied to the total number of individuals within the population who are willing and capable of doing work. Unemployment rate of a country is indicative of its socio-economic health.

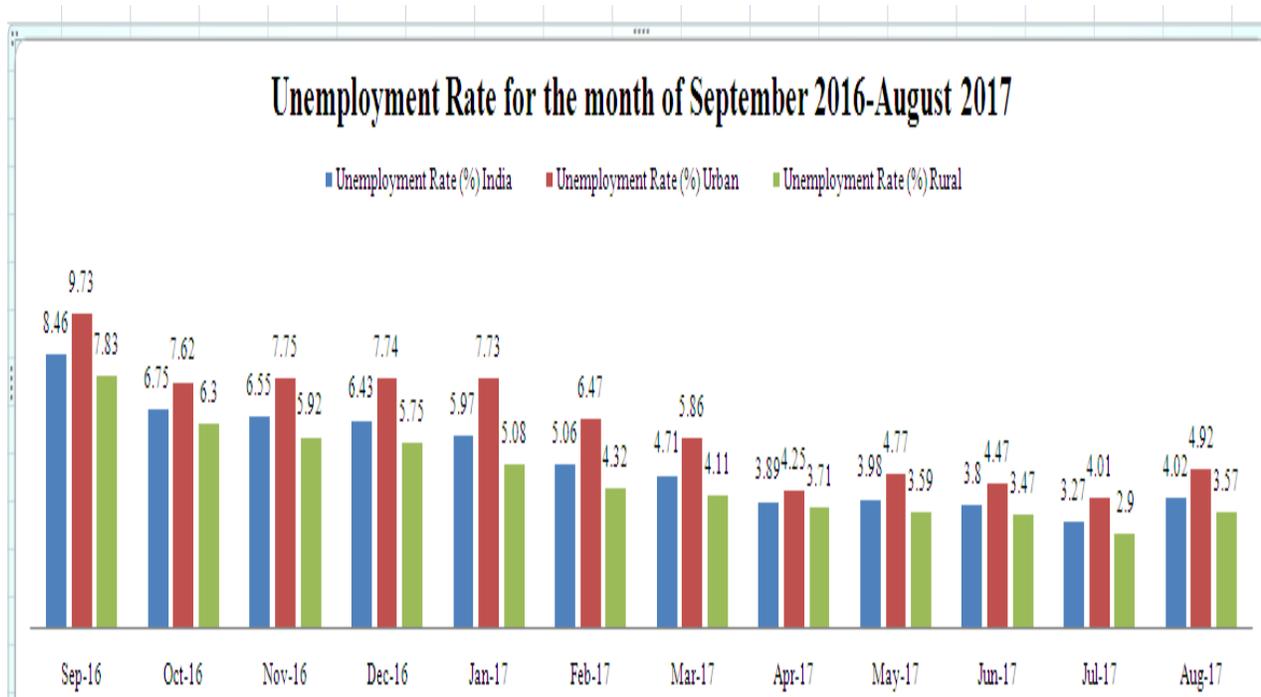
II. OBJECTIVES OF THE STUDY

1. To examine the current status of the unemployment in India
2. To analyze the government taken initiated steps to increase the employment
3. To suggest reduce the unemployment.

III. CURRENT STATUS OF UNEMPLOYMENT IN INDIA**TABLE 1**

| Month | Unemployment Rate (%) | | |
|--------|-----------------------|-------|-------|
| | India | Urban | Rural |
| Aug-17 | 4.02 | 4.92 | 3.57 |
| Jul-17 | 3.27 | 4.01 | 2.9 |
| Jun-17 | 3.8 | 4.47 | 3.47 |
| May-17 | 3.98 | 4.77 | 3.59 |
| Apr-17 | 3.89 | 4.25 | 3.71 |
| Mar-17 | 4.71 | 5.86 | 4.11 |
| Feb-17 | 5.06 | 6.47 | 4.32 |
| Jan-17 | 5.97 | 7.73 | 5.08 |
| Dec-16 | 6.43 | 7.74 | 5.75 |
| Nov-16 | 6.55 | 7.75 | 5.92 |
| Oct-16 | 6.75 | 7.62 | 6.3 |
| Sep-16 | 8.46 | 9.73 | 7.83 |

FIG. 1

**UNEMPLOYMENT FALLS**

On 14 September 2017, the 30-day moving average of the all India unemployment rate decreased by 11 basis points to 4.45 per cent, as compared to the previous day. This was due to a decline in both rural and urban unemployment.

The 30-day moving average of rural unemployment rate fell by 11 basis points to stand at 4.16 per cent. Similarly, the 30-day moving average of urban unemployment rate fell by 11 basis points to 5.01 per cent for the same period. As a result of this similar downward trend, the urban-rural differential remained unchanged at 85 basis points.

IV. THE CENTRAL GOVERNMENT TAKEN INITIATED STEPS TO INCREASE THE EMPLOYMENT IN INDIA**MAKE IN INDIA**

The main aim of the Make in India programme was to generate employment in the manufacturing sector. The target was to increase the share of manufacturing to 25% of GDP by 2020 from 15% under the UPA-led government. However, the parliamentary standing committee of commerce (2017) indicated that “the manufacturing sector has grown only by an average of 1.6% in the last 5 years till 2015-16.”

Some economists believe stringent land acquisition laws and inflexible labour regulations make it difficult for India to attract investors in the manufacturing sector. Others believe the lack of support to local manufacturers has led to the failure of the project. Local apparel, footwear, textiles and leather industries did not receive any support from the government in the form of funding. This suggests that although the government aimed to ease the process of business and create more jobs, it could not achieve either.

DIGITAL INDIA

The government aimed to stress on automation through the introduction of Digital India. As a result, major IT companies such as WIPRO, Tech Mahindra and HCL Technologies hardly hired any new employees from 2015-16. Additionally, demonetisation and the switch to online transactions resulted in the closing down of many local kirana stores that accepted only cash payments.

In many ways, India is not yet equipped to transition to Digital India. At present, there isn't enough spectrum or wired connectivity to support the initiative. Through the project, the government had aimed to create home based jobs and encourage more entrepreneurs to start online businesses. However, due to poor digital infrastructure, it has failed to achieve its goals.

STARTUP INDIA

Under this programme, the Central government encouraged banks to provide finance to young entrepreneurs to start their own business ventures. However, lack of innovation and lack of skilled labour resulted in the shutdown of many new startups. In the last two years, a total of 25 startups have shut down. Startups such as TinyOwl, Dazo and Peppertap had to close down due to lack of funds and appropriate skill set. In particular, due to Startup India, many existing employees left their present jobs and turned entrepreneurs. However, since many of the startups failed, they are now unemployed. It could be suggested that not only did Startup India fail to create more jobs, it may have actually resulted in a lot of individuals losing their jobs.

SMART CITIES

The Central government had announced that 100 smart cities would be created and townships revamped by developing infrastructure and transportation facilities. Additionally, in each of these townships, new job opportunities would be created to accelerate overall development. In particular, the main aim of smart cities was to invest in technology and train the youth to create more jobs. But post the identification of the smart cities, no further steps have been taken by the government. Though there have been multiple conferences on the subject, no proper policy regarding investment in technology and how to provide training has been designed.

It is also important to highlight that labour force participation among women has declined significantly. In the three-year action agenda draft (2017-2020), released on April 23 by Niti Aayog, the emphasis was on promoting gender equality in workplaces. Government data from 2004-2012 showed that 1.96 crore women dropped out of the workforce in India. One major reason women join the workforce is to add to household income. However, it has also been observed that once household incomes become stable, they leave their jobs. Also, post marriage, women have to divide their time between public and private responsibilities, according to the International Labour Organisation. Women are willing to accept work if it is near their homes and they do not have to travel too much. Hence, in order to encourage more women in the labour force, it is important to encourage equal division of labour both at the home and the workplace between men and women.

For instance, the government recently increased the number leave days under the maternity benefit scheme. To divide childcare responsibilities between men and women, the government should introduce paternity schemes as well. This will be a step forward and help women to divide their time between the home and the workplace. Additionally, women are enrolling more in education. However, sufficient jobs are not created in sectors such as textiles, farming and clothes manufacturing that could absorb women. The government should particularly focus on sectors that would suit the employability needs of women.

OPTIONS FOR YOUTH

A recent study conducted by Aspiring Minds (2017) indicates that 97% of engineers want jobs in software or core engineering. However, due to shortage of jobs, many engineers as well as non-engineers prefer to join a PhD programme. The regular stipend is an incentive for many to opt for higher education in India. Not only engineers but students from other streams such as science and arts also do not find jobs. As a result, higher education is the alternative for them.

According to the Indian Labor Report (2015), 1.6 crore individuals enroll in higher education due to a lack of jobs. Hence, the government should refrain from cutting research grants and reducing PhD seats. According to the recent UGC Regulations (2016) in any university, a professor can guide only eight PhD students, an associate professor can guide six PhD students and an assistant professor can guide just four Ph.D. students at a time. As a result, Jawaharlal Nehru University (JNU), one of the largest universities in the country, witnessed a massive seat cut from 1000 to 194 in the PhD programme. The government should focus on improving the quality of higher education in India because a lot of students enrol for a Ph. D. programme due to unemployment. In this context, the government should focus on the key factors of unemployment, as well as develop alternatives that will generate employment for the unemployed youth in India.

TABLE 2: TRAINING PROGRAMMES AND SCHEMES OFFERED BY CENTRAL GOVERNMENT

| S. No | Department | Schemes/ Programmes/ Training programme | Target Group | Duration of long term and short term |
|-------|---|---|---|--|
| 1 | Agriculture (i) Department of Agriculture Research & Education | Training in Agricultural Extension (21 training centres), Training in use of Agricultural Implements & machinery, Soil Conservation Training Centre, LFQC&TI, NPPTI, Cooperative Education and Training | Person engaged in Agricultural institutions and support services, members of cooperatives and Farmers. Under KVK, 550/589 districts are covered. | Short term courses |
| 2 | Rural Development | National Institute of Rural Development (NIRD) Conducts about 150 programmes Swarnjayanti Gram Swarozgar Yojana (SGSY) | Practicing Manager in rural development Focus is on the vulnerable groups among the rural poor. SC/ STs should account for a minimum of 50%, women for 20% and disabled for 3% of the total swarozgar is during a year. | Short term Courses Need based short term |
| 3 | Textiles | Decentralized Training Programme, 24 Weavers' Service Centres, Cooperative Training, 13 Power loom Centres, Indian Jute Industries Research Association, Central Wool Development Board, Central Silk Board, Training Centres for Handicrafts, North –eastern Handicrafts and Handlooms development Corporation | Skill upgradation of Workers in textile industry | ¼ Mainly short term (15 days to 3 months). ¾ Some courses under Handicrafts are of 1 year duration. |
| 4 | Khadi & Village Industries Corporation | 51 Training Centres run 35 types of programmes | Unemployed rural youths, In-job Artisans/Supervisors working in KVI instts, Prospective Entrepreneurs, Beneficiaries of different Govt. Schemes desirous of undertaking KVI activities. | 2 months to 12 months |

V. SUGGESTIONS

Despite the measures taken by the government, India remains a country experiencing severe unemployment problems. This section seeks to propose strategies for reducing unemployment in India. It is desirable to reduce tax rates and increase government spending which will eventually increase the aggregate demand and the rate of economic growth. Lower tax rates increase the disposable income of people and thus increase consumption and Purchasing power leading to higher aggregate demand (AD). The interest rates should be decreased which would lower the cost of credit and encourage people to spend and invest. Also, the exchange rates would get reduced and which would lead to increase export. Reduction of income tax would work as an incentive for the unemployed as well as employed. It is an attractive proposition which motivates the unemployed to join the labor market and the existing workforce to strive harder. Lower Corporation Tax encourages the young entrepreneurs to start their own Ventures. Government should invest more in human capital development to increase the employability in our country. It should also emphasis more on imparting quality education to the people. Education should be imparted in such a way that it should empower the youth with the necessary skills which can make them employable. It has been observed that unemployment is especially concentrated in certain regions. In order to overcome this geographical disparity, the government could incentivize firms to set up operations in these areas by giving tax breaks. Alternatively, financial assistance can be provided to unemployed workers who moved to established areas which have high employment. Vocation courses are recognized as an important part of under-graduation and post-graduation collages. Government should emphasis in inculcating these courses in the primary level and makes it compulsory part of the curriculum so that people so that people become proficient in their early stage of life. Career Counseling should be provided within the school and should reach all the students

VI. CONCLUSION

India is a fast growing economy. There has been enormous improvement in the unemployment scenario since the time it was recognized as a challenge. The government is implementing various measures for increasing the employment rate and has succeeded to a great extent. Participation of women and the marginalized groups speaks about the success of the policy measures. The wide spread skill development programmes have gained popularity across the nation. With better enforcement of the strategies mentioned above, the employment level can be significantly improved.

REFERENCES

- (2014) Employment Plan 2014 India [Online] Available: https://g20.org/wpcontent/uploads/2014/12/g20_employment_plan_india.pdf
- (2014) Mahatma Gandhi National Rural Employment Act [Online] Available: http://nrega.nic.in/netnrega/writereaddata/circulars/report_people_eng_jan_2014.pdf
- Nabagopal Das, Unemployment and Employment Planning, Oriental Longmans, 1968.
- SUSHMITA BISWAS "UNEMPLOYMENT IN INDIA" National Conf. on Recent Innovations in Science Engineering & Technology, January 2016, ISBN: 978-93-85465-94-9

REQUEST FOR FEEDBACK

Dear Readers

At the very outset, International Journal of Research in Computer Application & Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue, as well as on the journal as a whole, on our e-mail infoijrcm@gmail.com for further improvements in the interest of research.

If you have any queries, please feel free to contact us on our e-mail infoijrcm@gmail.com.

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward to an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-

Co-ordinator

DISCLAIMER

The information and opinions presented in the Journal reflect the views of the authors and not of the Journal or its Editorial Board or the Publishers/Editors. Publication does not constitute endorsement by the journal. Neither the Journal nor its publishers/Editors/Editorial Board nor anyone else involved in creating, producing or delivering the journal or the materials contained therein, assumes any liability or responsibility for the accuracy, completeness, or usefulness of any information provided in the journal, nor shall they be liable for any direct, indirect, incidental, special, consequential or punitive damages arising out of the use of information/material contained in the journal. The journal, neither its publishers/Editors/ Editorial Board, nor any other party involved in the preparation of material contained in the journal represents or warrants that the information contained herein is in every respect accurate or complete, and they are not responsible for any errors or omissions or for the results obtained from the use of such material. Readers are encouraged to confirm the information contained herein with other sources. The responsibility of the contents and the opinions expressed in this journal are exclusively of the author (s) concerned.

ABOUT THE JOURNAL

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

Our Other Journals

