IJCBM



INTERNATIONAL JOURNAL OF COMMERCE AND BUSINESS MANAGEMENT

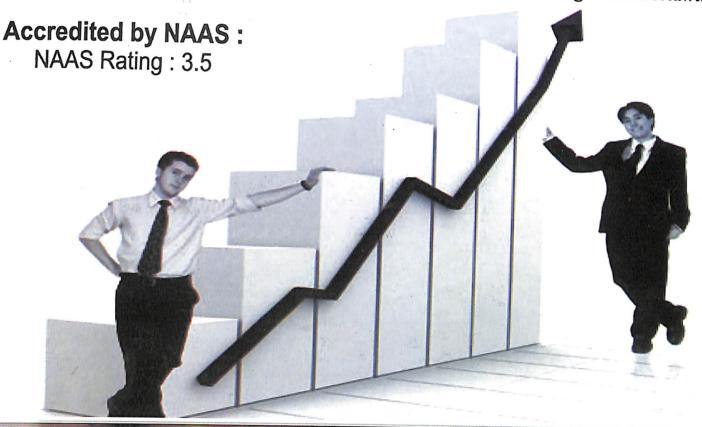
• RNI : UPBIL/2008/24399 • VOLUME 6 ISSUE 2 • OCTOBER, 2013

• ISSN : 0974-2646

• ONLINE ISSN : 0976-7940

AN OFFICIAL JOURNAL OF THE HIND AGRI-HORTICULTURAL SOCIETY

Refereed Research Journal of Commerce and Business Management Worldwide



Available online at : | www.cabi.org

www.cabi.org www.connectjournals.com



HIND INSTITUTE OF COMMERCE AND BUSINESS MANAGEMENT

In association with : HIND AGRI-HORTICULTURAL SOCIETY (REGD.) MUZAFFARNAGAR-251 001 (U.P.) INDIA

Website : www.hindagrihorticulturalsociety.co.in



International Journal of Commerce and Business Management Volume 6 | Issue 2 | October, 2013 |



CONTENT

Research Article

Economics of meat and their by-products marketing by retailers in Madhya Pradesh– MOHAMMED 150 YUSUF, ANIL SINGH AND DYAMANNAVAR GOVISIDDAPPA

Export performance and competitiveness of fresh mangoes and mango pulp in India– K. KUMARESH 154 AND C. SEKAR

Performance of Parbhani district central co-operative bank– N.U. PAWAR, SACHIN S. MORE **AND** 160 PALLAB DEBNATH

Price discovery of Indian turmeric in futures market–D. MURUGANANTHI, K.M. SHIVAKUMAR, 166 N.AJJAN AND S.D. SIVAKUMAR

Marketing of geographical indications (GIs) banana in Dindigul district of Tamil Nadu–P.G. 171 DHAMOTHARAN

Demand and preference for mango pulp in the catering segment in south Gujarat– RUCHIRA 178 SHUKLA, BHAVESH CHAUDHARI AND GAYATRI JOSHI

Identifying the training dimension for improving the knowledge management practices–M. 182 MALARKODI, K. UMA AND K. MAHENDRAN

Construction and administration of knowledge test to measure the financial literacy of farmers in 187 Tamil Nadu–R. RAVIKUMAR AND S.D. SIVAKUMAR

Analysis on the gap in management capability among the agri-input retailers in Tamil Nadu–M. 193 MALARKODI, K. UMA AND K. MAHENDRAN

Factors affecting buying behaviour of tea in Nilgiris district of Tamil Nadu–K.C. PRAKASH AND P. 199 PARAMASIVAM

Resource productivity, resource use efficiency and return to scale of small, medium and large *Rabi* 206 jowar growers in Marathwada region-K.H. PAGARE, S.S. MORE, RAVI SHREY AND PALLAB DEBNATH

An economic analysis of production performance of coir fibre industry in Western region of Tamil 211 Nadu–T. SAMSAI AND K. MAHENDRAN

Analysis of lilium cut flower supply chain–K.C. PRAKASH AND S.D. SIVAKUMAR 22	23
-	
Probability and intensity of climate adaptation through agricultural technologies in western zone 22 of Tamil Nadu–K. VIJAYASARATHY AND K.R. ASHOK	29
Organizational efficiency for quality reputation – The case of GI banana– P.G. DHAMOTHARAN AND 23 K.N. SELVARAJ	36
Scale to measure the attitude of rural women towards self help groups–M.V. KARUNA JEBA MARY 24 AND V. RAVICHANDRAN	40
Institutional finance for rural development of north east India : Strength and prospects–PARAG 24 KR. DEKA AND DINESH SARMAH	44
Intensive farming and dynamics of land use in Tamil Nadu–V. KAVITHA AND K. CHANDRAN 2:	52
Land use pattern and cropping pattern followed by co-operative credit borrowers–N.U. PAWAR, 2: T.G. SATPUTE AND PALLAB DEBNATH	58
Economics of cultivation of paddy under soil salinity in Tiruchirappalli district of Cauvery delta 20 zone of Tamil Nadu -R. PARIMALARANGAN AND N.R. PADMANABAN	264
A study on problems faced by the consumers and retailers in modern and traditional retail store 2 outlets in India – P. BALAJI, C. KARTHIKEYAN AND D. SURESHKUMAR	268
Profitability and performance of coir pith units in western region of Tamil Nadu –T. SAMSAI AND K. 2 MAHENDRAN	276
A comparative study on human resource management practices of specialist officers (Agriculture) 2 employed in public and private sector banks–C. MURALIDHARAN AND R. VENKATRAM	280
To measure the extent of unemployment during off season and document the alternative sources of 2 employment in Latur district–J.P. MOHITE AND R.D. SHELKE	288
A micro level study on factors influencing selling of agricultural lands in western zone of Tamil 2 Nadu–R. RAVIKUMAR AND P. PARAMASIVAM	291
Traditional and modern turmeric cultivation management in Belgaum district –SARFARAZ K. 2 SHAIKH, C. MURTHY AND MANJUNATHANAIK C.	297
Brand equity analysis of Ooty tea–K.C. PRAKASH AND P. PARAMASIVAM	301
Scale to measure attitude of tribal farmers towards developmental programmes in Kolli hills of Samakkal district–K. INDUMATHY AND P. MUTHIAH MANOHARAN	308
Producer's share in consumer rupee in marketing of fresh banana–U.B. SANGOLKAR	312

۰,

ζ,

Factors influencing food consumption in rural and urban areas of Latur district–R.D. MORE AND R.D. SHELKE	317
Socio-environment factors on willingness of agricultural land conversion–Micro level approach– R. RAVIKUMAR AND P. PARAMASIVAM	321
Marketing efficiency of tea under different supply chains - A study in Nilgiris district of Tamil Nadu–K.C. PRAKASH AND P. PARAMASIVAM	327
Economics of different crops in Kandi area of Jammu (J&K)–PARVEEN KUMAR, POONAM PARIHAR AND L.K. SHARMA	333
Livelihood enhancement through value addition and marketing of turmeric in Dang district of Gujarat–KULDEEP CHOUDHARY AND MADHU	338
Store choice behavior of consumers in evolving market-P. BALAJI, K.R. ASHOK AND S.D. SIVAKUMAR	341
Brand equity analysis of Nokia mobile phone–K.C. PRAKASH AND P. PARAMASIVAM	347
Market arrivals and price behaviour of cumin in mandor market of Jodhpur district of Rajasthan– V.K. VERMA, P. KUMAR AND B.L. VERMA	352
Use of e-resources by farmers in Coimbatore district of Tamil Nadu– N. KUMARASAMY AND C. SEKAR	357
Current status of marketing, constraints and farmer's share in consumer price of guava in Kaushambi district of Uttar Pradesh–BALWANT KUMAR SINGH, S.K. SINGH AND SANTOSH KUMAR	364
AReview	
Trend and present scenario of mgnrega-SATINDER SINGH RANDHAWA	368
Innovations and technology : An economic analysis of their contribution in managing natural resources for sustainable development–PARVANI SHARMA, S.P. SINGH, HARMINDER SINGH, POONAM PARIHAR AND M.C. DWIVEDI	374
A CASE STUDY	
A study on customer satisfaction, purchase pattern towards Nilgiri's supermarket in Coimbatore city–K.C PRAKASH AND P. PARAMASIVAM	384
Study on cluster entrepreneurship of Haryana–MEETU CHAWLA	390
Research Note	
Employee satisfaction (Non-teaching staff) at an agriculture deemed university-RINI CHARAN	395