



## Study of Present Status of Commerce Graduates Working in Business Organizations and the Expectations of Business / Industry, in Ratnagiri District of Maharashtra State.

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### ABSTRACT

*Ratnagiri is a coastal district belonging to Konkan region of Maharashtra state, situated on the western coast of India. It has north-south length of about 180 kms and average east-west extension of about 64 kms. Sahyadri hills surround it in the east beyond which there are Satara, Sangli and Kolhapur districts, Raigad district in the north, the Arabian Sea in the west and Sindhudurg district in the south. The district comprises of 9 tehsils. MIDCs have contributed a lot in promotion of business and industry in the different parts of Maharashtra State, particularly in Ratnagiri district. There are three main and primarily active MIDC zones in Ratnagiri, viz. Khed (Lote-Parshuram), Chiplun (Kherdi & Gane Khadpoli) and Ratnagiri itself which is the district headquarters. But the employability of the students from Commerce colleges in and around MIDCs is not satisfactory and up to the business standards and expectations due to lack of practical approach to the Commerce education towards business orientation.*

**KEYWORDS :** Commerce (includes Management here), E-Commerce, ICT, Industry and Ratnagiri.

### ♦ INTRODUCTION:

Presently higher education in Commerce is delivered in 21 colleges of Ratnagiri district. Hundreds of students pass out of these Commerce colleges every academic year. Then they are in search of job. One of the available arenas to explore their talent are the business organizations including industries in Maharashtra Industrial Development Corporation (MIDC) regions in and around their tehsils or talukas.

After the formation of Maharashtra State on May 1, 1960, the Government of Maharashtra constituted a "Board of Industrial Development" (BID) on October 1, 1960, under the Chairmanship of Shri. S. G. Barve, I.C.S. The various committees recommendations received in the industries department were taken up for implementation and as per the Borkar Committees recommendations; development of Ulhas Valley Water Supply was entrusted to the Board of Industrial Development (BID).

The BID framed the legislation and it was introduced before the state legislation and passed in the form of "Maharashtra Industrial Act" which gave birth to MIDC, as a separate corporation on August 1, 1962. The BID was the first personnel strength of MIDC. The Board of Industrial Development during its existence between October 1, 1960 to August 1, 1962, has done enough spade work to identify the locations for setting up industrial areas in different parts of the state. Thus, right in the first year of establishment MIDC has come up with 14 industrial areas, to initiate action for infrastructure and help entrepreneurs set up the industrial units in those areas.

The key historical policy decisions taken by MIDC certainly changed the social economic scenario of the state in general and Ratnagiri in particular as its activities spread in the interior. All industrial areas are grouped into A, B, C, D & D+ groups depending upon the taluka in which they fall. So far as Ratnagiri is concerned there are 7 MIDC areas as mentioned below.

**Table 1: List of MIDC Regions in Ratnagiri District**

Sr. No.	Name of the Region
1	Ratnagiri
2	Lote-Parshuram
3	Chiplun (Pohali / Kherdi)
4	Chiplun Khadpoli
5	Dapoli
6	Sangameshwar (Devrukh)
7	Dabhol Portbase - I

Source: M.I.D.C. Database

### ♦ CONCEPTUAL BACKGROUND:

Commerce is the activity of buying and selling of goods and services between two or more individuals or organizations and/or combination thereof. The system includes legal, economic, political, social, cultural and technological systems that are in operation in any country or internationally. Thus, commerce is a system or an environment that affects the business prospects of economies.

Commerce Education here includes higher education delivered in colleges (Senior) of Ratnagiri District. Commerce Graduates here refers not necessarily as B.Com studies only but all the degree education under Commerce and Management Faculty too.

Industry is an economic activity concerned with the processing of raw materials and manufacture of goods in factories to produce semi-finished and finished goods. It is an unit in Ratnagiri region of Maharashtra Industrial Development Corporation.

Information Communication Technology is an umbrella term that includes any communication device or application, encompassing: radio, television, cellular phones, computer and network hardware and software, satellite systems and so on, as well as the various services and applications to convert data i.e. facts and figures into required information.

E-Commerce in short is commercial transactions conducted electronically on the Internet. In comprehensive manner it comprises of three aspects E-Market, Electronic Data Interchange (EDI) and Internet Commerce. It is a newly introduced specialization in Commerce faculty by some universities in Maharashtra to equip the Commerce students with latest technology in their field.

### ♦ LITERATURE REVIEW:

Ratnagiri District Gazetteer (2006) helps to understand the history, development, facts and figures of Commerce and Industry in Ratnagiri district of Maharashtra State. It focuses on various aspects of higher education in Commerce and MIDC in Ratnagiri region. It also gives statistical information for this research study. MahaConnect (2015) is an official business newsletter of MIDC which throws light upon recent industrial developments and needs. Many other study related aspects of MIDC could be learnt from this newsletter. Brief Industrial Profile of Ratnagiri District is an official publication by Ministry of Micro, Small and Medium Enterprises, Government of India. It imparts detailed information about industrial aspects pertaining to Ratnagiri district. It explains everything related to MIDC of Ratnagiri district in comprehensive manner.

♦ **OBJECTIVES OF THE RESEARCH STUDY:**

The said research study was carried out with following objectives in view:-

1. To study the talent pool requirement of industry in MIDC of Ratnagiri district in Maharashtra with reference to employment of Commerce graduates in this region.
2. To study the short comings of Commerce graduates in Ratnagiri district of Maharashtra with reference to industry needs and opportunities and suggest solutions.

♦ **GEOGRAPHICAL AREA OF THE RESEARCH STUDY:**

The geographical area of the research study consists of 5 prominently functional MIDC areas of belonging to Ratnagiri district of Maharashtra state.

♦ **HYPOTHESIS:**

The main hypothesis of the said research paper is as follows:

**H 1** Commerce graduates in Ratnagiri district fall short in satisfying the present needs of the industries in MIDC of Ratnagiri district.

♦ **RESEARCH METHODOLOGY:**

With the above objectives kept in mind the instructed Interview Method was adopted through a draft questionnaire cum survey discussed and filled by the Human Resources / Personnel Manager(s) of the select industries. In all 16 industries from 6 out of 7 areas of MIDC falling in 4 Tehsils / Talukas were contacted and communicated personally at their business units in Ratnagiri district. Its composition was as follows –

**Table 2: Sample Size of the Survey**

Sr. No.	Industrial Area	No. of Units
1	Ratnagiri	2
2	Lote-Parshuram	4
3	Chiplun (Pohali / Kherdi)	5
4	Chiplun Gane-Khadpoli	2
5	Dabhol Portbase - I	1
6	Dapoli	2
Total		16

Source: Primary Data

The Secondary Data is collected from publications of MIDC, Industrial Association website and reports of Mumbai University with reference to Commerce Colleges.

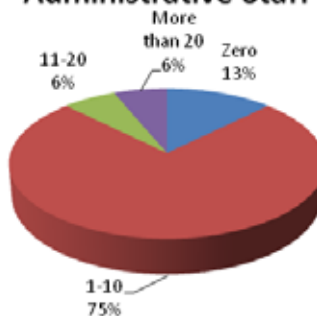
For the present research study the data pertaining to the above objectives was collected and the literature was reviewed on the topic concerned. The literature was thus collected by visiting online libraries and websites. Some Government websites were also visited for getting office record and statistical data.

♦ **PRESENT SCENARIO OF M.I.D.C. IN RATNAGIRI DISTRICT OF MAHARASHTRA STATE:**

MIDC in Ratnagiri district comprises of large-scale, medium-scale and small-scale enterprises. Most of them have their head offices located at Mumbai. They manufacture finished as well as semi-finished goods. Some of them have good reputation in the market and are surviving for more than three decades. After contacting and analyzing the response from 16 respondents all over Ratnagiri district various observations regarding current scenario of MIDC were recorded as follows:

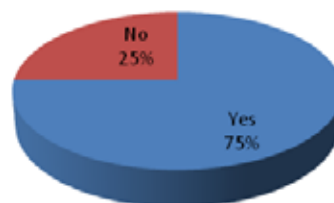
**1. Technology based personnel** – The industries in Ratnagiri MIDC do employ I.C.T. based personnel for their administration. Moreover presently the trend is to acquire I.C.T. based staff only because everything is getting computerized. Only the old staff lacks technology base but even they are given training for the same.

**Chart 1: I.C.T. based Administrative Staff**



**2. Technology based training** – Except few industries in Ratnagiri MIDC, all other train their employees using audio-visual sessions. Presentations are delivered by experts in the area for effective working in the business environment. Thus the training has become more content oriented and appealing enough to imbibe advanced skills required by the employees.

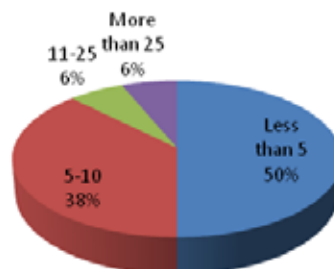
**Chart 2: Audio-Visual Learning System**



♦ **NEEDS OF MIDC FROM COMMERCE EDUCATION IN RATNAGIRI DISTRICT OF MAHARASHTRA STATE:**

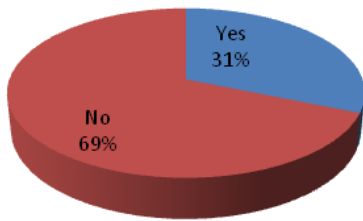
**1. Employment of Graduates** – The industries in MIDC of Ratnagiri require minimum five Commerce graduates in their day-to-day business administration. The demand for Commerce graduates is more for those units are completely established in this MIDC. Large scale enterprises require more graduates at different levels of administration.

**Chart 3: Employed Commerce Graduates**

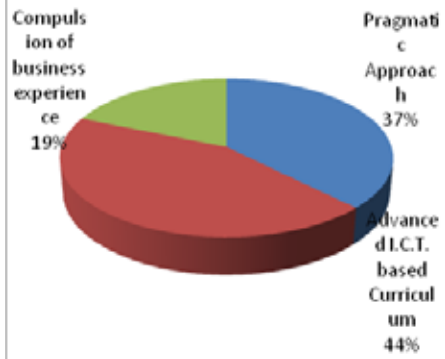


**2. Availability of I.C.T. based Commerce staff** – Pure Commerce graduates have no more demand in industrial sector or MIDC of Ratnagiri. They require I.C.T. based commerce graduates who can work effectively with systems to complete the task correctly and in time. Such personnel is less available here because of the Commerce education delivered in colleges here does not adhere to business requirements.

**Chart 4: Local availability of I.C.T. personnel**

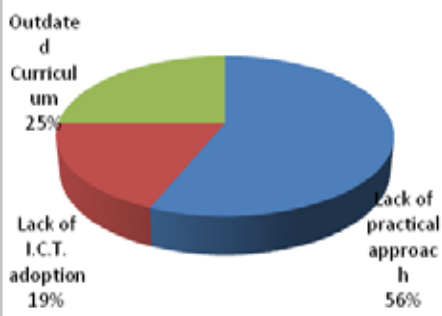


**Chart 6: Expectations from Commerce Education**



**3. Shortcoming of Commerce Education** – The businesses in MIDC of Ratnagiri need commerce graduates who are well trained and skilled with latest technology to overcome real time business situations. But the graduated employed here lack in their performance mainly due to the following drawbacks pointed out by the HR managers of these business units.

**Chart 5: Drawbacks of present Commerce Education**



**4. Suggestions by HR Managers** – To overcome this dark future of present Commerce education the HR Managers of these units have recommended having pragmatic approach in Commerce education, towards businesses. Students are advised to go through pre-job training during their studies to get acquainted with real time problems and situations in the industry. This experience will surely give them real knowledge for studying commerce and meet future industry needs. Also the curriculum of Commerce education needs to be highly I.C.T. based with latest technology developments and outdated concepts must be omitted from the curriculum.

**◆ CONCLUSIONS:**

To overcome problems of recruitment of Commerce graduates, it is necessary to bring about practical approach to Commerce Education in Ratnagiri district. In the survey it was observed that more than half of interviewees agreed to this urgent need came out with this strong urge.

Also the practical commerce education will not be alone sufficient to eradicate the lacunae of technology usage. Hence it was recommended that Commerce Education must include ICT i.e. Information Communication Technology as a vital subject accordingly to enlighten the horizons, methodologies, procedures, rules, regulations, etc. for creating required employability and potential to absorb the talent of local students. Subjects like E-Commerce are very essential for the productivity that they have to deliver while working in industries. Hence use of advanced ICT in Commerce education has to become mandatory. Thus it can create new job opportunities and fulfill current business requirements too.

The business requires pragmatic approach to theoretical education and that can be done by making industrial visits more educational and compulsory assignments in Commerce curriculum. Students must be allowed to take actual experience of working in business / industry units to understand their current needs and accordingly equip themselves with required skills and knowledge. This is the way by which Commerce education in particular and Management education in general can make the students job ready. It will also change the mindset of students and industrialists towards teaching-learning process and broaden their vision to accommodate and fulfill all the reciprocal needs. Also, this will surely create a healthy and educational society.

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