

₹ 200

ISSN - 2249-555X

Volume : 1

Issue : 7

April 2012



Journal for All Subjects

[www.ijar.in](http://www.ijar.in)

Listed in International ISSN Directory, Paris.



ISSN - 2249-555X

# Indian Journal of Applied Research

## Journal for All Subjects

### Editor-In-Chief

**Dr A Kumar**

Director, College Development Council (CDC)  
Director, Internal Quality Assurance Cell (IQAC)  
Professor in Management,  
Department of Business Administration, Faculty of Management,  
Bhavnagar University,

### Editorial Advisory Board

**Dr. S. N. Pathan**  
Maharashtra

**Dr. SM. Ramasamy**  
Gandhigram

**Dr. M. M. Goel**  
Kurukshetra

**Dr. S. Ramesh**  
Tamil Nadu

**Dr Ramesh Kumar Miryala**  
Nalgonda.

**Dr. B. Rajasekaran**  
Tirunelveli

**Dr. A. R. Saravankumar**  
Tamilnadu

**Dr. Roy M. Thomas**  
Cochin

**Dr. G. Selvakumar**  
Salem

**Dr. Apurba Ratan Ghosh**  
Burdwan

**Dr. Shrawan K Sharma**  
Uttarakhand

**Dr. Sudhanshu Joshi**  
Uttarakhand

**Prof. (Dr.) B Anandampilai**  
Pudhukottai

#### Advertisement Details

Position	B/W (Single Color)	Fore Color
Full Inside Cover	₹ 6000	₹ 12500
Full Page (Inside)	₹ 5000	-

#### Subscription Details

Period	Rate	Discount	Amount Payable
One Year (12 Issues)	₹ 2400	Nil	₹ 2400
Two Year (24 issues)	₹ 4800	₹ 200	₹ 4600
Three Year (36 issues)	₹ 7200	₹ 300	₹ 6900
Five Year (60 issues)	₹ 12000	₹ 600	₹ 11400

You can download the Advertisement / Subscription Form from website [www.ijar.in](http://www.ijar.in). You will require to print the form. Please fill the form completely and send it to the **Editor, INDIAN JOURNAL OF APPLIED RESEARCH** along with the payment in the form of Demand Draft/Cheque at Par drawn in favour of **INDIAN JOURNAL OF APPLIED RESEARCH** payable at Ahmedabad.

1. Thoughts, language vision and example in published research paper are entirely of author of research paper. It is not necessary that both editor and editorial board are satisfied by the research paper. The responsibility of the matter of research paper/article is entirely of author.
2. Editing of the Indian Journal of Applied Research is processed without any remittance. The selection and publication is done after recommendations of at least two subject expert referees.
3. In any condition if any National/International University denies accepting the research paper published in IJAR, then it is not the responsibility of Editor, Publisher and Management.
4. Only the first author is entitled to receive the copies of all co-authors.
5. Before re-use of published research paper in any manner, it is compulsory to take written permission from the Editor-IJAR, unless it will be assumed as disobedience of copyright rules.
5. All the legal undertaking related to Indian Journal of Applied Research is subject to Ahmedabad Jurisdiction.
7. The research journal will be sent by normal post. If the journal is not received by the author of research papers then it will not be the responsibility of the Editor and publisher. The amount for registered post should be borne by author of the research paper in case of second copy of the journal.

**Editor,**

**Indian Journal Of Applied Research**

8-A, Banans, Opp. SLU Girls College, New Congress Bhavan, Paldi,  
Ahmedabad-380006, Gujarat, INDIA

Contact.: +91-9824097643 E-mail : [editor@ijar.in](mailto:editor@ijar.in)

## INDEX

Sr. No.	Title	Author	Subject	Page No.
1	Current Issues In Indian Capital Market	Bhavin S. Shah	Accountancy	1-3
2	Accounting Standard (AS) 30 Accounting for Financial Instruments	Kalola Rimaben A, Chauhan Lalit R.	Accountancy	4-6
3	A Study on Lithology and Petrography of the Tipam Sandstones Exposed along the Tipong Pani River Section of Upper Assam Basin	Dr. Pradip Borgohain	Applied Geology	7-11
4	Study of Fluvial Geomorphic Features of the Lower Subansiri Basin, North-East India using Remote Sensing and GIS.	Dr. Uttam Goswami	Applied Geology	12-14
5	Sheared volcanics in the north of Pugging, East Siang District, Arunachal Pradesh	T. K. Goswami, P. Bhattacharyya, D. Bezbaruah	Applied Geology	15-18
6	Heavy Metal Biosorption Using A Biopolymer Chitin	D. Saravanan, P. N. Sudha	Chemistry	19-23
7	Impact of peripheral cues on rural consumer buying decision for FMCG products with special reference to Palitana (Gujarat)	Dr K.S. Vataliya, Bhavik .P. Parmar	Commerce	24-26
8	A Growth of Rural Postal Life Insurance in India [ A Study with special Reference to Dharmapuri District]	Dr. A. Vinayagamoorthy K. Senthilkumar	Commerce	27-28
9	Promotional Strategies for International Markets with respect to Agricultural Products	Dr. B. B. Bhosale	Commerce	29-30
29	Business Risk And Financial Risk - Indian Corporate Sector	Dr. M. Dhanabhakyam, P. Balasubramanian	Commerce	31-33
10	"Customer Relationship Management"- In Banking Industry	G.V. Kori, Sri. Basavaraj Huggi	Commerce	34-36
11	Role of Investment Banks and Institutions in Economic Development	Jitendra Dhirajlal Karia, Dr. (Prof.) Vijay Kumar Soni	Commerce	37-38
12	Nature Of Information Shared And Communication Methods Used In Small Manufacturing Firms	Vipul Chalotra	Commerce	39-41
13	China's WTO Accession: An Empirical Assessment of Merchandise Trade with India	Anjali Tandon	Economics	42-45
14	Regional Disparities - Social Sector Expenditure in Rural-Urban India	Dr. Shankar B. Ambhore, Dr. Ashok S. Pawar	Economics	46-47
15	(Presenting Thought About Industry, Trade And Co-operation Of Rajarshri Shahu Maharaj)	Dr. Ashok Shankarrao Pawar, Dr.Sunita J. Rathod	Economics	48-49
16	An Assessment On Poverty Alliviation Programmes In Rural India-A Case Study	Dr. Parvathamma G. L.	Economics	50-55
17	Liveability in Guwahati: A Factor Analytic Approach	Dr. Daisy Das, Dr. Ratul Mahanta	Economics	56-58
18	Backward Class Disparities in higher Education in India	Dr. Shankar B. Ambhore, Dr. Pawar Ashok S.	Economics	59-60
19	Revenue and Expenditure Pattern of Municipal Corporations of Punjab	Naresh Kumar	Economics	61-66

20	Livelihood Security of Traditional Fishermen of Kerala: Analysing and Identifying the Roles of Self Help Groups	(Dr.) D. Rajasenan, Rajeev B.	Economics	67-70
21	Levels and Types of Questions Raised by EFL Teachers In Southern Al-Mazar Directorate of Education	Dr. Jihad Al-Turki	Education	71-74
22	Issues And Recommendations Of National Knowledge Commission In Higher Education System	Vidhi Bhalla	Education	75-77
23	Multiple Sequence Alignment of Different Species	Perna, Pankaj Bhambri, Dr. O.P. Gupta	Engineering	78-82
24	Analyzing the Phylogenetic Trees with Tree- building Methods	Jasmine, Pankaj Bhambri, Dr. O.P. Gupta	Engineering	83-85
25	Low Power High Speed with Improved Noise Margin for Domino CMOS Inverter.	Pushpa Raikwal, Dr.Vaibhav Neema, Dr.Sumant Katiyal	Engineering	86-88
26	Analysis of Drag for an Aircraft Wing Model with and without Winglet	Mitul Patel, Sharvil Shah, Dharmendra Dubey	Engineering	89-91
27	Cognitive Radio	Chauhan Jayesh R.	Engineering	92-95
28	Problems In Teaching English As A Compulsory Subject	Prof. Madhvi R. Acharya	English	96-97
30	Financial Banking Is The Science Of Managing Money: Indian Financial System	Dr. Shailesh N. Ransariya, Dr. Shailesh N. Ransariya	Finance	98-100
31	Carbon Trading a Step towards Green Environment	Ashok R. Bantwa	Finance	101-102
32	Effect of Supplementation of A Multinutrient Chocolate Bar on Nutritional Status and Athletic Performance	P. Muhtulakshmi, Dr. M. Sylvia Subapriya	Home Science	103-104
33	Imperatives of Inclusive Growth for Sustainable Development of Indian Economy Post Globalization	Dr Mahalaxmi Krishnan	Indian Economy	105-107
34	RIGHT TO INFORMATION ACT AND THE ROLE OF PRESS, MEDIA & NGO'S	Dr. Krushna Chandra Dalai	Law	108-109
35	``Thesis: A Powerful Source Of Information``	Arvind M Bhadrashetty	Library Science	110-111
36	Present Day English and Inflections	Dr Syed Mohammed Haseebuddin Quadri	Literature	112-113
37	Jigsaw II: An Effective Strategy To Develop Reading Comprehension Of High School Students	Dr. P. Nagaraj, Sindhu Thamba	Literature	114-115
38	CAPITAL STRUCTURE ANALYSIS (An Empirical Study of Paper Mills in India)	Ashok Mundhra	Management	116-118
39	Emerging Trends In Indian Rural Market	Dr. N. Ramanjaneyalu	Management	119-121
40	Credit Card Usage in Coimbatore	G. Murali Manokari, Dr. R. Ganapathi	Management	122-126
41	Micro Credit – Two Sides of the Same Coin	R. Durga Rani, J. Gnanadevan, Dr. R. Ganapathi	Management	127-130
42	Work Place Stress and Yoga Therapy	K. Revathi, Dr. R. Ganapathi	Management	131-132
43	Customer's Satisfaction Towards Modernized Petrol Stations With Reference to Coimbatore City	Dr. R. Ganapathi	Management	133-137

44	Evaluation Tactics: A tool to evaluate success of corporate training programme	Dr. Shobha Dedhia	Management	138-140
45	A Preliminary Study On Issues And Challenges Faced In Measurement Of Social Media Return On Investment	Khushbu Pandya	Management	141-142
46	Profitability Analysis (A Case Study of Selected Public and Private Sector Companies)	Manish Manglik	Management	143-144
47	Performance Management System	S.Jayakrishna, N.Sainath, M.V.Subbareddy, N.Raji Reddy	Management	145-147
48	A Study On Organizational Culture In Bharath Heavy Eletrical Limited, Ranipet	S.Sridhar, D.Yuvaraj, V. Kandasamy	Management	148-150
49	Cost Effective Transportation	Sarada Prasanna Patra Dr. Manjusmita Dash	Management	151-154
50	A Study On Efficiency Of Outbound Training With Reference to Titan Industries, Hosur	V. Kandasamy, D. Yuvaraj, S. Ragothaman	Management	155-157
51	Performance Improvement Enhance The Efficiency	Vidya L. Hulkund	Management	158-159
52	Packaging- The Salient Seller	Vidya L. Hulkund	Management	160-161
53	An Empirical Study Of Student Satisfaction With Reference To Gujarat Technological University (Gtu)	Dr. Vijay K. Patel	Management	162-163
54	Maximizing Customer Profitability in Retailing Industry (Durable Goods) - Role of Analytical CRM -A Case Analysis	Dr.A.R.Krishnan, R.Selvamani	Management	164-165
55	Financial Inclusion - Role Of Banking Industry	Dr. K. Marutha Muthu, Ms.T. A.Tamilselvi	Management	166-167
56	The Growth of Self Help Groups in India: A Study	S.Ravi, Dr. P. Vikkraman	Management	168-170
57	Role of E-Banking	K. K. Devi	Marketing	171-172
58	Reasons after the war of going Green –Green Marketing	Kavita A. Trivedi	Marketing	173-175
59	Strongly Minimal Generalized Boundary	K. Chandrasekhara Rao, P . Padma	Mathematics	176-177
60	ACCESSORY RENAL ARTERY: A CASE REPORT	Archana U Shekokar, Vandana A Tendolkardolkar	Medical Science	178-179
61	Fibrinous Pericarditis: A Case Report	Vandana A Tendolkar, Archana U Shekokar	Medical Science	180-181
62	Social life, Addictions and Subjective Wellbeing of the Transsexuals	Seemanthini.T.S, Manjula. M. Y	Psychology	182-184
63	Using E-Content In Science Class: The Effect Of Treatment, Gender, And Their Interaction On Science Achievement	Suman Rani	Psychology	185-188
64	Bullying - Societal Curse- A Serious Issue	Latha Janaki. R, Dr.Kalyani Kenneth	Social Science	189-191
65	Factor Influencing Foetal Wastage	Dr. Dipti Bhavsar, Dr. C. D. Bhavsar	Environment	192-195
66	Approach Of Universilization Educational And Women Empowerment Of Rajarshri Shahu Maharaj	Dr. Ashok Shankarrao Pawar, Dr. Sunita J. Rathod	Economics	196-199



## Issues And Recommendations Of National Knowledge Commission In Higher Education System

\* Vidhi Bhalla

\* Assistant Professor, M.M. College of Education Mullana (Ambala)

**ABSTRACT**

*Knowledge has been recognized as the key driving force in the twenty-first century, and India's ability to emerge as a globally competitive player will substantially depend on its knowledge resources. To foster generational change, a systemic transformation is required that seeks to address the concerns of the entire knowledge spectrum. The National Knowledge Commission presents a wide-ranging set of prescriptions on the issues relating to the current state of higher education system. This article highlights the all-pervasive interference factors as the fundamental systemic factor in eroding the functional capabilities of our higher education system and suggests ways to deal with them. The Knowledge Commission has come forward with creative ideas to promote the 'knowledge base' of Indian economy and to exploit the vast latent potential.*

**Keywords : National Knowledge Commission, Higher Education,**

**Introduction**

For India to be globally competitive in the 21st century, a critical factor would be our ability to harness our knowledge potential. The economic and social transformation of India will largely depend upon knowledge. Only knowledge can provide foundation of inclusive growth which is the main objective of 11th five year plan.

In the fast-changing global scenario, there is urgent need for an integrated and balanced education system which not only helps students to develop their personality, but will also result in a well-qualified, skilled human force. Higher education has made a significant contribution to economic development, social progress and political democracy in independent India. But there is serious cause for concern at this juncture. The opportunities for higher education in terms of the number of places in universities are simply not adequate in relation to our needs. Large segments of our population just do not have access to higher education. What is more, the quality of higher education in most of our universities leaves much to be desired.

India has more than 9% annual growth rate. In order to sustain the growth rate, there is a need to increase the number and quality of the higher education institutes in India. There-

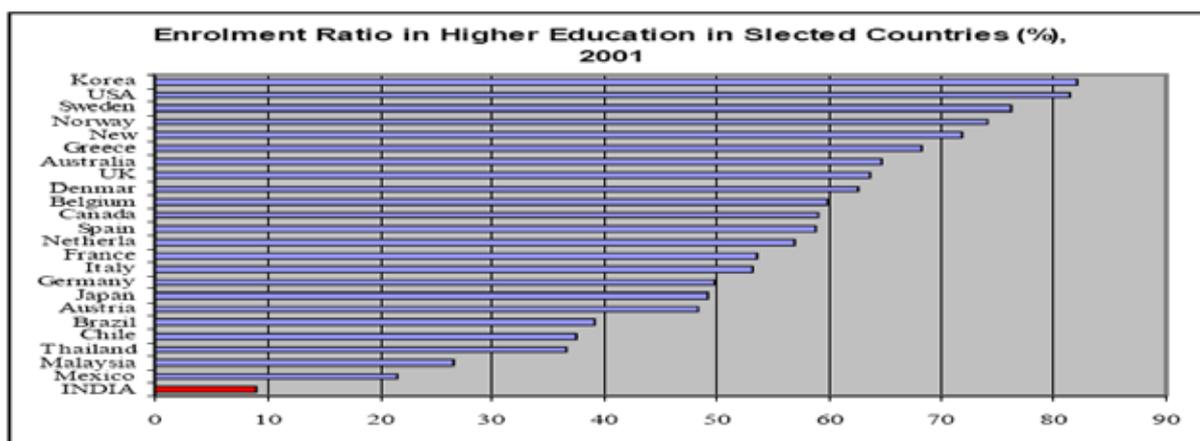
fore Govt. has announced the establishment of 8 IITs, 7 IIMs and 5 IISERs and 30 Central Universities.

There are some ISSUES in the current Indian higher education system framework which are as follows:

Expansion: The current enrolment in higher education stands at about 11 million. While there has been a consistent growth in enrolment in higher education over the last few years, this is not enough when compared to other countries. The Gross Enrolment Ratio (Fig 1) for higher education (percentage of the 18-24 age group enrolled in a higher education institution) is around 8 to 10 per cent whereas the enrolment figure for USA is 81 per cent, 54 per cent in UK, 49 per cent in Japan and more than 25 per cent for various developing countries. Various committees that have examined the higher education scenario in India have recommended an increase in the GER to at least 20 per cent (Table 1). For instance, CABE committee on Financing of Higher Education concluded on the basis of international experience that an enrolment rate of 20 per cent or more is consistent with a turnaround in economic performance.

Fig 1: Enrolment Ratio in Higher Education (2001)

Figure 2



Source: UNESCO: EFA Global Monitoring Report 2005

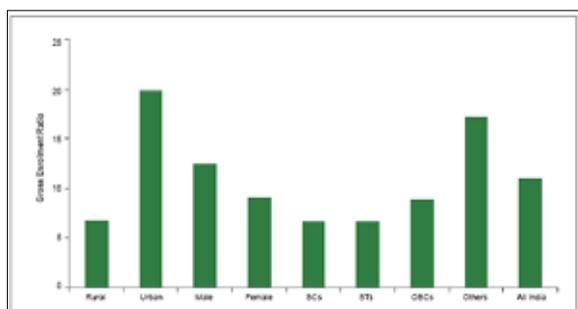
Table 1: Gross Enrolment Ratio (GER) for 18-24 years (in percentage)

Year	Higher Education
2001-02	8.07
2002-03	8.97
2003-04	9.21
2004-05	9.97

Source: Ministry of HRD

Access: With high disparities, inclusive education has remained an elusive target. Inter-caste, male-female and regional disparities in enrolment still remain prominent. For example, while the gross enrolment ratio for people living in urban areas was almost 20 per cent, it was only 6 per cent for rural areas. Further, the gross enrolment ratio for Scheduled Tribes (STs), Scheduled Castes (SCs) and Other Backward Classes (OBCs) was 6.57, 6.52 and 8.77 respectively, much lower than the all-India ( see figure 2).

Figure 2: Disparities in enrolment in higher education (2004-05)



Source: UGC

Regulation: The regulatory structures in the current higher education system are cumbersome. Entry through legislation alone, at present, is a formidable barrier. The consequence is a steady increase in the average size of existing universities with a steady deterioration in their quality. There are a large number of institutions that are technically under the purview of the UGC but are not provided financial support by it because they fail to fulfill the minimum eligibility norms.

Faculty: Shortage of quality faculty is one of the main problems affecting higher education in India today. Teacher shortages often occur due to non availability of suitably qualified people. Further, the academic profession has seen a steady decline in popularity – as a result of lack of incentives and more lucrative opportunities in other professions. Apart from increasing compensation of teachers, there is also a need to introduce performance-based incentives in order to ensure teaching of superior quality.

Funding: Public expenditure on education is only around 3.6 per cent of GDP. Government funding of higher education is still below 1 per cent of GDP. The percentage expenditure on University and Higher Education to GDP, which was 0.77 per cent in 1990-91 showed a gradual decrease to 0.66 per cent in 2004-2005. Various committees have unanimously recommended that state funding be increased to 6 per cent. While the Central Advisory Board for Education (CABE) recommends spending 1 per cent to higher education and 0.5 per cent to technical education, the proportions in 2004-05 were 0.34 per cent for higher education and 0.03 per cent for technical education.

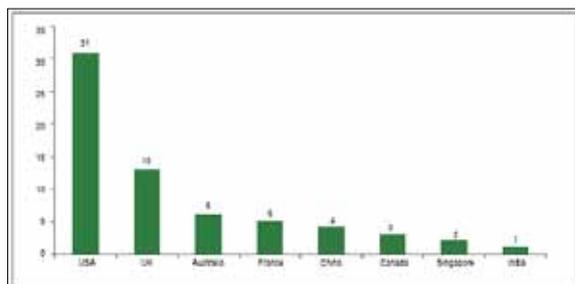
Private Institutions: The share of private unaided higher education institutions increased from 42.6 per cent in 2001 to

63.21 per cent in 2006. Their share of enrolments also increased from 32.89 per cent to 51.53 per cent in the same period. This trend is likely to continue and therefore, it is reasonable to expect that about half of incremental enrolment targeted for higher education will come from private providers. There is a need for the state to recognize the role of the private sector and encourage their participation. There has already been a de-facto privatization of the professional education sector, with more than 80 per cent of the engineering colleges being privately funded and managed.

Accreditation: Accreditation in higher education pertains to determining the quality of an institution. The criteria on which institutions are judged typically involve expected student achievement, quality of curriculum, faculty, academic support and services for students, and financial capacity. In India accreditation is performed by government agencies i.e. National Assessment and Accreditation Council (NAAC) to accredit institutions of higher education. The NAAC's assessment is based on pre-determined criteria that combine self-study and peer review. NAAC accredits and certifies for educational quality in institutions different weights for each criterion, and for different types of institutions. The results of the accreditation process thus far indicate serious quality problems

Quality: There are concerns about the quality of higher education provided in India currently. There is an annual outflow of more than 1,50,000 students to institutes in the west every year – driving out nearly 2-3 billion dollars in foreign exchange per annum. It makes India the second largest target market globally for education institutes in the west. Though the problem of reaching world class standards is not as pressing as meeting the larger needs of the population, India's standing in this regard is indicative perhaps of the generally low standards. In a London Times Higher Education Supplement ranking of the top 200 universities, only 1 Indian institution was listed, while the Shanghai University ranking of 500 world-class universities featured only 3 Indian universities. (Fig. 3)

Figure 3: Country wise Number of Universities in Times Top 100 Universities



Source: Times Higher Education Supplement, London

**NKC Recommendations**

The following key recommendations of NKC on Higher Education address these issues:

- **Creation of Universities:** To bring about expansion in Indian Education System, NKC has suggested the creation of 1500 universities by 2015, partly by restructuring the existing ones. These institutions would have provisions for frequent curricula revision, an appropriate system of appointments and incentives to maximize productivity of faculty, a great deal of autonomy in management coupled with accountability and freedom to set student fee levels as well as to tap other sources of generating funds.
- **Increase in GER:** NKC has recommended increasing GER in higher education to 15 and above by 2015.
- **Diversification of Sources of Financing:** In addition to increased public spending, this would involve diversifying the sources of financing to encourage private participation, phil-

anthropic contributions and industry linkages.

- Establish 50 new national universities may be established to provide education of the highest standard. These National Universities will admit students on an all-India basis. They will adopt the principle of needs-blind admissions.
- Creation of Independent Regulatory Authority for Higher Education (IRAHE): In order to reduce the current barriers to entry, NKC has recommended setting up an Independent Regulatory Authority for Higher Education (IRAHE) which would be at an arm's length from all stakeholders and would accord degree granting power to universities.
- Reform of Existing Universities: To ensure quality, NKC has called for reform of existing universities to include frequent curricula revisions, introduction of course credit system, enhancing reliance on internal assessment, encouraging research, and reforming governance of institutions.
- Ensure access for all deserving candidates: NKC recommended that no student is denied the opportunity to participate in higher education due to financial constraints. Institutions of higher education should be encouraged to adopt a needs-blind admission policy.
- Attract Students in Science and Mathematics: To rejuvenate science education and research in the country. NKC considers it crucial to attract more students in science and mathematics. To encourage this, NKC has recommended launching a massive science outreach programme, upgrading available infrastructure, revitalizing the teaching profession and revamping teacher training at all levels.
- Improvement in Quality of PhDs: To invigorate research and development in the country NKC has recommended

steps to improve the quality of PhDs. It has suggested massive investment in education and research at all levels, together with a renovation and reform of the university system, and the fostering of a global outlook in research.

- National Knowledge Network: The key to successful research today demands live consultations, data sharing and resource sharing. Towards this end, NKC has recommended the establishment of a high-end national knowledge network connecting all India's knowledge institutions in various fields and at various locations throughout the country.

### Conclusion

The Indian Education System improvement is required at many levels – from primary schools to higher education and research institutions of national excellence. At all levels, there is a need to improve both access and excellence. At the bottom of “knowledge pyramid” the challenge is one of improving access to the primary education. At the top of the “pyramid” there is need to make our institutions of high education and research world class.

The advancements are emerging very fast and innovations are daily seen world over, there is neck to neck race in various fields of knowledge from imparting education to school education, higher education, vocational education, professional education including medical education, legal education, engineering education etc. Scholars are become more conscious about enhancing their own knowledge and knowledge of students who are to become scientists/professionals of tomorrow.

The Knowledge Commission has come forward with creative ideas to promote the 'knowledge base' of Indian economy and to exploit the vast latent potential. If these initiatives are successfully implemented, the country will be able to harness the advantage of its demographic dividend and the youth will be able to realize their full potential in the global economy. This is the time to create a second wave of institution building and of excellence in the field of education, research and capability building so that India is better prepared for the 21st Century.

### REFERENCES

- Agarwal, P. (2006), "HIGHER EDUCATION IN INDIA- The Need for Change", Working Paper No: 180, Indian Council for Research on International Economic Relation (ICRIER), India. | CABE Committee (2005), Report of the Central Advisory Board of Education (CABE) Committee on Autonomy of Higher Education Institutions, Government of India. | Lakhota, S.C. (2005), India's ambitions to be a world leader in S&T depend upon a drastic overhaul of the university system. Current Science, Vol. 88, No. 11, 1731-1735. | New Knowledge Commission (2009), "Report to the Nation, 2006-2009", Government of India, UGC Annual Report, Government of India. Tilak, J.B.G (1997), The Dilemma of Reforms in Financing Higher Education in India. Higher Education Policy 10, 1, 7-21. | Websites Viewed www.knowledgcommission.gov.in, www.education.nic.in



**Sara Publishing Academy**  
Indian Journal Of Applied Research  
Journal for All Subjects



**Editor,**  
**Indian Journal Of Applied Research**  
8-A, Banans, Opp. SLU Girls College,  
New Congres Bhavan, Paldi, Ahmedabad-380006.  
Contact.: +91-9824097643 E-mail : [editor@ijar.in](mailto:editor@ijar.in)